Learning from the SASA! in Uganda & Beyond

Scaling up Interventions that work to prevent violence against women in East and Southern Africa

Workshop 14-15 June 2016 Johannesburg, South Africa

Sophie Namy, Raising Voices
What is SASA!? An *Activist Kit* for mobilizing communities to prevent violence against women and HIV.
The SASA! Approach: How it works

Start
Fostering ‘power within’ staff and community activists

Awareness
Encouraging critical thinking about men’s ‘power over’ women

Support
Joining ‘power with’ others to support change

Action
Fostering the ‘power to’ make positive change

Involving community members, leaders and institutions to build critical mass
4 Fundamentals

1. Stages of Change
   Phasing in ideas systematically

2. Circles of Influence
   Engaging the right people, who engage others

3. Gender Power Analysis
   Language of power evolves in each phase

4. Aspirational Activism
   Inclusive & personal, question based
Repeated Exposure to New Ideas
SASA! Study in Kampala, Uganda

- **Cluster Randomized Controlled Trial**
  Baseline: 1,583 respondents (717 female 866 male)
  Follow up: 2,649 respondents (1,181 female 1,468 male)

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

- **Operations Research**
  6,000+ activity reports
  750+ impact monitoring
  6 rapid assessment surveys

- **Economic Evaluation**
  Costing and cost-effectiveness analysis
Cluster RCT Design

• First trial in SSA to assess *community-level* impact of IPV prevention

• 4-way partnership: Raising Voices, LSHTM, CEDOVIP, & Makerere University

• Baseline 2008 & Follow Up 2012 (corresponds to 2.8 years of program)

• Small number of clusters: 4 intervention & 4 control
SASA!’s Reach in Kampala

Over **350** community activists

‘Regular’ women and men in community, local leaders, drama activists, etc

Leading over **11,000** activities

Community conversations, door-to-door discussions, quick chats, trainings, public events, poster discussions, community meetings, film shows, soap opera groups, etc

Reaching more than **260,000** community members

Implementation CEDOVIP & technical assistance & monitoring by Raising Voices
Findings: Primary Outcomes (ITT)

**IMPROVED COMMUNITY ATTITUDES AND RESPONSES TO IPV**

- IPV never acceptable (men)  aRR (95% CI) 6.34 (2.66,15.11)
- IPV never acceptable (women)  1.75 (1.08, 2.82)
- Acceptability of women refusing sex (men)  1.31 (1.00, 1.70)
- Acceptability of women refusing sex (women)  1.28 (1.07, 1.52)
- Appropriate community response to IPV  2.11 (0.52, 8.59)

**DECREASED IPV AND CONCURRENCY**

- Past year physical IPV  0.48 (0.16, 1.39)
- Past year sexual IPV  0.76 (0.33, 1.72)
- Past year concurrent sexual partners  0.57 (0.36, 091)

Tanya Abramsky et al, 2014
SASA!’s impact on ongoing & new IPV

- Women with a **history of physical IPV** less than half as likely to report physical violence in past year
  aRR 0.42 (0.18 – 0.96)

- Similar reductions for **new onset** of physical violence, but not statistically significant
  aRR 0.51 (0.09-3.06)

Tanya Abramsky et al, 2016
Focus on Relationship Qualities

- HH roles: divisive
  - Triggered resistance from both sexes
  - Ignored deeper emotional needs considered (by many) to be more pressing
  - Diverted conversations from deeper unpacking of power

- Relationship qualities: aspirational entry point

I used to see some men who would come out and boast saying, ‘Look, my relationship is okay because I help out’—and so men felt like now they are role modeling [good behavior], much as there were other things their wives were still uncomfortable with. And even then, men’s support was very conditional—‘if I wash the dishes, she must pay half of the school fees.’ It was like a give and take thing...

~CEDOVIP staff
Lessons for Scale-up

**Programming:**
- Identify your programming fundamentals!!
- Trust the process (community led)
- Draw on personal, provocative & relatable content
- Find an entry point that connects and inspires

**Research:**
- Innovate & experiment with measures of relationship dynamics
- Include a nuanced analysis of violence (new vs. ongoing; poly-victimization; severity; frequency; etc.)

**Both:**
- Invest in the partnership
- Plan at the beginning for activism at the end

Change can happen... together we can prevent IPV against women!
For more information….
Thank You!

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