



COMMON VISION

Total abandonment of Female
Genital Cutting by 2015

- **Initiative coordinated by the Government of Senegal - same approach for all actors: government, international institutions, NGOs, communities, parliament, local elected officials, academics and donors**









Year 1 – The “Kobi”

“Preparing the Soil” – Oral Tradition



- Democracy and Human Rights
- Problem-solving process
- Hygiene and Health

Tostan

Years 2 and 3 – Aawde

“Planting the Seeds”

- Literacy, Math and Project Management
- Portable phone used to teach literacy





CONTENT

- Comprehensive - holistic
- Human rights-based

LENGTH

- 3 years

APPROACH

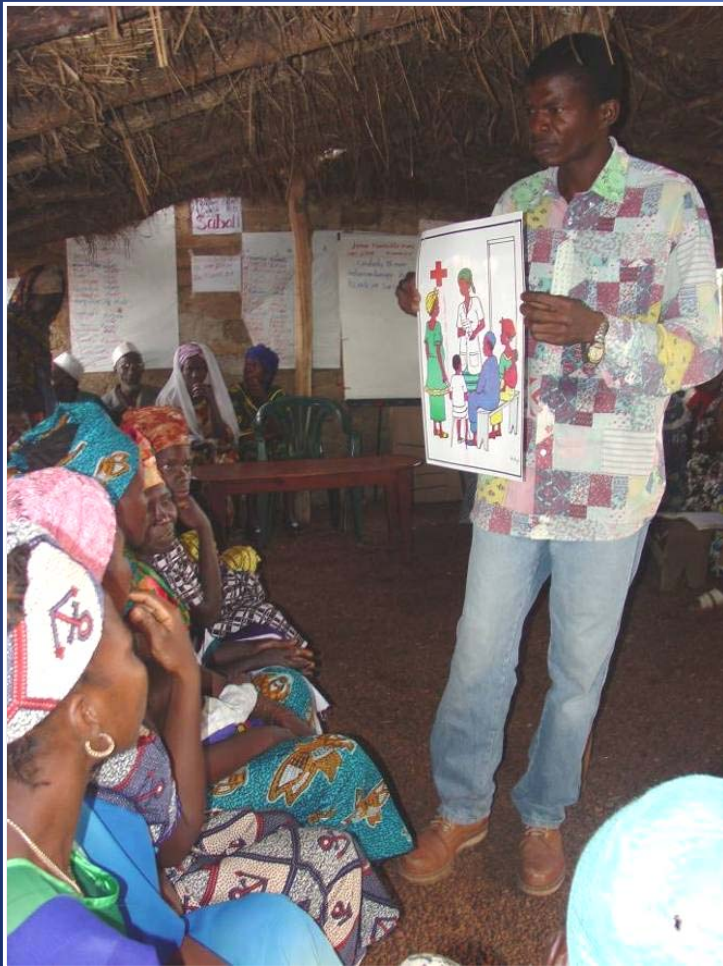
- Reinforcement of positive African traditions oral and national languages reinforced and valued
- Centered on the participant
- Respect for the values of participants

STRATEGY

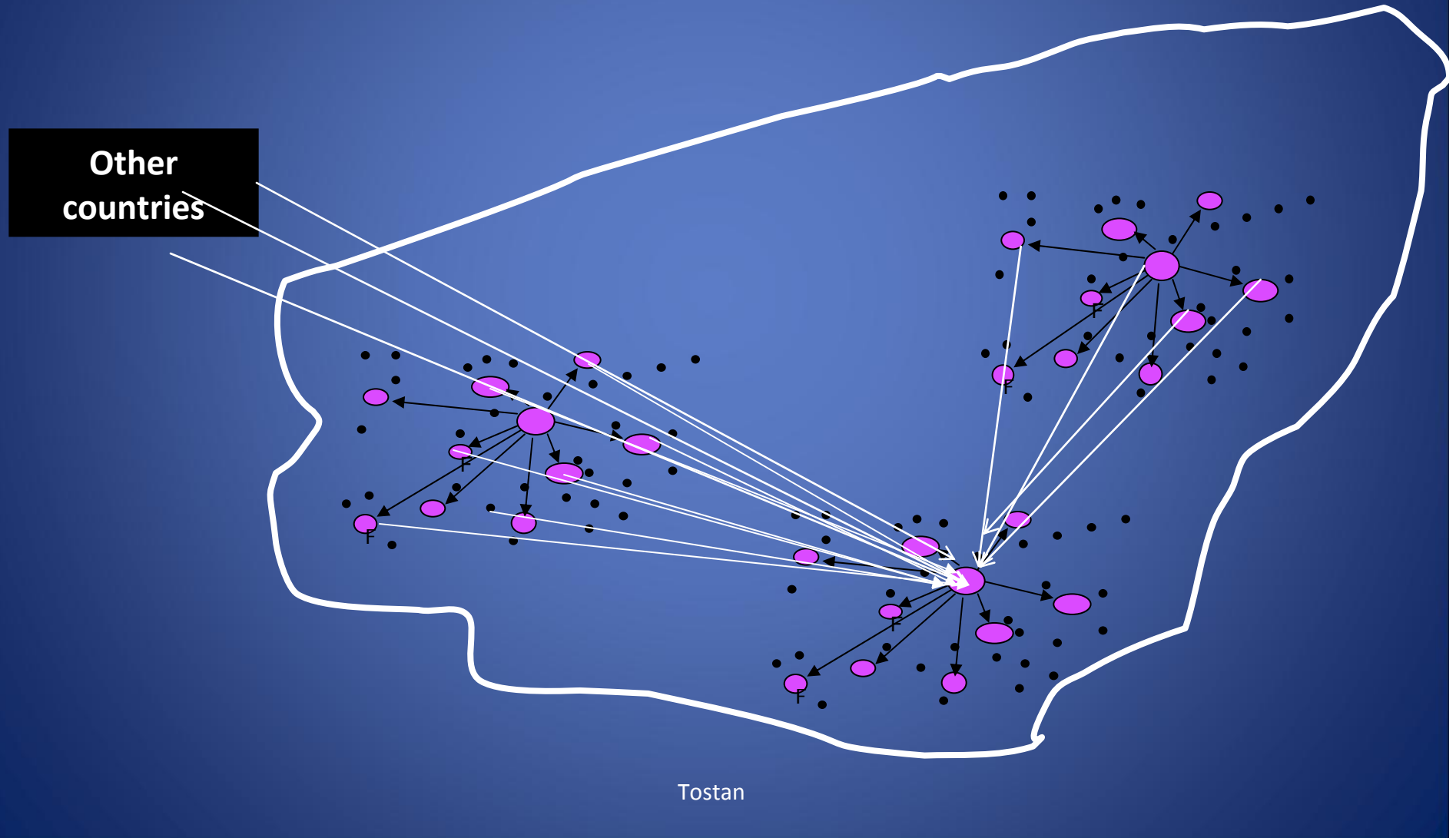
Dialogue includes all members of the community: men, women and adolescents



Further sharing through: theater, song, role play, poetry, drawings



Organized diffusion of information continues through Inter-Village Meetings (cross-border)



Public Declarations by the Social Networks



THEORY: SOCIAL NORMS

- **Informal institutions often neglected in development**
- **Long standing traditions which depend on the expectations of others**
- **Underpinnings of social order which determine collective behavior**

IMPLICATION OF UNDERSTANDING SOCIAL NORMS

- Laws can not always change social norms
- Prescriptive messaging does not often work and can often create resistance
- Need to identify and reach out to the social network (near or far) to make lasting change
- Creating a critical mass of convinced people from within the social network impulses change







