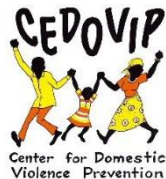


MenEngage 2014: Working with Fathers to Prevent Family Violence

Learning from SASA!



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What is SASA!?

An *Activist Kit* for mobilizing communities to prevent violence against women and HIV. Organized into four phases to influence social norms:

- Start
- Awareness
- Support
- Action



SASA! & Fatherhood: Theoretical links

- ❖ VAW & VAC frequently co-occur within households
- ❖ Many shared risk factors for VAC & VAW
- ❖ Emphasis on family wellbeing ('safe families')

happiness

warmth & love

peace at home

In SASA! relating well to

CHILDREN

means...

listening

spending time together

non-violence

respecting their opinion

talking

SASA! & Fatherhood: The evidence

Changing how men behave¹

- ❖ *More joint decision-making: Men & women report jointly deciding on important matters (where to live or send children to school): **76%** SASA! vs **46%** control*
- ❖ *Increased caregiving: Men reporting 'regularly' helping their partner care for children: **94%** SASA! vs **63%** control**
- ❖ *Improved relationship stability: Men reporting sexual concurrency in the last yr: **27%** SASA! vs **45%** Control±*

¹ Analysis in progress please do not cite; *statistically significant unweighted individual estimate; ± statistically significant cluster-level estimate

To be honest, every time you are having problems with your wife, it affects the way you relate with your children. I remember I used to be so rude to them and sometimes I would walk away without leaving milk for them. And now I feel more affectionate with them. (Male activist)

SASA! & Fatherhood: The evidence

Improving family dynamics¹

❖ Reduced violence:

- Children's exposure: *Men and women report children have seen/heard IPV in their household (past year): **3% SASA!** respondents vs **16%** in control**
- May reduce children's direct experience

❖ More solidarity & communications in the family

- Children less fearful; more emotional closeness

¹ Analysis in progress please do not cite; *statistically significant unweighted individual estimates

As a result of SASA! my wife and I have gained a lot of respect from the community because of the way we behave towards each other. Even the way we relate with our children. I am sure that the way we relate then affects our children, because they were so withdrawn [before] but at least now they are free with us.

(Male Activist)

SASA! & Fatherhood: Key Ingredients

- ❖ Accountability in public and private spheres
- ❖ Repeated exposure
- ❖ Positive framing and solutions oriented:
 - Benefits-based approach
 - Encourages alternatives to violence
 - Non blaming/non-judgmental language



Thank you

www.raisingvoices.org

