

start

Phase 1
of the *SASA!* Community
Mobilization Approach



GET GOING
TO BEGIN
ACTIVATE
KICK OFF
GET UNDERWAY
SET IN MOTION
TURN ON
MAKE A MOVE

start

Phase 1

of the *SASA!* Community
Mobilization Approach



Goal

Foster the **power within** the *SASA!* Team **to understand and implement** the *SASA!* approach.

If we want to inspire activism in others we have to feel that we are activists ourselves. Becoming an activist means coming to terms with the issues of power, violence, HIV/AIDS in our own lives, and discovering the *power within* ourselves so that we can then engage others.

During the Start phase you will engage in activities with the *SASA!* Team. Together you will explore the concept of power in relation to violence against women and HIV/AIDS, and you will build a stronger understanding of your community. The Start phase is when you will do the preparatory work required for mobilizing your community.

Objectives

1. Create a *SASA!* Team.
2. Strengthen the team's understanding of the *SASA!* approach.
3. Analyze and explore the connections between power, violence against women and HIV/AIDS, both personally and within the community.
4. Identify sectors and partners for your *SASA!* work and begin building relationships with key leaders, activists and community members.
5. Spend time in the community and learn the common perceptions and beliefs about power, violence against women and HIV/AIDS.


Tips

While learning about *SASA!* and examining its concepts and your community, it is important to reflect on your own life. Analyze your own circumstances and experiences with power, violence against women and HIV/AIDS and start to make sense of what it all means personally. Developing a personal perspective of and attachment to the issues is an essential part of becoming an activist.



The Start Phase At-a-Glance



<p>Phase</p> 	<p>The Start phase corresponds to “pre-contemplation” in the Stages of Change. The <i>SASA!</i> Team starts to foster <i>power within</i> themselves to address the connection between violence against women and HIV/AIDS—only engaging a small selection of additional community members in this phase.</p>
<p>Power Concept</p>	<p>The Start phase is about “fostering the <i>power within</i> ourselves.” <i>Power within</i> is the strength that arises from within ourselves when we recognize abuses of power and our own power to start a positive process of change. This understanding compels us to demonstrate the benefits of change and facilitate community-wide support for change.</p>



The Start phase strives for Knowledge and Attitudes outcomes.

The intended outcomes of the Start phase are divided into two categories:

1. Outcomes specific to the responsibilities of the *SASA!* Team.
2. Outcomes specific to the results of community mobilization.

Start Intended Outcomes

SASA! Team Outcomes

1. The *SASA!* Team demonstrates **knowledge** of the following:
 - the meaning of “power”
 - men’s power over women is the root cause of violence against women and increased HIV risk for women
 - types of violence against women
 - consequences of violence against women
 - violence against women is cause and consequence of HIV infection
 - the *SASA!* process, structure and content
 - the *SASA!* community mobilization approach
 - the community’s perceptions of violence against women, HIV/AIDS and power
2. The *SASA!* Team demonstrates **attitudes** that support the following statements:
 - Violence against women is unjust.
 - Women and men should not have to keep to the roles society sets for them.
 - Balanced power between women and men is healthy, safe and benefits both.
 - Everyone has power.
 - Women should not be blamed for violence against them.
 - Men using violence can choose non-violence.
 - The community’s silence perpetuates violence against women and its connection to HIV/AIDS.
 - Violence against women and its connection to HIV/AIDS is now a community, not private issue.

Community Mobilization Outcomes

1. Select community members understand the goals of *SASA!* and join the *SASA!* Team as community members, leaders and service providers.

Phase 1: Start

Planning, Monitoring and Baseline Checklist



Planning (at the beginning of each phase)

- The SASA! Team reviews the intended outcomes.
- The SASA! Team completes the SASA! Phase Plan.
- The SASA! strategy teams complete the SASA! Strategy Plans.

Monitoring (throughout each phase)

- The SASA! Team schedules and participates in weekly or bi-monthly check-in meetings.
- The SASA! Team completes an Activity Report after each activity.
- The SASA! Team schedules, prepares for, and holds quarterly review meetings.

Baseline Information Gathering (toward the beginning of the Start phase)

- Select SASA! Team members carry out the SASA! Assessment Dialogues.
- Select SASA! Team members carry out the SASA! Rapid Assessment Survey.
- The SASA! Team schedules, prepares for and participates in the Baseline Assessment Meeting and determines if they are ready to progress to the next phase.
- The SASA! Team plans, monitors and evaluates additional activities until all outcomes are achieved.
- The SASA! Start Phase Report is completed.



Appendices

Appendix A: Planning Guide

Appendix B: Monitoring Guide

Appendix C: Assessment Guide

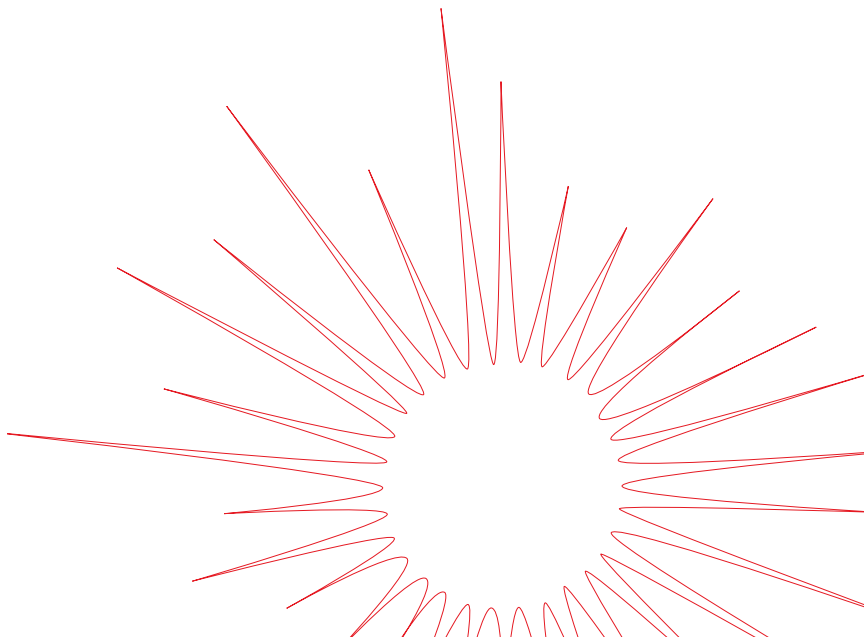
Appendix A: Planning Guide

Planning

Thorough advance planning allows you to thoughtfully choose activities that will lead to an **optimal process for your community**. For planning, we recommend you do the following at the **beginning** of the phase.

Planning Steps

1. Review the intended outcomes of the Start phase and select those most appropriate for your community. Modify or change the intended outcomes based on your team's priorities for *SASA!* in your community.
2. Select activities from the Start phase in *SASA!* that you feel would enable you to achieve the selected intended outcomes.
3. Select any of your own activities that you feel would further enable you to achieve the intended outcomes.
4. Review the circles of influence in the Ecological Model. Add or remove activities from your selection, as needed, to ensure you engage all circles of influence.
5. Review the unique characteristics of your community and your organization's resources for facilitating *SASA!* (e.g., human and financial). Add or remove activities from your selection, as needed, to ensure that your activities are appropriate and achievable given these community and resource considerations. (See the *SASA!* Introduction, page 27.)
6. Organize your chosen activities using the template provided for the *SASA!* Phase Plan. (See the *SASA!* Tips Booklet for the Phase Plan template and guidelines.)
7. Provide team members with a photocopy of the *SASA!* Phase Plan and with the template for the *SASA!* Strategy Plan for more detailed planning of each activity they will facilitate in that strategy. (See the *SASA!* Tips Booklet for the Strategy Plan template and guidelines.)



Appendix B: Monitoring Guide

Monitoring

Regular monitoring allows you to objectively and professionally **demonstrate your progress and reach**. For monitoring, we recommend doing the following **throughout** each phase.

1. Hold check-in meetings.

Meet weekly or bi-monthly with lead members of the *SASA!* Team. Use these meetings to review the successes and lessons learned from the activities facilitated since the last meeting. Consider changes that might need to be made in your planning. Use this time to reflect and problem solve as a team. Record any Action Points which may be required and who is responsible for the action. Review these at the beginning of each check-in meeting.

2. Complete Activity Reports.

In the Start phase there will be fewer activity reports because much of the work will be internal planning and preparation. However, you can complete an Activity Report after each activity conducted. Activity Reports allow you to record what happened during an event, who attended and what went well or was a challenge. (See the *SASA!* Tips Booklet for the Activity Report template and guidelines.)

Note: In the Start phase, you will not use the Activity Outcome Tracking Tool because major community mobilization activities have yet to begin.

3. Complete Strategy Summary Reports.

Strategy Summary forms are designed to help you summarize the Activity Reports in one document for each strategy. They include a list of activities completed, numbers of people reached, major successes and challenges and responses made to build on or overcome them. (See the *SASA!* Tips Booklet for the Strategy Summary template and guidelines.)

4. Hold Quarterly Meetings.

Gather your entire *SASA!* Team near the end of each quarter to do the following:

- Ask lead members of the *SASA!* Team to present an overview of the key activities, successes and challenges of that quarter.
- As a group, review the Ecological Model and ensure you are on track for engaging adequate numbers of community members from each circle of influence.
- Review the outcomes and ensure you are on track for achieving them.
- Review activities still to be completed and determine if any of the lessons learned require adjusting the planned activities in any way.



Appendix C: Assessment Guide

Baseline Data Collection

The information gathering and assessment methods in *SASA!* are for program purposes, to help the *SASA!* Team **assess its impact and effectiveness**. These methods are meant to provide **simple yet meaningful measurements** of your work.

The information gathered in the Start phase will be used to form a baseline—a measurement of the knowledge, attitudes, skills and behaviors of community members **BEFORE** you begin using *SASA!* The *SASA!* Team will gather information on all four outcome areas in the Start phase.

In the Start phase, the assessment work is slightly different than in the other three phases because it is the beginning of your work in the community and with *SASA!* In the Start phase, you are interested in establishing *baseline information* that will serve as a basis of comparison during the assessment of each phase and the final assessment of *SASA!* Therefore, the questions asked and information gathered in the Start phase will be more comprehensive since you will be covering **all** the expected outcomes for *SASA!*

You should **not** wait until the end of the Start phase to gather information. You will want to gather information before you begin conducting *SASA!* activities in the community. This is special for the Start phase because it is the beginning of your *SASA!* work.

The methodologies suggested recognize that most activist organizations using *SASA!* may not have significant research expertise. If your *SASA!* Team does not have experience in action research or conducting information gathering you may consider seeking assistance from research institutes or organizations with this experience.



1. *SASA!* Assessment Dialogues

SASA! Assessment Dialogues help you collect qualitative data from the community. They are similar to focus group discussions. You will have a prepared dialogue guide, which will help you facilitate the session. (See this document, page 9).

In Start, because it is the beginning of the work, the dialogue questions will cover **all** the expected outcomes from all four phases. Detailed suggestions on how to carry out, analyze and write up the Assessment Dialogues can be found in the *SASA!* Tips Booklet, Start Phase.

Use the following guiding questions to help focus your write up of the *SASA!* Assessment Dialogues:

Baseline

- Do community members seem knowledgeable about the types and consequence of violence against women?
- Do community members recognize men's power over women and the community's silence about it as the root cause of violence against women and women's vulnerability to HIV/AIDS?
- How, if at all, do community members understand the connection between violence against women and HIV/AIDS.
- Are community members able to describe the benefits of balancing power in relationships?
- Are community members balancing power in their relationships?
- Are women experiencing violence, women and men trying to balance power and activists being supported by others in the community?
- Do women and men report to doing things that are not normally their role/responsibility as women/men?
- Is there much difference between the different groups participating in the focus groups?
- Are there quotes that seem to illustrate the views expressed?
- Were there participants who seemed to have different views to others in the group?

2. *SASA!* Rapid Assessment Surveys

The Rapid Assessment Survey for the Start phase covers each of the four outcome categories: knowledge, attitudes, skills, behaviors, because just as with the *SASA!* Assessment Dialogues, this survey will generate baseline information. (See this document, page 10.) Compile the results for sharing with the *SASA!* Team. Detailed suggestions on how to carry out, analyze and write up the Rapid Assessment Surveys can be found in the *SASA!* Tips Booklet, Start Phase.

Write up a brief report with your findings.

3. A Baseline Information Meeting can be held with the entire *SASA!* Team. Report on the findings of the *SASA!* Dialogues and Rapid Assessment Survey. Then discuss the following:

- Does the *SASA!* Team have a clear understanding of how the community views the issues of power, violence against women and HIV/AIDS?
- Did issues emerge that were unexpected or that might need further exploration by the *SASA!* Team?
- Was the information gathered in the Dialogues and Survey written up in a *SASA!* baseline report?
- Does the *SASA!* Team feel informed, equipped and prepared to begin the *SASA!* process in your community? If not, what additional support is needed and how can the team receive that support?
- Decide together if the *SASA!* Team is ready to move to the Awareness phase or if additional activities need to be facilitated to achieve the intended outcomes of the Start phase.

4. *SASA!* Phase Report

Once the *SASA!* Team has enough evidence that the key outcomes have been achieved, write a report summarizing the activities, lessons learned and outcomes of the phase. This report can be created by compiling the data collected in the monitoring and assessment exercises. Consider taking notes during all monitoring and assessment meetings to make the completion of this report easy and efficient.

SASA! Assessment Dialogue Guide: Baseline / Start Phase

1. What types of violence do women experience in our community?
2. To what extent do you feel it is normal for a man to have power over his partner?
3. Are women who experience violence from their partner at risk for HIV infection? Why or why not?
4. Would you consider violence against women as an injustice? Why or why not?
5. To what extent do you feel you have to keep the roles society expects of you as a woman/man?
6. What does it mean for a woman and a man to balance power in a relationship?
7. To what extent do you think that women are to blame for the violence against them?
8. What affect does the community's silence have on violence against women and women's risk for HIV/AIDS?
9. How do people in our community react to a man using violence?
10. How do people in our community react to a woman experiencing violence?
11. How, if at all, are men and women balancing power in our community?
12. Are people in our community speaking out against and taking action to prevent violence against women? If yes, how? If not, why?

SASA! Rapid Assessment Survey Questions: Baseline / Start Phase

Questionnaire Number _____ Date _____

Hello, my name is _____ and I work for _____. If you don't mind, I would like to ask you a few questions about your thoughts about men and women's relationships, and your attitudes toward violence against women. This should not take much of your time, and you can choose to stop the interview at any time, or to skip any questions if you like. Your responses are confidential, and your name will not be written down. We will use the information that you provide to plan activities, and to see how well we are doing in our project.

Do you have any questions?

Are you happy to proceed with the interview? Yes No
(IF NO, THANK AND SAMPLE SOMEONE ELSE)

Please feel free to tell me your honest views. There are no right or wrong answers.

Sex of Respondent (circle one): Female Male

Age of Respondent:

Knowledge			
Please answer yes or no to the following questions as honestly as possible.			
1	Is violence against women normal in relationships?	Yes 1 No..... 0	
2	Can a woman refuse her partner if she doesn't want to have sex?	Yes 1 No..... 0	
3	When men discipline their wives does it make their families stronger?	Yes 1 No..... 0	
4	Should a woman tolerate violence in order to keep her family together?	Yes 1 No..... 0	
5	Are women experiencing violence from a partner at higher risk for HIV infection than other women?	Yes 1 No..... 0	
Attitude			
Please answer yes or no to the following questions as honestly as possible.			
6	Do you think that a man has a good reason to hit his partner if she does not do the housework to his satisfaction?	Yes 1 No..... 0	
7	Is violence against women a community concern?	Yes 1 No..... 0	
8	Do you think that women are to blame for the violence against them?	Yes 1 No..... 0	
9	Does balanced power in a relationship benefit both the woman and the man?	Yes 1 No..... 0	
10	Would you laugh at a man doing housework?	Yes 1 No..... 0	

Skills			
Do you consider yourself very able, somewhat able, not very able or not at all able to do the things described below?			
11	How able do you feel to reach out to a woman experiencing violence?	Very able 1 Somewhat able..... 2 Not very able 3 Not at all able 4	
12	How able do you feel to tell men using violence that it is not okay?	Very able 1 Somewhat able..... 2 Not very able 3 Not at all able 4	
13	How able do you feel to talk with others about the benefits of non-violence?	Very able 1 Somewhat able..... 2 Not very able 3 Not at all able 4	
14	How able do you feel to get involved with others who are promoting balanced power in relationships between women and men?	Very able 1 Somewhat able..... 2 Not very able 3 Not at all able 4	
15	How able do you feel to act different to how others expect you to act as woman/man?	Very able 1 Somewhat able..... 2 Not very able 3 Not at all able 4	
Behavior			
Please answer yes or no to the following questions as honestly as possible.			
16	In the last 12 months have you talked with your partner about how to improve your relationship?	Yes 1 No 0 n/a	
17	In the last 12 months have you provided support to someone experiencing or using violence?	Yes 1 No 0	
18	In the last 12 months have you told someone that violence against women is not okay?	Yes 1 No 0	
19	In the last 12 months have you gotten involved with others who are promoting non-violent relationships between women and men?	Yes 1 No 0	
20	In the last 12 months have you seen people in your community taking action to prevent violence against women?	Yes 1 No 0	

Thank you very much for helping us. I appreciate the time that you have taken.