The challenges of evaluating and delivering SASA!

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The SASA! Activist Kit

- developed by Raising Voices
- community mobilization approach
- changing social norms that perpetuate violence against women and HIV
The SASA! Approach

Start
- Learning about the community
- Selecting Community Activists
- Fostering ‘power within’ staff and community activists

Awareness
- Helping activists gain confidence
- Informal activities
- Encouraging critical thinking about men’s ‘power over’ women

Support
- Strengthening skills and connections between community members
- Joining ‘power with’ others to support change

Action
- Trying new behaviors, celebrating change
- Fostering the ‘power to’ make positive change

Involving community members, leaders and institutions to build critical mass
The SASA! study

Cluster Randomized Controlled Trial
Baseline: 1583 respondents
  717 female 866 male
Follow up: 2649 respondents
  1181 female 1468 male

Qualitative Research
Baseline: 64 in-depth interviews and 12 FGDs
Follow up: 92 in-depth interviews

Operations Research
6000+ process reports
750+ impact monitoring
6 rapid assessment surveys

Costing Study
Economic costing
The challenges

• Diffusion
• Exposure
• Real life
Containing diffusion

- “Arbitrary” geographical boundaries
- Tell your sister in this community but don’t tell your sister in the next community
- Enthusiastic activists
- SASA! materials eg posters, t-shirts
- Constrained engagement
  - Religious institutions
  - Media
Measuring exposure

• “I’ve never heard of SASA!”
  – Deliberately lightly branded
  – Not knowing you’ve been ‘exposed’
• What is a lot? What is a little?
• Measuring community-level exposure
Implementing in “real life”

- Political instability and disruption
- Mobile population
  - Community changes e.g. landlords selling area
  - Extreme weather in conjunction with poor physical infrastructure
  - Insecure livelihoods
  - High proportion of tenants
• Challenging to do a trial of a community mobilization intervention
• Rigorous studies should only be applied to strong, documented interventions
• Importance of meaningful partnerships between research and program teams
• Requires strong organizational capacity in order to sustain varied processes
• Research can strengthen programming and inform policy
Thank you

An Anonymous Donor

www.raisingvoices.org
www.genderviolence.lshtm.ac.uk