

communication materials

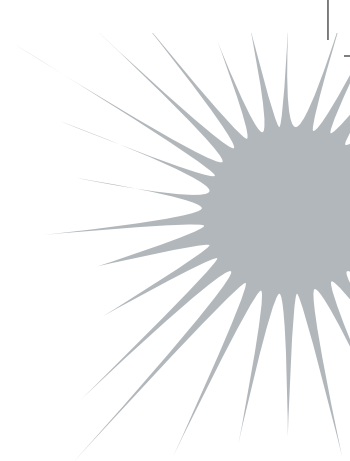
STRATEGY OVERVIEW



start

a *SASA!* strategy for community mobilization

The Communication Materials strategy includes a wide range of creative materials, such as posters, comics and info sheets. They portray the positive and are designed to get people thinking and talking about power, violence against women, and HIV/AIDS.



Why use the Communication Materials strategy?

- To communicate new ideas and to inspire discussion and critical thinking about these ideas.
- To bring focus to a group discussion.
- To bring private issues into the public domain in a creative and friendly manner.
- To inspire personal reflection about our own use of power and how we could use it to create positive change.

What is special about *SASA!* Communication Materials?

- They do not tell people what to think. They provoke thinking by asking questions.
- They portray positive behaviors for community members to consider.
- They offer suggestions and ideas for alternative ways of living.
- They are designed for active rather than passive use—always accompanied by a list of questions for stimulating discussion and debate about their contents.

Although the issues of power imbalances, violence against women, and HIV/AIDS are difficult, *SASA!* communication materials don't portray extreme violence, emphasize the negative, or assign blame. Instead, they attempt to portray the positive – helping community members imagine new and better relationships and families.

Important

In *SASA!* you will find communication materials in the following formats:

- Printed in full color
- Full color, print ready files of all materials on DVD for printing at the office or with professional printers
- Black and white, print ready files of comics on DVD with or without the text (for photocopying and translating)

As with all *SASA!* materials, the communication materials can be used and reproduced by any organization free of charge for non-profit purposes. Also, you are welcome to use the ideas and designs for murals, T-shirts, stickers, etc. However, the *SASA!* logo, artist's signature and the website reference **must** remain on the materials. Feel free to add your logo and contact information. Please send copies to us at Raising Voices. We'd love to see your work!

In the Start phase you will find the following Communication Materials:

- *SASA!* Brochure
- Power Poster
- How to Develop Communication Materials
- A Digital Resources DVD with all of the *SASA!* Communication Materials so you can reprint them (professionally or in-house)