Pangani District
We work as a catalyst for lasting social change by facilitating *individuals*, *communities* and *systems* through self-reflective processes to transformation.
Depth versus breadth
Reflective Leadership Training for Every Leader in Pangani District
Reflective Leadership Training for Every Leader in Pangani District

Multimedia Campaigns for Sustained Community Dialogue
HIV/AIDS

Early Marriage

Sexual Violence

IPV & VAC
Change Starts with the Self
Change Starts with the Self
In a single village, reflective leadership interventions reach a carefully assembled group of stakeholders.
And multimedia campaigns sustain the dialogue among the wider community.
Reflective Workshops on

- HIV/AIDS
- VAWG
- Education
- VAC
- IPV
Reflective Workshops
• HIV/AIDS
• VAWG
• Education
• VAC
• IPV

Pangani FM
• Feature Films
• Comic Books
• Community Theater
• TV Spots
Pangani District
Pangani District
• Village Leaders
• District Leaders
• School Committee
• Religious Leaders
• Community Groups
• Couples
• Village Leaders
• District Leaders
• School Committee
• Religious Leaders
• Community Groups
• Couples

• Interactive Couples’ Radio Program
• Radio Drama
• Radio & Video Spots
• Community Theatre
How do we evaluate change from sustained, holistic intervention programs?
Research Collaboration with LSHTM

Shelley Lees (LSHTM)
Mark Marchant (LSHTM)
Nicola Desmond (MLW)
IPV Qual Study

Hearsay Ethnography
- 5 women
- 5 men
- 5 villages
- 5 years (2011-2015)
IPV Qual Study

Hearsay Ethnography
- 5 women
- 5 men
- 5 villages
- 5 years (2011-2015)

Qualitative Research
- 20 IDIs (5 per village)
- 16 FGDs (4 per village)
- 4 villages

Map of locations:
- Kigurusimba
- Pangani
- Mwera
- Kipumbwi
- Mkalamo
As We Speak...

Community Conversations as Evidence of Social Change in Pangani
IPV Qual Study

Focus Group Discussions
- Men
- Women
- Young men
- Young Women

n = 16

In-Depth Interviews
- Village Leadership Coalition Member
- School Committee Member
- Village Executive Officer
- Religious Leader
- School Safe System Matron/Patron

n = 20
Respondents identified various forms of IPV

• Sexual
• Physical
• Psychological
• Economic
• Controlling Behaviour
“Understandings of IPV in Pangani are complex and in line with ongoing multimedia education.”

-Lees et al. (2018)
“I didn’t know that I was committing violence. Once I was trained I realised am part of it. And not just me, even you too [to interviewer].”

Village C IDI, Safe Systems Patron
“That lesson of transformative leadership, it touches you. You cannot escape it.”

Village C, Religious Leader
"Testimonies of change are directly attributed to UZIKWASA’s programs...”

-Lees et al. (2018)
“Women are challenging the notions of male dominance and asserting gender equality.”

-Lees et al. (2018)
UZIKWASA’s program is gender-transformative.

- Lees et al. (2018)
Addressing Intimate Partner Violence Using Gender-Transformative Approaches at a Community Level in Rural Tanzania: The UZIKWASA program

Shelley Lees,† Mark Marchant,‡ and Nicola Desmond§

Abstract
Intimate partner violence (IPV) is recognized as an important public health and social problem, with far-reaching consequences for women’s physical and emotional health and social well-being, yet little is known about how behavior change campaigns (BCCs) affect this type of behavior and other related abuses in Tanzania and in other sub-Saharan African countries. UZIKWASA is a civil society organization based in Pangani District in coastal Tanzania and
A THEORY OF CHANGE for INTIMATE PARTNER VIOLENCE

UZIKWASA
PANGANI DISTRICT, TANZANIA
Joining Hands for Gender Justice
A guide for social change to help end violence against women and children based on the Pangani Intervention Model