

Our Story: What We Did & What We Learned

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USAID
FROM THE AMERICAN PEOPLE



GREAT

GENDER ROLES, EQUALITY AND TRANSFORMATIONS PROJECT
INSTITUTE FOR REPRODUCTIVE HEALTH GEORGETOWN UNIVERSITY
PATHFINDER INTERNATIONAL
SAVE THE CHILDREN

WHAT WE'LL DISCUSS



BACKGROUND:
OUR STORY

IMPLEMENTING GREAT COMPONENTS:
SUCCESSES AND CHALLENGES

SCALE-UP:
ACTIVITIES AND KEY TAKEAWAYS

DISCUSSION

THE GREAT PROJECT: OVERVIEW

PARTNERS:

- Institute for Reproductive Health, Georgetown University
- Pathfinder International
- Save the Children

GOAL: Improve gender equality and reproductive health outcomes in Northern Uganda

STRATEGIC OBJECTIVE: Boys and girls aged 10-19 form equitable gender norms and adopt attitudes and behaviors which positively influence health outcomes and reduce gender-based violence



MOVING FROM RESEARCH TO ACTION

PHASE I

Formative research,
Creative brief and
intervention design.
TAG formation.

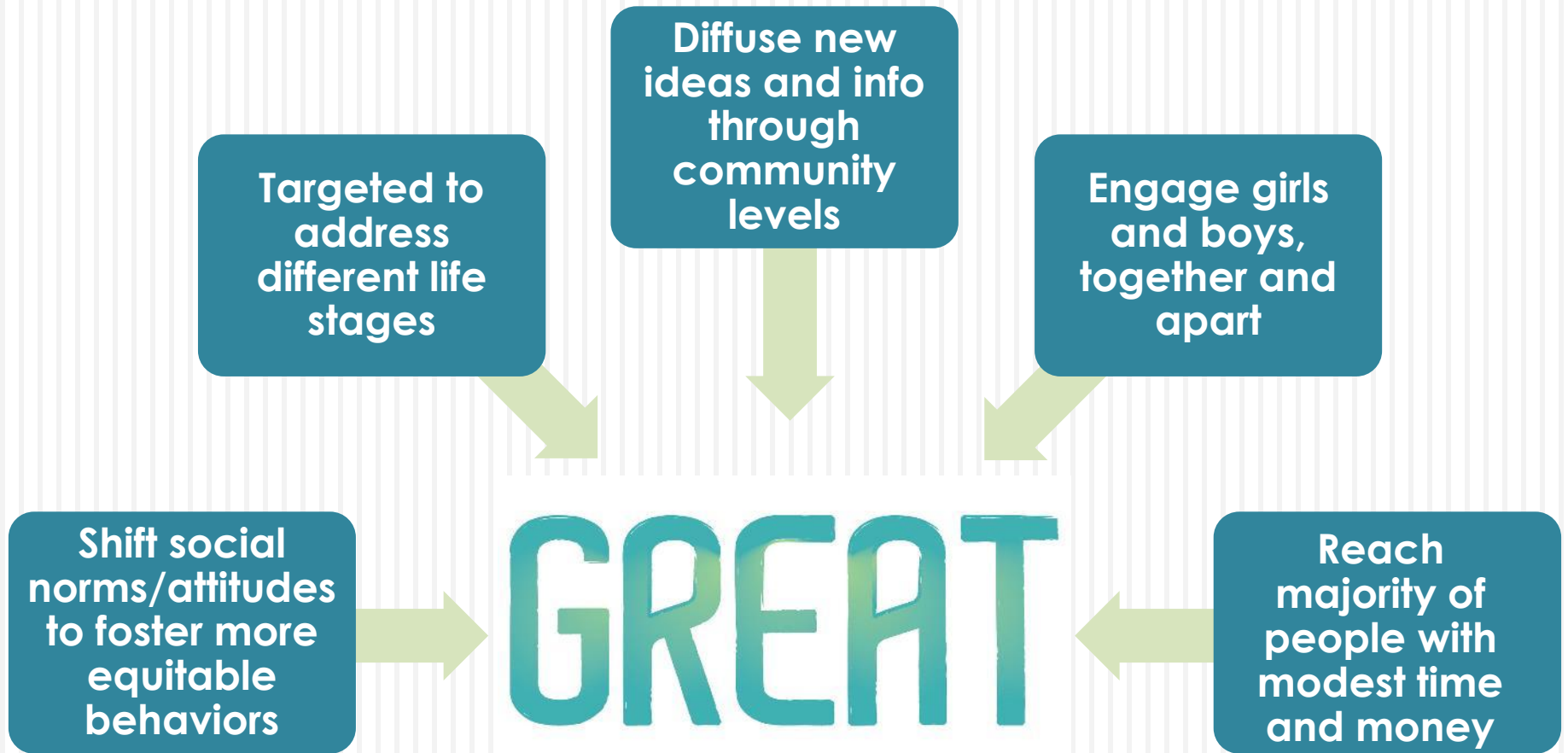
PHASE II

Develop and pilot
intervention package

PHASE III

Intervention scale-up
and documentation

THE PRINCIPLES



1 COMMUNITY ACTION CYCLE



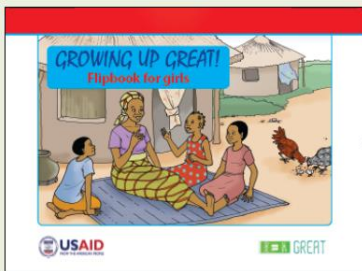
2 RADIO DRAMA



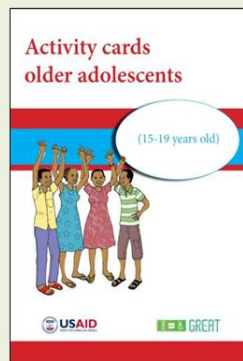
3 VHT SERVICE LINKAGES



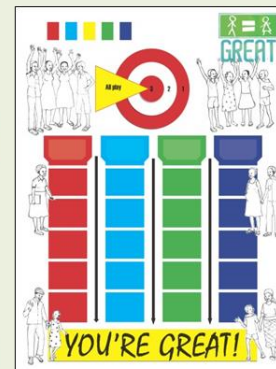
4 COMMUNITY GROUPS USING TOOLKIT



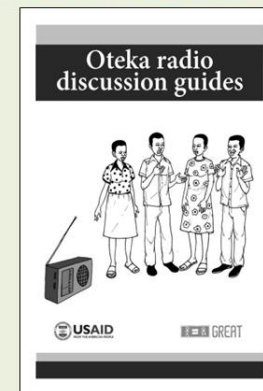
"Growing Up GREAT" Flipbooks



Activity Cards



Community Game



Radio Discussion Guides

USING EVIDENCE TO INFORM GREAT

BASELINE- ENDLINE SURVEY

4,500
adolescents
and adults

COHORT STUDY

**In-depth
interviews**
with 30 male
and 30
female
adolescents

QUALITATIVE ASSESSMENT

152
adolescents
and VHTs
involved in
GREAT

MONITORING

**Data
collected**
from CAGs,
VHTs, group/
club leaders,
and radio
stations

CONSORTIUM DISCUSSIONS

LOCAL COMMUNITIES &
LEADERS CONSULTATIONS

PILOT RESULTS

- ✓ **Improved gender-equitable attitudes**, and changes in behaviors
- ✓ Improved attitudes and behaviors related to sexual and reproductive health including **contraceptive use, discussions with partner** about contraceptive use and **timing** of next child
- ✓ Changing acceptance of men's use of violence to control their wives takes time, however improved attitudes and less violence was seen among adolescents
- ✓ **Transforming gender norms is key** for all outcomes
- ✓ Intervention effects were somewhat **more marked among men and NMP**
- ✓ Negotiating change is complicated, requiring multiple enabling factors. GREAT and 'social support' important in all.

SCALING-UP GREAT IN NORTHERN UGANDA

