EXPERIENCES OF ADAPTING SASA! TO THE PACIFIC

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PRIMARY PREVENTION & SOCIAL NORMS CHANGE INTERVENTIONS

- 2 Pacific Island Countries Fiji and Kiribati rolling out large scale community mobilisation interventions

- Trialling, testing, adapting SASA! to the Pacific - SASA! in Kiribati, and SASA! Faith in Fiji (both partners currently in Start Phase)

- Rationale for adaptation: SASA! is one of the few existing evidence-based strategies worldwide proven to reduce women’s experience violence. Partner political will and ownership.

- Partnership with Raising Voices: Ongoing technical support to UNW and partners on the adaptation process
**Process to Adapt SASA! to the Pacific**

**Key importance**: SASA! needs to be culturally and contextually adapted

**Technical Assistance:**
- Requires technical assistance and support for adaptation, partner support from UNW and Raising Voices.
- Identifying the materials that need to be adapted
- Require local translators, Graphic Artist (design of materials)

**Language**: The word SASA! sometimes has a negative meaning in other languages. Translation of ‘Power’ terminology critical.

**Skills building**: In depth START phase training
**PRE-TESTING PROCESS**

**Community ownership:** All community led materials must relate to that community, and community feels like they ‘own’ it rather than a ‘foreign’ intervention.

- Community poster 1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd} drafts
- Field testing – pre-testing in target communities
- Focus group discussions (women, men, youth) to determine appropriateness to local culture
- Review feedback & revise communication materials
- Resources need to be ready before the next SASA! phase begins
SASA! ADAPTION IN KIRIBATI

- Ministry of Women, Youth and Social Affairs (MWYSA): Political will and donor support to redesign of Peaceful Villages programme to include SASA!

- Area of intervention: 21 communities in urban, densely populated areas (51% of population -56,000 people)

- 4 year programme with 7 full time staff

- Measuring Change: Intervention is being combined with an Impact Evaluation to measure the success of the intervention - research partner The Equality Institute.
SASA! Faith Adaptation in Fiji

- SASA! Faith is the ‘sister’ of SASA! and designed specifically for faith based communities.
- Rationale for engaging Faith Communities and FBO’s - Deeply influential in the region
- House of Sarah (HoS) – Partner since 2013. Strong feminist, progressive Church leadership
- Currently being adapted and implemented in 3 Anglican communities.
- 4 year programme with 5 full time partner staff

Faith Adaptation differences:
- Start Phase – engagement and buy in of key religious leaders
- Using the Anglican Church teachings/bible study as the entry point
- Community awareness sessions including Church leaders to get support

Measuring Change: SASA! Faith M&E tools such as Rapid Assessment Surveys (RAS) used at baseline, end line, end of each SASA phase.
LESSONS LEARNED/CHALLENGES

- Partner political will and ownership of the adaptation process is critical
- Time and resource intensive, requires long term approach with dedicated partner staff, and substantial budget committed for 4 years
- Process is long – draft → graphic artist → Pre-Test → feedback → artist → review (Raising Voices) → artist → final
- Calls for flexibility on the timeline/delays
- Disclosure of violence at pre-testing – importance of linking to services
LESSONS LEARNED

- Difficult to get men during the day e.g. men meet in the evenings & weekends
- SASA! is a new methodology for partners, phased in approach, knowledge to behaviour, change & move away from traditional ‘awareness raising’
- Requires substantial support to partners – skills building
- Demanding on staff – have to simultaneously adapt and implement
- Adaptation requires energy, commitment, patience and dedication to getting it right!