

media & advocacy

STRATEGY OVERVIEW



support

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.

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

- Power Point Presentation
- Fact Sheet
- Leadership Leaflet
- Media Exposure
- Story Ideas
- *SASA!* A Soap Opera about life, love and relationships (scripts)

www.raisingvoices.org/sasa.php

SASA!
Preventing Violence Against Women and HIV