

support

Phase 3
of the *SASA!* Community
Mobilization Approach



STAND BY
STRENGTHEN
ENCOURAGE
AID
PROMOTE
ASSIST
AFFIRM
JOIN IN SOLIDARITY

Support

Phase 3 of the SASA! Community Mobilization Approach

Are you ready to begin the Support phase? Have you achieved your intended outcomes for the Awareness phase? Remember, facilitating a process of change requires time and patience. Don't rush, skip or mix any phases.

Get ready! And have fun!

Goal

Provide **community members** with the **reasons and skills** for joining **power with** others'—specifically with community members experiencing and confronting **issues of power, violence and HIV/AIDS**.

In the Awareness phase, community members explored the root cause for violence and HIV infection in the lives of women: the norm for men to have power over women and for the community to be silent about it. The Support phase now helps people connect with each other and start in small and safe ways to begin changing these norms. During the Support phase we emphasize coming together with a shared belief in new community norms—ones that support mutual respect and shared power between women and men. Joining one's power with others' means joining power with those who are in crisis, those who are making new, positive choices in their lives, and those who are speaking up and reaching out.

Often, in our programs, we get stuck in a chronic awareness raising phase. Year after year we continue to “sensitize” or “educate” individuals and communities about the issues. The Support phase aims to break this pattern. It helps individuals gain the skills they need to act on their new awareness about violence against women, HIV/AIDS and power.

Objectives

1. Reach out to women directly affected by or living with violence and/or HIV/AIDS.
2. Foster formal and informal networking to build social support among women and men who are rethinking power imbalances in their relationships.
3. Help individuals and groups identify positive alternatives to men's power over women and how they could act on these alternatives by joining their power with others'.

Through all of these objectives, we begin joining our power by reaching out to those closest to us—friends, family, relatives, neighbors, colleagues—to encourage and practice being different. This means women working with men and men working with women to try new ways of creating equality in relationships.

We all need to give and get support. We all need a range of people to rely on in times of need and to celebrate with in times of joy. A person with social support gains power.

Social support is important in *SASA!*, because it is through relationships that change can happen. If only you are trying to share power or be non-violent, your efforts to change will be challenging and frustrating. However, if your relatives, religious leader, friends, health care provider, and others support you and the idea of balancing power and non-violence, it will be easier for you to make and sustain change. If many people are supporting these ideas, not only individuals can change but also the *norms* in the community. As discussed earlier, changing norms is key to effective community mobilization.



Why it is important to GET support

We all need encouragement and support to include new ideas in our lives. Whatever our lives or circumstances, we need support when we ask the questions: What does this new awareness mean to me? How could it change me and my relationships with others?

Why it is important to GIVE support

There are three groups who will be in particular need of support after the Awareness phase:

1. Girls and women living with violence, HIV or AIDS

Most of our communities have limited formal services or response mechanisms for women experiencing violence, HIV or AIDS. When we start raising awareness about these issues there are likely to be immediate needs that arise and therefore an opportunity for community members to provide support for one another.

2. Women and men, girls and boys rethinking their use of power


After raising awareness about violence, HIV/AIDS and power, some community members will take the first steps in trying to balance power in their relationships. With it being still early in the community mobilization process, these individuals will likely experience stigma and criticism from others. They are the beginning of community-wide change and require support and encouragement to sustain their efforts.

3. Women and men, girls and boys, promoting the benefits of change

Whether activists in their private or public lives, these women and men are reaching out and speaking out, taking personal risks for a greater good. They are spreading a message about change before their ideas are acceptable to the majority. Their early voices are critical to inspiring other activists and creating new community norms. They will need support from others.

In *SASA!*, we all need to give and get support —
joining our **POWER WITH** others'
to support non-violence
and equality.

The Support Phase At-a-Glance

Phase 	The Support phase corresponds to “preparation for action” in the Stages of Change. The <i>SASA!</i> Team engages the community in offering support to one another—joining their <i>power with</i> others' to confront the dual pandemics of violence against women and HIV/AIDS.
Power Concept	The Support phase is about “joining <i>power with</i> others' to give support.” <i>Power with</i> is the power felt when two or more people join together to do something that they could not have done alone. <i>Power with</i> includes supporting those in need, those trying to change and those speaking out. It means offering to join <i>power with</i> anyone for positive ends and for creating a sense of support in the community. <i>Power with</i> also includes asking for help and support.

SASA! Outcomes

The Support phase strives for Skills outcomes.

The intended outcomes of the Support 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.

Support Intended Outcomes

<i>SASA!</i> Team Outcomes	Community Mobilization Outcomes
<p>The <i>SASA!</i> Team has:</p> <ol style="list-style-type: none"> 1. Developed a plan for adapting the Support phase to their community (i.e. using the <i>SASA!</i> planning tools provided). 2. Engaged all circles of influence from the Ecological Model. 3. Demonstrated thorough understanding of how to facilitate community mobilization that strengthens the skills of community members. 4. Thorough understanding that joining <i>power with</i> others can positively influence social norms. 	<ol style="list-style-type: none"> 1. Community members possess skills to provide support by demonstrating that they are able to: <ul style="list-style-type: none"> • find support for balancing power in their relationship • move out of roles society sets for them • discuss the benefits of non-violence with men rather than blaming and shaming • suggest practical alternatives to violence against women • reach out to women experiencing violence and avoid making decisions for her • identify the formal and informal mechanisms of support for women experiencing violence, HIV or AIDS • support women and men trying to balance power in their relationship • support others speaking out against violence and HIV/AIDS

Phase 3: Support

Planning, Monitoring and Assessment 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.

Assessment (done at the end of the 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 Support Information Sharing Meeting and determines if they are ready to progress to the Action 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 Support 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 Support 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 26.)
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.

After each activity, complete an Activity Report. Activity Reports allow you to record what happened during an event, who attended and what went well or was a challenge and how to build on successes and overcome challenges. (See the *SASA!* Tips Booklet for the Activity Report template and guidelines.)

3. Use the Activity Outcome Tracking Tool.

This tool will help you gauge the degree of resistance to or acceptance of *SASA!* ideas. Depending on the capacity of your *SASA!* Team you may use just the Skills section (see this document, page 9) in the Support phase or you may choose to use the tool in its entirety (found in *SASA!* Tips Booklet, page 38). Also according to your capacity, you may choose to use the tool after each activity or a random selection of large and small activities at regular intervals in the Support phase. (See the *SASA!* Tips Booklet for detailed guidance.)

4. 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.)

5. 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

Assessment

SASA! assessment methods are meant to provide **simple yet meaningful measurements** of your work. They should be conducted near the **end** of the phase.

The information gathering and assessment methods in *SASA!* are for program purposes, to help the *SASA!* Team assess its impact and effectiveness. 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 activities 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 10).

In the Support phase, the dialogue questions will cover all the expected outcomes from the skills outcomes. 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:

Skills

- Do people feel supported in challenging violence in their communities?
- Do people in the community feel able to talk about the benefits of sharing power?
- Do they feel able to discuss practical alternatives to violence?
- How would participants reach out to women experiencing violence?
- How would they talk with a man who they know is using violence?
- Is blaming and shaming men for using violence considered an effective way to hold men accountable?
- Is there support for women and men in the community who are trying to balance power in their relationship?
- Are people speaking out in support of and joining others who are trying to prevent violence against women in the community?
- 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 Support phase covers one outcome category: skills. (See this document, page 11.) 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 and share them with the *SASA!* Team.

3. An Information Sharing 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:

- Do community members generally feel it is important to support women experiencing violence? To hold men using violence accountable?
- Is there a general acceptance of the benefits of balancing power in a relationship between women and men?
- Is it becoming more acceptable to support women and men speaking out about power, violence against women and HIV/AIDS in the community?
- Did issues emerge that were unexpected or that might need further exploration by the *SASA!* Team?
- Was the information gathered in the Dialogues and Surveys written up?
- Does the *SASA!* Team feel informed, equipped and prepared to begin the Action phase? 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 Action phase or if additional activities need to be facilitated to achieve the intended outcomes of the Support 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.



Activity Outcome Tracking Tool:

Support Phase

Skills

Negative Statements / Resistant to SASA! ideas	1	2	3	4	Positive Statements / Accepting of SASA! ideas
					
<i>Participants tend to say that:</i>					<i>Participants tend to say that:</i>
- men who use violence should be publically shamed					- men who use violence should be supported to change
- women who experience violence should be ignored					- we must reach out to women experiencing violence
- activists speaking out should be shunned					- activists speaking out should be supported

SASA! Assessment Dialogues:

Support Phase

1. What kind of support does a person need to have to balance power in their relationship?
2. To what extent do community members feel they have to keep the roles society expects of them as a woman/man?
3. How do people in our community react to men using violence?
4. How do people in our community react to women experiencing violence?
5. How do people in our community support women and men trying to balance power in their relationship?
6. How do people in our community explain the benefits of balancing power in relationships?
7. What practical suggestions would you make to men wanting to practice non-violence?
8. What kind of support exists in our community for women living with violence?
9. Do you support women and/or men speaking out about power, violence and HIV/AIDS in our community?
10. To what extent are people in our community who are speaking out about power, violence against women and HIV/AIDS supported? How?

SASA! Rapid Assessment Survey:

Support 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:

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 to 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	

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