

Raising Awareness Lessons Learned

Measuring impact of awareness raising activities is challenging. When a person's perception or understanding is influenced, is that an impact or does it have to manifest in behaviour change. It is difficult to measure with precision what affect an awareness raising activity has on an individual.

Don't expect attitudes or behaviours to change immediately, introducing an idea in a person's consciousness is important. Often messages are perceived without conscious awareness yet at some level it affects an individual's perspective. Furthermore, explicit statements that proclaim gender equity can affect the broader social climate and have cumulative value.

Raising awareness activities need to be creative. Campaigns are competing for mental space of an audience that is bombarded with many other ideas and messages. This means programmes need to get creative and learn a little from commercial marketing strategies.

Relying on fear or guilt to elicit long-term behaviour change is less effective. Thought-provoking, benefits-based messages are more meaningful.

Awareness raising is only the first step in a campaign to change behaviour. Awareness raising without follow-up processes to exploit the attention generated tend to have limited long-term impact.

Using various awareness strategies increases impact. Multiple messages through different activities (i.e., drama, posters, billboards, media campaigns, etc.) reach further and have more impact as ideas build on and reinforce each other.



Media Efforts

Working effectively with and harnessing the power of the media is an essential part of the efforts of any agency that aims to influence broader social norms. Some groups create their own media while others work to influence journalists and media institutions in order to improve portrayal of women in the media and foster a human rights culture. Many organizations are also expanding their understanding and use of traditional and new media in order to reach out in new and innovative ways to communities.

Core Concepts

- The media is a powerful tool for communication.
- Recognize that the media institutions are focused on profit and efforts to influence them need to appeal to the industry's ethics as well as profit margins.
- When possible, it is important to work with existing media institutions.
- The media is influenced by the kind of society we live in.
- Media can be an expensive way of getting your message across.

Key Practical Concerns

- Be proactive (as opposed to being reactive e.g., press releases/conferences, info packages), have someone in the organization work directly with the media.
- Pretest messages to ensure they communicate what you intend.
- Include members of the media in the planning process of your communication strategy.
- Be creative and opportunistic.
- Take time to sensitise media groups and individuals through training.

Coalition on Violence Against Women (COVAW) Kenya

COVAW is a Kenyan women's human rights organization committed to the eradication of all forms of violence against women and girls within the domestic, public, private and political spheres, and the promotion of women's rights. COVAW's strategy is to move the issue of violence against women from the private sphere to the public domain: 'Breaking the Silence'.

COVAW's main area of work is service provision to victims and survivors of GBV. However, it also undertakes activities that aim to prevent the occurrence of GBV. Main prevention activities involve working with the media to break the silence on GBV, programmes with in-school youth in order to influence their belief and value systems about male/female relations, challenging the socialization process and demystification of myths on GBV.

Since its inception in 1995, COVAW has spearheaded several campaigns aimed at moving the issue of GBV from the private to the public domain. As a result of the campaigns, women have come forward to request more information on the issue, legal help, counseling services and support in general.

Objectives

1. Promote women's rights through facilitating the collective work of individuals and organizations that want to eradicate GBV.
2. Undertake campaigns aimed at raising public awareness on issues of GBV.
3. Provide psychological support to survivors of VAW and referrals to appropriate agencies.
4. Offer legal aid and support to survivors of GBV.
5. Advocate and lobby for gender sensitive legal and policy frameworks that facilitates the realization of women's rights.
6. Create a process of change for perpetrators of GBV through addressing the psychosocial, political and cultural factors that support the practice.

Programme Description

In addition to counseling services, COVAW works to prevent GBV through the following programmes.

Outreach and Training. COVAW works to stimulate public dialogue through extensive media campaigns, publications and community-based activities. The programme goal is to promote awareness on women's human rights and to ensure that debate on women's human rights is conducted. Specific activities under this programme are: sensitization and training workshops for women, men, youth, community facilitators, law enforcement agents, volunteers and health care providers; production of user friendly materials on violence against women; drama performances on GBV, and, essay and poster competitions for youth in learning institutions.

Advocacy and Lobbying

The programme goal is to enable a more responsive social, political, legal and economic support mechanism for women at community and national level. Specific activities under this programme are: marking several campaigns that are relevant to women's rights (i.e., Sixteen Days of Activism, St Kizito Commemoration, International Women's Day, etc.); conducting research and surveys on violence against women; carrying out media campaigns on various selected cases of gender-based violence; rapid response and rescue of women and girls in cases of violence against them; and networking with other groups in highlighting women's human rights issues nationally and internationally.

Public Interest Litigation

The programme goal is to enhance the legal status of women in Kenya through the promotion and protection of women's rights. Specific activities under this programme are: advising women on their legal rights; following up cases involving violence against women with the police to ensure the due process of the law takes course; filing matters involving women's rights violations in court where law is not clear; attending court to watch briefs and litigating on public interest matters; research on relevant laws; conducting mobile legal aid clinics and conducting sensitization and awareness on women's legal and human rights.

Publications

The programme goal is to design user-friendly publications that provide a solid basis for advocacy and awareness raising work.

Notable Innovation

Building constructive relationships with the media

COVAW has been successful in establishing positive relationships with journalists and editors in the national media in Kenya. While they are often considered a challenging group to engage meaningfully, COVAW offers the following suggestions for building effective relationships with the media.

- Recognize that GBV is hardly discussed in the media despite it being rampant in communities. There is an underlying assumption that GBV is part of the culture or even religion and therefore does not require media's attention. The assumptions of journalists will reflect the broader community. A useful place to start is strategically challenging these assumptions through raising awareness, dialogue and training.
- There is a clear need to chart women's human rights discourse. Journalist and editors need to be engaged in a process of learning the new 'language' and helped along the process. Avoid thinking it a change in journalist's attitudes will come about naturally, be proactive with them and help facilitate their learning.
- Listen to the concerns and reservations of journalists and editors about covering violence against women or portraying women more objectively/sensitively. Understand their reservations and within your organization, brainstorm key responses.
- Accept the fact that engaging the media constructively takes time.
- A multimedia campaign that involves, print and electronic media institutions can create synergy and bring journalists together.
- Incorporate media engagement into all programmes instead of having isolated activities for the media.
- Involve journalists in planning of some of the activities and encourage investigative journalism to expose GBV.
- Select your medium based on the intended audience e.g., TV for reaching the middle class but radio for poorer communities and newspaper for a broader reach.
- Package your message carefully to maximise the chance of reaching and having the desired effect on your intended audience.
- Monitor the effect of your campaign and adjust based on the feedback.

Soul City Institute for Health and Development Communication South Africa

The Soul City Institute for Health and Development Communication is a South African NGO that uses the power of the mass media for social change. Soul City is a national multi-media 'edutainment' project which aims to impact people's quality of life through integrating health and development issues into prime time television and radio dramas backed up by full colour easy to read booklets which combined, reach over 16 million people. Six series have been produced to date with two of them focused largely on domestic violence and on rape. Soul City has adapted the media on domestic violence into training manuals for community organizations, police and health workers. In 1999, Soul City 4 highlighted violence against women.

Objectives of Soul City 4

1. Increase awareness and accurate knowledge about violence against women.
2. Increase interpersonal and public dialogue and debate.
3. Convey information on women's rights, raise societal discussion, shift attitudes, practices and social norms on gender-based violence.
4. Connect audiences to help through a toll free helpline, providing crisis counselling and referral to community-based support structures.
5. Promote individual and community level action.
6. Advocate for enabling legislation to create a supportive environment for change.
7. Develop a GBV training manual for counsellors, police, judiciary and health care workers
8. Work in collaboration with the National Network on Violence against women to expand the reach of the campaign.

Programme Description

The Soul City 4 core multi-media edutainment vehicle comprised of a 13 primetime television drama, a 45 part radio drama in 9 languages and 3 full colour information booklets – one million of each were distributed nationally. Soul City 4 extended the core Soul City vehicle to include a partnership with the National Network on Violence Against Women (NNVAW) to address violence against women with an emphasis on domestic violence. The NNVAW has a presence in all the provinces in South Africa includes a coalition of 1500 activists and community organizations from rural and urban areas. The NNVAW brought together many sectors including government, NGOs and civil society. The partnership between Soul City and NNVAW included training of social services providers, health care workers and police, an advocacy campaign toward the national and provincial governments for speedy implementation of the Domestic Violence Act, media advocacy, and community mobilisation. Each of the various aspects of the campaign reinforced and built on each other creating significant momentum within the general population and key institutions.

In collaboration with the NNVAW, Soul City's Series 4 activities included:

- < The production of a domestic violence training video.
- < The establishment of the Stop Abuse Helpline.
- < Training of NNVAW members with a strong focus on media advocacy.
- < A resource book on shifting attitudes and beliefs.

Notable Innovation

Creating an effective multi-media campaign

Lessons learned from the Soul City 4 campaign, including suggestions for other groups interested in the approach are as follows.

- Embed your multimedia campaign in a broader framework. This means having clear objectives for each component of the campaign making sure that all the components add up to a coherent strategy rather than haphazard thrusting of 'good sounding' messages.
- Soul City's campaign involved prime time TV drama, radio drama and accompanying print materials such as booklets, life-skills material and newspaper inserts. This diversified the audience it could reach and reinforced messages between complementary media.
- Create mechanisms for the audience to react to the message. In Soul City's campaign, audiences could ring a toll free help-line, crisis counseling or referral to community-based support.
- Implore individuals and community to take action. This is a crucial part of any campaign. It is not enough to impart a message but also what a person can do about it.
- Incorporate evaluation and impact assessment as part of your campaign design. This will enable you to justify your approach and provide meaningful data to convince others of the impact the strategy is having.
- Cost is a major consideration and therefore careful budgeting and resource forecasting is required. It also requires resource mobilisation skills.
- Link up with broader networks or coalitions who can use the materials and reach communities beyond the scope of one organization.
- Executing an affective multimedia campaign on a large scale requires a broad range of expertise including ability to develop a compelling narrative, marketing skills, fundraising skills, good management skills as well as advocacy skills. It is a team effort.



Nisaa Institute for Women's Development South Africa

The Nisaa Institute for Women's Development is a non-profit, non-governmental organization, which focuses on violence prevention and the empowerment of women who have been abused at the hands of their partners. The organization offers services to the survivors of domestic violence and their children. Nisaa was started by a group of committed women activists, in response to the growing problem of violence against women. The organization was initiated at the end of 1993 and launched in April 1994. Nisaa is opposed to all forms of oppression, exploitation and violence against women and subscribes to the principle of non-sectarianism and social transformation.

Nisaa believes that raising public awareness is the first step in persuading people to change their behaviour, and in improving legal polices and services for women.

Objectives

1. Encourage women to gain control over their lives in ways that they deem appropriate.
2. Provide refuge for women survivors of violence and their children when their lives are endangered by interpersonal violence.
3. Establish organizational links and mechanisms that enable the use of the community, municipal, national and international resources for women's emancipation.
4. Lobby for appropriate legislation and resources that protect and maintain the dignity of survivors of violence.
5. Raise awareness on violence against women through public awareness education, media intervention and a range of training.

Programme Description

Nisaa's work has been consolidated into 6 programmes each containing a number of ongoing projects. The programmes are as follows:

- ⟨ Providing emergency shelter for women and children whose lives are endangered by violence perpetrated against them by intimate partners/husbands.
- ⟨ Conducting various forms of counseling services for adults and children as a form of intervention. This includes crisis telephone counseling, individual and group counseling.
- ⟨ Promoting public awareness and education on violence against women to relevant stakeholders and to a broader audience locally, nationally and internationally, including the SADC region.
- ⟨ Developing and conducting training on specific competencies, gender issues and violence against women.
- ⟨ Producing and developing publications at a range of levels and disseminating relevant information to a broader national and international audiences.
- ⟨ Consolidating and expanding outreach services to Orange Farm and Soweto.

GBV Prevention Activities

Date Rape Campaign

This campaign includes a small booklet, posters and stickers for adolescents. It alerts teenagers to the high incidence of date rape and abuse among youth. It also offers information on how best to prevent date rape and more general information on sexual rights and sexuality.

Peace on Earth begins at Home

This campaign developed during the holiday season, included a billboard, posters and greeting cards. The campaign makes the connection between domestic violence and global violence.

Radio Campaigns

Nisaa's services are advertised regularly on different radio stations. Also on radio is a 30 episode drama that aims to increase awareness of violence against women and HIV/AIDS. It reaches rural communities in hard to reach provinces in South Africa.

Nisaa Resource Center and Website

Provide information for other civil society organizations, activists, women experiencing violence and other interested partners. The campaigns are highlighted, as well as Nisaa's services and outreach. This programme is also linked to www.womensnet.org.za where Nisaa offers online counseling and education services via the internet.

Anti-Rape Bus Campaign

Posters, booklets, billboards, 20 buses, 12 taxis, and major daily newspapers carried the message of 'You're only half a man if you rape a woman'. This campaign was seen all over town and took the message to large numbers of people. It sparked public debate and strongly stated that rape will not be tolerated in our communities.

Notable Innovation

Diversifying use of media

Nisaa has expanded beyond traditional media outlets to deepen the scope of their public awareness campaigns. Key recommendations to other NGOs considering diversifying their use of media may consider the following.

- It is important distinguish between the 'vehicle' used to promote the message and the message itself.
- NISAA considers any form of mass communication as working with the media and not just the traditional radio, TV and newspaper approach.
- 'Letter box media', such as using postcards, pamphlets, posters, cards, billboards and stickers to communicate messages to a vast number of the community members is a useful strategy.
- Mainstream media such as radio and television can be used to consolidate the ongoing messages located in other sources. The variety of methods is complementary as they reinforce the message as well as broaden the range of audience reached.
- Personal and traditional media such as petition collection, film screening followed by discussions, protests and demonstration marches adds a live energy to the message and enables a whole range of people to participate in the campaign.
- New media that harnesses the power of information technology is also a powerful tool that any organization interested in creating a broader network should consider.

Media Efforts

Lessons Learned

Effective media campaigns are carefully planned. Mass media campaigns need to be systematic with carefully worded messages focused on relevant issues. If the messages are diffuse and unclear, the campaign will have minimal impact.

Tap into mainstream media institutions. Commercial newspapers and TV stations are set up as businesses not public service vehicles, yet they have powerful influence and reach. NGOs and local authorities can tap into these institutions and encourage and convince them to support GBV prevention campaigns. However this also requires caution so as to avoid trivializing the message to simply make it entertaining.

Speak to your audience . Effective use of the media means competing for people's attention and using it well once it is captured.

Most mainstream media sensationalize GBV. The aim for the mainstream media is to sell a product and thus it often resorts to sensationalizing and blaming women for violence against them. It is essential, therefore for activists to put forward an incisive critique and challenge the trivialisation of GBV.

Engage mainstream media, avoid blaming individual journalists. NGOs and local authorities can promote deeper analysis and encourage more responsible reporting instead of criticizing and dismissing journalists when violence receives poor coverage. It is important to begin developing relationships of trust and respect with influential journalists.

Create partnerships with for-profit institutions. Collaborations can be beneficial to both groups: extending the reach of non-profits and reducing cost as well as promoting a positive social image for corporations.

Influencing Media Institutions. This longer-term strategy can be powerful and sustainable. While it requires significant time and commitment, effects can be long lasting.

Working with Men

If the work of preventing GBV is about influencing the nature of relationships between women and men, then men must be engaged as allies in the work. There is a need for clarity of intent and approach when working with men to avoid marginalizing women, especially on an issue where they need to be the central protagonists. The active involvement of men as allies in GBV prevention is crucial if we are to see real and meaningful change in the lives of women. This work needs to be approached carefully with clear parameters that men are responsible for their violence. Yet bridges need to be built using benefits-based approaches that reach out to men in constructive, non-confrontational ways. Often, men working with other men is an effective strategy but women's concerns, safety and rights need to remain at the fore.

Core Concepts

- Begin from the starting point that most men are good people. Divisive and excessively judgmental attitudes are likely to antagonize.
- Use a benefits-based approach for working with men, showing men the positive aspects of living free of violence.
- Hold men accountable for violence while avoiding blaming them.
- Collaborations between groups and between men can bring stronger and more innovative approaches and solutions.
- Men's involvement can encourage them to reclaim their dignity.
- Public disclosure of violence can reinforce positive behaviour patterns.
- Work with individual men as well as the broader community so new concepts of masculinity can be practiced and supported.

Key Practical Concerns

- Conduct an audit of what is underway to find out what works with men.
- Use men to reach other men, it can be a powerful approach.
- Have clear guidelines and philosophy for working with men so messages do not become compromised.
- Coordinate and plan efforts in concert with women's organizations in the area.
- Incorporate activities during programme planning that reach individual men and the broader community.

Men as Partners Programme Planned Parenthood Association of South Africa

Planned Parenthood Association of South Africa (PPASA) is the largest and oldest South African NGO in the field of sexual and reproductive health. It is affiliated to the International Planned Parenthood Federation (IPPF), which works in more than 80 countries around the world. Now over 70 years old, PPASA continues to develop innovative programmes.

Work on gender-based violence began in 1998, after a study of men's knowledge, attitudes and practices in reproductive health was conducted by the Reproductive Health Research Unit. The results of this survey showed high prevalence of GBV in South Africa. The low use of condoms and non-existence of health seeking behaviour emerged as a justification to embark on working with men. PPASA and EngenderHealth developed the Men as Partners (MAP) programme to challenge the attitudes and behaviours that perpetuated gender-based violence and women's vulnerability to HIV/AIDS.

Objectives

1. Improve men's awareness and support of their partner's reproductive health choices.
2. Increase awareness and responsibility for prevention of STI/HIV/AIDS.
3. Increase understanding of the benefits of gender equity and health relationships.
4. Increase awareness of and strive to prevent domestic and sexual violence.
5. Improve men's access to reproductive health information and services.

Programme Description

The PPASA Men as Partners programme centers around a training manual: *Men as Partners: A Program for Supplementing the Training of Life Skills Educators* (EngenderHealth and PPASA 2001). It is an extensive, participatory training manual for use with men that discusses a broad range of reproductive and sexual health issues. It aims to create awareness and facilitate attitudinal and behavioural change among participants. The MAP programme recruits and trains MAP educators. As master trainers, these individuals conduct training through their own NGOs and institutions in Gauteng, Western Cape and the Eastern Cape. The manual includes sessions on gender-based violence such as:

Relationships . Exploring different types of relationships and what constitutes a healthy or unhealthy relationship

Examining Violence . Analyzing definitions of violence, contextualising it within men's lives and try to help participants feel free and comfortable to share their own experiences and feelings.

Awareness of Sexual Violence . Emphasises sexual abuse issues ranging from rights to harassment and rape. The training helps participants explore why rape occurs as well as looking at myths and facts about rape.

Domestic Violence. Intimate partner violence is discussed and contextualised. The analysis is based on power and control. Socio-legal issues are also explored.

While much of the MAP programme focuses on reaching men at an interpersonal level, the programme is expanding to include community mobilisation techniques.

Notable Innovation

Using an interpersonal approach to affect change

Participants in the MAP training programme report significant changes in their attitudes and behaviours about women's rights and GBV. Issues highlighted as cornerstones of this approach are as follows.

- Interpersonal approaches recognize that men are socialized to be violent. Working with men to deconstruct this legacy can affect profound personal change.
- Using a well-defined process (i.e., a manual) that engages men in the process of healing and assists trainers in this complex process of influencing behaviour change.
- Helping men understand how they have developed their identity as men and how that may be contributing to how they relate to women in their lives can lead to a reexamination of concepts of masculinity.
- Men tend to respond more to men. As a result MAP has utilized male trainers and role models to promote this work.
- It is also important to recognize that men's mental health is an issue that has not been addressed adequately. This may be an important additional strategy in preventing gender-based violence.



Agisanang Domestic Abuse Prevention (ADAPT) South Africa

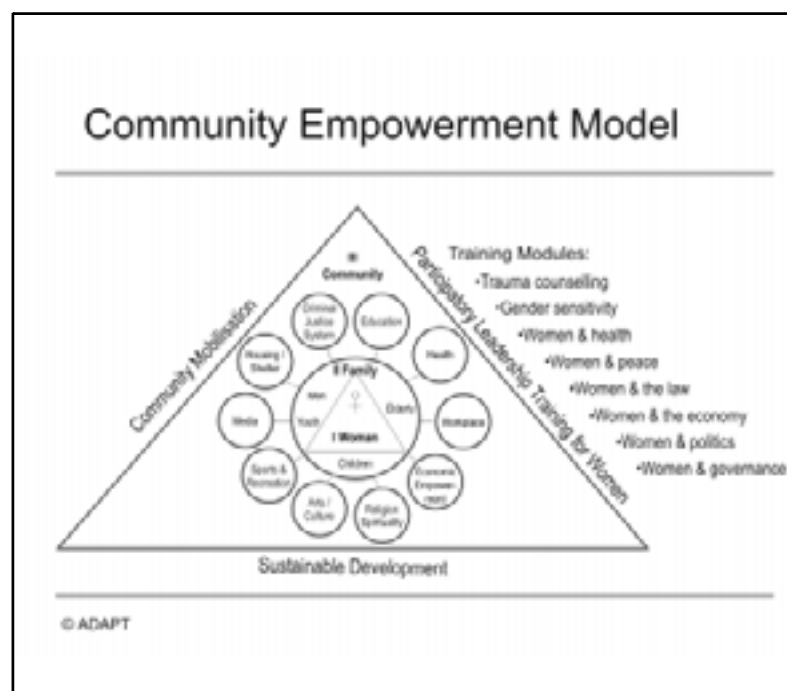
Agisanang Domestic Abuse Prevention and Training (ADAPT) is a non-profit organization that started operating as a small entity in 1994. At the beginning, the focus was on providing counseling and support services for abused women. Although the initial emphasis was on women, the beneficiaries of the services have expanded to include men, young people and the elderly.

ADAPT seeks to achieve a society free from domestic and sexual violence against women, through the creative participation of both men and women. ADAPT's approach emphasizes healing and recognizes the inherent goodness in everyone. ADAPT is committed to changing the social values and structural factors that perpetuate violence against women by promoting a spirit of interdependence, mutual respect and co-existence between women and men. The organization is particularly concerned with the black family that has been most affected by violence in the home and in the society.

Programme Description

From the beginning, ADAPT has adopted a holistic approach to dealing with the causes of domestic violence. The majority of ADAPT activities that occur at the community level focus on prevention while service delivery and broader level advocacy at the local and national level is also done.

ADAPT's strength lies within their innovative community-based prevention efforts. A community empowerment model was developed that emphasizes the influence and responsibility of the whole community in GBV prevention. The core of the approach is facilitating change within individuals and the community. It emphasizes the importance of changing attitudes and behaviours that perpetrate violence and that this change must occur at an individual level with women and men as well as within local institutions.



The community empowerment model recognizes that while

men are the primary perpetrators of GBV, they also need to be central in the solution. By adopting the model, communities can address the problem through combined individual efforts and collective institutional change. Recognizing the importance of working with men at the community level in order to affect meaningful change, ADAPT established the men's programme in 1997.

Objectives of the Men's Programme

1. To end men's violent and aggressive behaviour toward women and other men.
2. To create healing circles for men.

3. To help men take responsibility for their violence and develop alternative ways of dealing with conflict.
4. To increase men's understanding of the root causes of violence in society.
5. To develop intervention programmes that focus largely on preventing violence from occurring.

Activities

Counseling and support services for men. This includes one-on-one support, couple counseling and men's support groups within the community.

Gender sensitivity training for men. Community-based participatory workshops provide forums for men to examine concepts such as gender, masculinity, relationships, violence and rights.

Trauma counseling training for men. ADAPT trains interested male volunteers on trauma counseling to enable them to effectively assist men who are not comfortable or find it difficult to accept counseling services from a female counselor.

Public events. High profile events such as drama and men's marches can help put new ideas and issues into the public domain. When large numbers of people are involved, it generates considerable interest and momentum.

Mentorship for boys in local schools and youth groups. Responsible male adults who adhere to positive family values, hold responsible jobs and participate actively in community initiatives are requested to mentor young boys who are in local schools and youth clubs.

Engaging men in community development issues. As it is typical for women to be involved in issues relating to community development, ADAPT encourages men to be active in community initiatives, e.g., safety audits, cleaning campaigns, economic empowerment initiatives, etc.

Outreach to taverns/shabeens. These drinking places provide ideal opportunities to engage men in a relaxed and informal way. ADAPT staff discuss alcohol abuse, violence and masculinity in these venues where men feel non-threatened.

Notable Innovation

Working with men to promote healing

ADAPT's analysis begins by seeing the woman as the focal point of the community's development yet also recognizes that men play a critical role in defining women's experience and as such need to be involved. Thus the following are recommendations based on our experience of working with men.

- Many men resist taking responsibility for their actions because they do not understand where their violence is originating from and what to do about it. Organizations can create safe space where men develop trust and can begin to take responsibility for their actions. This can help men take responsibility for their behaviour.
- It is important to encourage men to begin to 'own' their violence as a problem and as a result, begin the healing process. Part of the healing process is for the men to become active participants in preventing and ending GBV. They become part of the solution rather than remaining as part of the problem.
- Many women's organizations are reluctant to begin working with men. Our own stereotypes and prejudices must be examined.
- Recognize that it is often difficult for some men to volunteer because of other time commitments. Be flexible and work with, not against them.
- Meeting men in their own spaces (shebeens/taverns) can be very useful in engaging them in positive, non-threatening discussions.
- It is important to have a variety of consistent activities that reach out to and support men. Ideally, men's programmes are embedded in broader efforts to prevent GBV.

Malawi Human Rights Resource Center Malawi

Malawi Human Rights Resource Center (MHRRC) formerly known as the Danish Center for Human Rights is a local human rights capacity building NGO whose main focus from inception in 1996 was to strengthen local human rights NGOs through resource (technical and financial) support, capacity building, networking and community mobilisation.

MHRRC is committed to promoting a sustainable human rights culture by working with civil society organizations and other institutions through resource provision, networking and research in Malawi and the SADC region.

The GBV prevention work in the Center started in 1999 after several studies conducted between 1997 –1999 collectively confirmed that violence against women was a serious problem affecting the majority of women and girls in different ways throughout their life cycle. While the focus groups and victim testimonies revealed that some men are also victims of violence at the hands of women/families, the vast majority of violence is male to female.

Objectives

1. To increase male involvement in GBV prevention.
2. To raise awareness about GBV among men.

Programme Description

The Network against Gender-based Violence, launched in 1999 was created after the Malawi National Platform for Action was developed and accepted. The Platform includes violence against women as one of the four key areas of action for Malawi. The first Men-to-Men Symposium brought together men from all over Malawi to discuss and strategise about GBV prevention and male involvement within the efforts. The group consisted of men from communities, civil society organizations, the policy, religious institutions, the judiciary and prisons. The diversity of members was very important as it meant that in all these sectors and groups, sensitization would be occurring on GBV prevention. All of the participants in the Men-to-Men symposium committed to working in their own community and/or workplaces to prevent GBV. This created an extensive network of male activists throughout the country. The members of the Network conduct a variety of activities such as:

- Men to Men Symposiums.
- The establishment of a Men-to-Men Networks on GBV at the village level.
- Publication of civic education materials on GBV such as Breaking the Silence, a comic strip magazine produced by the Network Against Gender-based violence in Malawi.
- ARISE: Breaking the Silence a newsletter for the Network Against GBV.
- Community sensitization and Education. This includes drama, traveling theatre, mobile van campaigns during the 16 Days of Activism.
- Traveling police campaigns to sensitise rural communities on GBV and how cultural traditions negatively impact women's health and lives.
- Formation of village action groups on GBV that now cover most of Malawi.

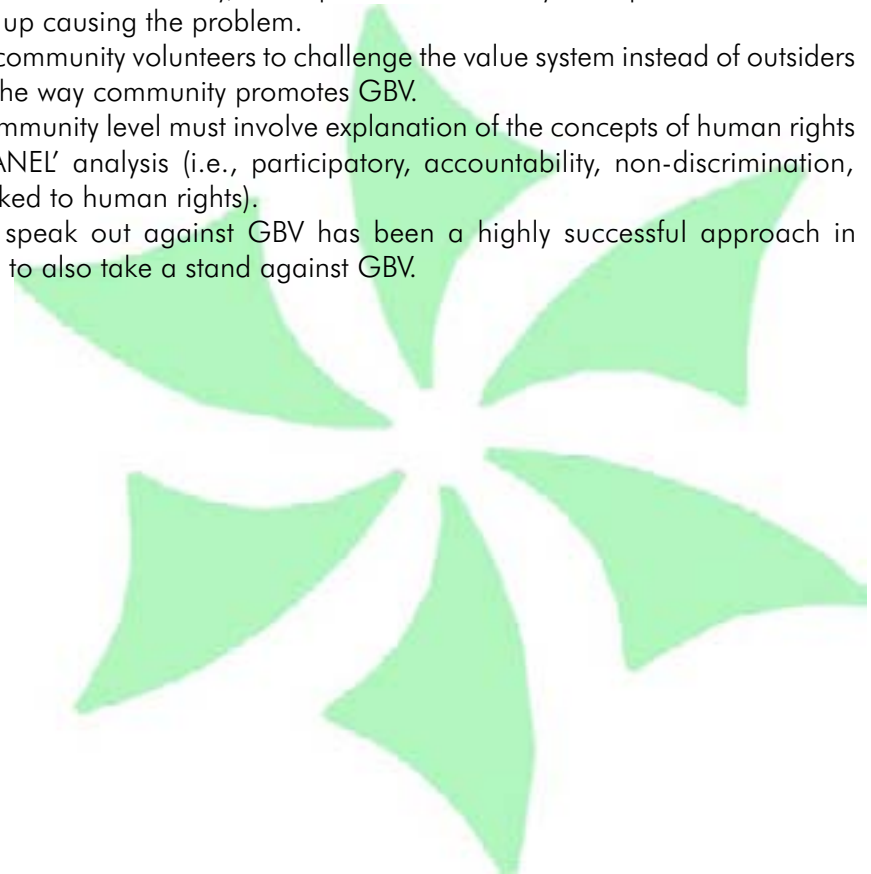
The range of activities and the diversity of men taking on the responsibility of preventing violence have created considerable momentum within the country. The men involved feel proud of their effort and other men are recognizing that change is positive and can occur. The national level meetings foster solidarity and support for the men. At these forums, they have an opportunity to share ideas, problem solve, and further their determination to prevent GBV.

Notable Innovation

Constructing GBV as a community problem

MHRRRC has made considerable effort to ground the GBV prevention programme at the community level and to shift the dialogue from GBV as a women's problem to a community's problem. The process included the following.

- It is important to conceptualize GBV as resulting from the way we socialize men and women. GBV is a result of the community's definition of how a man should behave and how a woman should submit to him. Therefore, the community must be involved in redefining gender roles.
- Men are often leaders in the community and they can be instrumental in shifting the community's opinion.
- By locating the problem in the community, we help men feel that they are a part of the solution even though they end up causing the problem.
- It is important to train community volunteers to challenge the value system instead of outsiders coming in to critique the way community promotes GBV.
- Interventions at the community level must involve explanation of the concepts of human rights and be based on 'PANEL' analysis (i.e., participatory, accountability, non-discrimination, empowerment and linked to human rights).
- Encouraging men to speak out against GBV has been a highly successful approach in persuading other men to also take a stand against GBV.



Working with Men Lessons Learned

Deconstruct gender roles and stereotypes. Much of the gender socialization that men inherit encourages them to be violent. Gender based roles and skewed constructs of what a 'real man' is traps many men in a cycle of violent behaviour. Help men see the benefits of breaking free of this cycle.

Highlight the benefits of non-violence. Focus on the positive aspects of behaviour change for men such as increased intimacy and better familial relationships.

Men can reach out to other men effectively . Men tend to listen differently when hearing about GBV from fellow men than women. While women's safety and concerns must remain at the heart of discussions, men working with other men on sensitive issues can help reduce defensiveness and resistance.

Start from the assumption that men are good. Demonizing men and their violence does little to bring men on board. Approach working with men with an open mind and the presumption that most men want to be part of the solution rather than the problem.

Hold men accountable for their violence. While always striving to understand the complex context that influences male behaviour and choices, it is essential to avoid collusion with their violent behaviour and the attitudes that lie behind it.

Women's concerns remain at the fore. While working with men, it is essential that the voices, concerns and needs of women remain at the forefront of all activities. While all-male space is important, women must be included and meaningfully involved in the planning, implementation and monitoring of programmes that work with men.

Strengthening Community- based Institutions

Strengthening and extending existing community-based institutions and services is an important component of designing and implementing sustainable GBV prevention programmes. Strengthening community institutions can have a long-term influence on how the community responds to the issue of GBV. This strategy, however, requires careful assessment of the status quo and perseverance when progress seems slow despite intense investment. Sometimes the politics of the situation, as well as practical considerations, may determine which institutions to engage and if it is a productive approach for the organization. Furthermore, Local Authorities can contribute to the coordination of NGO's efforts.

Core Concepts

- Strengthening existing community institutions can be more cost effective and sustainable than creating new ones.
- Strengthening institutions requires efforts to include individuals as well as systems.
- Community institutions can include the law enforcement systems, health care, social services, tertiary institutions, national and local governance, schools, civil society organizations, media, political leaders.
- This work requires long-term commitment and engagement. One-off workshops/seminars have limited impact.
- Community-based institutions are often burdened with considerable bureaucracy. Understanding this at the outset and creating realistic timeframes can help reduce frustration.

Key Practical Concerns

- Identify the gatekeepers and cultivate relationships with them.
- Develop sustainable partnerships by being clear from the outset about what each group commits to and is responsible for.
- Involve senior leaders in the institutions so that support for the work is throughout the institution.
- Ensure that all partners feel the benefits of the partnership.
- Make direct links between how the programme can assist participants in their work.
- Working with many individuals from one institution usually results in greater impact than a few individuals from many different institutions.

Federation of Women Lawyers (FIDA) Kenya

The Federation of Women Lawyers in Kenya was established in 1985. In 1992 a secretariat was created and ever since has been working toward the elimination of all forms of discrimination against women. Gender-based violence is one significant manifestation of existing discrimination and consequently is a major focus of FIDA's work.

FIDA Kenya works to empower women through provision of legal aid services. Through this programme, women receive legal advice and information and where necessary legal representation. For those who are able and interested, training on self-representation is undertaken.

At the community level, FIDA Kenya strengthens capacity of local institutions. Key sectors where gender inequities are likely to be advanced are the main focus, such as the local chiefs, the police force, heads of schools, medical and health institutions. A strong monitoring of violations by these groups strengthens the sustainability potential for our interventions by ensuring that the actors take responsibility to reduce GBV.

Lobbying with policymakers and legislatures with a view to reforming the legal and policy terrain is another area of focus. Quite apart from being informed by the legal clientele and the community-based monitors on the status of violations, FIDA Kenya seeks to monitor government compliance with international human rights instruments with a view to ensure they are domesticated so as to benefit Kenyan women and men.

Objectives

1. To strengthen mechanisms redressing sexual and gender-based violence by police and chiefs
2. To conduct policy advocacy and grassroots sensitization to enhance women's ability to access, protect and promote their rights.
3. To strengthen efforts to increase the participation of women in entrenching a constitutional order that promotes the rights of women.
4. To increase awareness and understanding of gender issues and women rights with a view to influencing positive behaviour change in schools, health institutions, religious institutions and local leadership organs.

Programme Description

Legal Services. FIDA offers legal counseling and emotional support for the clients who visit our clinics and legal suits are filed in court to seek protection from the batterer. The majority of cases are resulting from GBV.

Police Training Curriculum. In recognizing the biased and patriarchal nature of our society, efforts to create awareness on women's human rights have been strengthened. The local chiefs and police force are regularly receiving training on how to handle gender-based crimes. FIDA Kenya's collaboration with the police started in 1994 and has culminated in the production of a curriculum to train police recruits on handling gender-based crimes. The integration of FIDA training in the police training school is a great milestone.

Lobbying and Advocacy. As FIDA Kenya was established by lawyers, the absence of sufficient laws to handle gender-based violence preoccupies the rights programme. Interaction with policymakers and legislators with a view to influence gender sensitive laws and policies is continuously nurtured.

The office of the Attorney General in preparing the Family Protection (Domestic Violence) Bill sought FIDA Kenya's technical expertise. In addition, the lobbying of parliamentarians is a main focus of our work. The current constitutional conference is an opportune time for Kenyan women to shape the framework for recognition of women's rights, gender based violence. Once the legal status of women is uplifted and laws that promote and ensure respect for human rights and community are informed about the centrality of respect for women's human rights, we may see a transformation and a reduction on the incidences of gender based violence.

Notable Innovation

Working with police and legislators to promote GBV prevention

FIDA has successfully raised the profile of GBV within the criminal justice and legislative systems. Their long-term approach emphasizes working with and through the system to affect change.

Lessons learned from the processes include the following.

- Gender sensitive policy documents can empower women to seek justice.
- Legislators and the police, if trained and engaged on an ongoing basis, can be powerful allies and a sustainable pro-woman mechanism for GBV prevention.
- Law reform and policy analysis can be a powerful awareness raising mechanism as well as catalyze positive long-term changes for women.
- The local chiefs and police are very useful allies as they shape opinion and will gradually lead the fight against GBV.
- To eradicate GBV there is a need for a partnership between the community and the institutions that support them.
- Empowering members of parliament to use the language of rights can affect resource allocation, policies, laws and influence public opinion.
- Local institutions are important service providers to women. Local chiefs (traditional leaders) and police are very useful allies as they shape public opinion and can spearhead changes.
- When working with the police, try not only to influence individuals within them but help establish women-friendly policy and procedures that will remain long after they are gone.



Kwa Zulu Natal Network on Violence Against Women South Africa

The National Network acts as an umbrella body for the nine provincial networks, which, in turn, act as an umbrella body for the provincial networks involved in GBV programmes and activities in their respective provinces. The Kwa Zulu-Natal Network alone consists of 200 organizations working in this field. The Network's core function is to co-ordinate, share information and experiences through networking, capacity building, advocacy and lobbying on issues of gender based violence, as well as to hold government accountable for implementing legislation and to ensure effective service delivery.

Initially, the Network focused on interventions aimed at women. However, it has now recognized the need to include men in all intervention strategies. Most initiatives relating to gender-based violence are aimed at women, and in a sense portray it as a 'women's issue', and thus have marginalized men from the process. There seems to be an increasing awareness amongst men on gender-based violence, and some even are starting to get involved in advocacy work in this regard, but the trend needs strengthening. The Network has now taken a more inclusive approach.

Objectives

1. To act as a linking body between member organizations and relevant government departments to facilitate networking between these constituencies
2. To support regional, provincial, national and international initiatives in the field of gender based violence and encourage the establishment of relevant structures and networks.
3. To encourage and promote the training and sensitization of service providers and the public, regarding issues of gender based violence
4. Lobbying for legal and policy reform on gender based violence issues.
5. To develop training initiatives and educating member organizations, relevant government departments/agencies, as well as the public.
6. Co-ordinate strategies on changing societal attitudes towards gender based violence.

Programme Description

The Network's core function is to be a unified, effective and supporting structure that leads and co-ordinates initiatives towards the prevention and eradication of all forms of gender-based violence and HIV/AIDS. At times, given limited financial resources activities are prioritized accordingly.

In South Africa, a National Network on Violence Against Women (NNVAW) was established whose main function is to coordinate overall activities for preventing violence against women. The national network developed provincial networks that are each responsible for coordinating violence prevention activities in their respective provinces. This mechanism has been successful in engaging the community including community-based institutions in developing a coherent response to GBV. The provincial network has a secretariat that is responsible for working with the local institutions including the police, health care workers, community leaders and local government.

The strength of the KZN Network lies in the connections it maintains with the many civil society groups (large and small) throughout the province. Often, civil society organizations work in isolation with limited connections to or support from others. The KZN Network builds solidarity and helps groups stay strong.

The Network develops healthy partnerships with the many civil society groups (large and small) throughout the province. Often, civil society organizations work in isolation with limited connections or support from others. The Network builds solidarity by initiating different collaborations and projects between different groups. An extensive referral system facilitated by the Network for service providers improves quality of services delivered and ensures that a broader range of services is available.

The KZN Network also provides information to member organizations through workshops and information sessions. This also strengthens the capacity for member organizations that can in turn provide more effective and efficient services to women and girls experiencing GBV.

The Network values the experiences of organizations working on GBV prevention and uses the experiences of groups to feed into the national level decision-making bodies. Lobbying is done with government bodies to influence policy and promote gender mainstreaming.

Notable Innovation

Strengthening linkages between civil society organisations

Many civil society organisations remain isolated without a central organising body to coordinate their efforts, disseminate information or facilitate the building of supportive relationships with others. KZN Network has been successful in organising the civil society organisations in the province. Benefits of this type of network are as follows.

- The network has credibility, local knowledge and presence and thus forms an effective body to engage government and local institutions.
- Networks ensure that the voices of smaller groups are represented and heard.
- Planned activities are greatly amplified when announced throughout the network.
- The network can bring together a broader pool of skills and talents that is difficult for an independent NGO to accumulate.
- Actions of many groups speak louder than actions of one. When activities are conducted through networks, it means even hundreds of groups can do the activity, greatly increasing impact.
- A well-managed network with an activist agenda can be a powerful tool.



Swaziland Action Group Against Abuse (SWAGAA)

Swaziland

The organization was established in 1990 by a group of Swazi women who were concerned about the increasing rate of abuse against women in the country, and the lack of services to support them. The main objective was to provide counseling support to women experiencing violence. Originally, the organization operated through volunteers and as the number of people seeking counseling services increased, there was a need to set up offices. The organization started with one counseling site and has now expanded to eleven counseling sites through out the country.

Objectives

1. To empower survivors of abuse through counseling.
2. To bring about positive change in behaviour and attitudes through education and thereby preventing and equipping people to deal with abuse.
3. To bring about change in social, cultural norms.

Programme Description

SWAGAA provides extensive training to various community institutions in order to strengthen their capacity to respond to women and children experiencing violence as well as contribute to a climate that is supportive of women's right to live free of violence.

Health Care Providers . Nurses have constant and direct contact with survivors of abuse and as such, SWAGAA is committed to strengthening their capacity to provide quality care for women experiencing violence. A core group of nurses have been extensively trained on gender-based violence.

Teachers . An intense training was conducted with teachers to deepen their understanding about gender-based violence. They are now able to identify children affected by abuse as both primary and secondary survivors. They provide referrals to SWAGAA and support those students experiencing violence at home. In a collaboration with the Strategic Education Committee, teachers were also equipped with information on HIV/AIDS and how they can best support the girl child in HIV prevention.

Police, Prosecutors and Social Workers. SWAGAA has created links with the police who are now strong stakeholders in the referral system and SWAGAA's programmes. They depend on SWAGAA to assist in training workshops within their institution. A core group of police officers, prosecutors and social workers have also been trained to handle sexual violence cases effectively with an emphasis on decreasing secondary victimization.

Traditional Healers. Leaders of the two major traditional healer associations are working with SWAGAA to prepare a training process for their colleagues. The training will include gender, HIV/AIDS and violence.

Notable Innovation

Working with a cross-section of stakeholder agencies

SWAGAA approaches community institutions holistically, recognizing that the experiences and skills of one, can build on and support others. They offer the following suggestions for other organizations working with multiple stakeholder institutions.

- Each organization brings its unique strengths and skills that can strengthen different community institutions. Choosing sectors based on an organization's unique skills will produce more meaningful partnerships.
- Each organization has its perspective and identity, which may differ from how others perceive them. It is important to be aware of how this affects an organization's reputation with the community institutions.
- View the community as the 'whole picture' with each institution and agency making up a 'part' of the community. For the whole to function, the 'parts' must come together and that each 'part' has a specific role to play.
- Strategic thinking involves each organization to become aware of what role a given institution can play in preventing GBV and then working with the institution to strengthen its capacity to play that role.
- Recognize that community members need multiple services and that societal change can occur only when many groups are involved. Reach out to other groups and help them understand GBV.



Panos is an international organization with regional offices worldwide. Panos Ethiopia is a country office that operates under the Eastern African Regional Office. The organization works to raise awareness of neglected issues and strengthen the ability of marginalized sections of the community to assert their priorities in public policy and debate.

The End Violence Against Women Project of Panos Ethiopia was established in 2001 with the intention of stimulating informed debate and discussion on development issues both at country and regional levels. The project's strategy includes informing the public about GBV and in particular, those who have the mandate to protect the rights of women in the community. The project uses different information dissemination strategies to reach a variety of target groups. The project was designed in partnership with The Ethiopian Women Lawyers Association and the Ethiopian Media Women Association. Bringing together three different, but strong organisations to put their efforts together in the fight against violence against women generated synergy.

Objective

1. To raise awareness on violence against women and increase its profile to induce changes in attitude and behaviour within the community and the government machinery.

Programme Descriptions

Public hearings are public events where victims of violence give testimonies of the abuse they have faced. They are designed to raise awareness within the public, the legislature and other public institutions of legal and support aspects of VAW and gaps in legislation. The public hearings also enable victims of VAW to speak out and stimulate public debate on issues

Workshops for law enforcement agencies aim to sensitise law enforcers on issues of violence. The workshops are designed to create opportunities for participating individuals and institutions to review the current situation and systems from a broader perspective (e.g., police and judiciary do not often meet and discuss together); to identify problems in the system – practical, attitudinal, information etc – and identify solutions; in combination with media coverage and advocacy, to initiate steps to change culture, support victims and reduce VAW.

The activities focus on discussing basic gender issues, forms of violence and how they are looked at from the existing law and the constitution, international convention signed and the problems faced in the process of dealing with violence against women cases. The participants include prosecutors, judges and the police and the intention is to increase knowledge of women's rights, as well as encourage reflection on the practical implications of this knowledge within their places of work and then to help the institutions think about how to operationalise new knowledge.

Workshops for journalists sensitise journalists so they can develop more informed publications and news on violence against women and other issues related to women's rights. Since the media has a large influence on all people in the country, PANOS aims to influence the portrayal of women and violence in the media in order to stimulate positive change.

A *Radio programme*, The Voice of Eve, has aired 52 programmes primarily dedicated to violence against women. Though it deals with providing information, it also has become a forum for discussing options, discovering alternatives and holding existing serviced providers (usually government) accountable. It includes topics which are of immediate application in the other parts of the country.

It is also being used as an also an avenue to compare experiences in the use of the existing machineries thereby monitoring the government and its institutions that deal with violence throughout the country.

Notable Innovation

Choosing community institutions carefully

In a country like Ethiopia, working with community's institutions such as the police, judiciary or lawyers is a choice that has to be made deliberately because meaningful work involves a long-term commitment that is often challenging. Panos has learned important lessons in their journey of working to strengthen community institutions, they are as follows.

- The customs and social values of the community or institutions may undermine your work (e.g., acceptance of child marriage, women as property of men) and many of the leaders within the institutions that you may be working with, may also be leaders who uphold these social customs. Accept this and work to influence attitudes at a personal level first.
- Working with the people who 'run the system' requires a long-term commitment to build their capacity to develop a new conceptual framework. This entails beginning the training process with the broader gender analysis and focusing on establishing a fundamental shift of perspective before any practical skill building can occur.
- Organisations accepting this challenge must recognize that this is a time-consuming strategy that requires resources and perseverance.
- If an organization does invest the resources and time, the impact can be substantial and sustainable.

Strengthening Community-based Institutions

Lessons Learned

Community institutions encompass a broad range of people. Communities are composed of a large number of institutions (e.g., police, local government, churches and mosques, hospitals, schools, etc.) whose role it is to ensure that the community functions efficiently. The institution or groups an organization focuses on depends on their expertise, experience and objectives.

Distinguish between long-term and short-term work. Some organizations work to ensure that the institution they are addressing simply respects women's rights or follow procedure. NGOs in this role act as a 'watchdog' or pressure group. Other groups focus on fundamentally affecting how institutions operate. This requires relationship building, operating through allies and investing in skill building. Both can be effective approaches, however, it is important to be clear about which approach should be utilized.

Longer-term approaches require active involvement of allies within the institutions so that they (not the organization) are the central protagonists of change. This means encouraging influential leaders to endorse and promote the change or building capacity of resource persons who then build capacity of their colleagues.

Take care to build credibility . Avoid 'creating enemies' and make your critique of local institutions realistic and specific. Begin from the perspective of strengthening, not criticizing the institution. Use facts and testimonies to create a compelling case rather than level broad allegations that may alienate.

Recognize that most institutions are overburdened. In developing countries, many community institutions are under-resourced and therefore the morale is likely to be low. Often the staff members are expected to perform tasks for which they have had little training and for which there is minimal pay. It is important to operate from a realistic and compassionate perspective, focusing on what is achievable and realistic instead of the ideal.

Local government's role in strengthening NGO's is also important and needs to be further developed through the allocation of both financial and human resources and capacity building.

