

local activism

STRATEGY OVERVIEW

start



a *SASA!* strategy for community mobilization

The Local Activism strategy includes grassroots initiatives that engage family, friends and neighbors in talking about issues often surrounded by silence and stigma. Create informal opportunities for personal reflection, critical thinking and public dialogue about power, violence against women, and HIV/AIDS.

Why use the Local Activism strategy?

- To inspire activism in your community.
- To ensure that *SASA!* ideas reach all corners of the community.
- To enable community members to explore the implications of power, violence against women, and HIV/AIDS in relation to their own lives.
- To provide community members the information and opportunities for exploring, challenging and changing community norms about power between women and men.

What is special about *SASA!* Local Activism activities?

- They are appropriate for community members young and old, educated and uneducated, social and isolated.
- They aim to connect people to each other and to the issues.
- They are designed so anyone can use them—no specialized knowledge or skills needed.
- They are meant to help community members think AND feel something about power, violence and HIV/AIDS.
- They recognize that the community's norms and policies in relation to power, violence and HIV/AIDS are linked to the common values and beliefs held by women and men.



Special Consideration

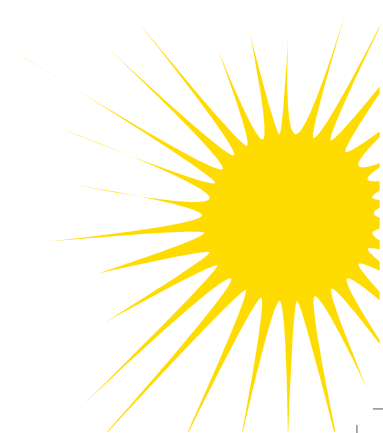
The Local Activism strategy is the heart of *SASA!* It aims to create “everyday” activists in the community—inspiring small acts of activism from person to person, neighbor to neighbor, friend to friend. For this reason, many activities from other strategies can also be used for Local Activism, such as gathering community members to listen to the soap opera or watch the film found in the Media & Advocacy strategy or playing the card game found in the Communication Materials strategy. In *SASA!* there are many overlaps, which makes *SASA!* flexible and adaptable to suit your community’s needs. Take some time to look through *SASA!* and see what else you could use for Local Activism. The possibilities are endless!

Important

Local Activism activities are ideas for creating a far-reaching movement that engages community members fully in *SASA!* activism. But don’t limit yourself to these activities alone! If you have other activities that you have used in the past, incorporate them in your *SASA!* work. Use the *SASA!* activities as a point of inspiration.

In the Start phase you will find the following Local Activism activities:

- Community Asset Mapping
- Identifying Community Activists





www.raisingvoices.org/sasa.php