The SASA! Pilot - Creating a movement to end violence against women in Papua New Guinea

Adaptation Lessons Learned
Adaptation what have we learned?

• No blue print for a SASA! Pilot
• You don’t know what you need to ask until you need to ask it, RV equally don’t know what they need to share until you need to ask
• It is iterative and not everything is relevant
• Start phase takes is longer than 6-8months – set-up and L&E, preparation phase
• Investment in Community Leadership collaboration and Asset Mapping was the most important activity – whole of community
• Cultural context is an important message for communities
• Gaps in tools in engaging with leaders – too little – too much
• Selection and preparing team requires careful and significant investment – loosing this investment has impact
• Aligning SASA! L&E requirements with Donor Contractual Requirements
• 5 criteria for adaptation: imagery, language, terminology, content, issues
• Adaptation is an iterative participatory ‘journey’
• Cultural context presents challenges in such diverse country
• Issues integration without making an issue out of the issue – remain focused on root cause
• Need for more ‘practical’ user friendly tools
• Transformative change is possible
• The aim to focus on next generation via schools – as SASA! has not been implemented in schools with students, refocus on Institutional Strengthening education sector and Youth CA’s at Community Level
Adaptation is an Iceberg

Gaps and inclusions identified for PNG SASA! Toolkit

- SASA! Toolkit reviewed for adaption *excludes significant components* that are part of SASA! implementation:
  - Staff Skills Building Library not reviewed during RV PNG Adaptation workshop

- Areas identified for inclusion to ensure policy compliance and ‘Do no Harm’ approach
  - Security and safety process and guidelines for implementers and CA’s
  - Disclosure guidelines
  - Child Protection and risk mitigation
  - Justice sector and legal
  - First Aid for implementers
  - Self Care and Psychological First Aid
  - Ethics guidelines for RAS and Ethical Implementation
  - Guidance on Referral Pathway and Communication Tools for CA’s
Adaptation is an Iceberg

Gaps and inclusions identified for PNG SASA! Toolkit

Communication and Training Materials - templated, electronic files and technology options
  • SASA! Brochure – removal of word SASA! Kiswahili, expansion of information
  • SASA! Intro day – bridge the gap
  • Guidance on adaptation in low literacy context and in Tok Ples - fidelity
  • Need for more image based focused tools to address literacy and increase engagement
  • Sub-adaptations within tools
  • CA Appreciation Materials - ID Card, T-shirt, Training Certificate
  • CAM – collection questionnaire and collation
  • Maps, tracking CA’s
  • Media Scanning - tracking database
  • FAQs for CA’s and Staff
  • Adaptation within training tools, training handouts
  • Promotional materials, social diffusion and engagement

Learning and Evaluation
  • Pre and Post Evaluation of Trainings
  • Disaggregation of data inclusion on L&E forms
  • Data collection to allow for SASA! and Donor reporting requirements
  • 2 sets of forms – Pilot and PNG Toolkit
Adaptation reflections

Inside out process from within the community

- Exploratory, transformative journey for each individual
- Community Norms do not exist outside of us – within us – key
- Process allows for reflection on our own actions and impact using benefits based approach
- Collective community ownership
- Concept of power resonates with men, inside out approach
- Enabling environment and idea of community is intrinsic in PNG and interconnectedness of relationships – COI
- CAM key cannot be underestimated, do this well, will set strong foundation
- Willingness and desire for change exists to address violence
- Intensive, narrow, deep, whole of community
- Preparing the team, preparing community, preparing provincial and district stakeholders requires different approaches
- Preparing the team - reconciling that sparking critical reflection and the process of change also requires working with those who perpetuate the harmful norms – often community leaders. It is a journey.
SASA! really does Start with the individual... one leader shared in a moving testimony during the certification ceremony how SASA! had impacted his perceptions.

The responsibility to continue to support these individuals and communities is create the enabling environment.

“I realised I had abused the power I have and in doing so my wife. The training opened my eyes to the different forms of violence. I was a perpetrator of economic violence towards my wife. Another form of violence I practiced was physical violence and emotional violence.

The training made me realize all the negative norms that I accepted as normal and perpetuated violence. The take home message ... was that all forms of violence destroy families and communities.

After the third day ... I returned to my wife and children with a heart filled with realization and repentance. I hugged my wife, apologized and promised never to hurt her again.

I always claimed to be a leader but realize that I was not. This training has humbled me, enabled me to understand what leadership is and how to apply it correctly. I can proudly say that the SASA! Training has truly made me a leader.

We don’t need someone from another community to come and solve the social problems we face in Kaugere/Sabama. We are the change.

We have the power within to change our community. Additionally, in order to eradicate violence, and sustain the concepts of power and the SASA! project, we need a strong network of support.”
Different individuals and organizations are bringing SASA! to their communities. Together we are creating the SASA! movement. Talk with us to learn more about the issues and how you can take part. You may know other groups or individuals who might be interested in getting involved in SASA!. Reach out to them and give them this brochure.

www.raisingvoices.org/sasa.php

To learn more about SASA! contact us:

Local Activism
Create “everyday” activists by engaging women, men and young people in interesting, creative activities.

SASA! Media & Advocacy
Spread provocative facts and stories across the airways, in the newspapers and in the offices of leaders and policymakers—giving a loud and bold voice to the SASA! ideas.

Dramas
Quick chats
Community conversations
Action groups
Public events discussion groups
Health chats
Soap operas
SASA! film
Media exposure

Story ideas
Presentations
Fact sheets
Leadership leaflets

Training
Strengthen people’s understanding of the issues using interactive and thought-provoking exercises—including specialized training for healthcare providers.

Exercises
Activities
Modules
Guides
games

Communication Materials
Use the creativity and fun of things like posters and comics to engage people spontaneously during their day-to-day activities, or to start a discussion with organized groups.

Picture cards
Comics
Games
Posters
Info sheets

Papua New Guinea

Raising Voices

The Violence Against Women and Hiv/AIDS Connection

Violence against women is a serious global problem.

Women and girls experience violence more than any other group of people.

All over the world, women and girls infected with HIV are at higher risk of violence.

Why does violence happen?

Women are at higher risk of violence because women and girls are:

- more visible and accessible to perpetrators
- at higher risk of being economically dependent on the perpetrators
- under greater pressure to comply with their requests
- more vulnerable to violence and abuse
- less able to protect themselves

The SASA! Phases

What is SASA!

SASA! is a community mobilization approach to preventing violence against women and HIV.

What does it take to prevent violence against women?

The need to prevent violence against women is clear. If we want to protect women’s health and human rights, we need to prevent violence.

What makes SASA!

SASA! is unique because it works at multiple levels to address the root causes of violence against women and HIV.

Support
Support women and girls to refrain from violence and entitlement to end violence with power to address underlying issues.

What about male involvement?

Men and boys are central to SASA! but they are not the only ones.

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The SASA! Strategies and Activities

Get Involved in the SASA! Movement

As a community, we urgently need to work together to prevent the interconnected issues of violence against women and HIV/AIDS.

Starting NOW!

Violence against women is cause and consequence of HIV infection.

Together we can prevent violence against women.

Everyone has power. How are you using yours?

SASA! is Kiswahili for now.

As a community, we urgently need to work together to prevent the interconnected issues of violence against women and HIV/AIDS.

Starting NOW!

Get involved in the SASA! Movement.

Everyone has a role to play. Communities, individuals, institutions and organizations are coming together to prevent violence against women and HIV. Even the smallest and simplest contributions make a difference.

You can be part of positive change in your community!
As individuals, communities & one nation, we collectively commit to work together to prevent the interconnected issues of violence against women & HIV/AIDS. Starting NOW!

NOW! is the time to Create a #newnormal
As a community, we Hanuabada, commit to work together to prevent the interconnected issues of violence against women and HIV/AIDS. Together we can prevent violence. Everyone has power. How are you using yours?
The SASA! Pilot is supported by the Australian Government in partnership with the Government of Papua New Guinea as part of the Pacific Women Shaping Pacific Development program.

Certiicate of Completion
Awarded to
Kila Dick

NOW is the Time to Create a New Normal
As a community, we urgently need to work together to prevent the interconnected issues of violence against women and HIV/AIDS.
Starting NOW!
Together we can prevent violence against women.
Everyone has power. How will you use yours?

If there is a vision of change in your heart, then there is an activist within.

As activists for the prevention of violence against women, we are acting for change in the lives of others as well as our own.
Change in Rural site selection – delayed, impacted baseline timing
More male engagement in communities, RV provide guidance on 50/50 men and women for CA’s
Interest exceeded expectations – within sites and outside
Economic case for increasing FO to support increased CA’s to reach Critical Mass faster, however need to balance this approach with what is realistic beyond pilot
Absence of functioning village courts
Self care for staff
Translations – fidelity to key concepts – versions of Tok Pisin and even Motu
Rural – sparsely populated, CAM took longer than expected – absence of maps, up to date census data
Distance of rural pilot site to urban site has impacted ability support
Required more investment than anticipated and different HR
Approaches to working with communities need to be different based on their structure
It is not always one size fits all
Urban Ratio – 1 CA per 1000 population and 1 FO per 30 CA’s
Rural Ratio – 1 CA per 80-100 population, 1 M and 1 F per village cluster, 1 FO per 30 CA’s
TA and structure of support for PNG
Adaptation

Food for thought

- Great learnings to be had from collaboration with other implementers
- There is a need to facilitate and improve open collaboration in South Pacific among implementers
- Stakeholder will is fluid
- GoPNG and other key stakeholder – assumptive position excludes ‘me’ as a perpetuator of the issue, equally as part of the solution – projection of the problem outside this has required a different approach
- Stakeholder Fatigue is a real issue both where significant programs are being implements and in small provinces
- Staffing and investment in the human resource - consider a training a pool of SASA! trainers
- Prevention is part of National GBV Strategy to respond and prevent violence, SASA! is cited in this - GBV secretariat establishment and implementation of strategy – represents opportunity for greater national level engagement and support
- Best practise changes can impact a project progress – opportunity and challenge
SASA! Global Revisions

What has changed

- Learning and Evaluation Framework – how we measure change – Know, Feel, Do in each phase
- Structure of Circles Of Influence (COI) has changed
- Revision of Strategies to align to revised structure of COI
  - Local Activism
  - Community Leadership
  - Institutional Strengthening
- Inclusion and exclusion of tools within strategies
- Addition of the ‘Preparation and Planning’ as a recognised step prior to START
- Focus on HIV has shifted to focus on ‘sexual decision making’ behaviours
- Social media
SASA! Global Revisions

**SASA! Revision Activity Grid**

### START AWARENESS SUPPORT ACTION

#### Phase Set Up
- **Workplan**
  - Baseline Assessment
  - Ongoing Support to Staff

#### Local Activism
- **Identifying CAs**
- **Ongoing Support to CAs**
- **Power Poster**
- **Community Conversations**
- **Deeper Discussions**
- **Couples Bingo**
- **Drama Sketches**
- **InfoSheets**

#### Community Leadership
- **Identifying CLs**
- **Ongoing Support for CLs**
- **Leadership Leaflet**
- **Community Talking Points**
- **Quick Chats**
- **Activities for Religious Leaders**
- **Card Game**
- **Activities for Religious Leaders**

#### Institutional Strengthening
- **Identifying an Institution**
- **Ongoing Support to IAs**
- **Phase Launch with Leadership**
- **Employee Engagement Meeting**
- **Responsive Institutions: Strengthening Operational Culture**

### Awareness

- **Introduction**
- **Knowledge Builder**
- **Tips Booklet**
- **Inspiring Behaviour Change Module**
- **Strengthening Skills Training Module**
- **Health Care Provider Training Module**
- **Media & Advocacy Strategy Overview**
- **Getting Started with Media & Advocacy**
- **PowerPoint Presentation**

### Support

- **Phase Set Up**
- **Local Activism**
- **Community Leadership**
- **Institutional Strengthening**

### Action

- **Community Leadership**
- **Institutional Strengthening**

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**SASA!** (Sustainable Action for Social Change Against Violence, exploitation and discrimination of women and girls) is a global initiative aimed at preventing violence against women and girls. It provides a comprehensive approach for addressing and preventing violence against women and girls, focusing on awareness, support, and action phases. The initiative includes various activities and materials designed to empower communities, strengthen institutions, and engage individuals in preventing and responding to violence against women and girls.
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<thead>
<tr>
<th>Phase Set Up</th>
<th>Local Activism</th>
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<th>Action</th>
<th>Revised Action update</th>
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