ANGLOPHONE WEST AFRICA
SOCIAL NORMS & AGENCY
LEARNING COLLABORATIVE

2026

Social Norms Conference

Norms in Shifting Landscapes

Powering Progress for People and Place

October 29–30, 2026

Abuja Continental Hotel, Abuja, Nigeria

With Thanks to Our Partners & Sponsors

The conference is made possible through collaboration across institutions and sectors.

Hosted by

SCIDaR
SOLINA CENTRE FOR INTERNATIONAL DEVELOPMENT AND RESEARCH

Impact Innovation Insights

Silver Sponsor

Society for Family Health
...Creating Change. Enhancing Lives

Bronze Sponsor

Girl Effect

CHAPEL HILL DENHAM

Technical Partners

FEDERAL MINISTRY OF WOMEN AFFAIRS AND SOCIAL DEVELOPMENT

NF WP-SU

UMBRELLA FACILITY FOR GENDER EQUALITY

ADMINISTERED BY WORLD BANK GROUP

EmpowerHer
Building Hope, Amplifying Voices

CCSI

ACE GROUP

cihp
Centre for Integrated Health Programs

MSI NIGERIA
REPRODUCTIVE CHOICES

Innovate

JONAPWD

GTBank

NCC
NIGERIAN COMMUNICATIONS COMMISSION

SLUM TO STAGE

AwaDoc

With special acknowledgment to

GATES FOUNDATION

UC San Diego

Welcome to the 2026 Social Norms Conference

A message from the Anglophone West Africa Learning Collaborative (AWALC)

Dear Changemakers,

It is our pleasure to welcome you to the 2026 Social Norms Conference.

The Social Norms Conference has always been built around a simple conviction: some of the most powerful forces shaping development outcomes are not written into policies or programmes. They are found in the expectations people hold about one another, the behaviours communities reward or discourage, the voices that are heard, and the possibilities people believe are open to them.

Over successive editions, the conference has created a space for researchers, policymakers, practitioners, civil society organisations, development partners and community actors to interrogate those forces together. The 2023 conference strengthened the platform for evidence generation, learning and capacity building in social norms, attracting 85 abstract submissions, of which 34 were selected for oral and poster presentations. SCIDaR In 2024, under the theme "From Research to Reality: Social-Behavioural Solutions for Accelerated Human Capital Development," the conversation moved deliberately towards translating evidence into practical action, bringing together research, policy and implementation perspectives across health, gender equality, economic empowerment, leadership and human development.
In 2026, we take that conversation further.

Our theme, "Norms in Shifting Landscapes: Powering Progress for People and Place," recognises that the environments in which social norms operate are themselves changing. Technology and artificial intelligence are influencing how ideas are created and spread. Young people are challenging established expectations and redefining participation. Climate pressures are reshaping livelihoods and human security. Development financing is evolving, and institutions, communities and movements are navigating new questions around power, rights, inclusion and opportunity.

These shifts compel us to ask not only which norms need to change, but also who is shaping change, whose experiences are being centred, which approaches are working, and how progress can be sustained in increasingly complex environments.

Over these two days, we hope this conference will do what the Learning Collaborative was created to do: connect people and evidence. We want research to meet implementation experience; policy conversations to be informed by what communities are living; and practitioners working on similar challenges to find one another, learn together and build partnerships that continue beyond this convening. AWALC's wider mission is grounded in strengthening networks, expertise and capacity around social norms programming across West Africa, bringing together government, NGOs, researchers, donors and other actors within a shared community of practice.

We therefore invite you to participate fully: challenge assumptions, share what has worked and what has not, engage with perspectives different from your own, and make the connections that can turn conversations into action.

Our hope is that when we leave the conference, we leave with more information, with better questions, stronger relationships, practical ideas and a clearer sense of what each of us can do to shape the norms that shape our communities.

Thank you for being part of this community and for bringing your experience, evidence and curiosity into the room.

Welcome to the 2026 Social Norms Conference. Welcome to the conversation about what comes next.

ABOUT THE COLLABORATIVE

Learning Together. Acting on Evidence.

About the Anglophone West Africa Learning Collaborative (AWALC)

Social norms are the unwritten expectations that shape what people do, what they believe others expect of them, and what communities consider acceptable. They influence everyday decisions, who gets heard, who makes decisions, who accesses opportunities, and which behaviours are encouraged or discouraged.

Because these expectations can either enable or constrain progress, understanding social norms is essential to improving outcomes across health, gender equality, education, protection, livelihoods, youth participation and wider development. Sustainable change often requires more than information or services; it also requires understanding the relationships, expectations and systems that shape people's choices.

The Anglophone West Africa Social Norms and Agency Learning Collaborative (AWALC) brings together more than 200 researchers, practitioners, government institutions, civil society organisations, academics, donors and development partners to strengthen evidence, practice and learning around social norms and agency across the region.

AWALC is part of a broader global network of Learning Collaboratives, connected through the Global Learning Collaborative and sister communities in Eastern Africa, Francophone Africa and South Asia. This network creates opportunities for knowledge, evidence and practical lessons to travel across regions, while allowing each Collaborative to respond to its own social, cultural and development context.

The Collaborative is convened by the Solina Centre for International Development and Research (SCIDaR), which provides the institutional platform that supports its coordination, convenings, knowledge-sharing activities and engagement with members and partners. SCIDaR also supports the flagship Social Norms Conference and other learning activities that connect research, policy and practice across the region.

Through convenings, knowledge products, webinars, podcasts, newsletters and an active Community of Practice, the Collaborative creates a space for people working on social norms to learn from one another, strengthen approaches and build partnerships that can translate evidence into action.

Join the Community

Join the Community of Practice to connect with peers, access resources and learning opportunities, and contribute to a growing regional and global community advancing social norms and agency.

JOIN THE COMMUNITY OF PRACTICE

shorturl.at/FpLjK

Keynote Speaker



Dr Yewande Alimi, DVM, MPH

One Health Unit Lead at Africa CDC, and co-lead for the Africa Union Task force on AMR.

As the One Health Unit lead at Africa CDC, Yewande has been at the forefront of developing and implementing comprehensive strategies that bridge the gap between human, animal, and environmental health. Through her leadership, Africa CDC has established four key programs on AMR, zoonotic diseases, food safety and climate change to address one health issues in Africa.

She serves on several advisory boards and groups across the continent and globally. She served as One Health Technical Advisor for Global Emerging Pathogens Treatment Consortium. She is a member of the Scientific Task Force to Prevent Pandemics at the Source for the Harvard Global Health Institute (HGHI) and the Harvard T.H. Chan School of Public Health Center.

Special Guests



Dame Sen. Dr. Ipalibo Harry Banigo, DSSRS

Senator representing Rivers West Senatorial District

Dame Sen. Dr. Ipalibo Harry Banigo is a physician, public health specialist, administrator and legislator with an extensive record of service in health and governance. She holds an MBBS from the University of Ibadan and a Master of Public Health from Harvard University, alongside postgraduate qualifications in industrial health and dermatology. Her public service career has included leadership roles in the Rivers State Ministry of Health and Social Welfare, the National Primary Health Care Development Agency, and the Rivers State Civil Service, where she became the state's first female Head of Service and Secretary to the State Government. She later made history as the first female Deputy Governor of Rivers State, serving from 2015 to 2023, before being elected to represent Rivers West in the Nigerian Senate. Her work continues to span public health, social development, women's empowerment and public service.



Hajiya Imaan Sulaiman-Ibrahim

Honourable Minister, Federal Ministry of Women Affairs

Hajiya Imaan Sulaiman-Ibrahim is Nigeria's Honourable Minister of Women Affairs and a public policy and social development professional with experience across gender, humanitarian affairs, migration, security and institutional reform. She holds a degree in Sociology as well as postgraduate qualifications in Management and Business Administration. Before her current appointment, she served as Director-General of the National Agency for the Prohibition of Trafficking in Persons (NAPTIP), Federal Commissioner of the National Commission for Refugees, Migrants and Internally Displaced Persons, and Nigeria's first female Minister of State for Police Affairs. As Minister of Women Affairs, her portfolio centres on advancing gender equality, women's empowerment, child protection and social inclusion, with a focus on strengthening the systems and policies that expand opportunity and protection for women, children and vulnerable populations across Nigeria.



Where rigorous research meets real-world impact at scale

We don't just study Africa's development problems, we solve them. Over the past 15 years, we have worked with governments and partners to improve development outcomes across 36 Nigerian states and 7 West & Central African countries through evidence, digital innovation, systems strengthening, and implementation support.

47M+
Lives reached

60+
Transformation programs implemented

36
Nigerian states & FCT reached

Active in
20
African countries

15
years of advancing health and development systems

What we do

- **Health systems consulting** — technical support to PHC agencies, health workforce management, governance reforms, and digital health transformation.
- **Program design & implementation** — from immunization campaigns to nutrition and maternal health programs
- **Capacity building** — institutional strengthening, PHC manager training & systems tools
- **Research & knowledge generation** — Monitoring, Evaluation, Research, and Learning (MERL), publications, and policy-grade evidence for decision makers
- **Strategy advisory** — agenda-setting and stakeholder convening across human development sectors

Our values

- **Bias For Impact**
- **Excellence**
- **Strong Partnership**
- **Prudence**
- **Innovation**
- **Transparency**

Scan to Access our Knowledge repository

Find Us

scidar.org | 8, Libreville street Wuse II, Abuja | info@scidar.org | +2348093686869

DAY 1 PROGRAMME

Day 1 — Understanding the Challenges

Time	Activity	Facilitators/Speakers	Location
8:00–9:30 am	**Arrival/Registration**		Foyer
–	**Opening Ceremony**		–
9:30–9:35 am	National Anthem	OluFunto Olude; Chibueze Ewuzie, Conference Compere	Main Hall
9:35–9:45 am	Welcome Remarks + About the LC	Prof. Biyaya Beatrice Nwankwo, Researcher, University of Abuja	Main Hall
9:45–10:00 am	Goodwill messages from Government Representatives and Partners	Michael Ilesanmi, Senior Social Development Specialist, World Bank; Grace Jerry, Inclusive Friends Association; Rebecca.A Enwusoyele (Esq). Director, VAPD, NAPTIP	Main Hall
10:00–10:10 am	Pantomime Performance - The Price of Standing Out	Emmanuel Osahro (Slum2Stage) and Crew	Main Hall
10:10–10:35 am	Keynote Speech: When Progress Can No Longer Be Taken for Granted; Rebalancing Power, Resources and Leadership for What Comes Next	Dr Yewande Alimi, One Health Lead, Africa CDC	Main Hall
10:35–10:45 am	Special Address: Shaping What Comes Next — Agency, Opportunity and Inclusion in a Changing World	Hajiya Imaan Sulaiman-Ibrahim, Honourable Minister, Federal Ministry of Women Affairs	Main Hall
10:45–10:50 am	**Group Photographs**		Main Hall
10:50–11:50 am	Built into the Work: Rethinking the Gendered Foundations of Development Practice (SCIDaR)	Dr. Raihanah Ibrahim, Principal, SCIDaR; Boladale Akin-Kolapo, Country Director, Girl Effect; Kshitij Joshi, Chief, SBC UNICEF. Moderator: Akinwumi Akinola, PCI	Main Hall
11:50 am–12:20 pm	**Tea Break | Exhibition Booths | Gallery Viewing**		
12:20–12:30 pm	Paper Presentation: Cybersecurity and Internet Governance (CIG)	Samuel Obianke, Head of Cybersecurity, Nigerian Communications Commission (NCC)	Ballroom 4
12:30–12:35 pm	Message from Sponsor — Society for Family Health (SFH)	Ms. Roselyn Odeh, Deputy Co-ordinating Director, RMNCAH, SFH	Ballroom 4
12:40–1:40 pm	The Ground Beneath Us: How pressures on land, livelihoods and security are reshaping the rules communities live by	Moderator: Aminu Mohammed Dukku, Professor, Sociology, BUK; Ijeoma Mary Amugwo, Esq., Director, Legal & Prosecution, NAPTIP; Dr Kabir Adamu, Managing Director, Beacon Security and Innovations Limited; Dr Hussaini Abdu, Country Director, CARE Nigeria	Tamarind AB
	The Politics of Potential: Changing the Rules for a Generation on the Move — Youth Voices, Ventures and Votes	Moderator: Chiamaka Nwaiwu, Communications Manager, YouthHubAfrica; Hajara Abdulkadir, Head, Public-Private Partnership, Strategy & Partnership Dept, NBTE; Toyin Seth-Ogungbemi, Partner, Poiema Consult Limited; Hassana Maina, Founder, ASVIOL Support Initiative; Ibrahim Faruk, Programme Coordinator, Africa Division (YIAGA Africa); Guest Contributor: Mr Moshood Lawal, Deputy Director, Corporate Affairs, SMEDAN	Ballroom 4
	Between Choice and Care: Rethinking Reproductive and Maternal Health in Nigeria — SRH/Smiles for Mothers	Moderator: Maimuna Kamilu Adamu, Founder, She360 Initiative; Dr. Chinedu Obikili, Smiles for Mothers project, SCIDaR; Chibueke Utaka, MSI Nigeria; Mr. Maimuna Nana Sanda-Abubakar, Director, CHS, NPHCDA; Guest Contributor: Ezioma Patience Madu, Deputy Director, Health Promotion Unit division, FMOH	Ballroom 3

Time	Activity	Facilitators/Speakers	Location
1:40–2:40 pm	Beyond the Silos: One Continuum, One System, Better Lives (Session by Society for Family Health)	Moderator: Kanayo Precious Omonoju, CCSI; Hon. Fatima Tijjani Hussain, member of the Nigerian Youth Parliament & Founder of GALS Voices; Tijjani Usman, Councillor for Health under the Hadejia Emirate Council, Jigawa State; Mrs. Osaro Osa-Jarikre, Federal Ministry of Women Affairs; Dr. Dorcas Angbazo, Director, Public Health, Health Planning and Research (DPHPR), National Assembly	Ballroom 4
	Workshop: The Messenger Effect: A practical compass for Selecting the Right Messenger for SBC programming	Halima Buba, Manager, SCIDaR; Masturah Baba, SCIDaR	Tamarind AB
	When Stories Move Norms: Testing the Narrative Shift Model for Social Change (By Dinovate)	Temidayo Ibitoye – Dinovate; Christine Akume-David – Dinovate	Ballroom 3
2:40–3:30 pm	Scientific Session 1a. Whose choice counts? Gender, inclusion and agency in health	Facilitated by Dr Valentine Amasiatu; Caroline Onwuezobe; Adeola Adeshina; Aliyu Abdulaziz Aliyu	Ballroom 3
2:40–3:30 pm	Scientific Session 1b. Who holds the power? Trust, authority, and the negotiation of gender norms	Facilitated by Dr. Precious Uahomo; Olufemi Akobi; Adenike Ayodele; Maryam Sabo	Ballroom 4
2:40–3:30 pm	Scientific Session 1c. Making norms visible: AI, storytelling and the power of representation	Facilitated by Dr. Oluwafunmilayo Raheem; Uzoamaka Ugochukwu; Eghosa Wellington; Olamide Hammed Olufadi	Tamarind AB
3:00–3:30 pm	Poster Presentations	Poster presenters	Gallery
3:00–3:30 pm	Live Recording – The Norms Lab Podcast	Anjola Ayodele	Bibian A
3:30–4:30 pm	**Lunch and Prayers | Exhibition Booths | Gallery Viewing**		
4:30–4:50 pm	Film Screening – Behind the Glass	Documentary from XAI Media	Main hall
4:50–5:20 pm	Through the Lens of the Generation on the Move: Influencing Change, Choice & Opportunity – Youth-led Town Hall	Moderator: Dr. Chinonso Egemba (Aproko Doctor), CEO AwaDoc	Main hall
5:20–5:30 pm	Wrap-up & Closing	Compere	Main hall

DAY 2 PROGRAMME

Day 2- Friday, 30th October 2026

Time	Activity	Facilitators/Speakers	Location
9:30–9:35 am	National Anthem	Compere	Main hall
9:35–9:40 am	Video Reel: Day 1 Highlights	Dinovate Media Team	Main hall
9:40–9:45 am	Spoken Word – The Juxtaposition: A Generation Between Two Worlds	Esinet Kolade; Boluwatife Adetokunbo, Poet and Spoken Word Artists	Main hall
9:45–10:45 am	The Social Exchange – A Generation in Motion: On the changing ways young people are shaping culture, building enterprise, and redefining participation and leadership	Moderator: Dr Raihanah Ibrahim, Principal, SCIDaR; Chief Osasu Igbenedion-Ogwuche, CEO, TOS Group	Main hall

Time	Activity	Facilitators/Speakers	Location
10:45–11:30 am	Roundtable – Africa in the Lead: Rethinking How Social Development Is Led, Financed and Delivered. Session by AWALC	Moderator: Hyeladzira Garnvwa, Financing Lead, SCO; Sen. Dr. Ipalibo Banigo, DSSRS, Chair, Senate Committee on Health; Dr. Abdulateef Salisu, Principal/Director, SCIDaR Muhammed Sadiq, Global Development Expert Gabriel Mobuogwu, Head of Data and Research, Invictus Africa	Main hall
11:30–11:45 am	**Photographs | Tea Break**		
11:45 am–1:15 pm	Shifting Social Norms to Advance Women's Economic Empowerment, Agency, and Collective Action in Nigeria – A Spotlight on the Nigeria For Women Project. Presentation | Evidence spotlight | Film Screening | Discussion (WB/CCSI NFWP session)	Yetunde Fatogun, Social Development Specialist, World Bank; Dr Hadiza Maina, National Project Coordinator, NFWP; Michael Ilesanmi, Senior Social Development Specialist, World Bank; Dr Precious Kanayo Omonoju, Program Manager, Center for Communication and Social Impact (CCSI); Mrs Florence Adamu Danladi, Gender Manager, CCSI	Main Hall
11:45 am–1:15 pm	Workshop: Understanding Neglected Harmful Social Norms and Underrecognized Positive Social Norms Affecting Adolescent Girls and Young Women (AGYW) in Sub-Saharan Africa (LC Session)	Dr. Eric Aigbogun; Dr. Oluwafunmilayo Raheem	Tamarind A&B
1:15–2:15 pm	**Lunch | Prayers | Exhibition Booths**		
2:15–3:05 pm	Scientific Presentation 2a. Conversations that shift norms: Faith, media and relationships	Facilitator – Haishat Olufadi Ahmed; Olufemi Akobi; Florence Adamu; Toyin Olakunbi Akande	Ballroom 3
2:15–3:05 pm	Scientific Session 2b. On Their Own Terms: Youth agency in work, wellbeing and civic life	Facilitator – Oluwabori Samuel; Babafunke Fagbemi; Muhammad Mubarak; Joyce Yemilo Bello	Ballroom 4
2:15–3:05 pm	Scientific Session 2c. Health in context: Food insecurity and community pathways to care	Facilitator – Dr. Ayoola Bosede; Lauriya Yusuf; Eric Aigbogun; Muhammad Sani Ahmad	Tamarind A&B
	Poster Presentations. 10 abstract posters	Poster Presenters	Gallery
	Closing Ceremony		
3:20–3:30 pm	Film Screening 2: Community Guidelines: A satirical approach to confronting harmful normative practices	Dorothy Njemanze Foundation; Facilitated by Conference Media team	Main hall
3:30–4:20 pm	Innovation & Creative Challenge Showcase & Awards	Moderated by: Victor Adetimilehin; Award Presented by: Nduwhite Ndubisi; Amina Bala, UNICEF	Main hall
4:20–4:40 pm	Best Abstract Award	Dr. Aisha Sharfadi; Prof. Golden Owhonda, Scientific Committee	Main hall
4:40–4:50 pm	Conference Insights and Takeaways	Chibueze Ewuzie, Compere	Main hall
4:50–5:00 pm	Closing Remarks	Dr Raihanah Ibrahim, Principal, SCIDaR	Main hall
5:00–6:00 pm	**Art Mural Showcase/ Networking/Cocktail event**		Main hall

Society for Family Health Group

...Creating Change, Enhancing Lives



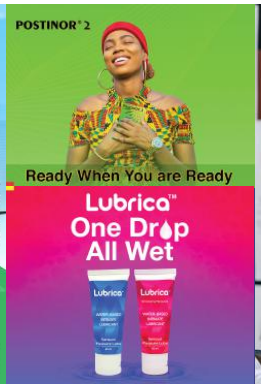
Healthy lives and Well-being for all

Advancing Healthy Lives and Well-being by Shaping and Strengthening Health ecosystems, and levergaing innovation and technology for equitable, inclusive and sustainable access to Quality health and social services for All











@sfhnigeria | www.sfhnigeria.org

RevoHealth International | SFH Access Impact. Delivered. | SFH Donor-Funded Portfolio Co. | SFH Advisory

PRE-CONFERENCE WEBINAR

Missed the Pre-Conference Webinar?

Watch the Conversation

Ahead of the 2026 Social Norms Conference, the Learning Collaborative hosted a pre-conference webinar exploring how artificial intelligence is influencing the images, stories and ideas that shape what people see as normal, acceptable and possible.



Whether you joined us live or are discovering the conversation for the first time, the full session is available to watch.

Continue the Conversation

WATCH THE PRE-CONFERENCE WEBINAR

shorturl.at/JiWPX

THE NORMS LAB

Keep the Conversation Going with The Norms Lab

Listen to conversations on social norms and agency beyond the conference.

The Norms Lab is the Learning Collaborative's podcast series, bringing practitioners, researchers and change-makers into conversation about the ideas, evidence and lived realities shaping social norms and agency.

24 **PODCAST EPISODES AND COUNTING**

From practice-based reflections to conversations with researchers and implementers, The Norms Lab extends collaborative learning beyond one event and into an ongoing archive of ideas that can be revisited, shared and applied.



THE norms lab PODCAST

LISTEN TO THE NORMS LAB

shorturl.at/oF569

INNOVATION & CREATIVE CHALLENGE

NORMS HUB

Solutions for Change

TOP 5 FINALISTS

The Norms Hub challenged participants to move beyond describing harmful social norms and design practical ways to shift the expectations, behaviours and systems that keep them in place.

From how students choose their futures and how men engage with health and pregnancy, to how young people respond to community problems and how workplaces define commitment, these five ideas have been selected as the 2026 Norms Hub finalists.

BEYOND THE STREAM

Choose by Strengths, Not Status

Boluwatife Adetokunbo
Lives, Learning & Wellbeing

The norm: "Bright students do Science." Humanities and Business are often treated as lower-status alternatives.

The idea: Beyond the Stream changes how students make the JSS3–SS1 pathway decision. Students experience Science, Humanities and Business before choosing; document their own strengths, interests and aspirations through a Pathway Passport; and participate in a choice conversation with parents and school staff. A Norms Pulse also examines the beliefs shaping the decision, while an early SS1 review gives students a chance to correct a poor fit before it becomes fixed.

READY FATHER

Best Epelle
Lives, Learning & Wellbeing

The norm: Pregnancy is "women's business," while men are expected to stay outside antenatal care and birth preparation.

The idea: Ready Father shifts the father's role from permission-giver to preparer. Couples make a Birth Readiness Pact covering the facility, transport, savings, blood donor and emergency contact; fathers join peer circles led by respected men; and men who support facility births are publicly recognised at naming ceremonies. The model makes preparation a visible marker of responsible fatherhood.

STRONGMAN CHECK

Making "Knowing Your Number" What Strong Men Do

Olurotimi Olaosebikan
Lives, Learning & Wellbeing

The norm: "A real man doesn't fall sick, and he doesn't go to the clinic unless he can't stand."

The idea: StrongMan Check brings routine blood-pressure screening into barbershops, trusted social spaces where men already gather. Trained barbers offer two-minute checks, shops make screening uptake visible without displaying individual readings, respected local men model the behaviour, and men with raised readings are linked to PHCs or community pharmacies.

"Strong man na who check."

FROM RANT TO REPAIR: LUMIQ

Mutmahinah Jimoh-Ademola
Youth Voices, Ventures & Votes

The norm: Community problems are something to complain about and wait for the government to fix; trying to act locally is seen as naïve or pointless.

The idea: Lumiq is a six-week Possibility Programme that moves young people from complaint to action. Learners identify a real problem, separate what government must do from what communities can influence, develop and prototype a response, practise advocacy, carry out one small action with an adult, and present their work at an Adults Listen Day. The replacement norm: we do our part and still hold leaders to account.

THE RIGHT TO DISCONNECT

Being offline does not mean being uncommitted.

Fahm Mubarak Olanrewaju
Stories, Screens, Systems & AI

The norm: A committed employee should always be reachable and respond quickly, even outside agreed working hours.

The idea: The Right to Disconnect Toolkit makes healthy digital boundaries a workplace responsibility rather than an individual struggle. It combines agreed response times and working hours, healthier email and messaging settings, an optional AI-powered boundary assistant, a workplace pledge, manager practices and behaviour-change communication designed to separate professional commitment from constant availability.

INNOVATION & CREATIVE CHALLENGE

NORMS STUDIO

Depiction of Harmful Norms Through Visual Arts

TOP 5 FINALISTS

The Norms Studio showcases visual artworks that question harmful social and gender norms through image, symbolism and storytelling.

Game of Norms

Artist: **Ebuka Okonkwo**

Using Jenga, Scrabble, Chess and a Rubik's Cube, Game of Norms portrays harmful norms as barriers placed in the paths of girls and women. The work asks what becomes possible when those barriers are dismantled.



I Dey for You

Artist: **Sadiq Abimbola Rukayat**

Two intertwined figures challenge the idea that strength means enduring pain alone. The work presents vulnerability, care and mutual support as forms of strength rather than weakness.



Beyond the Headlines

Artist: **Aderonke Rhoda Ajala**

A woman surrounded by newspaper headlines represents the judgments and expectations that often shape women's identities. As the newspapers become butterfly-like wings, the work shifts from limitation to freedom and self-definition.



Motherer

Artist: **Marie Chikelu**

Motherer examines how patriarchy, privilege and gender inequality are passed across generations. Its imagery captures the contradiction of women sustaining lives and systems that can, in turn, silence and harm them.



It's Just Cramps

Artist: **Amazino Uwubiti**

This painting challenges the casual dismissal of menstrual pain and the expectation that women should simply continue as normal. It calls for greater understanding, appropriate care and more supportive schools and workplaces.



SCIENTIFIC SHOWCASE

Explore the 2026 Book of Abstracts

Evidence. Ideas. Practice

At the heart of the Social Norms Conference is a commitment to learning from evidence and from the people putting that evidence into practice.

The 2026 Call for Abstracts invited researchers, practitioners, policymakers and implementers to share research findings, data insights and innovations in social norms and agency programming across the conference's five thematic tracks, from power and youth agency to technology, climate, health, education and wellbeing.

The 2026 Book of Abstracts brings this body of work together, creating a record of the research, programme experiences and emerging ideas contributing to the future of social norms work across West Africa. It also features the conference's winning abstracts, recognising outstanding contributions to evidence and practice.

Take the evidence with you.

Scan the QR code to explore the 2026 Book of Abstracts, discover the winning abstracts and read the work behind this year's conference conversations.

READ THE FULL BOOK OF ABSTRACTS

shorturl.at/3Da5W

POST-CONFERENCE ART FESTIVAL

Festival of Reflection, Creativity & Collective Wellbeing

Evidence. Ideas. Practice

ANGLOPHONE WEST AFRICA
SOCIAL NORMS & AGENCY
LEARNING COLLABORATIVE

2026 SOCIAL NORMS CONFERENCE

The 2026 Social Norms Conference

Post-Conference *Art Festival*

Festival of

REFLECTION, CREATIVITY & COLLECTIVE WELLBEING



Creative Skill Studio | Let's make something | Spoken word performance | Music

October 31, 2026 | **2:00 PM – 6:00 PM** | **Abuja, Nigeria**

COME FOR THE CREATIVITY . STAY FOR THE CONVERSATION . LEAVE WITH SOMETHING TO CARRY FORWARD

snalc.scidar.org
socialnormsconference@solinagroup.com

SCIDaR
SOLINA CENTRE FOR INTERNATIONAL DEVELOPMENT AND RESEARCH

ACKNOWLEDGEMENTS

The Team Behind the Conference

Leadership

- **Dr Raihanah Ibrahim (Lead)**
- Anjolaoluwa Ayodele

Media and Communications Committee

- **Boluwatife Adetokunbo (Lead)**
- Stephen Eniayewu
- Victor Adetimilehin
- Fauziya Abdulrazaq
- Fatima Lawal
- Claire Erhuanga

Scientific Committee

- **Haishat Olufadi Ahmed (Lead)**
- Chisom Echebiri
- Dr. Eric Aigbogun
- Dr. Valentine Amasiatu
- Fawziyyah Sadiq
- Dr. Oluwafunmilayo Raheem
- Ahmed Mustapha
- Chioma Ijah

Content Committee

- **Ewomatome Uwibiti (Co-Lead)**
- **Zubeida Mohammed (Co-Lead)**
- James Agboola
- Kenechukwu Nzelu
- Ruth Oliseh
- Faith Akanji
- Boluwatife Adepoju
- Khadija Zubair

Logistics Committee

- **Dunni Macbello (Lead)**
- Amenda Musa
- Peter Aigbe
- Dominic Akiba-eyo
- Jemimah John
- Ikemka Romanus
- Badia Bello
- Chinenye Ikwuemesibe

IT/Technical Committee

- **James Aniekan (Lead)**
- Alamin Iya

Fundraising and Partnerships Committee

- **Olufunto Olude (Lead)**
- Halima Buba
- Sharon Oni
- Tunde Gbadegeshin
- Zainab Idris
- Ado Sanda
- Bayo Olugbile

Reviewers and Judges

Norms Hub Judges

- Florence Adamu
- Amina Bala
- Halima Buba

Norms Studio Judges

- Jacqueline Suowari
- Nduwhite Ndubuisi
- Maryam Maigidi

Abstract Reviewers

- Dr. Pamela Ogbozor
- Dr. Korfii Uebari
- Prof. Rebecka Lundgren
- Prof Golden Owhundah
- Hunter C. Davis (MPH)
- Prof. Sohail Agha
- Courtney McLarnon (MSc)
- Dr Usman Ibe
- Dr. Olomofe, Charles Oluwatemitope
- Dr. Plangsat Dayil
- Dr. Aisha Sharfadi
- Prof. Biyaya Nwankwo
- Dr. Vivian Njemanze
- Prof. Kingsley Ukwaja
- Dr. Florence Uchendu
- Dr. Oluwasegun Adetunde (PhD)
- Maimunah Kamilu Adamu

CONFERENCE NOTES

What I'm Taking With Me

A final reflection before leaving the conference.

One assumption this conference challenged

One norm I want to question differently

One action I can take next

One collaboration I want to pursue

Thank You

Social Norms Conference

October 29–30, 2026

Abuja Continental Hotel, Abuja, Nigeria

Share your feedback with us

bit.ly/2026SNCsurvey

Continue to connect with us

Follow us

snalc.scidar.org/

info@westafricalearningcollaborative.com

CONVENED BY ANGLOPHONE WEST AFRICA SOCIAL NORMS & AGENCY LEARNING COLLABORATIVE

HOSTED BY SCIDaR SOLINA CENTRE FOR INTERNATIONAL DEVELOPMENT AND RESEARCH