Developing anti-corruption interventions addressing social norms: Lessons from a field pilot in Tanzania

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This Working Paper provides guidance on developing anti-corruption interventions based on a Social Norms and Behaviour Change (SNBC) approach. Still a relatively nascent field, SNBC interventions typically address social norms that make corruption acceptable or expected, and attempt to influence behaviours away from corrupt practices. The guidance is based on lessons learned from a largely successful pilot project in Tanzania that targeted social norms fuelling bribery (“gift giving”) in health facilities and attempted to change the behaviours of both health care providers and users away from exchanging gifts. Survey results showed a 14-44% decrease in gift-giving intentions, attitudes and positive beliefs among hospital users following the pilot intervention. The guidance covers: How to identify when a SNBC approach is suitable Essential background research needed to design anti-corruption SNBC interventions Frameworks to formulate theories of change Specific elements to build into SNBC interventions What practitioners should expect when embarking on an SNBC intervention Ways they can help build evidence and understanding of SNBC approaches in the anti-corruption field.
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