



IW PATHWAY 3

MONITORING EVALUATION AND LEARNING (MEL)

Measuring the Impact of Gender Norms Campaigns – Quantitative Analysis

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INVESTING IN WOMEN
SMART ECONOMICS
AN INITIATIVE OF THE AUSTRALIAN GOVERNMENT

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This report was produced by the Investing in Women (IW) MEL team for primary use by DFAT and IW, and for other practitioners working in the gender norms field. Among other documents, it draws on quantitative analysis undertaken for IW by Metis Analytics in 2023; the Social Norms, Attitudes and Practices (SNAP) Surveys, undertaken by YouGov for IW in 2020 and 2022; and the Insights Panel Baseline and Endline Reports undertaken by Niras for IW in 2021 and 2023. The report does not reflect the views of the Australian Government.

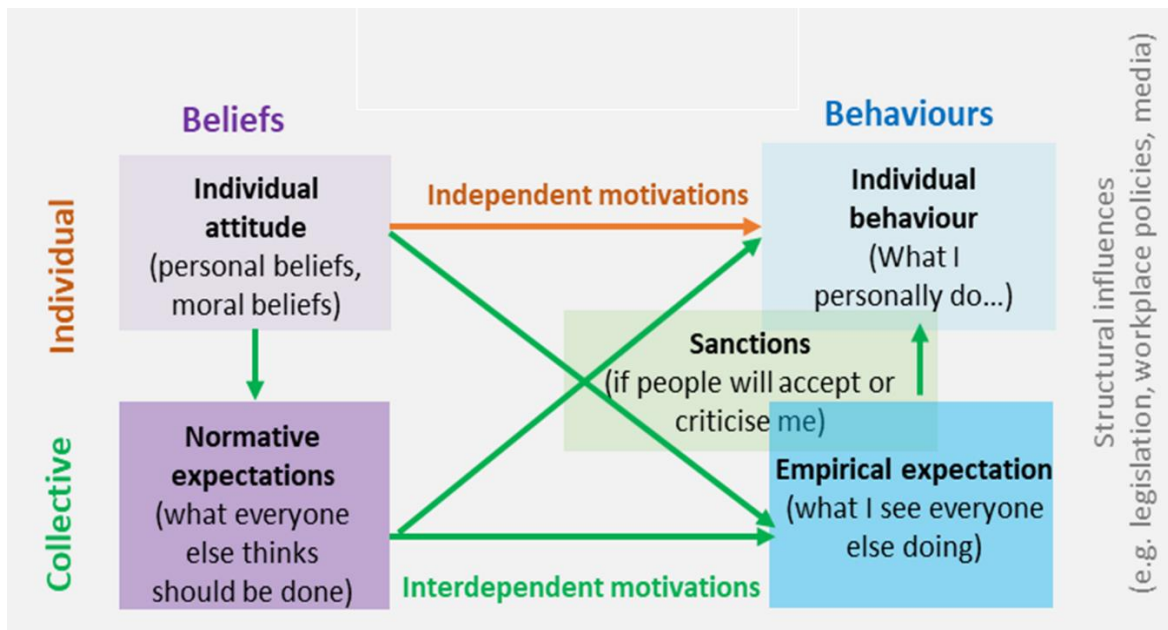
1. Program Context

This report provides a quantitative analysis of the impact of IW gender norms campaigns on target audiences. Under Pathway 3 (P3) of the Investing in Women (IW) program, IW worked with a range of local partners to influence gender norms that act as barriers to women’s economic opportunities. P3 supported campaigns to change attitudes, social expectations and behaviour of urban millennials in Indonesia, the Philippines and Vietnam. IW’s strategy focused on four commonly held gender norms that negatively impact women’s economic opportunities:

- **NORM 1 - Care:** Women’s primary role is perceived as carer for children and family members
- **NORM 2 - Breadwinning:** Men’s perceived role as primary income earner/provider for the family
- **NORM 3 - Job Segregation:** Perceptions that certain job types are specific to women and others to men
- **NORM 4 - Leadership:** Perceptions of women as better in supportive roles and men as better leaders.

IW also recognised its interventions on gender norms needed to shift social expectations in order to influence millennials’ behaviours. Based on social norms literature, IW mapped out a theory behind why individuals behave the way they do (see Figure 1). Individual attitudes are perceived to link to individual behaviour. However, at the collective level there are often social expectations that act as barriers to behaviour change. These expectations can be normative, reflecting what everyone else believes should be done, or empirical, representing what individuals observe others doing. Sanctions, such as criticism from others and the perceived consequences of that criticism, are also relevant factors. These collective elements are identified as interdependent motivations which can affect individual behaviour.

Figure 1 – IW gender norms framework

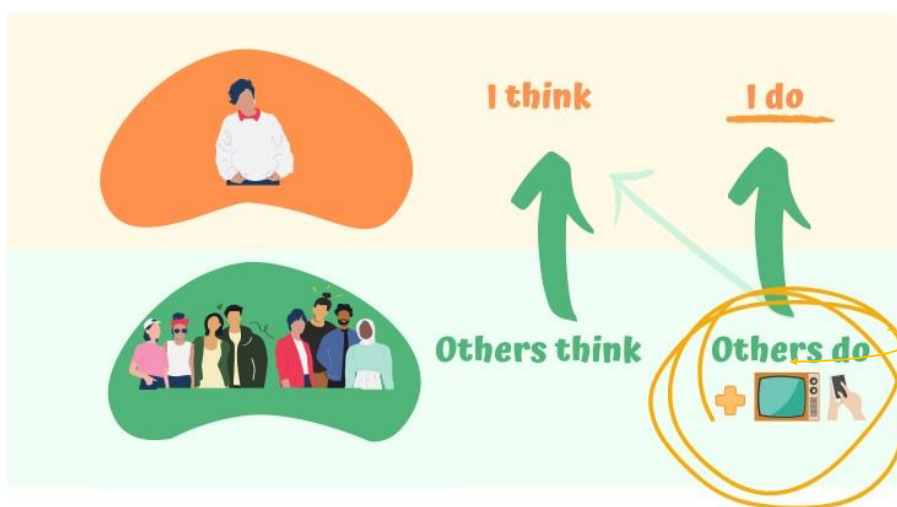


Analysis from IW’s 2020 major survey of urban millennials confirmed that “what you see matters” when influencing behaviour change. The Social Norms, Attitudes and Practices (SNAP) survey in 2020 asked urban millennials about their own attitudes and behaviours and the attitudes and behaviours

of others in their social circles. Analysis across the data set indicated some link between ‘what I think’ and ‘what I do’, but much stronger correlation between ‘what others think’ and ‘what I think’, and also between ‘what others do’ and ‘what I do’. Additionally, the media emerged as a strong influencer on individual behaviour (‘what I do’). This suggests that if urban millennials in Indonesia, the Philippines and Vietnam are going to embrace gender equality, they will need to see others – from their social circles and in the media – also embracing gender equality (Figure 2). These findings validated IW’s support for campaigns using social and online media to reach millions and demonstrated that such media can still be used to influence behaviour even during lockdowns.

Figure 2 – influences on the behaviour of urban millennials in target countries

WHAT YOU SEE OTHERS DOING MATTERS



In Phase 2, IW’s monitoring and evaluation (MEL) team established an innovative approach to measure the impact of gender norms campaign material on attitudes and behaviour change. This approach compared attitudes and behaviour of urban millennials exposed to campaign material to those of the broader urban millennial population.¹ As shown in Figure 3 below, the components of this comparative approach were as follows:

- **Population level change, measured through the SNAP survey:** a broad-based survey of online millennials views and behaviour on gender norms was undertaken in 2020 and repeated in 2022. This establishes a benchmark (control group) to track changes over time in the general population of individuals aged 18-40. The sample is representative across key demographic factors such as age, education, marital status, children, adult care status, gender and employment. The survey included a sample of 2,000 urban millennials in each of Indonesia, the Philippines, and Vietnam, with an equal distribution of 1,000 women and 1,000 men. By comparing the results of the 2022 survey to the baseline established in 2020, we can observe the societal-level shifts in attitudes and behaviours that have occurred.
- **Campaign level change, through partner campaign data:** the MEL activities undertaken by partners provided data on progress in each campaign. In cases where partners incorporated

¹ This quantitative approach complements other streams of evidence from P3 MEL to provide an overall narrative of progress, as reported in the End of Program MEL Report for Pathway 3 (June 2023).

SNAP survey questions into their campaign MEL efforts, and conducted surveys with a sufficiently robust sample, the results can be compared with the SNAP benchmark. This enables us to assess the extent to which individuals who directly engaged with partner campaign material experienced changes in their attitudes toward targeted social norms. It is important to note that the recruitment and composition of partner samples differ from the SNAP sample benchmark. Therefore, while the partner campaign data provides valuable insights into campaign-specific changes, the comparison with the SNAP benchmark may be influenced by variations in sample characteristics.

- **Panel level change, through Insights Panel:** IW established online panels of 400-500 urban millennials in each country. These panels were created on Facebook and exposed to a range of partner campaign materials over 18 months. At the beginning, participants completed a gender norms survey, similar to the SNAP survey, to establish a baseline. The same survey was repeated at the end of the campaign period. A total of 245 individuals completed both the baseline and endline surveys (96 in Indonesia, 74 in the Philippines, and 75 in Vietnam). Quantitative analysis was conducted to measure the changes experienced by the panel group. This analysis involved comparing the panel’s results to the SNAP benchmark while controlling for differences in sample demographics. The aim was to assess the extent to which engagement with materials from partner advocacy campaigns influenced attitudes toward targeted IW social norms. The sample for the panel was drawn using similar methods as the SNAP panel, which involved using social media and other online recruiting strategies.

Figure 3: Three-layer MEL approach



2. Methodology for comparative analysis

The comparative approach sought to assess how engagement with partner advocacy campaign material (whether directly through partner campaigns, or via the Insights Panel) impacted attitudes and behaviours across all four norms relative to the SNAP benchmark. Evidence presented seeks to identify quantitative changes that can be attributed to individuals’ engagement with partner campaign

activities and materials, while also controlling for other factors in the broader context. The analysis draws on the data shown in Figure 4 and uses the following approach:

- The SNAP benchmark at baseline (2020) and endline (2022) provides representative samples of urban millennials. For comparison purposes, this allows us to account for and control for changes in the broader societal context that influence attitudes toward social norms.
- Insights vs SNAP: compares changes in the percentage of respondents with progressive attitudes among Insights Panel participants (who answered both the baseline and endline surveys), in comparison to the SNAP benchmark. This approach measures the impact of engagement on social norms’ attitudes, due to the similarity of recruitment and composition in demographic factors across samples.
- Partner vs. SNAP: compares changes in the percentage of respondents with progressive attitudes among partner campaign participants (who answered both the baseline and endline surveys), in comparison to the SNAP benchmark. This approach assesses the contribution of engagement with partner campaigns on social norms’ attitudes. However, due to differences in sample recruitment and composition, the results may be less generalisable to the general population.

Figure 4 – Data sources for comparative analysis

	SNAP	Insights Panel	Partner Campaign Data
Observations	12,226 across two time periods; data is two cross-sections, not a panel.	490 respondents across two time periods	Range between 20-4750 panel respondent per partner
Function	Control for general changes in social norms attitudes and behaviors in the broader context	Measure impact of engagement with activities similar to partner campaigns	Measure impact of engagement with partner campaign activities
Description	Recruitment using established survey panels managed by industry leading online survey firm.	Questions identical to SNAP survey instrument; sample composition and recruitment similar at baseline to SNAP benchmark	Analysis for partner data is opportunistic: no expectation that all conditions will be met for every partner Coverage of norms depends on partner campaign coverage and survey instrument content and question wording Comparative analysis using SNAP only conducted on respondents for both baseline and endline are for questions are identical or nearly identical to SNAP survey instrument

The analytical approach includes measures to control for demographic and personal characteristics of respondents in order to isolate the effect of engagement with partner campaign activities. These measures are as follows:

- Individual factors: to ensure that differences in individuals’ perspectives and experiences do not affect the analysis, all the data used for comparison with SNAP are “panel data”, meaning the same individual respondents are included in both the baseline and endline surveys.
- Demographic factors: characteristics such as gender, education, employment status, age, marital status, child and adult care status, are included in the regression specifications. This ensures that these factors are directly controlled for in the analysis.
- Broader social context factors: SNAP survey data is used to control for changes in the broader social context, encompassing legal, regulatory, and cultural aspects. By measuring changes in

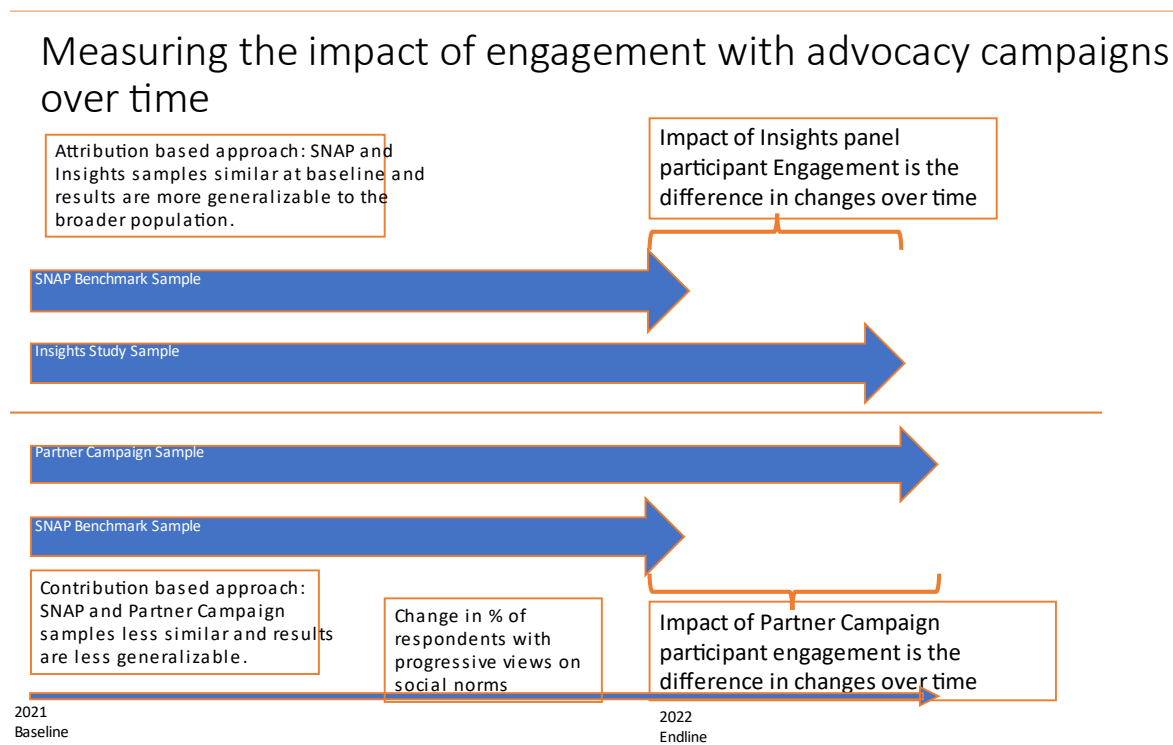
SNAP over time, the survey provides a representative sample of changes in social norms outcomes within the broader population.

The analysis uses weighting and matching of Insights Panel or Partner data to SNAP, so that samples are similar or identical between Insights Panel or Partner and SNAP for each country. This allows for a meaningful comparison and estimation of the impact of participating in the Insights Panel/Partner campaign, as shown in Figure 5. All estimates are statistically significant at the 5% level. The estimates show the difference between the following two changes over time:

- The change in the percentage of the sample indicating progressive attitudes/behaviours for the Insights Panel or Partner respondents between baseline and endline, compared to
- The change in the percentage of the sample indicating progressive attitudes/behaviours for the SNAP benchmark between baseline and endline.

So, for example: if the Insights Panel attitudes show a 15% increase in a progressive direction, and SNAP benchmark attitudes increase by 8% in a progressive direction between baseline and endline, the impact of participation is 7 percentage points.

Figure 5 – Comparative analysis of Insights Panel and Partner data with SNAP data



There were three campaign partners whose data met the requirements for comparative analysis. This required their campaign to have panel data (respondents who answered both baseline and endline surveys) of sufficient sample size. Figure 6 below shows that other campaign partners either lacked repeat respondents from baseline to endline or had an insufficient sample size. As a result, these partners were excluded from the quantitative analysis, although their campaigns were addressed in other MEL analyses conducted by IW².

² See *Gender Norms Campaign Analysis*, June 2023, and *End of Program Pathway 3 MEL report*, June 2023.

Figure 6: Partner campaign data assessed for inclusion in comparative analysis

Partners meeting sample size and panel data requirements for comparative analysis:	Partners where no repeat respondents from the baseline were available at endline:	Partners where sample size was insufficient:
Pulih (Indonesia): 290 observations ECUE (Vietnam): 248 observations Plan International (Vietnam): ~4750	Magdalene Rumah kita Edukayson QBO Oxfam Philippines CARE Vietnam	Plan International Indonesia WISE IDCOMM

Sample size limitations determined what comparisons could be made across the data sets. Figure 7 below shows in orange which norms from the SNAP survey were included in the comparative analysis. Sample size also affected what comparisons were possible among subgroups: as shown further below, the large sample from Plan Vietnam allowed for analysis of results among multiple subgroups. In other smaller samples, results among subgroups such as women and men have only been reported below where the sample was of sufficient size for robust analysis.

Figure 7: Norms Addressed in SNAP survey (orange denotes those included in comparative analysis)

	Job segregation	Leadership	Childcare	Breadwinning
Attitudes	I think there are some work roles better suited to men and some better suited to women	I think men are better suited to leadership positions than women	I think childcare should be more of a woman's responsibility than a man's	I think earning the family income should be more of a man's responsibility than a woman's
Own behavior/preference	In my workplace, my team is primarily composed of men/women/equal	I prefer a boss who is male/female	In my home, I/my partner/both of us equally are responsible for childcare	In my home, I/my partner/both of us equally earns most of the income for the family

3. Results of comparison of Insights Panel with SNAP

The Insights Panels, which were exposed to multiple messages on gender norms, yielded significant results. Figure 8 shows positive trends in job segregation, where participants from all three countries showed greater improvements between baseline and endline compared to the SNAP benchmark. There were also positive impacts on gender preference for bosses and attitudes toward leadership in Indonesia and the Philippines. In Vietnam, the impacts generally followed the trends observed in the Philippines and Indonesia, although the scale of change was smaller. (However, this contrasts with some more positive results from Vietnam-based partners, as shown further below.)

Figure 8: Estimated impact of Insights Panels – percentage point change over SNAP benchmark on attitudes to Leadership and Job Segregation norms³

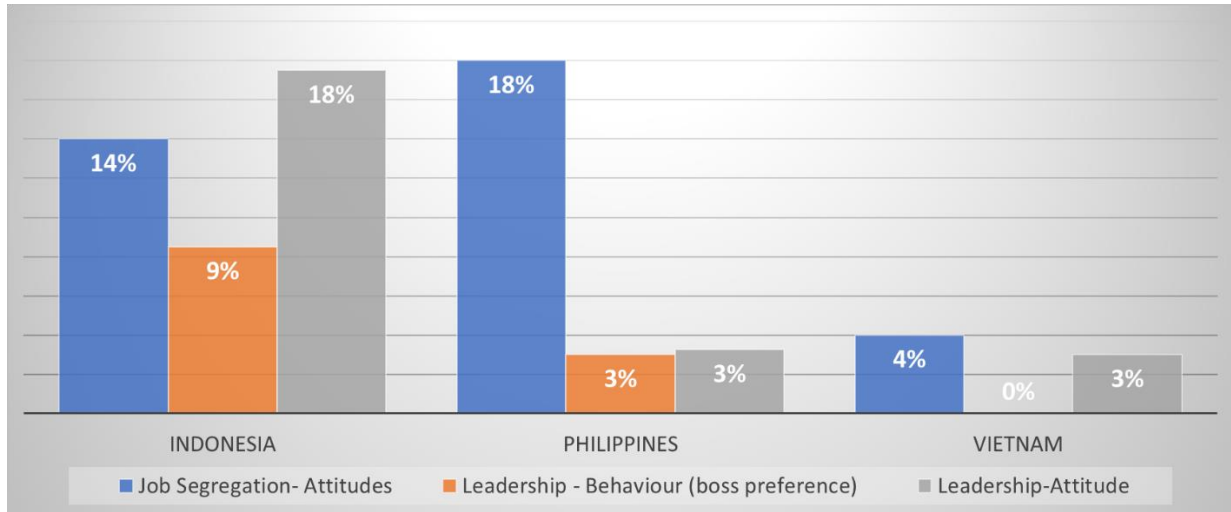
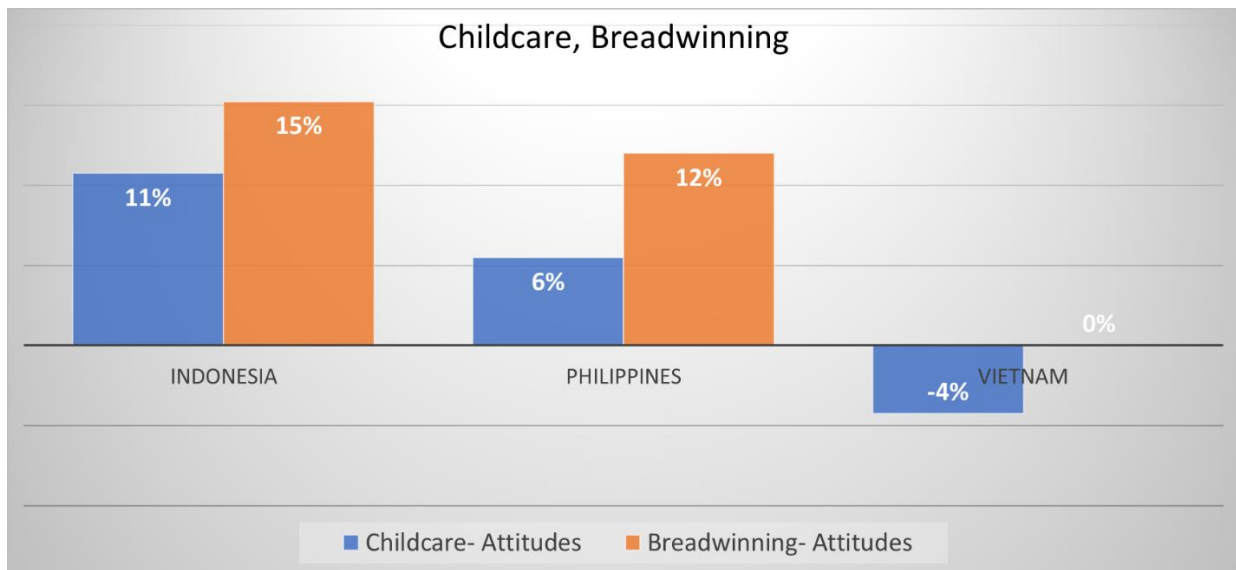


Figure 9 shows similar trends for childcare and breadwinning, indicating change towards more progressive views among panel participants in the Philippines and Indonesia. However, in Vietnam, the impacts were smaller, with slightly negative impacts for childcare and negligible impacts for breadwinning. The lower results in Vietnam could be attributed to attitudes towards sharing childcare being highly progressive at the start (over 88% in the case of Insights). It is possible that changing the attitudes and behaviours of the remaining ~10% of the sample in Vietnam—who hold more traditional views—may be more challenging and require a different approach compared to broader campaigns. Additionally, sampling issues in Vietnam may have influenced results, such as potential clustering of responses or fewer changes over time among certain groups. However, Plan and ECUE’s campaigns in Vietnam showed positive results, specifically on childcare, as discussed below.

³ Questions asked were: Job Segregation attitude: Do you agree or disagree with the following statement: "There are some work roles better suited to men and some better suited to women." (Strongly disagree/Disagree/Agree/Strongly Agree); Leadership/boss preference: In a workplace I prefer a boss who is: A woman/ A man/ No preference/ Don't know; Leadership attitude: Do you agree or disagree with the following statement: "Men are better suited to leadership positions than women." (Strongly disagree/Disagree/Agree/Strongly Agree)

Figure 9: Estimated impact of Insights Panels – percentage point change among panel participants over SNAP benchmark on attitudes to childcare and breadwinning norms⁴



In summary, the experience of the Insights Panel showed positive impacts across the four norms for Indonesia and the Philippines. Indonesia demonstrated the largest impacts on all measures, except for boss preference. This could be a reflection that overall attitudes towards gender norms in Indonesia are less progressive than the other two countries. Therefore, campaigns in Indonesia may have greater potential to influence attitudes toward more progressive norms compared to an environment with stronger prevailing progressive views. Vietnam showed small or slightly negative impacts, possibly due to issues related to sample size and composition as discussed. These findings contrast with the results of the two Vietnam-based campaigns discussed below.

To provide country context to the Insights Panel findings, the following graphs (Figures 10-13) show the prevailing attitude in 2022 among women and men in each country regarding each norm, as identified in the 2022 SNAP Survey. These graphs also indicate the aggregate additional change seen among the Insights panel group who were exposed to partner campaign materials.

⁴ Questions asked were: Childcare attitude: Do you agree or disagree with the following statement: "Childcare should be more of a woman's responsibility than a man's." (Strongly disagree/Disagree/Agree/ Strongly Agree); Breadwinning attitude: Do you agree or disagree with the following statement: "Earning the family income should be more of a man's responsibility than a woman's." (Strongly disagree/Disagree/Agree/ Strongly Agree)

Figure 10 – Care - Attitude to norm by country in 2022 by gender, with net change seen among Insights Panel

NORM 1 - Childcare should be more a woman’s responsibility than a man’s

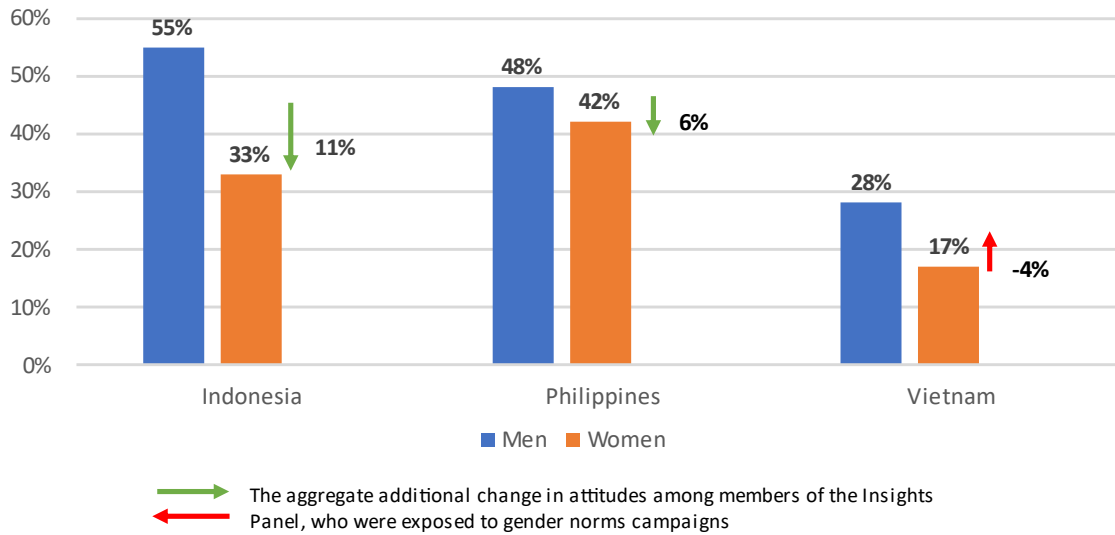


Figure 11 – Breadwinning - Attitude to norm by country in 2022 by gender, with net change seen among Insights Panel

NORM 2 - Earning the family income should be more a man’s responsibility than a woman’s

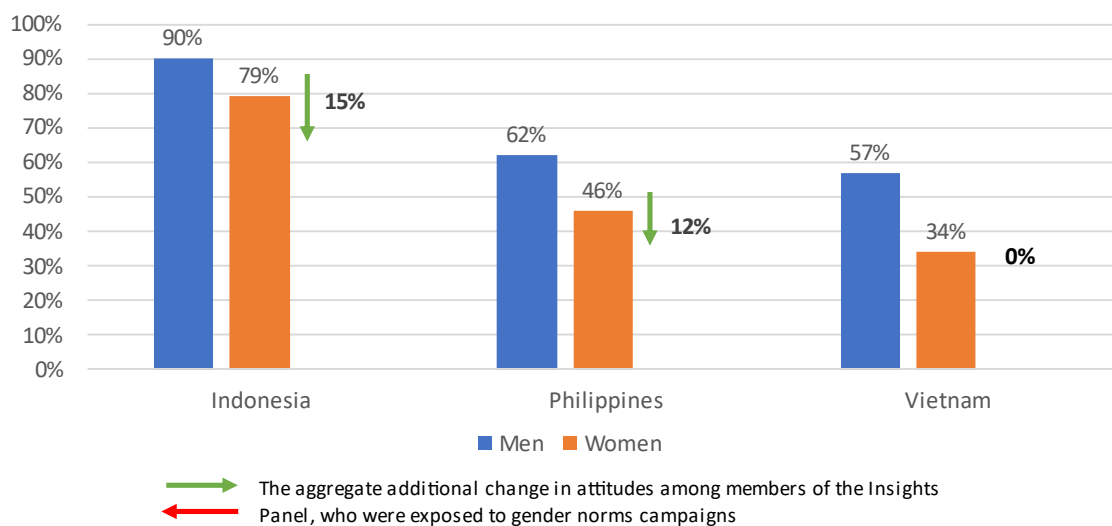


Figure 12 - Job Segregation - Attitude to norm by country in 2022 by gender, with net change seen among Insights Panel

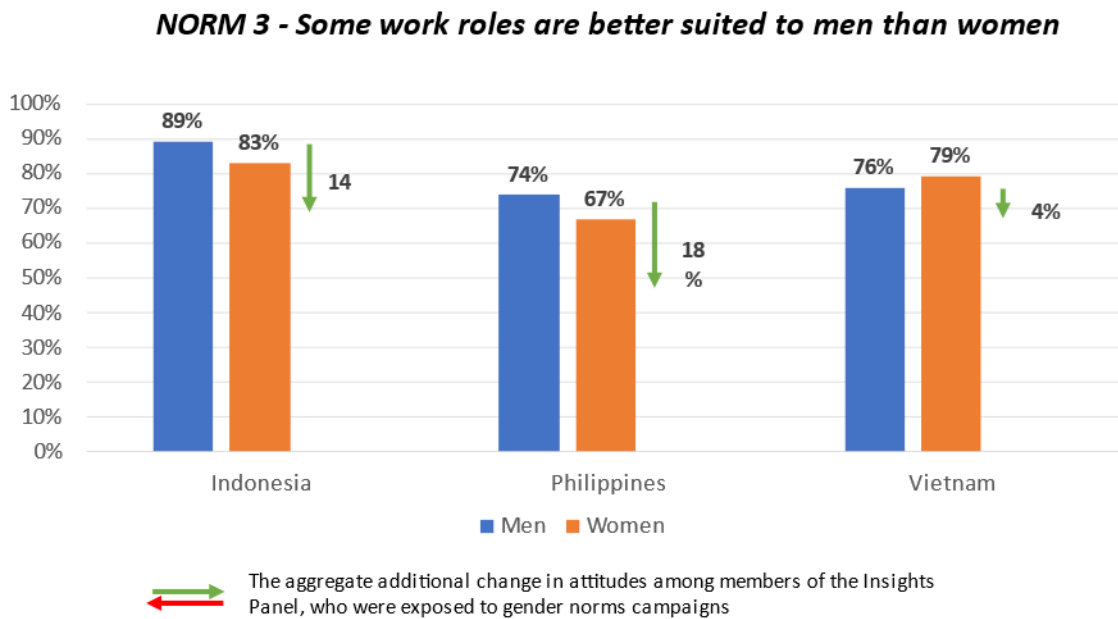
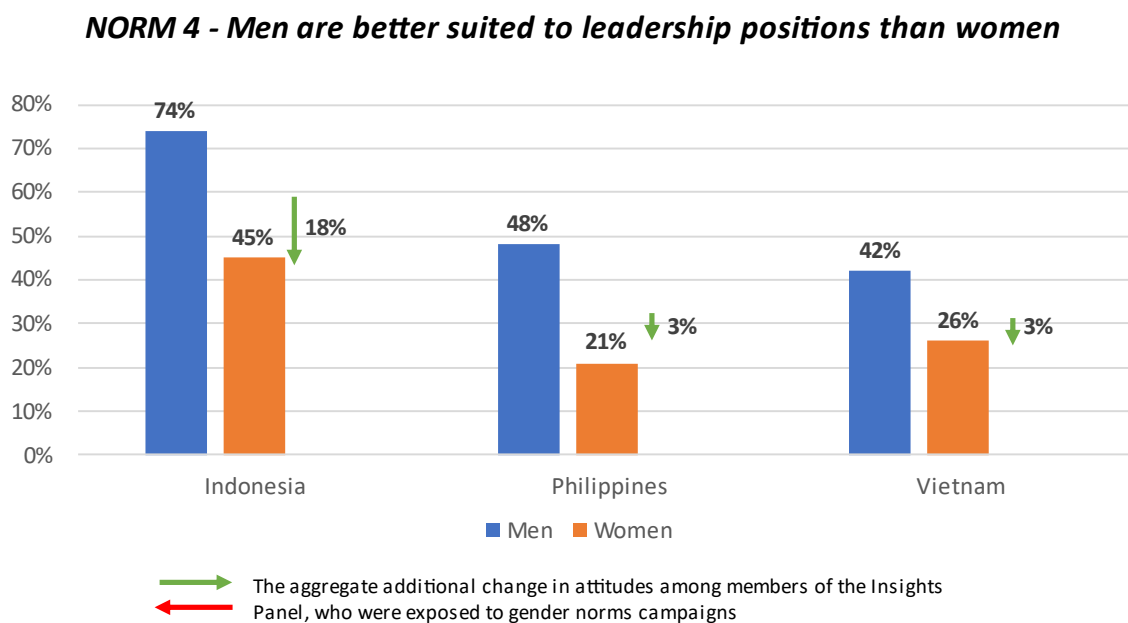
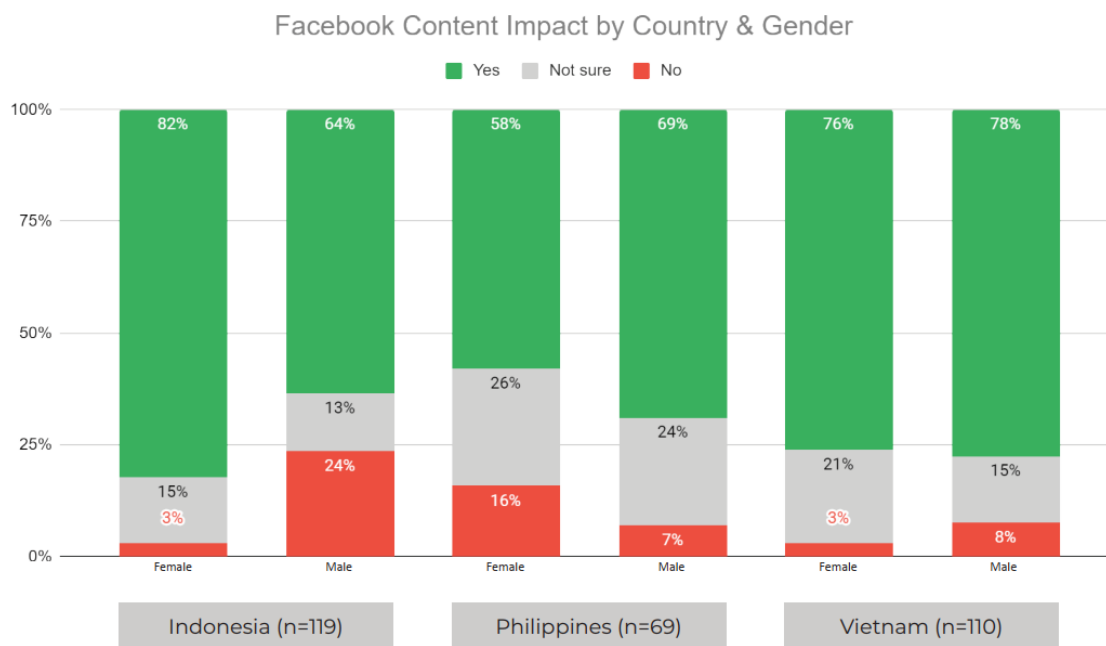


Figure 13- Leadership - Attitude to norm by country in 2022 by gender, with net change seen among Insights Panel



The quantitative results are backed up by additional findings from Insights Panel participants reflecting on the changes they experienced. A significant proportion of millennials who were exposed to multiple advocacy messages through the Insights Panel reported this had resulted in changes in both attitudes and real-life behaviour⁵. Figures 14 and 15 below show the self-reported impact on attitudes and behaviour, respectively.⁶ Across all countries, a majority of both female and male participants reported changes in attitudes, ranging from 58% of Philippines women to 82% of Indonesian women. Those reporting no shift in attitudes ranged from 3% of women in Indonesia and Vietnam, to 24% of Indonesian men. On changes in real-life behaviour, all groups had over 50% of respondents indicating a positive change, except for Vietnamese women at 43%. The highest recorded level of change in behaviour was 74% among Indonesian women respondents.

Figure 14: Self-reported impact of Insights Panel participation on attitudes towards gender norms

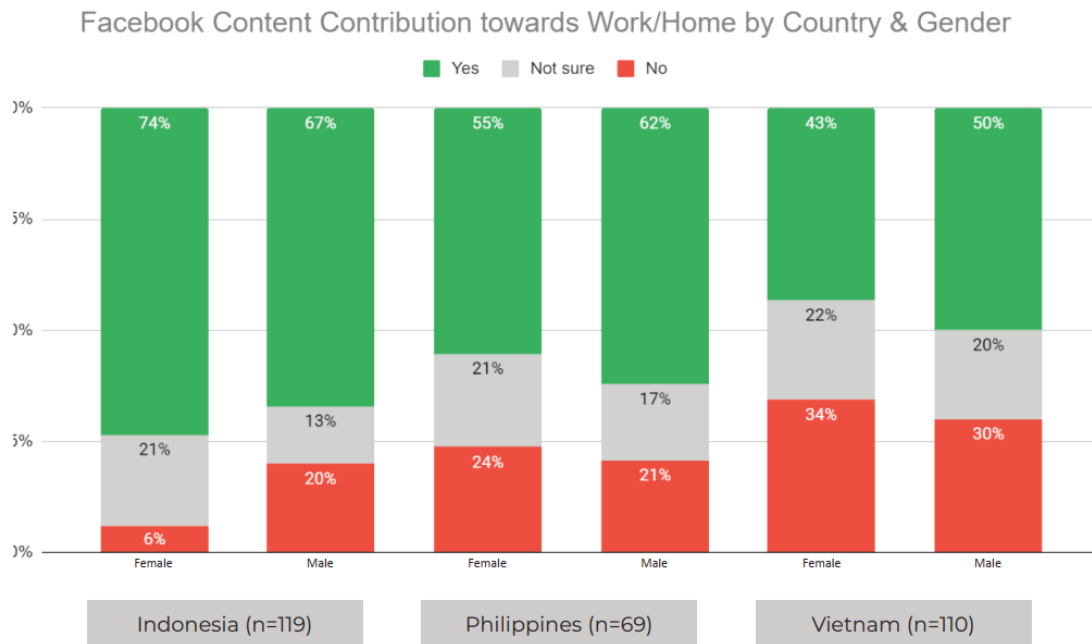


Question asked: Has the Facebook contents contributed to shifting your view on gender roles at home and in the workplace?

⁵ Self-reported yes/no change in attitude or behaviour is a less reliable indicator than the comparison of responses on individual norms against the SNAP survey, though it provides a useful snapshot to confirm the trends in the main analysis.

⁶ The charts represent data from endline respondents who answered "Yes" to having participated in the Facebook Group Activities from 2021-2022, including those who joined later and who had not undertaken the baseline survey.

Figure 15: Self-reported impact of Insights Panel participation on real-life behaviour around gender norms



Question asked: Has the Facebook contents contributed to shifting your real-life behaviour on gender roles at home and in the workplace?

Insights Panel participants identified various factors which contributed to changes observed in attitudes and behaviours. In focus group discussions, participants indicated that exposure to the content within the Facebook groups provided them with new information, perspectives, and discussions about gender roles, which may not have been available to them otherwise. This has allowed them to broaden their understanding and challenge their previously held beliefs. The interactive nature of the Facebook groups (mirroring somewhat the interactive nature of many partner campaigns) also provided a safe and inclusive space for individuals to voice their thoughts and opinions, leading to increased confidence in their beliefs.

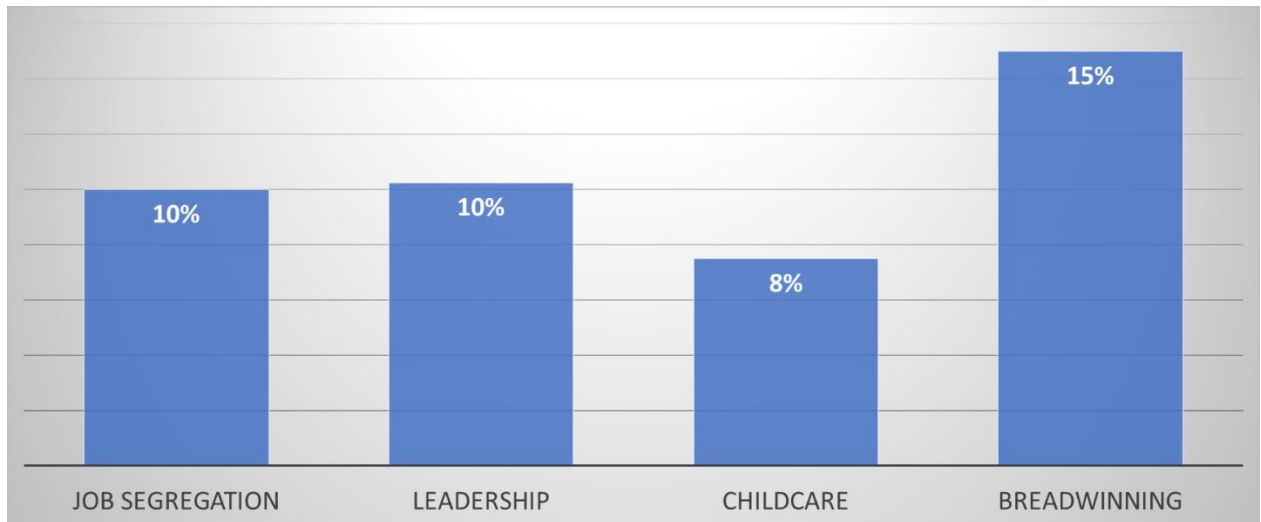
4. Results of comparison of partner campaigns with SNAP

Exposure to individual campaigns overall resulted in positive impacts. For the three campaigns selected, impacts were calculated and interpreted in the same manner as the Insights Panel. The difference in the change over time for the panel samples of partner campaigns, compared to the SNAP benchmark, represents the impact of participating in partner activities.⁷

ECUE’s campaign in Vietnam showed a movement of between 8 and 15% towards more progressive views on all four norms over the SNAP benchmark. Results are shown in Figure 16.

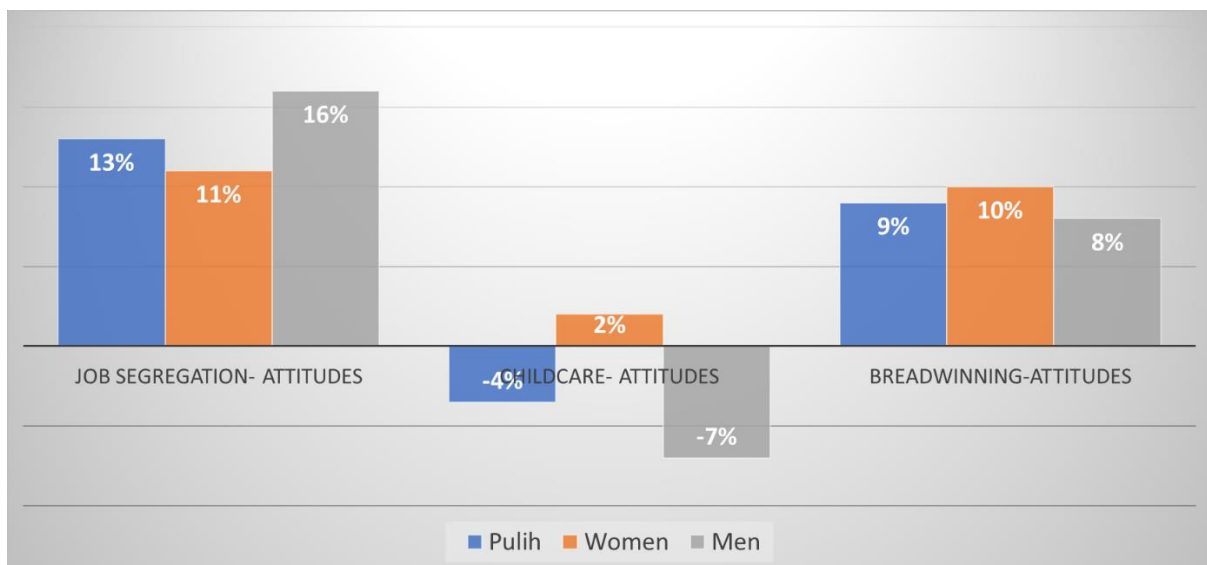
⁷ Although demographic variables and analytical techniques are used to control for differences between the SNAP and partner samples, the approach is not as robust as for the Insights Panel, and the impact estimates should be viewed more as demonstrating contribution rather than measuring a direct attributive impact.

Figure 16: Estimated impact of partner campaign – percentage point change over SNAP benchmark among ECUE campaign participants on attitudes to gender



Pulih's campaign in Indonesia yielded positive results, with survey respondents showing increased progressive views in both Job Segregation and Breadwinning attitudes compared to the SNAP benchmark (Figure 17). However, there was a decrease in progressive childcare attitudes compared to the SNAP benchmark, particularly among men. This aligns with feedback from various partners indicating that engaging men was more challenging compared to reaching women, and that pushback against progressive messaging is a possible risk to be managed.

Figure 17: Impact of partner campaign – percentage point change over SNAP benchmark among Pulih campaign participants on attitudes to gender norms



Plan Vietnam's campaign also yielded positive results on participant attitudes across all norms. There were significant increases in progressive views on Job Segregation compared to the SNAP benchmark, and more moderate changes for the other three norms, as shown in Figures 18 and 19. This indicates the influence of discussions on interconnected norms, considering that the campaign primarily focused on gender norms at home.

Plan Vietnam’s large sample size allowed for subgroup analysis, revealing that virtually all subgroups experienced positive changes beyond the SNAP benchmark. Comparing subgroups also provides insights into which groups experienced more or less impact. For example, women showed a 10% higher positive change in childcare attitudes compared to the SNAP benchmark, while men showed no difference. Additionally, individuals with a college education demonstrated greater attitude shifts compared to those without, while individuals with religious affiliation showed lesser movement compared to those without.

Figure 18: Impact of partner campaign – percentage point change over SNAP benchmark among PLAN Vietnam campaign participants on attitudes to Job Segregation and Leadership norms

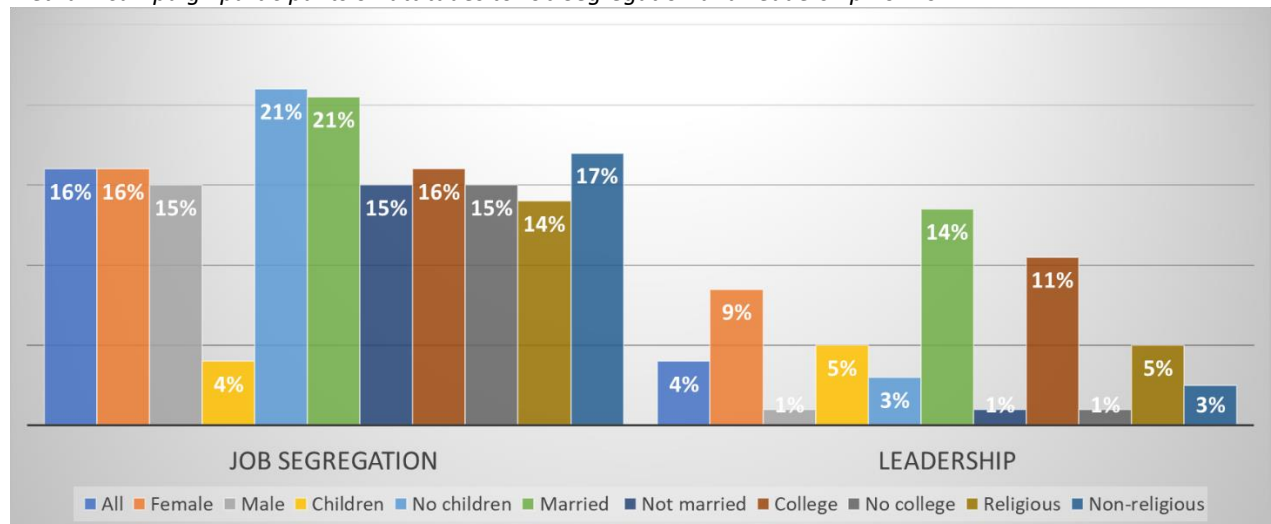
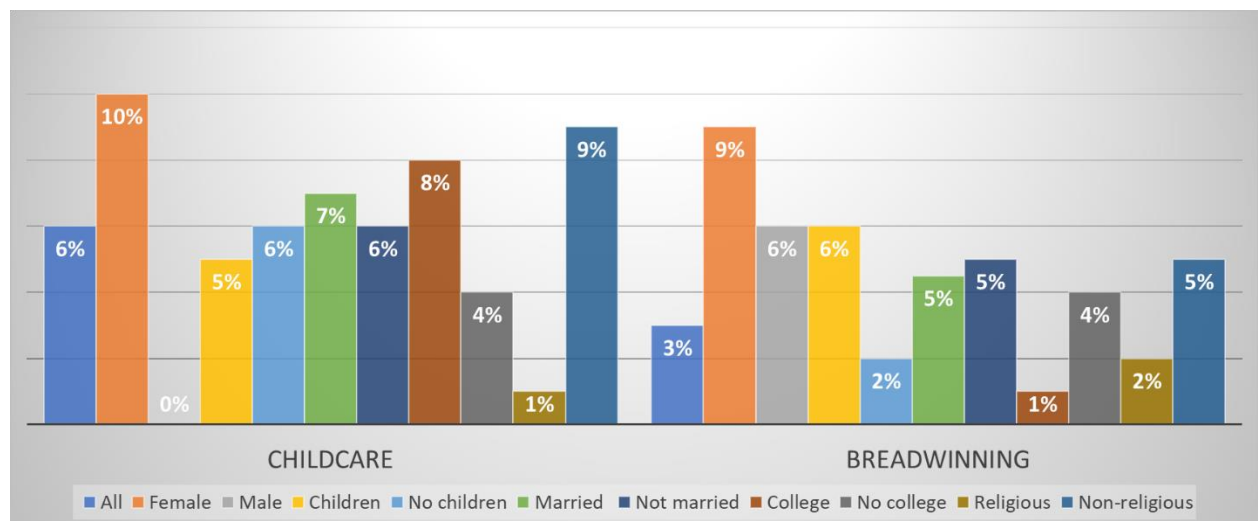


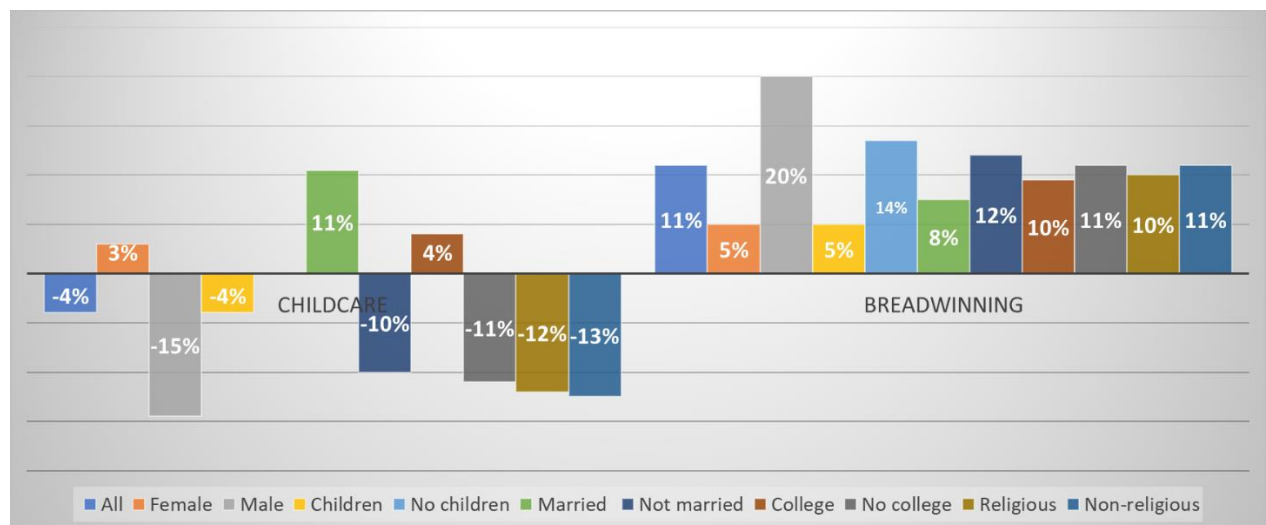
Figure 19: Impact of partner campaign – percentage point change over SNAP benchmark among PLAN Vietnam campaign participants on attitudes to Childcare and Breadwinning norms



Analysis of Plan’s dataset in Vietnam also provides evidence of behaviour change towards shared breadwinning, although not shared childcare. Analysis of the Plan sample allowed for examination of behaviour change, as depicted in Figure 20. The findings revealed a promising increase in the proportion of individuals sharing income-earning responsibilities within the household, with notable changes observed among men. Results regarding the sharing of childcare were less positive, with only

women and married individuals showing an increase over time. Several factors may be at work here: attitudes to shared childcare are *already* strongly positive in Vietnam, compared to shared breadwinning⁸, making it potentially harder to shift the remaining minority who retain more traditional views on childcare. In contrast, shared breadwinning may offer more scope to make progress. The data potentially indicates that women seeking employment and earning is an easier role to change than existing norms in the household around childcare. The impact of COVID-19 and its additional economic pressures on households may have influenced these results, with some husbands more willing to have wives sharing the income-earning burden during this time, without necessarily stepping in themselves to take up additional care responsibilities. This highlights the complex interplay between societal attitudes, economic conditions, and gender roles within households.

Figure 20: Impact of partner campaign – percentage change of Plan Vietnam respondents indicating childcare and breadwinning responsibilities are shared across partners, compared to SNAP benchmark⁹



5. Overall findings

Engagement with partner activities and content (directly or via a third party facilitator) has positive impacts on progressive attitudes across the social norms. This provides strong and credible evidence of the effectiveness of partner campaigns due to the analytical approach used and the availability of panel data, particularly for the Insights Panel data. While the findings for partners do not have the same high level of rigour behind them due to the recruitment and composition of partner campaign samples, the fact that findings for partners are largely in line with the Insights Panel further supports their credibility. When the quantitative findings are taken together with complementary analysis on campaign outcomes and gender norms research, the overall picture indicates that the gender norms

⁸ SNAP 2022 Vietnam survey shows 78% favouring shared childcare (72% men, 83% women) compared to 55% favouring shared breadwinning (43% men, 66% women).

⁹ Question asked: Childcare: In my home (not including the help my partner and I get from other family members and paid staff): <1> I do most of the childcare / <2> My partner and I equally share the childcare / <3> My partner does most of the childcare; Breadwinning: In my home, between my partner and I (not including the income we get from other family members): <1> I earn most of the income for the family <2> My partner and I earn similar income for the family; <3> My partner earns most of the income for the family.

campaigns were successful, and that supporting and amplifying the work and influence of local actors is an effective approach to driving changes in gender norms.

The strongest impacts were seen in Job Segregation and Breadwinning norms, with consistent findings across all samples. However, childcare and leadership norms showed weaker impacts and even slight declines for some samples when looking across the Insights panel in all three countries and the three partners. Men are the primary reason for the lack of movement in childcare and leadership attitudes, as positive impacts were seen among women for childcare and leadership but not among men. Results on own experience with childcare and breadwinning also reflect this trend as childcare moved in a more traditional direction. Breadwinning, however, was slightly positive, potentially indicating that women seeking employment and earning is an easier role to change than existing norms in the household around childcare. Additional analysis of data on the backlash faced by those deviating from traditional norms demonstrated the potential for disapproval is highest (particularly among men) for leadership and childcare, indicating a possible factor driving the split in findings across norms.

The analysis suggests further areas for enquiry and experimentation. For example, as childcare saw less change than other norms, particularly among men, campaigns may need to consider more tailored targeting of men. Also, campaigns targeting broader audience may be more successful in a context where there is still a substantial group who hold less progressive views overall (for example, Indonesia as compared to Vietnam and the Philippines). For countries with a smaller minority of millennials holding traditional views, campaigns may need to vary their approach, such as through more targeted or narrow-casted messaging to the residual traditional minority; or greater targeting of reference groups that influence the remaining traditional; or conceding that changing the final 10-20% of those with traditional views is a long-term endeavour. Finally, campaigns should consider how different target groups may be influenced, and therefore what change needs to be measured. If campaigns end up targeting early adopters of change, this group may already have pre-existing progressive attitudes and behaviours – and therefore, we may not observe much further progressive change in attitude and behaviour. However, we could be seeing more change in the extent to which these early adopters are *actively influencing others* – and MEL approaches should consider how to measure this latter change.

6. Recommendations for future campaign measurement

If an experimental MEL approach is to be repeated, a two-layer approach is likely sufficient, with tailored support for selected campaigns that can be compared against the SNAP benchmark. In Phase 2, use of the Insights Panel helped prove the hypothesis that exposure to campaign materials influences attitude and behaviour change among target audiences. Repeating the experiment through the establishment of a further Insights Panel is unlikely to yield major new conclusions. Resources would be better focused on identifying and supporting selected partner campaigns that are most likely to be able to contribute sufficiently large and robust baseline and endline data towards a comparison with the change in the next SNAP benchmark, if that approach is carried forward. Additional analysis around changes in social expectations could also be usefully incorporated.

The campaign partner level requires attention and support. Both the partner campaign and Insights Panel outcomes served as a valuable basis for comparison, helping gauge the extent of change among campaign participants compared to the broader society in the SNAP survey findings. However, while most partners were capable of collecting baseline and endline data, their sample sizes and quality

limited the extent of quantitative analysis. Due to sample size, many partners fell just short of being included in the comparative analysis. With not much more additional effort, more partners could have been included beyond the three covered in this report.

In future programs with multiple campaign partners, each campaign would likely benefit from a more tailored approach to its MEL. It may not be appropriate or necessary for all campaigns to participate in the quantitative analysis, but where this happens, suggestions include:

- Aim for a sample size of 100+ for any group or subgroup who is to be the target of analysis. For example, if gender subgroups are to be analysed, a minimum of 100 men and 100 women is needed. For quantitative assessment of norms-based outcomes, this seems to be the level at which significant findings are feasible.
- Utilise online mass survey forms if possible. In Vietnam, Plan was able to reach thousands of individuals with their campaign. Similar mass emails and follows ups yielded thousands of repeat respondents. With minimal additional support on verifying repeat respondents, this approach can address sample size requirements. Analytical techniques can then be used to match the composition of large partner campaign datasets to the SNAP country benchmark.
- Addressing campaign partners' capacity by conducting initial MEL capacity needs assessment of partners; clearly outlining and reinforcing MEL requirements; and providing customised and timely technical support to enable partners to effectively measure and evaluate the impact of their activities.