

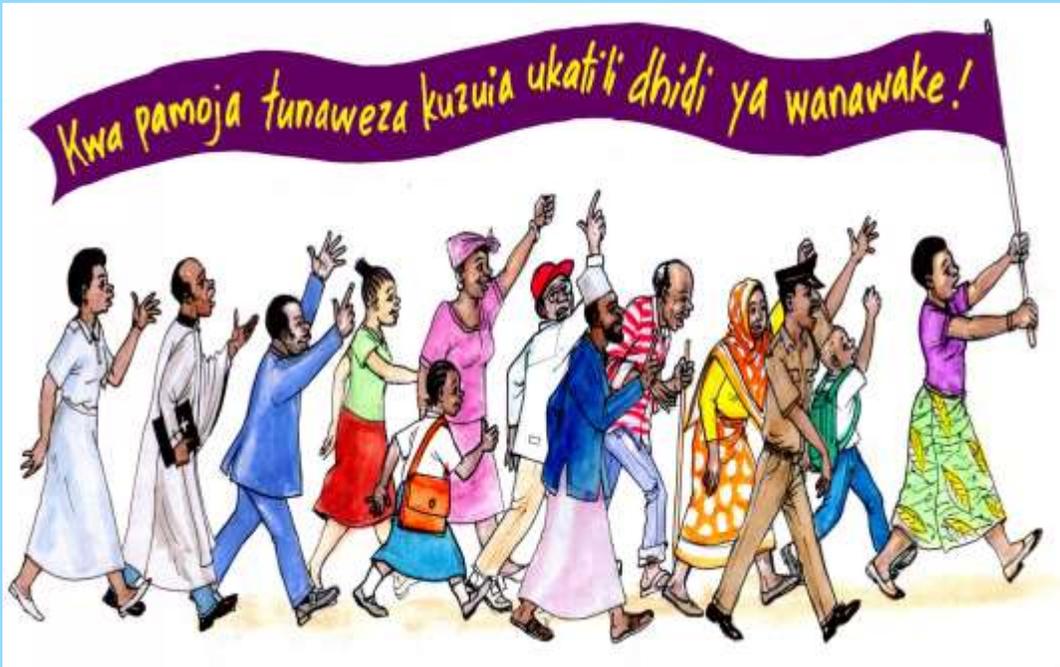
Using *SASA!* to Mobilize Political Support in the Community for the National Plan of Action in Tanzania

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INTERVENTION CONTEXT



Mara region of Tanzania holds national highs:

78% of women ever experiencing physical or sexual violence

32% of women experience FGM

54% of girls experience early marriage

37% girls experience teenage pregnancy

Kivulini adapted SASA! To mobilize the community including politicians and local government officials.

ADAPTATION PROCESS



1. Generation of practice-based knowledge of SASA! implementation: staff learning sessions & monitoring data since 2010 to inform innovation for using SASA! in FGM work.



2. Adaptation inception session with Local Government Authorities (LGAs), and wide range of community leaders to input adaptation.



3. Established an adaptation team with community activists (including young people), traditional leaders and multi-sectoral institutional actors.



Goal: to create enabling environment for community mobilization that ensures safety of community activists and strengthens the movement for zero tolerance to prevent FGM.

INTENDED MEASURES & ADAPTATIONS

- Kivulini uses the monitoring tools in SASA!, inputs them into a Google dashboard M&E system.
- What is monitored:
 - two activities per week per activist
 - monthly meetings of activist leadership cluster held with local leaders
- LGAs and traditional leaders therefore provide monthly CAs support, mentorship and overcome any challenges with greater ownership and commitment rather than requiring Kivulini staff to be there.
- Kivulini staff has quarterly adaptation, learning and reflection session to inform our SASA! adaptation for FGM.

CHALLENGES TO ADAPTATION

- Requires significant and sustained engagement with communities (formal and informal relationship)
- Manage interpersonal/institutional dynamics and relationships
- Overwhelming demands from community and government officials for going at scale in communities where we are not working
- Limited funds for a systematic documentation of evidence/impact



NOTABLE ACHIEVEMENTS

- Reaching over 300,000 community members generating social change.
- More than 2370 vulnerable girls were spared from FGM because traditional leaders, police & Community Activists stepped in.
- For the first time traditional leaders denounced that FGM is unacceptable (primarily because of side effects) . They agreed to conduct ritual that are not harmful to girls (smear flour instead of cutting) as rite of passage for girls to be accepted in the communities.



NOTABLE ACHIEVEMENTS

- Women and men report that the value of girls and their education has increased in the community as result of SASA!
- Traditional leaders publicly denounced and dispelled misconceptions that those who assist in arresting perpetrators of FGM will be punishable by the ancestors.



RECOMMENDATIONS

- Invest in adaptation innovations.
- Learn from activist organizations, like Kivulini, who apply practice-based learning.
- Support research, case study development and documentation of successful adaptations



THANK YOU!