



THE NORMS LETTER | VOL 3, ISSUE 1 | JAN - MAR 2025

Dear reader,

January through March, efforts of the SA-SNALC secretariat were focussed on our flagship event - INTERSECTION 2025, with the agenda of climate action, social norms and gender equity. In the context of the political and policy upheaval of the USA and its impact on the global development agenda, the event hosted a very timely multi-sectoral dialogue at New Delhi, India.

The proceedings of the conference have been summarised with key takeaways and are accessible in the event report ([Read here](#)). In addition to the engaging keynotes and panels, we launched key technical briefs that focus on mainstreaming climate adaptation in policies:

- ❖ **Glossary: Demystifying Climate Change with a Gender Lens** (Author: SA-SNALC)

- ❖ **Gender-responsive Climate Change Policies related to Agriculture: Opportunities and Challenges** (Author: Amita Sharma, IAS Retd.)



- ❖ **Climate Gender Marker: A Tool to Assess Climate Interventions from Gender Lens**
(Author: Sushmita Mukherjee & Dr Chandni Tyagi)
- ❖ **Gender-responsive Strategies for Addressing Climate Change and Health Challenges**
(Author: Dr Amrita Misra & Dr Chandni Tyagi)



#WorldHealthDay2025

Healthy Beginnings, Hopeful Futures

In the upcoming quarter, we invite you to explore with us climate change - especially increasing temperatures and extreme weather events, and its impact on physical and psychosocial wellbeing - through the lens of social norms.

If interested in writing (or co-writing) case studies, blogs or sharing your stories and research with the community, write to us at southasialc@gmail.com and we'll take it forward from there. All resources thus published will be open access.



Looking out for events, resources and opportunities?

This section is for you!

SAVE THE DATE

Virtual Event

Behavioral Science and Digital Strategies to Accelerate HPV Vaccination Uptake: Evidence from Bangladesh

 6 May 2025

 6:00 PT / 9:00 ET

 Zoom

REGISTER HERE

Learning Session on Digital Behavior Change and HPV

Vaccination: Join us on May 6 to explore digital strategies to increase HPV vaccination rates among adolescent girls

Date: Tuesday, May 6, 2025

Time: 6:00 PDT | 9:00 EDT | 13:00 GMT | 14:00 WAT | 15:00 CEST | 16:00 EAT | 18:30 IST

Registration Link: [Zoom](#)



Join us for a Learning Session hosted by the Global Agency and Social Norms Learning Collaborative

featuring Dr. Sohail Agha and Dr. Doug Evans. Dr. Agha will share new evidence from Bangladesh on the impact and cost-effectiveness of behavioral insights driven social media campaigns designed to increase HPV vaccination rates among adolescent girls. Drawing on recent quasi-experimental research, the session will explore the power of digital behavior change strategies in LMICs. Dr. Evans will offer complementary insights from his work on social media, the role of social norms change and theory, and design of public health messaging. The session will conclude with an open Q&A.



"Men, Masculinities, and Contraception" listening sessions — the first in a two-part series

Date: Apr 23, 2025 18:30 IST (+05:30 GMT)

Registration link: [Meeting Registration - Zoom](#)

The field of family planning and contraception has been embedded in, and often conflated with, women's health. Any inclusion of men and boys in the field has been geared to male engagement in women's family planning needs and efforts. The "new masculinities" and modern gender norms have jumpstarted the conversations between couples around the globe as to whether and when to have children.

With the advent of novel male contraceptive products on the horizon, this panel will consider how to move the discussion forward on a societal level in new directions that consider contraception as part of human health and well-being.

To stay on top of the world of social norms and contribute to the community, follow us on [LinkedIn](#) and [become a member](#) - we don't spam.

That's a wrap for this quarter, we'll see you in the next!

Warmly,
Team SA-SNALC