An Overview
SASA! Together is a community mobilization approach for preventing violence against women.
“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 seeks to change norms

Social norms are . . .

• beliefs about what is considered appropriate within a community or group
• unwritten rules that help us decide how to behave.
• reinforced and monitored by community members themselves
• upheld by individuals and institutions

Preventing violence against women involves changing social norms
Typical social norms on violence against women:

- Men must be the financial providers in a family.
- Husbands should discipline their partners.
- What happens in a family must stay in the family.
- A woman must have sex when her partner wants to.
- Violence is an expected part of marriage.
SASA! Together encourages individuals, communities and institutions to question what is considered normal or acceptable.

It helps us all consider how balanced power between women and men can make us all safer, happier and healthier.
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
SASA! Together Theory of Change

Phased-in, benefits-based activism using a gender-power analysis across all circles of influence

START

LOCAL ACTIVISM
Community activists engage...
family, friends, neighbors and others in personal and informal SASA! Together activities that spark self-reflection, critical thinking, discussion and positive change.

COMMUNITY LEADERSHIP
Community leaders engage...
fellow leaders, groups and community members, reinforcing SASA! Together ideas privately and publicly, leveraging their roles, visibility and influence to give shape to new norms.

INSTITUTIONAL STRENGTHENING
Institutional allies engage...
their fellow employees and leaders to analyze and strengthen how their institution prevents and responds to violence against women.

Awareness

Support

Action

Violence against women is never accepted and women can live safe, fulfilling & dignified lives.

Learning about the community and fostering power within

Encouraging critical thinking about men’s power over women

Strengthening skills and joining power with others to support change

Using power to take action that enables and sustains violence prevention
SASA! Together is based on the belief that all women have a right to live with dignity, safety and respect.
Essential Elements of **SASA! Together**

- Benefits-Based Activism
- Holistic Community Engagement
- A Gender-Power Analysis
- Four Phases of Change
Benefits-Based Activism

- *SASA! Together* encourages everyone to discover the activist within—to speak up, lead change and feel part of something larger than ourselves.

- It emphasizes the benefits of non-violence over the consequences of violence in order to inspire change.

- It aims to identify individuals and groups in the community who feel compelled to spark change and to put them at the center of the process.

*Activism is taking action to create social change based on one’s own deeply held beliefs*
A Gender-Power Analysis

- **SASA! Together** addresses the root cause of violence against women: the power imbalance between women and men at both the individual and community levels.

- Each phase deals with a different type of power.

  **Start**
  
  Fostering the **power within** ourselves to address violence against women.

  **Awareness**
  
  Understanding men’s use of **power over** women and the community’s silence about it.

  **Support**
  
  Joining our **power with** others to create an environment that accepts new ways of thinking and behaving.

  **Action**
  
  Using our **power to** create and sustain positive change that prevents violence against women.
Changes take place in predictable stages across most groups. Each phase guides the community through a different stage of change.

- **Start**
  - Moves a community through the **pre-contemplation** stage of change, in which community members may not even be thinking that violence against women is a problem.

- **Awareness**
  - Moves a community through the **contemplation** stage of change, in which community members begin to recognize violence against women as a problem.

- **Support**
  - Moves a community through the **preparation for action** stage of change, in which community members begin to consider alternatives to violence and to support each other through change.

- **Action**
  - Moves a community through the **action** and **maintenance** stages of change, in which all actions by community members since the **Start phase** culminate in a new normal, individually and across the community, leading to actions that will sustain change.
Holistic Community Engagement with Circles of Influence

- Community-level change requires all layers of community life.
- The ecological model (Heise, 1998) recognizes the multiple influences that impact a woman’s vulnerability to violence.
- In prevention, we create a critical mass of support across the three circles of influence.
Three strategies mobilize the entire community.

Local Activism

Community Leadership

Institutional Strengthening
## Local Activism

<table>
<thead>
<tr>
<th>Who leads it?</th>
<th>Community activists—a diverse group of women and men who live and work in the community and represent different walks of life, ethnicities, religions, abilities and more.</th>
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</thead>
<tbody>
<tr>
<td>Who do they reach?</td>
<td>The individual and interpersonal circle of influence.</td>
</tr>
<tr>
<td>What does it involve?</td>
<td>Community members spontaneously encounter and participate in <em>SASA! Together</em> activities in their day-to-day lives, including dramas, poster discussions, games and more.</td>
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<tr>
<td>Why is it important?</td>
<td>Local Activism delves the most deeply into the nuances of what it means to balance power in relationships.</td>
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## Community Leadership

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Who leads it?</td>
<td>Community leaders—women and men who hold either formal or informal leadership positions in the community.</td>
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<tr>
<td>Who do they reach?</td>
<td>The community circle of influence.</td>
</tr>
<tr>
<td>What does it involve?</td>
<td>Community members take notice as many talk about the benefits of non-violence and how to balance power between women and men through activities such as Leadership Leaflets, Quick Chats and specific activities for religious leaders.</td>
</tr>
<tr>
<td>Why is it important?</td>
<td>Leaders become more outspoken about how men’s power over women is the root cause of violence—and how we all have a role to play in balancing power between women and men.</td>
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Institutional Strengthening

Who leads it?
Institutional allies—employees in the institution who are interested in addressing violence against women and in strengthening their institution’s response.

Who do they reach?
The institutions and society circle of influence.

What does it involve?
Through a series of sequential activities, Institutional Strengthening promotes a positive operational culture and the creation (or revision) of protocols and guidelines that prevent and/or respond to violence against women and their implementation.

Why is it important?
By ensuring institutions take a strong stand on preventing and responding to violence against women, we can further reinforce the unacceptability of violence within the entire community.
Activists, leaders and allies work simultaneously.

They also connect with each other through Collaboration Meetings and End-of-Phase Public Events.
Learning and Assessment (L&A) Process

**TRACK**
- L&A tools & ongoing data collection

**APPLY**
- Feedback Sessions & accountability

**ANALYZE**
- Data entry, cleaning & analysis
L&A Framework

- Each phase has:
  - Aims: What we hope to achieve
  - Expected Outcomes: Changes necessary to achieve aims

- In each phase, *SASA! Together* seeks to change what women and men in the community and the institution *know*, how they *feel* and what they *do* in relation to power, violence against women and activism.

- We also work towards specific operational changes within the institution.
For example, in the **Start Phase**:

<table>
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<tr>
<th><strong>Aim</strong></th>
<th>Foster personal reflection about power and nurture power within</th>
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<td><strong>Outcomes</strong></td>
<td><strong>Know</strong> The basics about power</td>
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**Institutional Change**

Enhance operational culture (values, employee morale and power dynamics)
What’s new in SASA! Together?

- Focus on intimate partner violence
- Aligning strategies & circles of influence
- Attention to power in sexual relationships
- Focus on skill-building
Navigating SASA! Together

Start  Awareness  Support  Action

Set-Up  Learning & Assessment
Getting Started: What do you need?

- Ensure you have sufficient time.
- Secure the first 1.5 years of funding.
- Choose the most suitable communities.
- Organize technical assistance and staff support.

- Determine what adaptations are needed.
- Develop a simple referral system and referral/response skills.
- Prepare for learning & assessment (L&A).
- Conduct the Introduction to SASA! Together Training for staff.
Referral System and Basic Response Skills

- Providing appropriate referral/basic response is essential.
- Ideally, an experienced response organization can provide knowledge and skills.
- The Set-Up Guide has more guidance on response skills.

Referral List

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<tr>
<th>Institution/Organization</th>
<th>Type of Services</th>
<th>Physical Location</th>
<th>Contact Person</th>
<th>Hours of Operation</th>
<th>Cost of Service</th>
<th>Phone Number</th>
<th>How to Make a Referral</th>
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Adaptation

A SASA! Together adaptation is a deliberate process to modify the SASA! Together approach to enhance its relevance to local community contexts and/or organizational realities.

- Practice-based learning demonstrates that in most cases, adaptation is needed in some form to ensure SASA! Together’s impact and effectiveness.

- The process requires careful thinking and decision-making as to why adaptation is needed, what type of adaptation is required and how it will be structured.