

# media & advocacy

## STRATEGY OVERVIEW



# start

# a *SASA!* strategy for community mobilization

The Media & Advocacy strategy aims to influence public priorities, by making violence against women and its connection to HIV/AIDS a popular media topic and a catalyst for new policies and practices. Engage local leaders, policymakers and journalists to effect wider change in your community.

## Why use the Media & Advocacy strategy?

- To influence not only a community's norms but also the policies and practices that enforce those norms.
- To get the attention of the gatekeepers and opinion leaders guiding the community's development (e.g., local government officials, cultural leaders, journalists, ministries, parliamentarians and donors).
- To provoke community-wide dialogue among the general public with media features on power, violence against women and HIV/AIDS.
- To have this community-wide dialogue persuade gatekeepers and opinion leaders to take action.

## What is special about *SASA!* Media & Advocacy work?

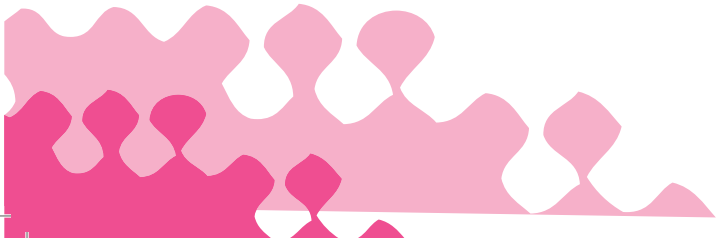
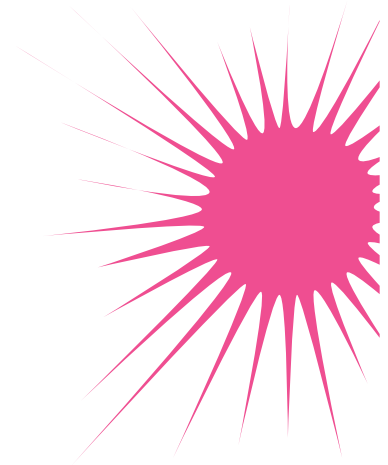
- Advocacy in *SASA!* is suitable for all types of opinion leaders and gatekeepers, local to national, depending on what is most appropriate for your community and efforts.
- The Media & Advocacy strategy is a key part of creating "synergy" with *SASA!* (see *SASA!* Introduction page 23). Specifically, work with the general public and work with local leaders reinforce one another to create a whole new level of change in the lives of women and men.
- Media activities in *SASA!* can be used within formal media (i.e., television, radio and newspapers) or more informally in the community. For example, the *SASA!* Soap Operas can be aired on radio stations or in small community groups with a CD player.
- All Media & Advocacy activities aim to get people thinking, talking and taking action to prevent violence and HIV.

## Tips

- Don't feel that you have to engage with national level media houses or policy makers. Local media and advocacy efforts can be extremely powerful as they have a direct and immediate affect on the lives of women and men.
- When working with the media and with leaders, we often feel we should engage those who are the most negative and hardest to work with, so that we have maximum impact. In fact, it might be more useful to work closely with existing or potential allies—those leaders or journalists who seem open to learning more or thinking differently about issues of power, violence and HIV/AIDS. Having a few strong leaders and journalists on your side might attract the harder-to-reach individuals and groups, because they will see you developing a critical mass of support.

## In the Start phase you will find the following Media & Advocacy activities:

- Getting Started with Media & Advocacy
- *SASA!* A Film about Women, Violence and HIV/AIDS
- *SASA!* Film Screening Booklet
- PowerPoint Presentation





[www.raisingvoices.org/sasa.php](http://www.raisingvoices.org/sasa.php)