

Voices for Change (V4C) — DFID-Funded Social-Norms Campaign Against Gender-Based Violence in Nigeria

Gender Equality · Good practice · Nigeria

Quality score: 74/100

Evidence strength: Strong

Summary

A four-year UK-funded social-marketing programme reached young Nigerians in four states with a 'Purple' brand to shift norms on women's voice, decision-making and violence against women; 89% of surveyed youth improved in at least one target area.

Key dimensions

Dimension	Score
Transferability / replicability	2/3
Impact on gender equality	1/1
Effectiveness	1/1
Efficiency	0/1
Evaluated outcomes	1/1
Sustainability	0/1
Achievement / evidence	1/1
Gender-mainstreaming embedding	1/1
Curator validation	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-04

UK Department for International Development (funder); delivered by Palladium, the Women's Rights Advancement and Protection Alternative (WRAPA) and Social Development Direct; independently evaluated by Itad — accessed 2026-09-04

[Itad evaluation results](#) — accessed 2026-09-04

[The Compass for SBC project profile](#) — accessed 2026-09-04

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