As a community, we decide what to accept and tolerate.
Violence against women is a pervasive problem.

- **1 out of every 3 women** will experience physical and/or sexual violence by a partner or sexual violence by a non-partner (World Health Organization, 2013).

- In Uganda, **56% of married women** aged 15 to 49 have experienced some form of violence inflicted by a spouse or intimate partner (Uganda Demographic Health Survey, 2016).

*Is this acceptable? Who benefits?*
Violence against women comes in many forms.

- Physical: Beating, Slapping, Pushing, Hitting
- Sexual: Rape, Coerced sex, Infidelity
- Emotional: Insults, Threats, Withholding affection
- Economic: Withholding funds, Not allowing to work, Exclusion from decision-making
Boys and men are seen as having more value and worth than girls and women. These beliefs lead to an imbalance of power between women and men. This imbalance is reflected in all aspects of our society. The imbalance of power leads some men to feel the right and/or responsibility to use violence against and control women. Communities and institutions accept this violence as normal and/or stay silent when it happens. Why does violence against women happen?
Violence against women is unjust.

Relationships can be safe and happy, improving life for families and communities.

What role can you play?
Everyone needs to play a part!

What if communities members experienced change everywhere they went?

Together, could we create a new normal?
Local Activism
Diverse women and men in the community engage and encourage their family, friends, neighbors and others to reflect on, discuss and act to prevent violence against women.

Community Leadership
Local leaders, religious leaders, elders, business owners and others speak out, offer support and demonstrate that violence against women is unacceptable.

Institutional Strengthening
Police, health clinics, media houses and other institutions strengthen their operational culture, policies and procedures, and services to better prevent and/or respond to violence against women.
The goal is to create leaders of change in the community who continue to prevent violence against women long after SASA! Together has ended.
Sparking community-wide change and transforming imbalances of power are at the heart of SASA! Together.
“SASA!” means “NOW!” in Kiswahili, emphasizing the urgent need to prevent violence against women.

“Together” emphasizes that change is possible with collaboration, support and solidarity.
**SASA! Together Aims**

**Start**

Foster personal reflection about power and nurture *power within*

**Awareness**

Deepen analysis of men’s *power over* women and the community’s silence about it

**Support**

Build skills and encourage community members to join *power with* others to prevent violence against women

**Action**

Use collective *power to* formalize and sustain change that prevents violence against women
What makes **SASA! Together** unique?

- Benefits-Based Activism
- Holistic Community Engagement
- A Gender-Power Analysis
- Four Phases of Change
Three strategies help us reach the entire community.

- **Local Activism**
- **Community Leadership**
- **Institutional Strengthening**
Reaching Many People in the Community Over Time: Circles of Influence
Why do you think it’s important to have different strategies?
Strategies & Activities

Local Activism
- Power Posters
- Community Conversations
- Deeper Discussions
- Bingo Games
- Community Posters
- Drama Sketches
- Community Infosheets

Community Leadership
- Leadership Leaflets
- Community Talking Points
- Social Media
- Quick Chats
- Activities for Religious Leaders

Institutional Strengthening
- Phase PowerPoint Presentations
- Institutional Infosheets
- Employee Conversations
- Analyze, Document & Shareback
- Strengthening Process
All strategies work toward the same aim. For example, in the Start Phase:

**Aim** Foster personal reflection about power and nurture power within ourselves.

<table>
<thead>
<tr>
<th><strong>Outcomes</strong></th>
<th><strong>Know</strong></th>
<th><strong>Feel</strong></th>
<th><strong>Do</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Know</strong></td>
<td>The basics about power</td>
<td>That we have power within ourselves</td>
<td>Reflect on power in our own lives, communities and institutions</td>
</tr>
</tbody>
</table>

**Institutional Change**
Enhance operational culture (values, employee morale and power dynamics)
We can create healthier, happier relationships, communities and institutions for everyone.

Together, change is possible!
Let’s Discuss!

Questions?

Comments?