

COMMUNICATE

REFLECT

PATHWAY TO CHANGE

The CC pathway comprises six steps that are the building blocks of the programme. These steps are based on careful analysis and research about what has worked in shifting harmful social norms and practices in other contexts.

EXPLORE

STRENGTHEN

BUILD

COMMIT

Communities Care: Transforming Lives and Preventing Violence

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ISBN: (pending)









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► [See Pathway of Change Infographic](#)

PREVENTING SEXUAL VIOLENCE AND BUILDING HEALTHY, SAFE AND PEACEFUL COMMUNITIES

EVERYONE HAS A ROLE TO PLAY

-  **Community members**
(women, men, girls and boys)
-  **Community leaders**
(government workers, religious leaders, women’s leaders, etc.)
-  **Healthcare actors**
(doctors, nurses, community health workers)
-  **Psychosocial actors**
(social workers, case managers, etc.)
-  **Education actors**
(educators and administrators etc.)
-  **Law enforcement actors**
(police, prosecutors, judiciary, etc.)

STEP 6 BUILD

The pathway to change requires more than strengthening services and changing collective norms; it requires **building an environment** that supports members of the community in sustaining change. An ‘enabling’ environment is created by identifying and advocating for laws, policies, protocols, and other mechanisms that support new practices and behaviours, address violations, and further strengthen the capacity of institutions and services to provide care for survivors.

STEP 5 COMMUNICATE

Change is affirmed and reinforced by **communicating** positive norms with others in the community, as well as with different communities. Making these changes visible reinforces that change is indeed happening and that people are taking action to prevent sexual violence. The CC Programme works with core groups to communicate change by highlighting evidence of change, taking public actions, and using interpersonal and mass media communication channels to spread the word about new beliefs and practices.

STEP 1 STRENGTHEN

Survivors of sexual violence have rights to compassionate and quality care and support that maximizes their health, safety and well-being. The CC Programme **strengthens** community-based care and support for survivors – including health, psychosocial, law enforcement, and education services – by addressing gaps in services, identifying barriers to access, and providing training and mentoring for providers on sexual violence, social norms, self-awareness and survivor-centred care.



STEP 4 COMMIT

Successfully shifting social norms requires that community members understand the benefits of change, and collectively **commit** to taking action to prevent sexual violence. The CC Programme supports core groups in identifying collective advantages of promoting change, and organizing public actions that demonstrate their commitment to change. Such public commitments encourage others in the community to adopt positive beliefs and practices that prevent sexual violence against women and girls.

STEP 2 REFLECT

Group discussion is at the heart of the CC Programme, and begins by raising awareness and promoting **reflection** among core groups in the community about harmful beliefs and norms that foster sexual violence, as well as positive community values that contribute to healthy, safe and peaceful communities. This step requires identifying core groups and community members who can be agents of change, and stimulating reflection among them about the relationship between community values and the rights of all people.

STEP 3 EXPLORE

Deepening discussion allows exploration into the ways in which certain beliefs and practices contribute to sexual violence against women and girls. Through the facilitated discussions, core groups are given space to **explore** and choose alternative practices that promote non-violent, respectful relationships between men and women, identifying both immediate and long-term changes that can be made. Opinion leaders are encouraged to become ‘champions for change’ by publically supporting new norms and practices.