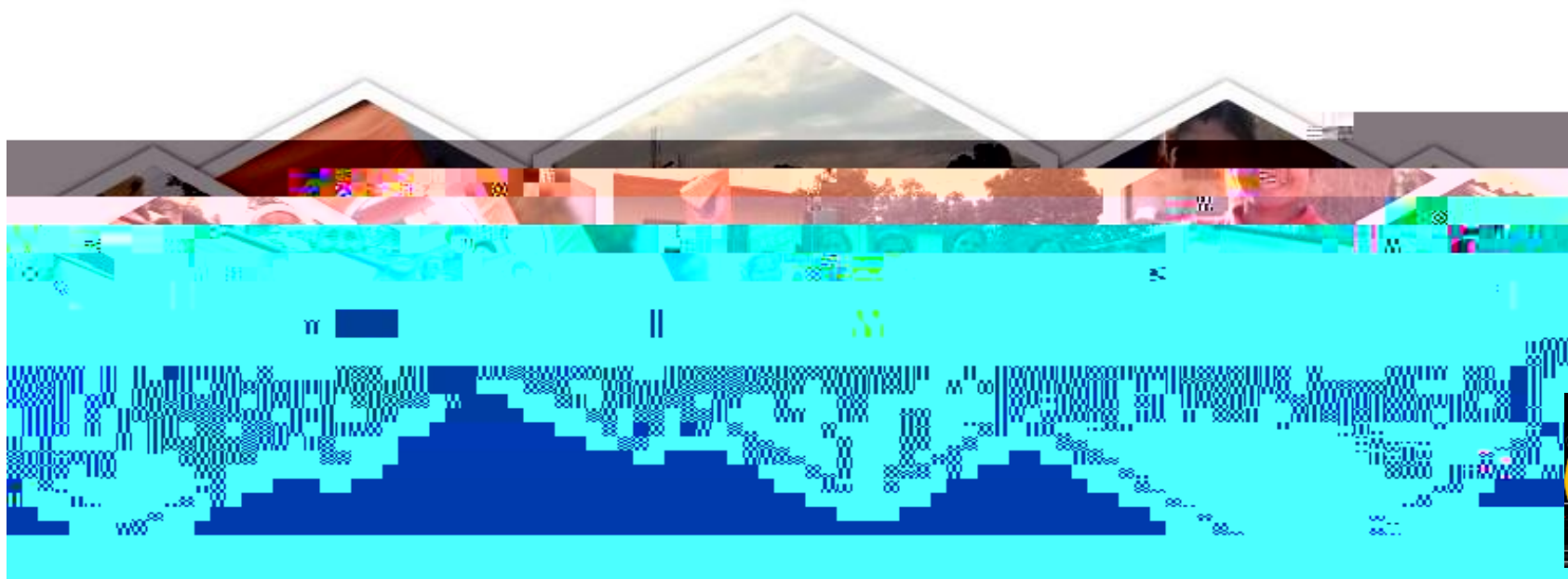
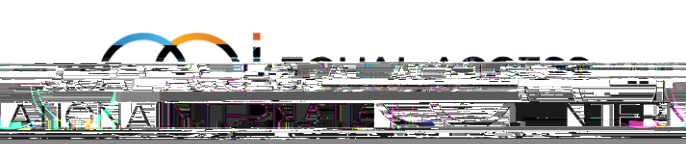
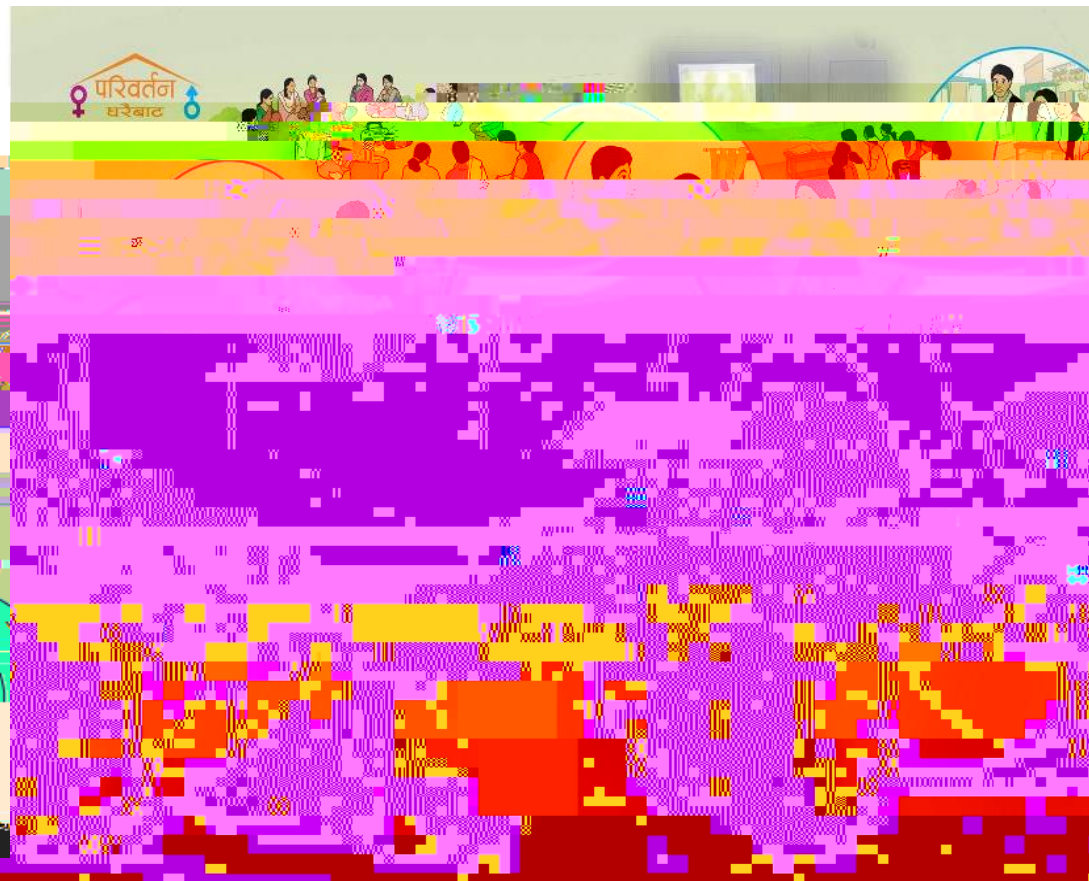


Prevention of IPV and Diffusion of Gender Norms Change at the community level in Nepal





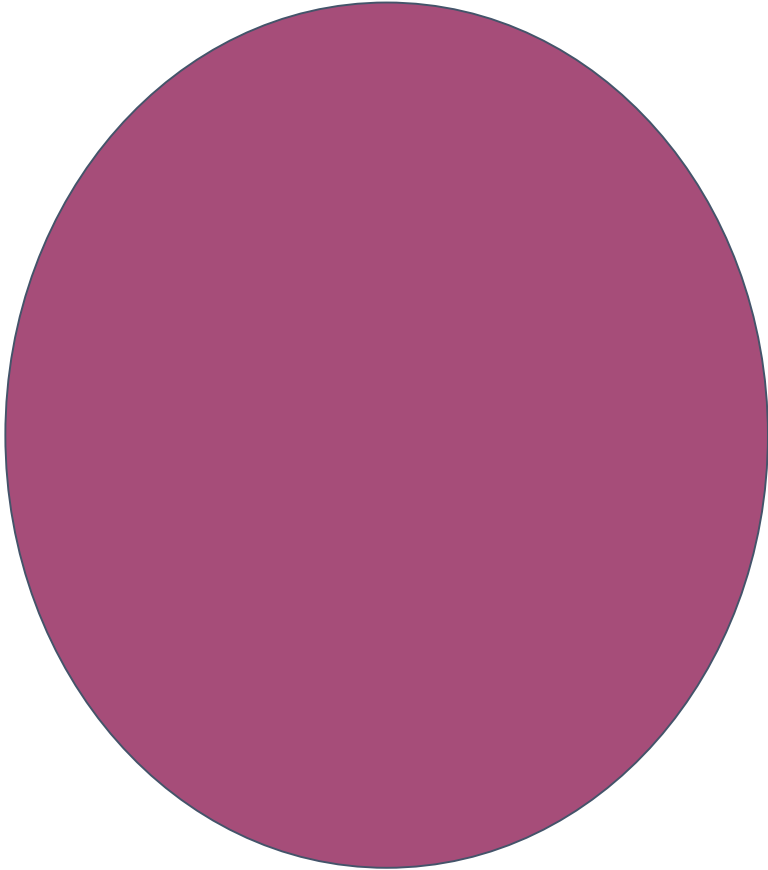
Two interventions: SAHAJ & Change Starts at Home



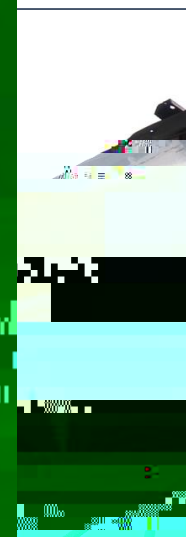
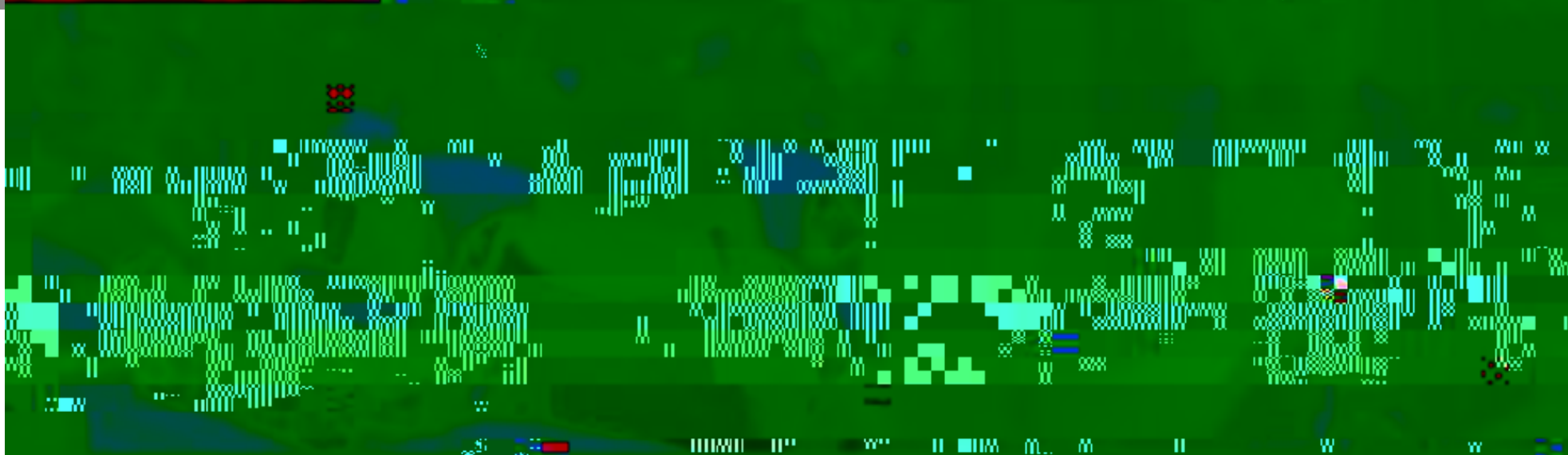
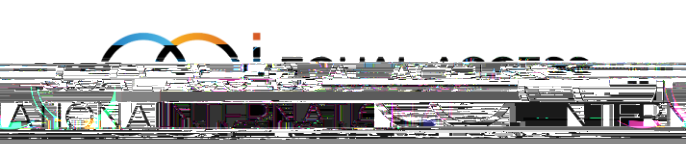


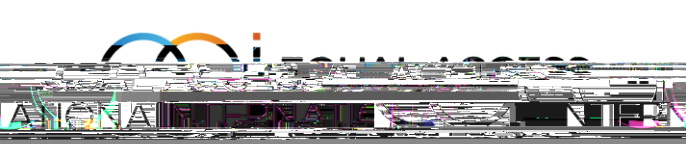
To identify characteristics supportive of diffusion

(How can we encourage diffusion?)



Map the diffusion of ideas, norms,





Communities with high diffusion were more likely to intervene to support a IPV survivor

Long term reductions in IPV were detectable in intervention communities with high diffusion

1 person increase in diffusion was associated with a 0.04 higher endline norms score. At higher diffusion, this effect is even greater in gender equitable norms at baseline

The persons whom the diffusing respondent engaged with most were neighbours, friends, spouses

§ $\hat{\theta}$ $\hat{\theta}_0$ $\hat{\theta}_1$ $\hat{\theta}_2$ within the community was associated with earlier flag raising

