

## Reaching Far and Wide

### A case study of Zambia Centre for Communications Programmes (ZCCP)

ZCCP has been working since 2002 to prevent HIV in Zambia. They brought SASA! into their work in 2014 and are now moving into the Support phase of the methodology. ZCCP's SASA! experience is unique in that they work across a large (and diverse) geographic area, covering 24 districts including both rural and urban areas.

According to Ian John Kapongo, Northern Region Program Coordinator and Chikalamba Muzyamba, Eastern Region Program Coordinator, the initial motivation for ZCCP to implement SASA! was the need for a *systematic* approach to prevent violence against women and HIV — with a clearly defined structure and specific content developed for different outcomes. “There have been a lot of benefits to bringing SASA! into our work. We didn't have the content before this. SASA! is very structured, very clear. It helps us understand that ‘What I will do is this and I'll be able to move with my community to *this*.’ We wanted a structured approach, where we could clearly see the Stages of Change unfold in the community.”

In many communities where ZCCP is working, the changes since SASA! started have been remarkable. “When we started, most of our communities would just talk about physical violence. They thought violence was normal. We have done a lot with our communities to increase awareness of different forms of violence.”

At the same time, SASA! implementation is not without challenges, and for ZCCP the urban contexts are particularly tricky: “The type of life and social organization of rural places makes it easier. In urban areas, there are so many people in one place, their life is running to get the next meal, and they have very little time to be within the change process. It's a bit difficult for them. Their levels of concentration are less [because they have so much to do]. We realized we need to engage the different areas differently.”

To deal with the challenges of busy, urban areas, ZCCP works to meet people where they already are, instead of asking them to come to a particular activity location. Using many different SASA! activities — like the power poster, community poster, dramas — in combination with radio programs and mobile video shows, helps ZCCP to reach diverse communities and catch people in places where they are assembled. At the same time, in rural areas, ZCCP has realized the value in engaging traditional leaders, as a way to extend SASA!'s reach and ensure that communities are driving their own change process.

## SASA! in action!

In a distant part of Zambia where we work, ZCCP spreads SASA! ideas by connecting with traditional leaders and linking them to SASA! community activists. The communities are beginning to see the benefits of having better relationships between women and men.

One exciting moment was when a committed Chief requested we speak with all 307 traditional leaders in his area. We went to them, and trained them alongside the community activists and other influential people in the community. The Chief is always there for us. He really wants to see development in his chiefdom. He takes on the issue of child marriage as a component of violence against women, and promotes his activism with a passion. He wants the girls to remain unmarried, and to continue school. One strategy he uses is inviting back community members who have 'made it' economically and moved to other areas, encouraging them to lead discussions and help inspire others to imagine a different life. The Chief links overall development in his chiefdom with preventing violence. He is an example of a good use of power—he really understands power imbalance.



The *Creating Change Series* are simple case studies of quality programming happening around the world to prevent violence against women and children.

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