

awareness

Phase 2
of the SASA! Community
Mobilization Approach



CONSCIOUS
ALERT
INFORMED
KNOW
ENLIGHTENED
UNDERSTAND
LOOK DEEPER
MAKE CONNECTIONS
GRASP

awareness

Phase 2 of the SASA! Community Mobilization Approach



Are you ready to begin the Awareness phase? Have you achieved your intended outcomes for the Start phase? Remember, facilitating a process of change requires time and patience. Don't rush, skip or mix any phases.

Get ready! And have fun!

Goal

Inspire community members to analyze the implications of men's power over women and the community's silence about it.

Awareness is a critical step in creating change. It is the time to inform, agitate and create a stir about these issues, a time for people to stop and listen, to take notice and engage. Remember that if we only talked about issues that people have heard before and in ways that they are used to, not many people would listen. Many people feel they have heard everything about gender, violence against women and HIV/AIDS. They do not think there is anything new. You will need to be willing to take some risks, to say things in a new way. The SASA! analysis of power will be provocative. You will make some people uncomfortable—this is good! In order for change to happen people must feel uneasy with the status quo, with the way things are, and begin to question it.

Objectives

1. Raise awareness about the connection between violence against women and HIV/AIDS.
2. Introduce an analysis of men's *power over* women (and the community's silence about it) as the root cause of violence against women and its connection to HIV infection among women.
3. Spark personal reflection, critical thinking and public dialogue about how the imbalance of power in relationships, families and the community affects us all and about how change can benefit us all.
4. There are two important things to remember while achieving these objectives: (1) **what** you are saying and (2) **how** you are saying it. Since **what** we say in SASA! may be provocative, **how** we say it is particularly important. When raising awareness, there is a balancing act between being provocative enough to get people thinking and being sensitive enough to allow people to trust what you are saying and consider it seriously. As activists we must communicate with conviction, honesty, compassion, energy and urgency. See the following tips for ideas.



Awareness in *SASA!* is different than what you might be used to when raising awareness in the community. Awareness in *SASA!* requires the following:

Moving Beyond the Facts

Many people already have information on violence against women and HIV/AIDS. The basic facts and statistics shared over the past several years have not created wide scale change. The sharing of information needs to be combined with opportunities to analyze, debate and reflect on that information. In Awareness activities, use facts on violence against women and HIV/AIDS as a starting point for provoking in-depth discussion. Provide community members with an opportunity to analyze the facts, to explore the power relationships behind those facts and to analyze **why** these facts exist.

Getting Personal

In order to affect meaningful change, we need to help community members reflect on their own lives and examine what these issues mean to them on a personal level. Changing long-held attitudes and behaviors requires personal conviction that can only come after self-reflection and understanding of how these issues affect each of us every day.

Questioning, Not Telling

Your role as a *SASA!* activist is to provoke critical thinking rather than to tell people what to think. Asking questions is your best tool for the job, such as: *Why do you think this is happening? Do you think an imbalance of power is okay? What does this mean for you and your family?* The work of Awareness requires community members to question the legitimacy of beliefs and attitudes that they have likely held for a long time. The work of Awareness needs to enable, within each individual, a process of questioning and unlearning. By asking people questions and giving them room to think, you can help this process along.


Focusing on Benefits Rather than Blaming

While the ideas in *SASA!* are strong, provocative and controversial to some, they have been designed to emphasize the benefits of non-violence and balanced power, rather than focusing on violence and the blaming of others. The tone in *SASA!* is intended to be challenging without being aggressive, provocative without being confrontational, feminist without being exclusive. In your activities and programs, strive to create this balance. Remember that people may not remember what you say, but most will remember how you made them feel—this is a critical concept in the Awareness phase.

For example, if we begin holding large marches and rallies with big banners that say “Men are causing violence!” or “Men are responsible for HIV/AIDS!” there will certainly be a backlash: anger from men who feel attacked, fear from women who feel concerned about the consequences, and withdrawal of support from leaders wanting to defend their community and culture. Instead you have an opportunity to avoid blaming and to use your *SASA!* efforts to encourage hope, inspiration and a sense of possibility.

In *SASA!*, violence against women
and women’s vulnerability to HIV/AIDS
is a result of **men’s power over women**
and the community’s silence about it.

The Awareness Phase At-a-Glance

<p>Phase</p> 	<p>The Awareness phase corresponds to “contemplation” in the Stages of Change. The <i>SASA!</i> Team engages the community to become aware of men’s <i>power over</i> women and how the community’s silence about this power imbalance perpetuates violence against women and its connection to HIV/AIDS.</p>
<p>Power Concept</p>	<p>The Awareness phase is about “understanding men’s use of <i>power over</i> women” and the community’s silence about this. <i>Power over</i> is the power that one person or group uses to control another person or group. This control might be used directly in forms of violence, such as physical violence or intimidation. It could also be used indirectly, such as through the social beliefs and practices that position men as superior to women. Using one’s <i>power over</i> another is an injustice. Fostering a balance of power between women and men benefits everyone.</p>

SASA! Outcomes

The Awareness phase strives for Knowledge and Attitudes outcomes.

The intended outcomes of the Awareness phase are divided into two categories:

1. Outcomes specific to the responsibilities of the *SASA!* Team.
2. Outcomes specific to the results of community mobilization.

Awareness Intended Outcomes

<i>SASA!</i> Team Outcomes	Community Mobilization Outcomes
<ol style="list-style-type: none"> 1. The <i>SASA!</i> Team developed a plan for adapting the Awareness phase to their community (i.e., using the <i>SASA!</i> planning tools provided). 2. The <i>SASA!</i> Team engaged all circles of influence from the Ecological Model. 3. The <i>SASA!</i> Team demonstrated thorough understanding of how to facilitate community mobilization that influences knowledge and attitudes among community members. 4. The <i>SASA!</i> Team demonstrated thorough understanding that men’s power over women and the community’s silence about it causes violence against women and HIV/AIDS. 	<ol style="list-style-type: none"> 1. Community members demonstrate knowledge of the following: <ul style="list-style-type: none"> • the meaning of “power” • men’s power over women is the root cause of violence against women and increased HIV risk for women. • types of violence against women • consequences of violence against women • violence against women is cause and consequence of HIV infection 2. Community members demonstrate attitudes that support the following statements: <ul style="list-style-type: none"> • Violence against women is unjust. • Women and men should not have to keep to the roles society sets for them. • Balanced power between women and men is healthy, safe and benefits both. • Everyone has power. • Women should not be blamed for violence against them. • Men using violence can choose non-violence. • The community’s silence perpetuates violence against women and its connection to HIV/AIDS. • Violence against women and its connection to HIV/AIDS is now a community, not private issue.

Phase 2: Awareness Planning, Monitoring and Assessment Checklist



Planning (at the beginning of each phase)

- The SASA! Team reviews the intended outcomes.
- The SASA! Team completes the SASA! Phase Plan.
- The SASA! strategy team completes the SASA! Strategy Plan.

Monitoring (throughout each phase)

- The SASA! Team schedules and participates in weekly or bi-monthly check-in meetings.
- The SASA! Team completes an Activity Report after each activity.
- The SASA! Team uses the Activity Outcome Tracking Tool with some or all of the activities.
- The SASA! Team schedules and prepares for the quarterly review meetings.

Assessment (done at the end of the phase)

- Select SASA! Team members carry out the SASA! Assessment Dialogues.
- Select SASA! Team members carry out the Rapid Assessment Survey.
- The SASA! Team schedules, prepares for and participates in the Awareness Information Sharing Meeting and determines if they are ready to progress to the next phase.
- The SASA! Team plans, monitors and evaluates additional activities until all outcomes are achieved.
- The SASA! Awareness Phase Report is completed.

Appendices

Appendix A: Planning Guide

Appendix B: Monitoring Guide

Appendix C: Assessment Guide

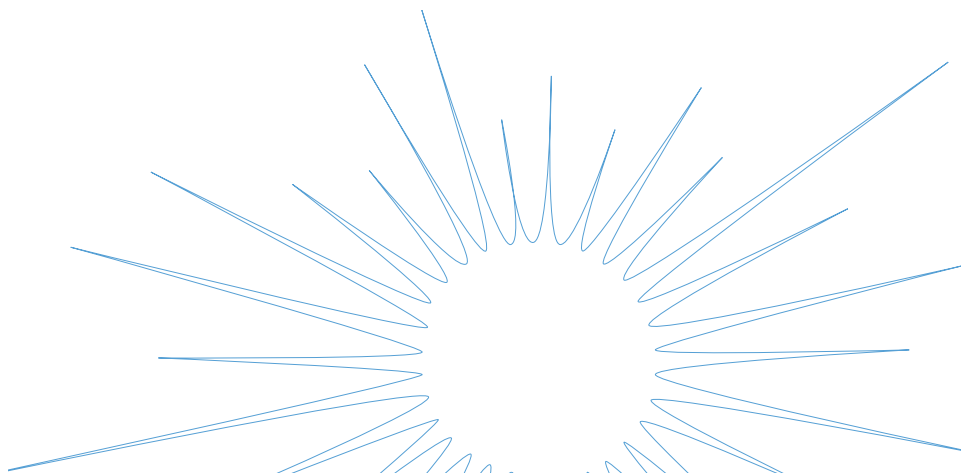
Appendix A: Planning Guide

Planning

Thorough advance planning allows you to thoughtfully choose activities that will lead to an **optimal process for your community**. For planning, we recommend you do the following at the **beginning** of the phase.

Planning Steps

1. Review the intended outcomes of the Awareness phase and select those most appropriate for your community. Modify or change the intended outcomes based on your team's priorities for *SASA!* in your community.
2. Select activities from the Awareness phase of *SASA!* that you feel would enable you to achieve the selected intended outcomes.
3. Select any of your own activities that you feel would further enable you to achieve the intended outcomes.
4. Review the circles of influence in the Ecological Model. Add or remove activities from your selection, as needed, to ensure you engage all circles of influence.
5. Review the unique characteristics of your community and your organization's resources for facilitating *SASA!* (e.g., human and financial). Add or remove activities from your selection, as needed, to ensure that your activities are appropriate and achievable given these community and resource considerations. (See the *SASA!* Introduction, page 26.)
6. Organize your chosen activities using the template provided for the *SASA!* Phase Plan. (See the *SASA!* Tips Booklet for the Phase Plan template and guidelines.)
7. Provide team members with a photocopy of the *SASA!* Phase Plan and with the template for the *SASA!* Strategy Plan for more detailed planning of each activity they will facilitate in that strategy. (See the *SASA!* Tips Booklet for the Strategy Plan template and guidelines.)



Appendix B: Monitoring Guide

Monitoring

Regular monitoring allows you to objectively and professionally **demonstrate your progress and reach**. For monitoring, we recommend doing the following **throughout** each phase

1. Hold check-in meetings.

Meet weekly or bi-monthly with lead members of the *SASA!* Team. Use these meetings to review the successes and lessons learned from the activities facilitated since the last meeting. Consider changes that might need to be made in your planning. Use this time to reflect and problem solve as a team. Record any Action Points which may be required and who is responsible for the action. Review these at the beginning of each check-in meeting.

2. Complete Activity Reports.

After each activity, complete an Activity Report. Activity Reports allow you to record what happened during an event, who attended and what went well or was a challenge and how to build on successes and overcome challenges. (See the *SASA!* Tips Booklet for the Activity Report template and guidelines.)

3. Use the Activity Outcome Tracking Tool.

This tool will help you gauge the degree of resistance to or acceptance of *SASA!* ideas. Depending on the capacity of your *SASA!* team you may use just the Knowledge and Attitude sections (see this document, page 9) in the Awareness phase or you may choose to use the tool in its entirety (found in *SASA!* Tips Booklet, page 38). Also according to your capacity, you may choose to use the tool after each activity or a random selection of large and small activities at regular intervals in the Awareness phase. (See the *SASA!* Tips Booklet for detailed guidance.)

4. Complete Strategy Summary Reports.

Strategy Summary forms are designed to help you summarize the Activity Reports in one document for each strategy. They include a list of activities completed, numbers of people reached, major successes and challenges and responses made to build on or overcome them. (See the *SASA!* Tips Booklet for the Strategy Summary template and guidelines.)

5. Hold Quarterly Meetings.

Gather your entire *SASA!* Team near the end of each quarter to do the following:

- Ask lead members of the *SASA!* Team to present an overview of the key activities, successes and challenges of that quarter.
- As a group, review the Ecological Model and ensure you are on track for engaging adequate numbers of community members from each circle of influence.
- Review the outcomes and ensure you are on track for achieving them.
- Review activities still to be completed and determine if any of the lessons learned require adjusting the planned activities in any way.

Appendix C: Assessment Guide

Assessment

SASA! assessment methods are meant to provide **simple yet meaningful measurements** of your work. They should be conducted near the **end** of the phase.

The information gathering and assessment methods in *SASA!* are for program purposes, to help the *SASA!* Team assess its impact and effectiveness. The methodologies suggested recognize that most activist organizations using *SASA!* may not have significant research expertise. If your *SASA!* Team does not have experience in action research or conducting information gathering activities you may consider seeking assistance from research institutes or organizations with this experience.

1. *SASA!* Assessment Dialogues

SASA! Assessment Dialogues help you collect qualitative data from the community. They are similar to focus group discussions. You will have a prepared dialogue guide, which will help you facilitate the session. (See this document, page 10.)

In the Awareness phase, the dialogue questions will cover the knowledge and attitude expected outcomes. Detailed suggestions on how to carry out, analyze and write up the Assessment Dialogues can be found in the *SASA!* Tips Booklet, Start Phase.

Use the following guiding questions to help focus your write up of the *SASA!* Assessment Dialogues:

Knowledge

- Do community members seem knowledgeable about violence?
- Do they think about it solely as physical violence, or do they also recognize other forms of abuse? Which ones?
- Do they recognize the negative consequences of violence?
- Do they recognize the connection between violence against women and HIV?
- Is there much difference between the different groups participating in the focus groups?
- Are there quotes that seem to illustrate the views expressed?
- Were there participants who seemed to have different views to others in the group?

Attitudes

- What do the different groups think about the acceptability of violence against women?
- Do they think that a man can force his partner to have sex?
- Do they see violence as a private issue, or an issue that affects the community?
- What do they think about balancing power in relationships? Do they think that this is good or bad for families?
- Do they think it is possible to balance power or do men 'need' to use their power over women?
- Do they think that men can do things that are usually thought of as for women and vice versa?
- Is there much difference between the different groups participating in the focus groups?
- Are there quotes that seem to illustrate the views expressed?
- Were there participants who seemed to have different views to others in the group?

2. SASA! Rapid Assessment Surveys

The Rapid Assessment Survey for the Awareness phase covers two outcome categories: knowledge, attitudes. (See this document, page 11.) Detailed suggestions on how to carry out, analyze and write up the Rapid Assessment Surveys can be found in the *SASA!* Tips Booklet, Start Phase.

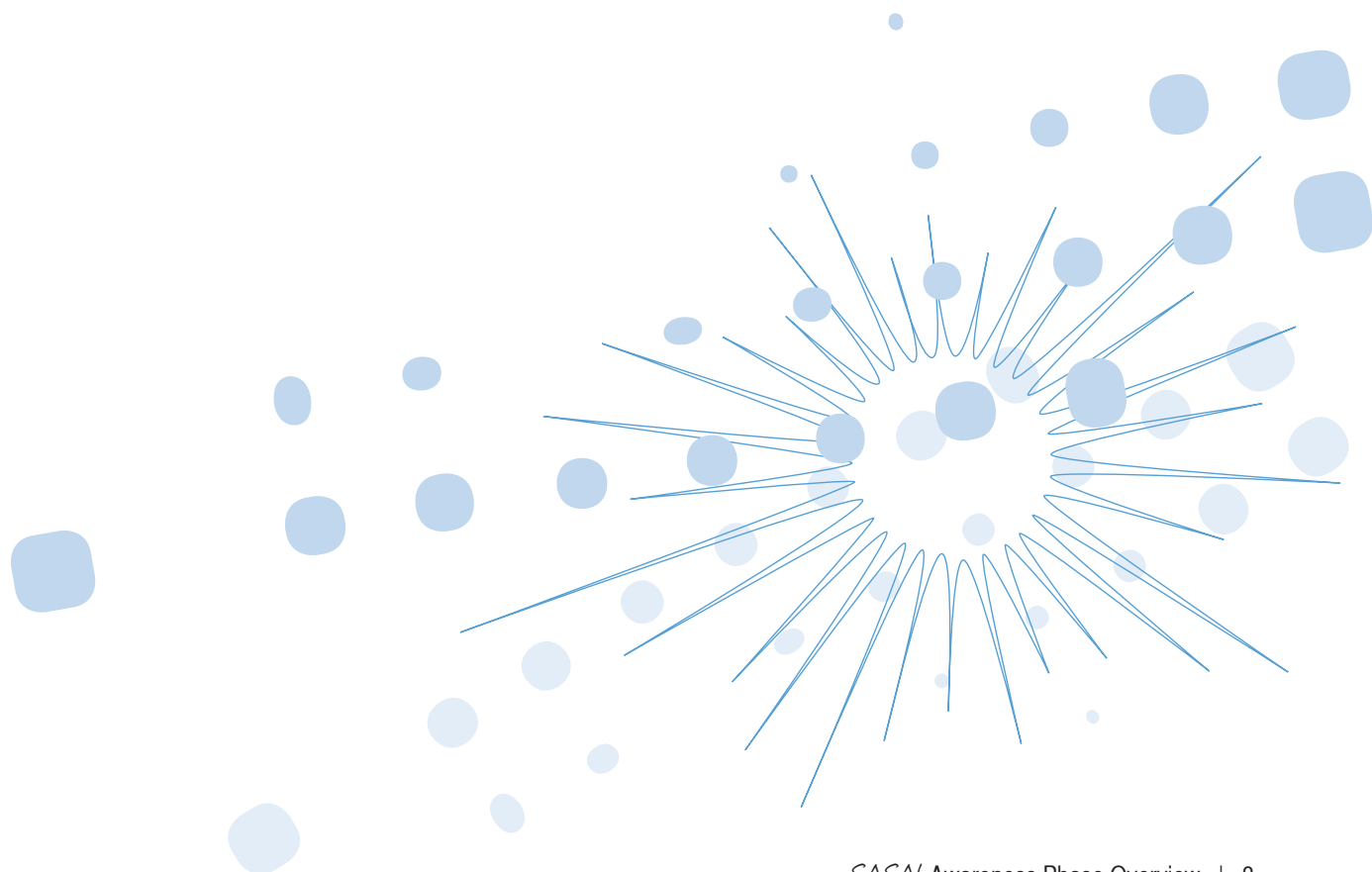
Write up a brief report with your findings and share them with the *SASA!* Team.

3. An Information Sharing Meeting can be held with the entire *SASA!* Team. Report on the findings of the *SASA!* Dialogues and Rapid Assessment Survey. Then discuss the following:

- Are community members generally knowledgeable about violence against women and its connection to HIV/AIDS?
- To what degree is it accepted in the community that an imbalance of power between women and men leads to violence and women's risk for HIV infection?
- Is it becoming more acceptable to discuss power, violence against women and HIV/AIDS openly in the community?
- Did issues emerge that were unexpected or that might need further exploration by the *SASA!* Team?
- Was the information gathered in the Dialogues and Surveys written up?
- Does the *SASA!* Team feel informed, equipped and prepared to begin the Support phase of *SASA!* in your community? If not, what additional support is needed and how can the team receive that support?
- Decide together if the *SASA!* Team is ready to move to the Support phase or if additional activities need to be facilitated to achieve the intended outcomes of the Awareness phase.

4. SASA! Phase Report

Once the *SASA!* Team has enough evidence that the key outcomes have been achieved, write a report summarizing the activities, lessons learned and outcomes of the phase. This report can be created by compiling the data collected in the monitoring and assessment exercises. Consider taking notes during all monitoring and assessment meetings to make the completion of this report easy and efficient.



Activity Outcome Tracking Tool:

Awareness Phase

Knowledge

	1	2	3	4	
Negative Statements / Resistant to <i>SASA!</i> ideas	←—————→				Positive Statements / Accepting of <i>SASA!</i> ideas
<i>Participants tend to say that:</i>					<i>Participants tend to say that:</i>
- violence is only physical					- violence may be physical, emotional, sexual, economic
- violence against women does not have negative consequences					- violence against women has negative consequences
- women who experience violence are not at risk for HIV/AIDS					- women who experience violence are at risk for HIV/AIDS
Attitude	←—————→				
- some forms of violence are acceptable					- violence is never acceptable
- men should have power over women in relationships					- women and men should balance power in a relationship
- women and men should not share roles in their family and community					- women and men should share roles in their families and community

SASA! Assessment Dialogues:

Awareness Phase

1. Is it normal for a man to have power over his partner? Why or why not?
2. What types of violence do women experience in our community?
3. What are the consequences of violence against women on women? On men? On children? On families? On communities?
4. Are families stronger when men discipline their wives? Why or why not?
5. Should a woman tolerate violence in order to keep her family together? Why or why not?
6. Can a woman refuse her partner if she doesn't want to have sex? Why or why not?
7. Are women experiencing violence from their partner at risk for HIV infection? Why or why not?
8. In what ways might women experience violence as a result of their HIV positive status?
9. Would you consider violence against women as an injustice? Why or why not?
10. To what extent do you feel you have to keep the roles society expects of you as a woman/man?
11. Is it a good idea for women and men to balance power in their relationships? What are the benefits/disadvantages?
12. What affect does the community's silence have on violence against women and women's risk for HIV/AIDS?

SASA! Rapid Assessment Survey: Awareness Phase

Questionnaire Number _____

Date _____

Hello, my name is _____ and I work for _____. If you don't mind, I would like to ask you a few questions about your thoughts about men and women's relationships, and your attitudes toward violence against women. This should not take much of your time, and you can choose to stop the interview at any time, or to skip any questions if you like. Your responses are confidential, and your name will not be written down. We will use the information that you provide to plan activities, and to see how well we are doing in our project.

Do you have any questions?

Are you happy to proceed with the interview? Yes No
(IF NO, THANK AND SAMPLE SOMEONE ELSE)

Please feel free to tell me your honest views. There are no right or wrong answers.

Sex of Respondent (circle one): Female Male

Age of Respondent:

Knowledge			
Please answer yes or no to the following questions as honestly as possible.			
1	Is violence against women normal in relationships?	Yes 1 No 0	
2	Can a woman refuse her partner if she doesn't want to have sex?	Yes 1 No 0	
3	When men discipline their wives does it make their families stronger?	Yes 1 No 0	
4	Should a woman tolerate violence in order to keep her family together?	Yes 1 No 0	
5	Are women experiencing violence from a partner at higher risk for HIV infection than other women?	Yes 1 No 0	
Attitude			
Please answer yes or no to the following questions as honestly as possible.			
6	Do you think that a man has a good reason to hit his partner if she does not do the housework to his satisfaction?	Yes 1 No 0	
7	Is violence against women a community concern?	Yes 1 No 0	
8	Do you think that women are to blame for the violence against them?	Yes 1 No 0	
9	Does balanced power in a relationship benefit both the woman and the man?	Yes 1 No 0	
10	Would you laugh at a man doing housework?	Yes 1 No 0	

Thank you very much for helping us. I appreciate the time that you have taken.