

Community Mobilization: Using the Community Action Cycle to create an enabling environment for VYAs

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GREAT

GENDER ROLES, EQUALITY AND TRANSFORMATIONS PROJECT
INSTITUTE FOR REPRODUCTIVE HEALTH GEORGETOWN UNIVERSITY

SAVE THE CHILDREN

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5 W'S OF THE COMMUNITY ACTION CYCLE (CAC)

✓ **Why use CAC?**

Using CAC to empower communities for social norms reflection/change.

✓ **Who implements CAC?**

Community Action Groups (CAG) made up of about 9 community members with support of the resource team

✓ **Where is CAC used?**

At the Parish and village level, where GREAT is implemented

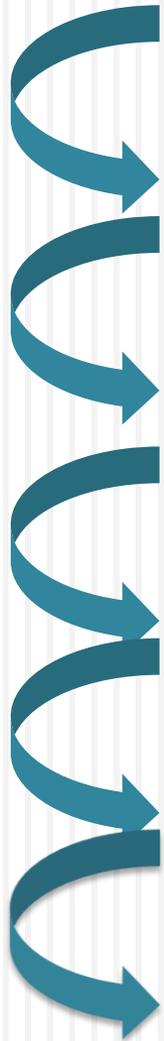
✓ **When is CAC used?**

CAC was first step used in GREAT “for stepping” in the community and laying a foundation for engagement and social norm change.

✓ **What is CAC?**

Empower communities to organize for action, to explore the development issues; plan, act, and evaluate successful programs

COMMUNITY ACTION CYCLE PHASES



1. Prepare to mobilize
2. Organize communities for action
3. Explore together and set priorities
4. Plan together
5. Act together
6. Evaluate together
7. Prepare to scale

PILOT PHASE CAC ACTIVITIES

CAG MEMBER PROFILES

- **301 trained** and involved in implementation
- **Age:** 25-70 years
- **Membership:** community health workers, teachers, local council members, parents, community member
- **Sex:** mixed male/female

SAMPLE ACTIVITIES

- Sensitizations
- Fireside chats
- Home visits
- Meeting locations: trading centers, markets, schools, community groups, churches, under trees etc.

ASSESSING & EVALUATING CAC

Purpose:

Learning, Communications

Methods:

- ✓ Most Significant Change methodology
 - ✓ Focus Group Discussions
 - ✓ Review of key documents

Most Significant Change Stories – Amuru & Lira

CAG Members	Community Members	Community Mobilizers	Extension Workers	PIG
83	75	13	6	5

RESULTS

HOW SIGNIFICANT WAS
THE CAC CONTRIBUTION?



- Increased **support for girls' education**
- Decreased rates of **GBV**
- Reduced **alcohol use**
- improved **FP/SRH-related attitudes and behaviors**
- Improved **family dynamics** (partners, parent-child)
- Improved sharing of **household chores and child care**
- Institutional support of **better gender and health outcomes**

MOST SIGNIFICANT CHANGE: BENEFICIARIES



Photo credit: Chris Hook, GREAT Fellow

“The CAG visited us, to solve the GBV issue we had, but also to discuss family planning. **I used to give birth so frequently that my children all look like they are the same age.** The female CAG member sensitized my husband and me, together, about family planning, and thereafter, he and I continued to dialogue over how we could adopt family planning. **Today, I am on family planning.** You cannot guess how many children I have! I have 7 children, but I wish to continue with family planning which will help me to get breathing space and stay in good health. I feel good and changed. **With no disturbances from pregnancy, I am working harder than before and educating my children at school.**”

MOST SIGNIFICANT CHANGE: CAG MEMBER



“My work started at school, because there are many children. I would approach schools through the teachers and together with them we would teach and sensitize them on changed positive attitudes. So when we reached school, in a class we found that more than 5 teen girls had dropped out of school and were staying with their husbands. **We looked for them, reached out and encouraged them to re-join school again. Now, early marriage has stopped at the Olang-mio Primary school.**”

MOST SIGNIFICANT CHANGE: EXTENSION WORKER



“There is something unique about GREAT using the CAC as a model for mobilizing community. It is the best because if you need community buy-in, you need support from the community, for the implementation of your project, then you need to use CAC, because to me it is a very systematic, very organized way of mobilizing communities where you start right from the top. By top, I mean the hierarchy in the leadership starting from the districts, coming to the sub-county, and then going to the parishes, as well as going deep to the community. **So, CAC has got that, where you move step-by-step to organize or mobilize these community members to let them buy-in, to let them understand that this is really some issue or some problem in our community.**”

LESSONS LEARNED

WHAT CAN WE TAKE AWAY
FROM OUR EXPERIENCE?

SUCCESSSES

CAC as a **method of general community development** has been embraced

Community **ownership**/buy in of intervention

Noted **contribution on shifting norms** on SRH, gender roles, and GBV by getting communities to discuss and reflect

CHALLENGES

CAG motivation and coverage

Female leadership

Evaluating in isolation from other
GREAT components

Requires effort to internalize and adapt

Activities affected by transfers
of CMTs, and teachers