



**SASA!**  
TOGETHER



 Raising Voices



## What is SASA! Together?

*SASA! Together* is a community mobilization approach to prevent violence against women by transforming power imbalances between women and men at all levels of the community. It is a revision of the *SASA! Activist Kit*, created by Raising Voices in 2008.

“SASA!” means “NOW!” in Kiswahili, emphasizing the urgent need to prevent violence against women. *SASA!* is also an acronym for its four phases: Start, Awareness, Support and Action. “Together” emphasizes that change is possible with collaboration, support and solidarity.

## Why revise SASA!?

The work of preventing violence against women has changed considerably since *SASA!* was first published in 2008. Raising Voices now has more than a decade of practice-based learning about the approach, and there are also far more prevention programs and a credible evidence-base that highlights what is required for effective programming. Therefore, on *SASA!*'s 10-year anniversary, Raising Voices felt an ethical responsibility to update what we created in order to better capture our experiences in programming that transforms women's lives. Our intent was to make *SASA! Together* easier to use, accessible to more organizations and communities, and above all, even better at preventing violence against women.





## How does it work?

SASA! Together is typically supported by an organization and led by activists, leaders and allies – all women and men who live and work in the community – who engage individuals, couples, neighbors, other leaders and colleagues in the SASA! Together process:



In the **Start** phase, community activists, community leaders and institutional allies spend time exploring community norms about violence against women, begin a personal journey of deepening their *power within* to make changes in their own lives, and start engaging others in the community.



In the **Awareness** phase, activists, leaders and allies use a variety of provocative and interactive activities to encourage a critical analysis of men's *power over* women and the community's silence about this.



In the **Support** phase, more and more people engage with activists, leaders and allies, who are learning new skills and joining their *power with* others to support women experiencing violence, couples trying to change, and activists speaking out and holding men who use violence accountable.



In the **Action** phase, activists, leaders and allies support community members' *power to* take action and sustain that change for years to come—solidifying new norms in which violence against women is never acceptable and women can live safe, fulfilling and dignified lives.

## How has SASA! Together changed?

At the heart of SASA! and SASA! Together are the same four essential ingredients:

- **Benefits-based activism** that emphasizes the benefits of non-violence rather than a negative emphasis on the consequences of violence.
- **A gender-power analysis** that recognizes men's power over women as the root cause of violence against women and seeks to create balanced power between women and men in relationships, communities and institutions.
- **Four phases of change** that introduce ideas over time to deeply influence what community members know, feel and do about violence, through interactive and inclusive experiences.
- **Holistic community engagement** of all circles of influence—individual and interpersonal, community, and institutions and society—to build a critical mass for change by inspiring individuals and groups from each level to impact those around them.

## What's New?

We are excited to share several new elements in *SASA! Together*.

<b>Intimate partner violence against women</b>	<i>SASA! Together</i> focuses specifically on intimate partner violence against women as the most common form of violence women experience around the world.
<b>Three strategies for holistic community engagement</b>	Now organized around three strategies, each aligned with a specific circle of influence: Local Activism (individual and interpersonal); Community Leadership (community); and Institutional Strengthening (institutions and society).
<b>Program activities</b>	New activities to deepen critical thinking, build community, and enhance skills needed create, formalize and sustain change.
<b>Sexual decision-making</b>	A deeper exploration of power and sexual decision-making including consent, bodily autonomy, pleasure, etc. with materials specifically designed for couples.
<b>Mentoring and training for staff, activists, leaders and allies</b>	New training materials and support focused on the foundational skills needed to facilitate change, including personal development, self-care and relationship-building.
<b>Learning &amp; Assessment (L&amp;A)</b>	A re-orientation of the L&A framework around specific outcomes focused on what people “know”, how they “feel” and what they “do”, with a tight link between <i>SASA! Together's</i> content and desired impacts during each phase – and with new tools to track progress and integrate learning throughout.
<b>Overall support and assistance</b>	New “Set-Up Guide” to better support organizations in getting started (e.g., staffing, design considerations, etc.) as well as additional tips throughout.
<b>Global reach</b>	While the visuals remain most relevant for East and Southern Africa, <i>SASA! Together</i> includes practical steps for adaptation as well as new activities suited for diverse contexts.

Raising Voices will provide technical support for a new cohort of organizations interested and ready to use *SASA! Together* in their communities. Interested in learning more? Contact us at [info@raisingvoices.org](mailto:info@raisingvoices.org)

**Our relationships, families and communities can be free of violence—  
where everyone is safe and can thrive. Together, we can create positive change.**

[www.raisingvoices.org](http://www.raisingvoices.org)

