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SASA! Together

A revision of the SASA! Activist Kit



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The SASA! Activist Kit

Published in 2008

Used in over 60 countries

Full translation/adaptations in
Arabic, Haitian Kreyol, French, Urdu

First programme in Sub Saharan Africa demonstrating
population level reduction on IPV in an RCT



Time for a Change!

- Ethical responsibility to put out the best approach possible, particularly given the steady uptake of SASA!
- Know parts weren't working/were weak
- Context and environment has changed
- New evidence from other prevention programmes
- So many lessons learned from partners – want to be responsive and keep growing, learning, innovating
- Plus, a team that wouldn't take no for an answer!

Overall Aim

To streamline and strengthen the *SASA! Activist Kit* based on 10 years of experience, evidence & learning.



Step 1: The Learning Process

Process

- 9 month journey
- Online survey with over 50 respondents
- 8 IDIs (1-2 hours each) with key partners implementing and/or providing TA for *SASA!*
- LM's notes over years of *SASA!* implementation
- 3 review seminars with over 65 colleagues
 - Raising Voices and CEDOVIP staff
 - *SASA!* partners
 - Global friends/experts
- All data reviewed and analysed, and summarized in key documents, extensive discussions with staff and revision team



Step 2: The Findings

Much *SASA!*-love, strong attachment, many passionate opinions, some resistance to change

Key Learning

Must Stay: IPV, four essential elements, power, getting personal, art & posters, strong training component

Can Go: Outdated HIV content, hard-to-use activities (Soap Opera, Film, Picture Codes, etc)

Please Add: Explicit mention of feminism, how to engage couples, how to support to activists and staff, how to engage police/health care workers & outer ring of ecological model, stronger support & action phases, *SASA!* transition guidance, more skill building, more emphasis on basic response skills/referrals, practical guidance on program design

Key Dilemmas

- What about girls/transactional sex/VAC?
- *SASA!* sometimes just becomes Local Activism – how can we avoid this and be truly holistic?
- Size/layout/design – 4 folders, pieces get lost
- Do we substantially reduce it making it more aligned for traditional scale?
- How to provide more implementation guidance for staff

Our Mantras

Can't make everyone happy

SASA! can't be everything to everyone

Compromises need to be made

SASA! users still need to think, adapt, contextualize

We're only human!



Step 3: The Revision (~14 months)

Areas of Change

i.

Conceptual

ii.

Strategic

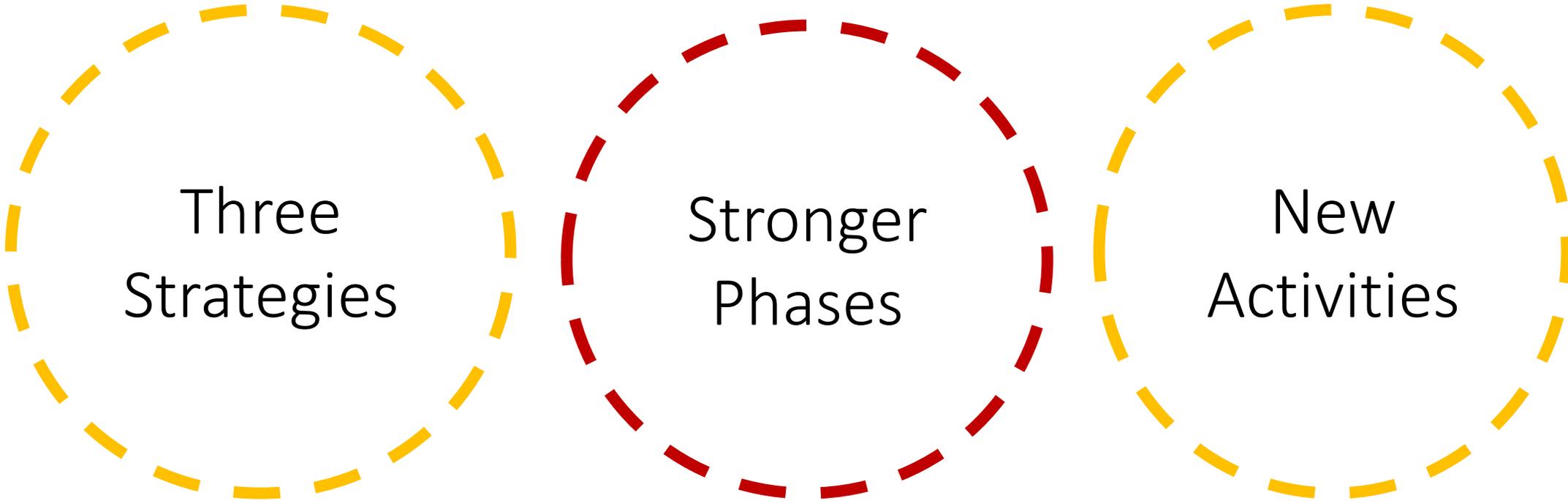
iii.

Practical

Conceptual Decisions

- A focus on IPV
- New focus on sexual decision-making
- Know - Feel - Do Outcomes

Strategic Decisions



Three
Strategies

Stronger
Phases

New
Activities

Practical Decisions

Set Up Guide

More self- and
collective care

Stronger training
sessions focused
on skill building

Support to Staff,
Activists,
Leaders, Allies

Easier to use
activities

New name, new
design



Step 4: Reflections & Next Steps

Reflections

- Requires risk taking – feels high stakes
- Made hard decisions that go against the mainstream
- Innovation can't be rushed, need head space for creativity, independence
- Piloting and iteration stronger yet more time consuming because level of skill is higher among partners
- Change brings anxiety, partners need extra support
- What activists want and need differs from funder and INGO demands



Launch in Kampala in February

Thank you!

www.raisingvoices.org