

The challenges of evaluating and delivering SASA!



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The SASA! Activist Kit



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- *developed by Raising Voices*
- *community mobilization approach*
- *changing social norms that perpetuate violence against women and HIV*

The SASA! Approach



Start



Learning about the community

Selecting Community Activists

Fostering 'power within' staff and community activists

Awareness



Helping activists gain confidence

Informal activities

Encouraging critical thinking about men's 'power over' women

Support



Strengthening skills and connections between community members

Joining 'power with' others to support change

Action



Trying new behaviors, celebrating change

Fostering the 'power to' make positive change

← involving community members, leaders and institutions to build critical mass →

The SASA! study



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→ Cluster Randomized Controlled Trial

Baseline: 1583 respondents
717 female 866 male
Follow up: 2649 respondents
1181 female 1468 male

→ Qualitative Research

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

→ Operations Research

6000+ process reports
750+ impact monitoring
6 rapid assessment surveys

→ Costing Study

Economic costing

The challenges



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- Diffusion
- Exposure
- Real life

Containing diffusion



- “Arbitrary” geographical boundaries
- Tell your sister in this community but don’t tell your sister in the next community
- Enthusiastic activists
- SASA! materials eg posters, t-shirts
- Constrained engagement
 - Religious institutions
 - Media





- “I’ve never heard of SASA!”
 - Deliberately lightly branded
 - Not knowing you’ve been ‘exposed’
- What is a lot? What is a little?
- Measuring community-level exposure



Implementing in “real life”



- Political instability and disruption
- Mobile population
 - Community changes eg landlords selling area
 - Extreme weather in conjunction with poor physical infrastructure
 - Insecure livelihoods
 - High proportion of tenants



The learning



- Challenging to do a trial of a community mobilization intervention
- Rigorous studies should only be applied to strong, documented interventions
- Importance of meaningful partnerships between research and program teams
- Requires strong organizational capacity in order to sustain varied processes
- Research can strengthen programming and inform policy



Thank you



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