Men and Monitoring:
Critical Issues in VAW Prevention

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Raising Voices

• Based in Uganda, operating since 1999
• Preventing violence against women and children
• Women’s department:
  – Creating methodologies for VAW primary prevention
  – Providing TA on these approaches
  – Coordinate the GBV Prevention Network of 350 NGOs in Horn, East and Southern Africa
  – Advocacy for interest and investment in VAW prevention
Men

- Core belief: social change is required for VAW prevention, this can only happen when ALL community members are involved
- Men always integrated in language and practice
- Benefits-based
- Single sex groups happen in programming naturally through outreach of community activists
Challenges in M&E for community mobilization

- Few tools exist
- Most include counting activities and participants
- Difficult to assess societal level change (rather than individual)
- Lack of capacity of NGOs to analyze qualitative data
- Identifying essential milestones/indicators along the journey of prevention (within key domains: knowledge, attitudes, skills, behaviors)
Phased in approach with each phase focused on key indicators for each phase

- Start (knowledge)
- Awareness (attitudes)
- Support (skills)
- Action (behaviors)
Multiple strategies each focused on key indicators for each phase

- Local Activism
- Media and Advocacy
- Communication Materials
- Training

Content evolves with each phase
SASA! Program Monitoring Tools

- Created to fill the gap in process and outcome monitoring for community mobilization
- Indicators developed for each phase, tracked in simple tools that feed back into quality program design and assessment
  - Activity Outcome Tracking Form (process)
  - Outcome Tracking Tool (impact)
  - Rapid Assessment Survey (impact)
Activity Report Form

- Basic info about type of activity, topic, number of people reached, location, successes, challenges
- Provides quantitative assessment section to assess progress on activity and facilitator
- Qualitative section for context
- Action oriented – programming tool as well as monitoring
Sample Results Activity Report Form

Activity Analysis Quarter 4 2010

Quality of mobilization
Relevance to phase
Level of interest
Level of participation M
Level of participation W
General response
Exciting activity

Quick Chat  Community drama  Community conversation  Poster facilitation  Comic facilitation  Film screening  Card Game  Radio drama

Exciting activity

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Sample Results from Activity Report Form

Facilitation Skills Quarter 4 2010

- Quick chat
- Community drama
- Community conversation
- Poster facilitation
- Comic facilitation
- Film screening
- Card Game
- Radio drama

Content mastery
Probing
Positive feedback
Respect to group
Involve all
Confidence
Focus discussion
Summary
Outcome Tracking Tool

- Assessing impact based on spectrum of change from resistance to acceptance of SASA! ideas
- Monitoring progress on key outcomes
- Tracking change at societal level
- Attempt to quantify what is typically qualitative information
Rapid Assessment Survey

• Effort to get a snapshot of community perceptions within same indicators

• Done periodically to see if community ready to move to next phase

• Increases responsiveness of programming

• Reduces tendency to get ‘stuck’ in a phase
Reflections on Monitoring

- Be clear about approach used and define key indicators at outset
- Activist/program staff can and should be participating in monitoring
- Attempting to assess societal level change challenging but possible
- Must monitor impact along the way to ensure responsive programming (doing no harm, etc)
- Basic analysis and feedback of data empowers staff, increases program quality and staff accountability
Thank you!