

# THE GREAT PROJECT



Photo credit: Save the Children/Susanna Klauke



## DURATION

5 years: October 2010 – September 2015

## PROJECT PARTNERS

Georgetown University's Institute for Reproductive Health (IRH), Pathfinder International, Save the Children

## IMPLEMENTING PARTNERS

Straight Talk Foundation, Concerned Parents Association

## TARGET GROUPS

Adolescents 10-19 years and their communities

Northern Uganda: Amuru & Lira Districts (Lamogi, Pabbo, Ogur, and Amach sub-counties)

The *Gender Roles, Equality, and Transformations (GREAT) Project* aims to develop and test a package of evidence-based, scalable, life-stage tailored interventions to transform gender norms, reduce gender-based violence (GBV), and promote gender-equitable attitudes and sexual and reproductive health (SRH) among adolescents ages 10-19 in post-conflict communities in northern Uganda. The interventions, which are based on the ecological model with a gender relational perspective, are simple, low cost, compatible with community norms and values, and designed to be taken to scale.

## THE APPROACH

The GREAT strategy is based on a life course perspective and involves implementing interventions tailored for target age groups: 1) Very Young Adolescents (VYA) ages 10-14; 2) unmarried Older Adolescents ages 15-19; 3) Newly married and newly parenting adolescents ages 15-19; and 4) Adults ages 19 and up.

Interventions are designed to transform gender norms and attitudes and foster healthier, more equitable behaviors within each group. The project also employs an ecological framework that encourages community engagement to provide an enabling environment for individual change. All components are designed to be implemented with limited resources in order to maximize the potential for scale-up.

During Phase I of the project, ethnographic research was conducted to understand how gender norms are learned, internalized, and passed on and if individuals would be motivated to change norms that negatively affect reproductive health. Life history interviews were conducted with 40 adolescents at different stages of the life course (VYAs, older adolescents, newly married adolescents, and newly parenting adolescents). In-depth interviews were also conducted with 40 significant others identified by the adolescents. Finally, a comprehensive review of adolescent programs was conducted to guide design of project strategies. During Phase II, formative research results were used to inform the development of a set of life-stage specific interventions to promote gender equitable norms and attitudes among adolescents and their communities. In Phases III and IV, these pilot interventions are being rolled out in the Amach, Ogur, Pabbo, and Lamogi sub-counties of Lira and Amuru districts in northern Uganda through channels such as the radio, community mobilizers, and community health workers.

They are also used in existing adolescent and community groups including school-based clubs, adolescent organizations, village savings and loans associations (VSLA), and other community groups interested in incorporating the GREAT intervention into their activities.

## THE INTERVENTION

The GREAT intervention model promotes reflection, dialogue and action on inequitable gender norms, SRH, and GBV. While they may be used separately, the GREAT intervention components are designed to be complementary and mutually reinforcing, building upon each other to foster normative change. Some intervention components target the wider community, while others focus on a specific life-stage of adolescence.

## RESEARCH & EVALUATION

Testing of the GREAT intervention package is currently underway. A household and school-based (for VYA only) baseline survey was conducted in intervention and control areas prior to the introduction of the intervention in 2012. An endline survey will be conducted with the same stratified two-stage cluster sampling methodology after two years of implementation to assess changes in norms, attitudes and behaviors related to gender, SRH, and violence in intervention areas. Results from the four sub-counties where GREAT is being implemented will be compared to control areas (Amuru Town Council and Barr sub-counties) to assess the intervention's effects. Additionally, a series of in-depth interviews with adolescents in different life stage cohorts (VYAs, older adolescents, newly married and parenting) are being conducted every six months in intervention and control areas to gain insight into the evolving nature of norms, attitudes and behaviors among 10-19 year old boys and girls. Engagement with GREAT and opinions of its activities will also be explored. This combination of quantitative and qualitative methods will be used to assess the effectiveness, acceptability and feasibility of the intervention in order to make scale-up recommendations.

## GREAT Intervention Components



### COMMUNITY ACTION CYCLE

Community leaders and mobilizers engage in a process of collective dialogue and action based on planning by communities who first define their current status, what changes they seek to achieve, and how to make this community change happen. Fostering change here hinges on the transformation of social norms and attitudes towards gender, reproductive health, and violence.



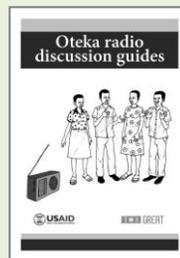
### SRH SERVICE LINKAGES

Training is provided to existing Village Health Teams to strengthen their ability to meet the SRH needs of adolescents, reduce stigma of SRH service delivery to adolescents, improve referral systems for adolescents, and provide more gender-sensitive services to all community members. Training and support are also provided to facility-level staff to enable them to deliver respectful care.



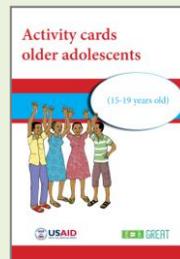
### SERIAL RADIO DRAMA

The *Oteka Radio Drama* is a 50-episode serial radio drama aired on local radio stations across the implementation areas. It tells the stories of several families in the fictional village of Oteka who are faced with challenging decisions related to relationships, sexuality, violence, alcohol, sharing of resources and responsibilities, and parenting. It aims to generate excitement and interest in community rebuilding and cultural revitalization with respect to SRH, gender equity, and gender-based violence and to motivate young people to engage in GREAT project activities.



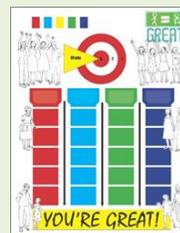
### RADIO DISCUSSION GUIDES

Radio discussion guides provide small groups with questions to catalyze active discussion and reflection on key themes from the weekly radio drama broadcast. The guides encourage adolescents of different age groups to think about how the themes in the radio drama relate to their own lives and experiences.



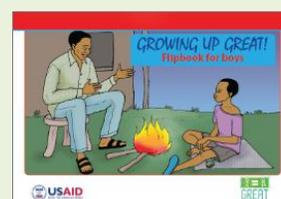
### ACTIVITY CARDS

Simple activity cards tailored to different age groups prompt reflection and collective action among participants in the groups. The cards suggest a fun and participatory activity that the small group can do to promote discussion, learning, and action on the GREAT themes.



### GREAT COMMUNITY ENGAGEMENT GAME

This life-sized game is a fun and dynamic tool that groups can use to explore gender norms and roles at the community level. The game consists of a "board" the size of a large cloth sheet that can be placed on the ground, with specific sets of cards tailored to different life stages that reinforce reflection, dialogue and action around the GREAT themes.



### COMING OF AGE FLIPBOOK

Flipbooks utilize characters in the radio drama to help boys and girls ages 10-14 understand puberty, explore gender norms, and adopt more gender-equitable behaviors.

