

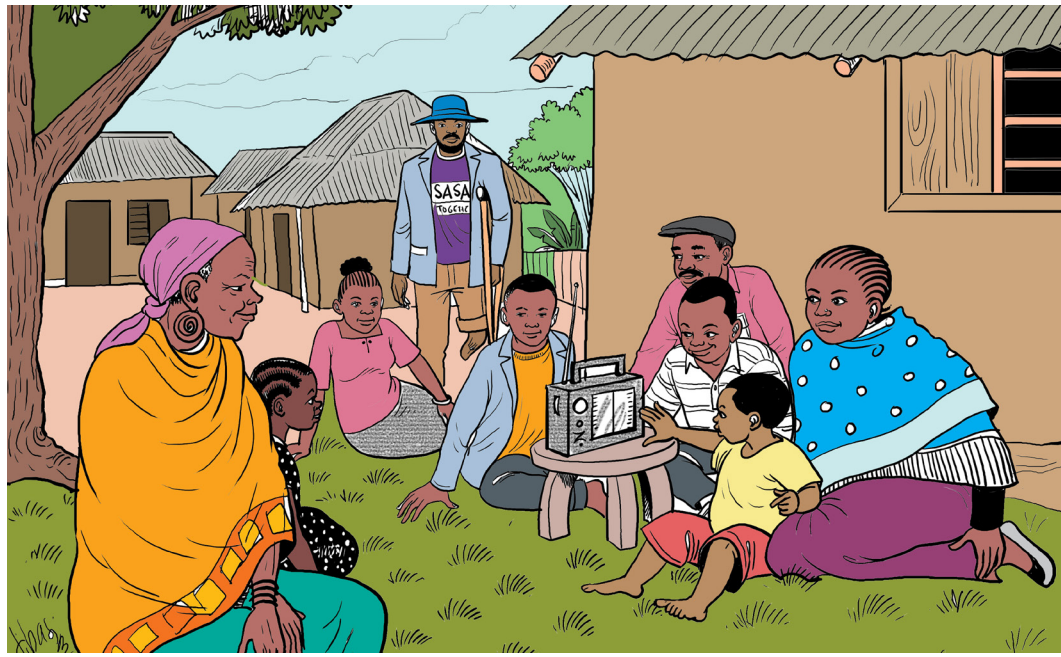
Partnership in Action: A case study of *Together with Gloria!* – a radio drama to enhance *SASA! Together*

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Background:

SASA! Together (created by Raising Voices) is an evidence-based program that uses community mobilization to transform power dynamics and prevent violence against women (VAW). *SASA!* approaches are being implemented in over 60 countries by 51 program partners.



As *SASA! Together* is scaled around the globe, there is an increasing need to engage community members differently when in-person activities are not possible (due to humanitarian emergencies, conflict, pandemics, restricted mobility for women, etc.). In response to partner feedback and evidence on the potential of media-based programming for social norm change, we launched a multi-partner collaboration to develop and pilot a radio drama (called *Together with Gloria!*) to enhance *SASA! Together*.

About *Together with Gloria!*

Together With Gloria! is a radio drama about Gloria, a young woman who is launching her own radio talk-show to discuss relationships and violence against women in her community. Overall, the radio drama aimed to enhance *SASA! Together's* reach, inclusivity, and impact. Key features are:

- It is designed to be aired as part of *SASA! Together* (not as an independent program).
- It comprises 33 episodes featuring segments of Gloria's radio show, including community guests such as *SASA! Together* activists, health workers, religious leaders and more.
- The drama also follows Gloria's personal life and the people around her, including her parents, uncle, boyfriend, and co-workers at the radio station.

About the Collaboration

Raising Voices collaborated with the London School of Hygiene and Tropical Medicine (LSHTM), Uganda Network on Law Ethics and HIV/AIDS (UGANET) and Peripheral Vision International (PVI) to create, produce and pilot *Together with Gloria!*. Working with values-aligned partners ensured the work was informed by diverse priorities and areas of expertise, e.g.:

- (1) informed by primary research (LSHTM and Raising Voices),
- (2) grounded in practice-based learning and in-depth knowledge of context (UGANET and Raising Voices),
- (3) guided by media expertise and experience developing edutainment interventions (PVI and LSHTM), and
- (4) accountable to the needs/priorities of diverse *SASA! Together* partners (Raising Voices).

The Partnership Process

Developing *Together with Gloria!* followed a structured process. The foundation started with:

- partner-wide engagement, including thinking through the process, virtual launch, where the partners shared their backgrounds and expertise.
- co-creation of feminist partnership principles, and
- collective brainstorming on main characters and plot lines.

Feminist partnership principles

Transparency

Accountability

Spirit of Collaboration

Equity

Relationship Building

While partners collaborated throughout, we defined clear roles to reflect areas of expertise and responsibility.

- LSHTM led the research component, PVI led the casting and production, and UGANET led training and implementation in Kasese, Uganda. The scripting was a collaboration between PVI and Raising Voices, with input from LSHTM and UGANET. Raising Voices supported overall coordination.
- Research World International was later brought on board to support hiring and training of the research team in Kasese, with supervision from Raising Voices and LSHTM to manage data collection.
- Partners were flexible on their contributions across different components and convened at strategic points, including discussing emerging findings from research and practice and together identifying program implications.

Lessons Learned about Multi-partner Collaborations

- Discussing values and feminist principles at the beginning of partnership set a strong foundation.
- Intentional partner engagement across the entire program lifecycle—planning, co-designing, producing, testing, refining, and applying insights from diverse learning approaches—facilitated the development of an innovative radio drama grounded in community realities.
- Synthesizing and identifying learnings and collaboratively strategizing around program implications is critical.
- At times, partners had misaligned timelines and we missed some opportunities to better integrate early findings from the research into subsequent scripting. At the same time, embedding a research component ensured that *Together with Gloria!* showed potential and acceptability prior to investing in the final materials

Snapshot from the pilot research in Kasese, Uganda

The *Together with Gloria!* pilot study in Kasese, Uganda had exciting results. Listeners described the characters as relatable and shared that the show prompted reflection on real-life issues. Tuning into the radio drama was associated with participating in other *SASA! Together* activities, potentially boosting overall engagement in the program. Most importantly, the research affirmed the potential for *Together with Gloria!* to create meaningful change in attitudes and behaviors. Key findings include:

- Among both women and men, listening to the show was associated with attitudes rejecting intimate partner violence against women.
- Among both women and men, listening to the show was associated with greater acceptance of bystander intervention in cases of intimate partner violence against women.
- Among women, listening to the show was associated with enhanced relationship quality, assessed in terms of honest communication, making time to talk to your partner, feeling comfortable sharing your thoughts and feelings, etc.

Concluding Remarks

Partnerships are critical in successful and meaningful engagement in prevention work. Lessons learned from this experience are very helpful in understanding how to structure ethical and fruitful partnerships in the field of violence prevention. Collaborating with values-aligned organizations with clearly defined roles right from inception deepens any co-creation process. As more and more initiatives are undertaken to adapt and enhance VAW prevention programs, there is an increasing need to work effectively across organizations with complementary expertise—including among researchers and activists.

