

# The SASA! Strategies and Activities

dramas

action groups

**Local Activism:** Create “everyday” activists by engaging women, men and young people in interesting, creative activities.

public events health chats community conversations quick chats discussion groups

games comics posters

**Communication Materials:** Use the creativity and fun of things like posters and comics to engage people spontaneously during their day-to-day activities, or to start a discussion with organized groups.

info sheets picture cards

presentations fact sheets story ideas

**Media & Advocacy:** Spread provocative facts and stories across the airways, in the newspapers and in the offices of leaders and policymakers—giving a loud and bold voice to the SASA! ideas.

SASA! film media exposure leadership leaflets soap operas

exercises activities modules

**Training:** Strengthen people’s understanding of the issues using interactive and thought-provoking exercises—including specialized training for healthcare providers.

games guides



Preventing Violence Against Women and HIV

*Sasa* is Kiswahili for *now*.  
 As a community, we urgently need  
 to work together  
 to prevent the  
 interconnected  
 issues  
 of violence against women  
 and HIV/AIDS.  
**Starting NOW!**

## Get involved in the SASA! Movement

Different individuals and organizations are bringing SASA! to their communities. Together we are creating the SASA! movement.

Talk with us to learn more about the issues and how you can take part. You may know other groups or individuals who might be interested in getting involved in SASA! Reach out to them and give them this brochure. SASA!

To learn more about SASA! contact us:

You can take part by joining the SASA! movement. Everyone has a role to play. Communities, individuals, institutions and organizations are coming together to prevent violence against women and HIV. Even the smallest and simplest contributions make a difference. You can be part of positive change in your community!

# The Violence Against Women and HIV/AIDS Connection

All around the world there is violence against women. And all around the world girls and women are most at risk for HIV infection. Why? How are these two problems related? What is the root cause of these dual pandemics?

For many women, the violence they experience leads to HIV infection. For others, their HIV positive status brings violence. Thus, violence against women is both cause and consequence of HIV infection.

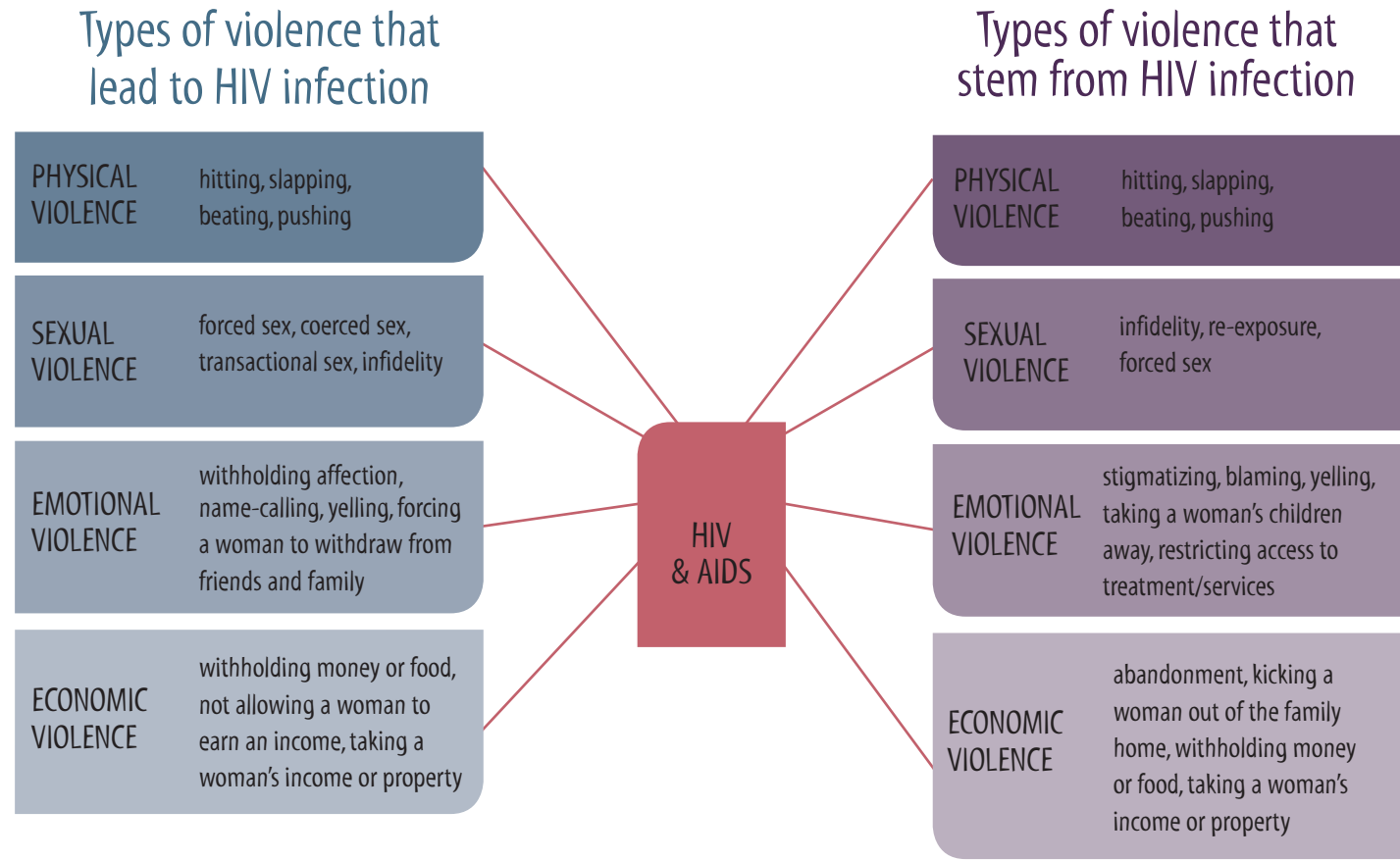
## Why does violence happen?

Violence against women stems from what we are taught to believe as children—that men are more valuable and more powerful than women, and that they have a right and even a responsibility to control women, even with violence.

In reality, women and men make different but equally valuable contributions to family and community, as do girls compared to boys. Women and men are starting to find that having balanced power and making a commitment to non-violence actually leads to less stress and a healthier and more successful family.

However, our community norms do not reflect this reality. Many of us still tolerate violence against women and remain silent about its negative consequences, including the transmission of HIV. It is time to break the silence and create change. By learning how to balance power, communicate with and value one another, we can make our families and communities healthier and safer!

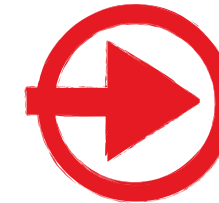
# Violence against women is cause and consequence of HIV infection



- Violence against women is a serious global problem.
- Women who experience violence are more susceptible to HIV infection.
  - Women who are HIV positive are more at risk for violence.
- All over the world, women are being infected with HIV at higher rates than men.

# The SASA! Phases

Sasa is not only the Kiswahili word for *now*. It is also an acronym for the urgent steps we must all take to prevent violence against women and HIV/AIDS. It is a process that can guide our efforts as activists. And you can take part in this process!



**Start:** Start thinking about violence against women and HIV/AIDS as interconnected issues and foster **power within** yourself to address these issues.



**Awareness:** Raise awareness about how our communities accept men's use of **power over** women, fueling the dual pandemics of violence against women and HIV/AIDS.



**Support:** Support the women, men and activists directly affected by or involved in these interconnected issues, by joining your **power with** others'.



**Action:** Take action by using your **power to** prevent violence against women and HIV infection.

As people who care about these issues, it's vital that we work with our communities through a process of change. Each phase in the *SASA!* process is critical. We must start with raising awareness; however, change will not happen unless people also support one another and take action. *SASA!*

