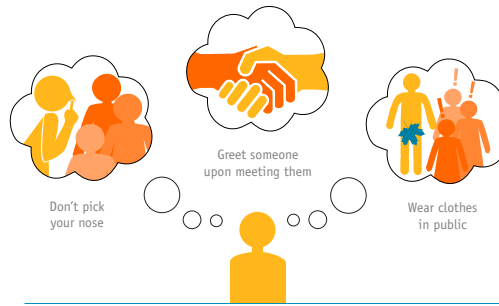


## Addressing Social Norms to Prevent Gender Based Violence (GBV)



### What are Social Norms?

Rules of behavior that are considered acceptable in a group or society

#### Waiting for your turn



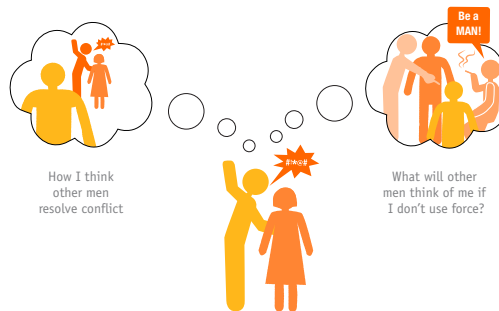
### Why Social Norms matter

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

