What are Social Norms?
Rules of behavior that are considered acceptable in a group or society

Why Social Norms matter
Some behaviors that are socially acceptable are often damaging to people and communities.
Even if individuals don’t agree with the norms, they still feel compelled to follow them.

In Sri Lanka, CARE is addressing specific social norms that fuel GBV

Men’s use of aggression to solve conflicts

What CARE is doing to change this harmful social norm

CARE is currently partnering with Johnson & Johnson to support social norms and GBV work in Sri Lanka and Ethiopia.