



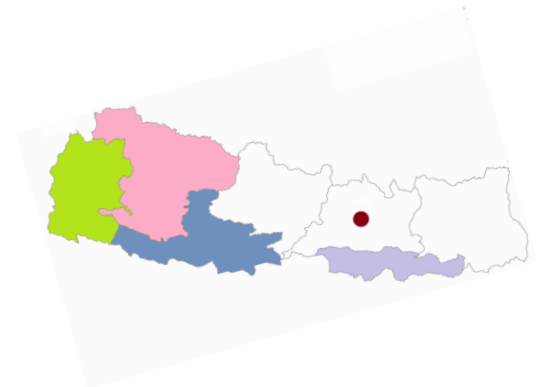
Accelerating Social Change

Behavioural Challenges and the 8 High-Impact SBC Approaches



8 Behavioral Challenges in Nepal

- **Harmful social norms/practices** around child marriage, child labor, GBV, corporal punishment etc.
- **Low uptake of essential services/practices** like immunization, nutrition and WASH behaviours etc.
- **Misinformation, and mistrust** in health institutions/systems impeding life-saving behaviors.
- **Limited knowledge/skills among parents/caregivers**, on positive parenting, health & hygiene.
- **Exclusion and discrimination** against children with disabilities, ethnic or marginalized groups.
- **Limited participation and empowerment** of children, youth and communities in decision making.
- **Unsafe environment and violence** against children in homes, schools and community.
- **Resistant to climate-friendly behaviors due to inertia, lack of urgency or economic barriers**

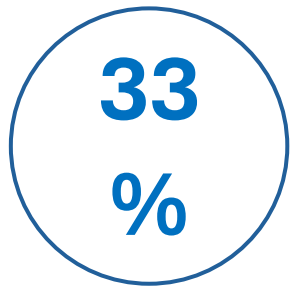


*Breeding barriers: Transforming gender norms and practices for adolescent girls in Nepal. NSO, 2025.

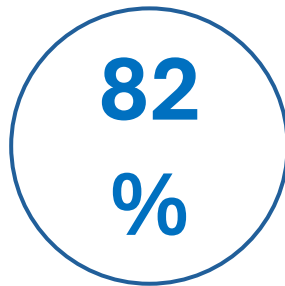
*LDC Graduation & Smooth Transition Strategy" for Nepal, National Planning Commission/ UNDP, 2024.

* OECD data *Human Development, Youth and Risk Indexes *SBC Global Operational Guidance

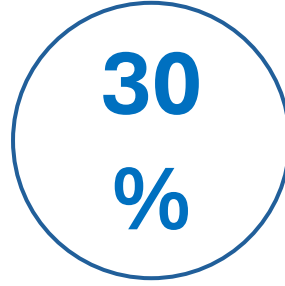
1. Harmful Social Norms and Practices



Women aged
20 –24 were
**married
before 18**



Children aged
1–14 years
experience
**violent
discipline**



Men & women
agree wife
beating is
justified

[Nepal Multi Indicators Cluster Survey 2019, CBS and](#)

[UNICEF](#)



Potential Solutions

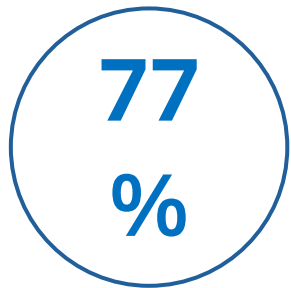
Transform harmful **social and cultural norms** and practices



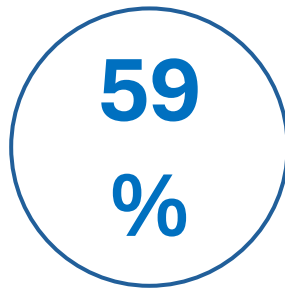
High-Impact Approach Intervention

Understanding and transforming these norms by engaging communities, promoting positive social norms, **empowering women and girls, and supporting relevant laws and policies.**

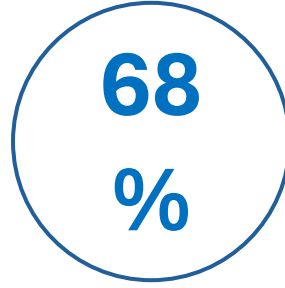
2. Low Uptake of Essential Services



Under five
**birth
registration**
in Nepal



Children
registered at
birth before
age one



Net enrolment
in ECED/pre-
primary
(2020/21)

[NMIS 2019, CBS and UNICEF](#)
[UNICEF Nepal Education Brief](#)



Potential Solutions

Increase uptake of essential services using behaviourally informed approaches - (EAST)



High-Impact Approach Intervention

Interventions needed to make the Desired actions **easier, more attractive, social, and timely** including community engagement, improving service delivery, and **addressing logistical and perceptual barriers**

3. Misinformation and Mistrust



Caregiver mistrust -
key drivers of
under-
vaccination



Low RI
Coverage -
Low confidence in
vaccines



Limited fact
checking
capacity –
increased
misinformation

[NMIS 2019, CBS and UNICEF](#)

[UNICEF Nepal Education Brief](#)



Potential Solutions

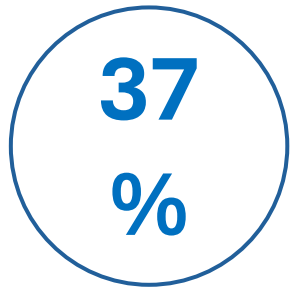
Build trust and address
misinformation through credible
engagement



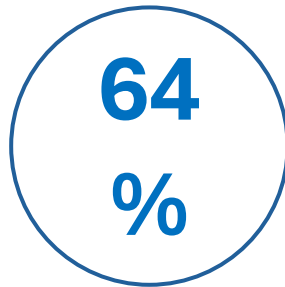
High-Impact Approach Intervention

Interventions needed to make the
**Strategic communication, social
listening, digital engagement,**
and working with trusted
community leaders to counter
misinformation and build trust.

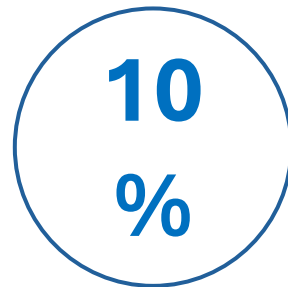
4. Exclusion and Discrimination



Children with **disabilities** (5–12 years) do not attend school



Children (6–23 months) not receiving **adequate feeding**



Parenting sessions involved fathers



Potential Solutions

Strengthen caregiver **capabilities and skills**

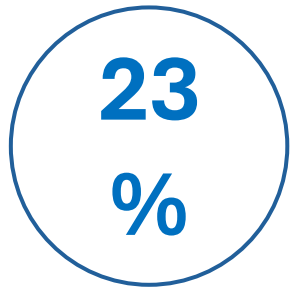


High-Impact Approach Intervention

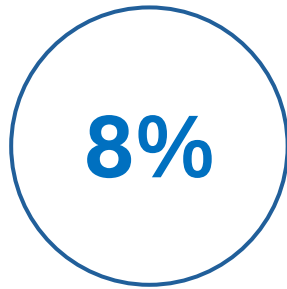
Strengthen **parenting programs, train frontline workers, and deliver targeted communication** to support parents and caregivers

[UNICEF Nepal ECD Vision & Action Plan](#)
[Nepal DHS 2022, UNICEF](#)
[Parental education study](#)

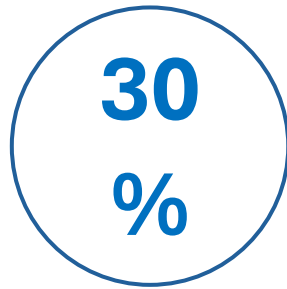
5. Limited Parent/Caregiver Knowledge and Skills



Lack birth certificate due to caregiver awareness



Gap in service access between Dalit children (77%) and advantaged groups (85%)



Ethnic minorities feel difficulty accessing justice



Potential Solutions

Promote **inclusion and equity** in **access to services**



High-Impact Approach Intervention

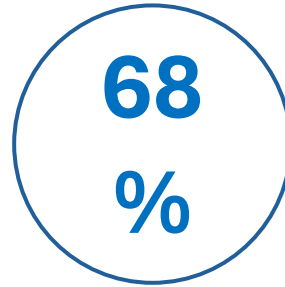
Adopting an **intersectional approach to inequality**, transforming structures and norms that continue discrimination, and ensuring **inclusive and barrier-free services**.

[Human Rights Watch \(Nepal\)](#)
[UNICEF Nepal Brief 2022](#)
[\(NHRC\) - 2022](#)

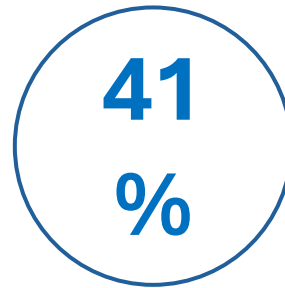
6. Limited Participation and Empowerment



Unheard voices of Children in local decision-making



ECED Net Enrolment Rate (NER) of 4-year-old children (2020/21)



Women in local govt with **limited participation** in decision making



Potential Solutions

Enable participation, **voice**, and collective **action**



High-Impact Approach Intervention

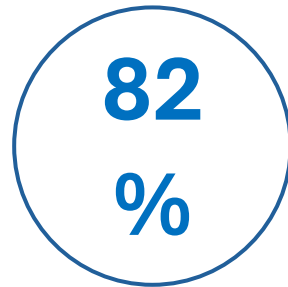
Promoting **systemic, planned, and strategic engagement** of communities, girls, and boys, fostering youth participation, and empowering individuals to express and exercise their rights

JOURNAL OF NEPALESE STUDIES
LOW ENROLMENT IN PRE-PRIMARY EDUCATION By
UNICEF, 2023
UN Women Nepal

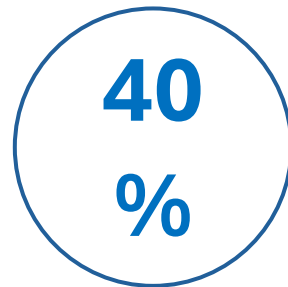
7. Unsafe Environments and Violence



Women
(15–49)
experienced
**sexual
violence** in
their lifetime



Children
experience
**violent
discipline**
at home



Adolescents
involved in
bullying and
physical
fighting

[Nepal DHS 2022](#)
[Nepal MICS 2019, UNICEF](#)
[GSHS Nepal, UNICEF](#)



Potential Solutions

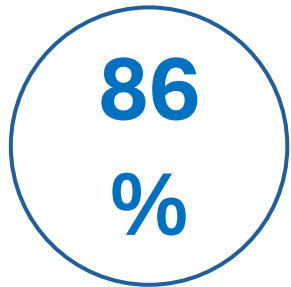
Prevent violence and create **safe, enabling environments**



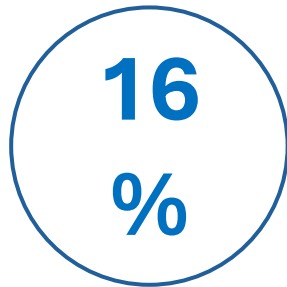
High-Impact Approach Intervention

Shift norms that tolerate violence, **strengthen school–community links**, raise prevention awareness, and promote protective environments.

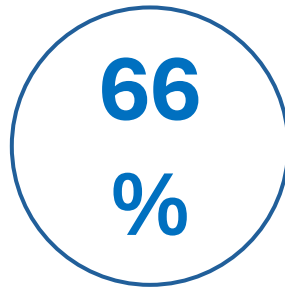
8. Resistance to Climate-Friendly Behaviours



Households in Nepal have experienced droughts in the last 25 years



Nepal prone to multi-hazards globally (floods, landslides, etc)



Households in Nepal still rely on solid fuels for cooking



Potential Solutions

Promote adoption of climate-friendly and resilient behaviours



High-Impact Approach Intervention

Understand and transform norms through community engagement, positive social change, empowering women and girls, and **supporting relevant laws and policies.**

[Climate change | UNICEF Nepal](#)
[UNICEF Nepal, Oct 2021](#)
[NDHS 2022](#)



**SOCIAL +
BEHAVIOUR
CHANGE**