

SASA! Strategies

Local Activism

Create “everyday” activists by engaging women, men and young people in interesting, creative activities. By using some of the Local Activism activities in each phase of SASA!, you can engage women, men and young people at the community level – capturing the voices of mothers, fathers, sons and daughters, hairdressers and shop owners, and engaging in their everyday realities. Local Activism is most useful for reaching the **individual, relationship** and **community** circles of influence in the Ecological Model.

Media and Advocacy

Spread provocative facts and stories across the airways, in the newspapers and in the offices of leaders and policymakers – giving a loud and bold voice to the SASA! ideas. By using some of the Media and Advocacy activities corresponding to the SASA! phase, you can ensure that rich and fact-filled media, presentations and documentation reach the general public and particularly leaders, professionals and policymakers. Media and Advocacy is most useful for reaching the **community** and **social** circles of influence in the Ecological model.

Communication Materials

Use the creativity and fun of materials like posters and comics to engage people spontaneously during their day-to-day activities, or to stimulate discussion with organised groups. By using some of the Communication Materials corresponding to the SASA! phase, you can introduce new ideas and spark thinking with materials that combine images, words and stories. You can use these materials to catch the attention of individuals or when working with community groups, professional groups and institutions. Community materials are most useful for reaching the **individual, relationship** and **community** circles of influence in the Ecological Model.

Training

Strengthen people’s understanding of the issues using interactive and thought-provoking exercises – including specialised training for health care providers. By using some of the Training activities corresponding to the SASA! phase, you can engage all types of community members in new learning – from adolescents and out-of-school youth, to women and men, to police officers and local leaders – increasing their knowledge and skills about violence against women, HIV/AIDS, norms about power and the benefits of change. Training is most useful for reaching the **individual, relationship** and **community** circles of influence in the Ecological Model.