



Awareness



SASA! Together

An activist approach for preventing violence against women

is a revised edition of the

SASA! Activist Kit for Preventing Violence Against Women and HIV

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About the Awareness Phase



It's time to explore old and new ideas.

In the Awareness phase, *SASA! Together* activities will spark provocative conversations about *power over* and the ways in which men have *power over* women. The activists, leaders and allies will be busy facilitating activities as *SASA! Together* staff continue supporting them in building their confidence and skills. The role of *SASA! Together* staff is to help activists, leaders and allies handle sensitive conversations about *power over* and remain energized and excited about finding their voice—a critical foundation for the phases ahead and for transitioning to activism beyond *SASA! Together*.

The aim of this phase is to:

Deepen analysis of men's power over women and the community's silence about it.

At the end of this phase:

Community members *KNOW*...

- Violence against women can be physical, emotional, sexual or economic.
- Violence against women has negative consequences for women, men and children.
- Men's *power over* women (not other factors) is the root cause of violence against women.

Community members *FEEL*...

- Violence against women is never acceptable.
- It is important to balance power in relationships—including in sexual relationships.
- Their silence about violence against women allows it to continue.

Community members *DO*...

- Analyze how they use power in their own relationships or in the community.
- Talk to others about the benefits of change.
- Speak out against violence against women.

At the institutional level:

SASA! Together supports the revision or creation of protocols and guidelines aligned with core principles of effective violence against women prevention and/or response.



Awareness Phase Fundamentals

What is *power over*?

Power over is power that one person or group uses to control another person or group. This control might be used directly in forms of violence, such as physical violence or intimidation. It could also be used indirectly, such as through the norms and practices that position men as superior to women. Using one's *power over* another is an injustice. Respecting everyone's *power within* and balancing power with others, particularly in relationships, are positive alternatives.



Keep in Mind

Power is the influence we have in our own lives and in the lives of others.

What stage of change is *SASA! Together* *supporting in this phase?*

The Awareness phase moves a community through the **contemplation** stage of change, in which community members begin to recognize violence against women as a problem.

What's happening *in this phase?*

In the Awareness phase, community members will start to question the way things are and whether this is how things always need to be. Difficult conversations are needed for change to happen. Community members will consider their own and others' use of *power over*, as well as the impact of their silence. Community members may feel uncomfortable (that's a sign you're doing a good job!) or excited, or both! With positive support and an emphasis on the benefits of balancing power, these provocative conversations will gradually reshape long-held beliefs about violence, women and power.

In the *Awareness Phase...*

Get comfortable with discomfort.

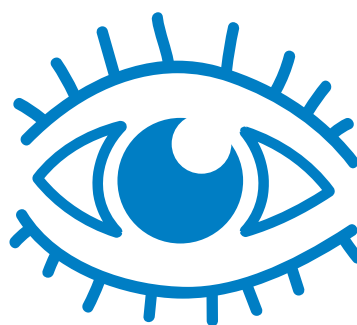
Difficult conversations will likely intensify in the Awareness phase. This is an essential and productive (albeit uncomfortable) step. Change becomes possible when we have honest reflections and discuss critical issues. Hold these conversations and help activists, leaders and allies to skillfully facilitate them with calm and steady confidence and compassion.

Stay hopeful.

Hope is needed to summon the courage to withstand challenges and persist through difficult moments. Despite a focus on men's *power over* women in this phase, remember to highlight the benefits of change, the belief that positive change can happen and that persistence will pay off. Believe in yourself. Believe in others. This optimism will serve you well.

Take care of yourself and encourage others to do the same.

Self-care allows us to stay healthy in body and mind and to demonstrate positive power, respect and kindness to ourselves. Think of five things that help you take care of yourself. They can be simple, such as talking with a friend, sitting quietly and taking deep breaths, prayer or meditation, giving yourself a compliment every day, singing or dancing to your favorite song, or hugging someone you love. Give yourself kindness and care—and help others do the same.





Your Phase Preparations Work Plan

At the beginning of each phase, the first step is to create a phase preparations work plan. This will help you be organized and efficient. All of the necessary preparations are listed on the work plan template—adapt as needed for your organization’s capacity and context. Fill in helpful details so it is fully customized for you. The work plan will help you start strong!

Where to Find It

Find a sample on the following pages and an editable version on the electronic version of *SASA! Together*.

Keep in Mind

Make sure that work plans are used, amended and updated as needed throughout each phase. Always photocopy and distribute the latest version. Also consult the “Planning Tips” in the Start Phase Book (page 6) as needed for additional suggestions.





Phase Preparations Work Plan/ SASA! Together Awareness Phase

This suggested work plan is for SASA! Together staff planning for the Awareness phase. Adapt as needed to align with your SASA! Together program and context.

Task (in recommended sequence)	Details (location, group to engage, etc.)	Time Frame	Person(s) Responsible	Budget Required	Suggested Reading
Conduct the Awareness Phase Training for SASA! Together staff					Awareness Phase Book, page 8
Translate and adapt the Awareness Phase Book as needed					Set-Up Guide page 74
Update referral lists and refresh basic response and referral skills					Set-Up Guide page 77
Initiate Awareness phase ongoing support for staff (staff check-ins, practice sessions, and Staff Development Exercises)					Awareness Phase Book, page 17
Support staff to create strategy work plans					Awareness Phase Book, pages 13, 69, 100
Support staff in practicing activities using the learning and assessment (L&A) tools					Awareness Phase Book, page 10
Analyze data and hold L&A Feedback Sessions on a quarterly basis					L&A Guide, page 77
Organize the phase Collaboration Meeting (near the end of the phase)					Awareness Phase Book, page 130
Organize a public event (near the end of the phase)					Awareness Phase Book, page 131
Conduct end-of-phase L&A activities					L&A Guide, page 133

