1. An approach which is not forced or judgemental with a focus to fulfil human rights and empower girls and women
   - Communities raise the issue of FGC when they increase their awareness and understanding of human rights and make progress towards areas of immediate concern e.g. health and education
   - Despite taboos, the issue emerges because the group are aware FGC causes harm
   - Community discussion contributes to new understanding that girls would be better off if everyone abandoned the practice

2. Community awareness of the harm caused by the practice
   - People share experiences through non-judgemental public discussion + non-directive reflection \(\rightarrow\) costs of FGC more evident

3. The collective choice of a group that intermarries/is closely connected
   - FGC a community practice, most effectively given up by the community acting together rather than individuals acting on their own
   - Ability of group members to organise and take collective action can result in transformation of the social convention

4. Explicit public affirmation of collective commitment to abandon
   - Community makes clear their will to abandon FGC
   - Various forms – joint public declaration in a large public gathering, authoritative written statement of collective commitment to abandon

5. Organised diffusion to ensure the decision spreads rapidly from one community to another and is sustained
   - Communities engage neighbouring villages so the decision to abandon can be spread and sustained
   - Engage communities exercising a strong influence
   - When decision sufficiently diffused \(\rightarrow\) social norm has shifted and now serves to pressure individuals to abandon the practice

6. An environment that enables and supports change
   - Commitment of government at all levels to introduce appropriate social norm measures and legislation, complemented by advocacy and awareness efforts
   - Civil society integral to enabling environment
   - Media role in facilitating the diffusion process