

A Staff Strategising Session Guide: Getting Started

How Are You Living Your Faith?

Every Religion Calls for Non-Violent Relationships!

16 Days of Activism Campaign 2010

Purpose

You are committed to preventing violence against women and ready to seriously address this goal during the 16 Days Campaign. You have the GBV Prevention Network's Activism and Advocacy Kit - full of powerful tools to strengthen your 16 Days Campaign. As committed and ready as your organization might be, there are not unlimited resources (time, people, money, energy) to be used this November and December in the campaign. A challenge for every organization participating is to determine how to most effectively put their time and energy to use in the 16 Days Campaign.

This strategizing session guide is meant to be a useful tool to determine your organization's priorities and available resources so you can make the most of this year's 16 Days Campaign. First, you will examine this year's regional theme and "unpack" the Kit to decide what components your organization wants to use based on the religious communities and connections on which you can draw. Next, you'll develop objectives for your campaign and tailor activities from the Kit to meet the needs of your community. Finally, you will set an action plan that will make this year's 16 Days of Activism a great success. To make this guide as useful as possible for your organization, feel free to adjust and change it to match your needs.

I. Living Your Faith: Unpacking the 16 Days of Activism Kit

Objectives:

By the end of the session, participants will be able to...

- ...describe the regional theme for this year's regional 16 Days of Activism Campaign
- ...identify and explain the components in the 16 Days Campaign Kit

Materials Needed:

- Flip chart paper and markers
- Paper and pens for all participants

Approximate Time Needed:

- 30 minutes

Instructions

1. Display a copy of the poster and ribbons in front of the group of participants.
2. Ask the group to brainstorm: *'How are religion and faith communities influential in preventing violence against women? Why is this theme worthwhile for this year's 16 Days Campaign?'*
3. If participants have trouble brainstorming, or in summarizing the discussion resulting from the brainstorm, you can use the following:
 - **Religion and faith are highly influential in our region.** According to an April 2010 Pew Forum on Religion and Public Life report, *Tolerance and Tension*, an average 90% of people in sub-Saharan Africa say that religion is very important in their lives (see <http://pewforum.org/executive-summary-islam-and-christianity-in-sub-saharan-africa.aspx> for more information)

- *Religious doctrine is often used to justify violence against women.* Violence against women is sometimes promoted by those who use religious quotes such as “As to those women on whose part you see ill-conduct, admonish them (first), (next), refuse to share their beds, (and last) beat them...” (Qu’ran 4:34) and “Wives, be subject to your husbands as to the Lord” (Ephesians 5:22). In order to prevent violence against women, we should know how to effectively respond to such arguments and present quotes from the Holy Qu’ran and Bible that uphold non-violence and mutual respect in relationships
 - *Islam and Christianity, along with all major religions, promote respect and harmony in relationships.* While the quotes mentioned above are often used, we should remain focused on the fact that spirit of the major religions such as Christianity and Islam promotes equality and respect in relationships. There are several other quotes that can be used to counter these arguments such as: “*And among His signs is this: that He created for you mates from among yourselves so that you may dwell in tranquility with them. He has put love and mercy between your hearts; in that are signs for those who reflect.*” (Qur’an 30:21) and “... *He who loves his wife loves himself.*” (Ephesians 5:28)
4. Divide the participants into seven small groups or pairs (depending on the size of your group). Assign each group one of the Kit components: the poster and ribbon, fact sheet, press release, public display, community seminar guide, interfaith sermon notes, and film screening guide. Ask each group to review their Kit component and prepare a brief (2 minute) presentation to explain its purpose, main ideas, and the manner in which it addresses the 16 Days theme. Give each group a piece of flip chart paper, markers, and 10 minutes to do this.
 5. Bring the small groups back together and ask each group to share their component. Give participants a chance to ask questions to clarify the purpose of each Kit component. Make sure that you make the point that this is not a religious campaign, meant to be used only in churches and mosques. This campaign can be used by a variety of groups and organizations to mobilise people to engage in dialogue and action about how faiths support non-violent and respectful relationships.

II. Assessing 16 Days campaign needs and assets

Objectives:

By the end of the workshop, participants will be able to...

- ...build on knowledge of existing resources in the community and identify key stakeholders and resources that link faith and religion to preventing violence against women
- ...identify areas of need that can be strengthened by using the attention brought by the 16 Days Campaign

Materials Needed:

- Flip chart paper and markers
- Paper and pens for all participants

Approximate Time Needed:

- 30 minutes

Instructions:

1. Explain to the participants: ‘*Resources are not only financial in a campaign such as this. In order to successfully link faith and preventing violence against women, organizations will need to align with faith leaders, formal religious institutions, and other faith-based organizations to mobilise your community during the 16 Days Campaign. This activity is meant to help your organization identify the human, organizational, and informal resources available in your area so that you can most effectively engage your community in this year’s 16 Days Campaign theme.*’
2. Split the participants into three groups. Ask one group to discuss *community members*, one to discuss *stakeholders*, and the last to discuss *your organization* related to “How Are You Living Your faith? Every Religion Calls for Non-Violent Relationships.” Give each group a sheet of flip chart paper and ask them to brainstorm according to the following questions:
 - a) Who should be involved in this campaign?
 - b) How can we involve them? In which components or activities in the campaign should we involve them?

- c) *What are the opportunities and how to build on them?*
 - d) *What are the challenges and how can we avoid or overcome them?*
3. Gather the group back together after giving them ten minutes to brainstorm. Ask the groups to report back about the resources they have identified by presenting their flip chart papers to the larger group.
 4. You have summarized the resources of which you are aware in the community. Next, lead the group in a discussion:
 - a) *'Are there areas of great resource strength in the community, stakeholders, and your organization to exploit and highlight during the campaign?'*
 - b) *'Are there areas in the community, stakeholders, and your organization in which you feel there are significant gaps?'*

III. Developing a plan of action

Objectives:

By the end of the session, participants will be able to...

- ...identify their core objectives for this year's 16 Days campaign
- ...describe the main activities for this year's 16 Days campaign
- ...list the committees and committee members to organize the main activities for this year's 16 Days campaign

Materials Needed:

- Flip chart paper and markers
- Post-it paper and pens for all participants

Approximate Time Needed:

- 60 minutes

Instructions:

Creating Objectives and Setting Priorities for Your Campaign (30 minutes)

1. Explain the purpose of this activity to participants: *'Objectives provide concrete measurements that help you determine whether you have successfully reached your goal. Setting objectives for the 16 Days Campaign will allow our organization to get organized around what we want to accomplish with the campaign and provide measurable markers for whether and how success has been achieved.'*
2. Explain that the most concrete and useful objectives follow a format outlined in the acronym SMART. Write the explanation on a piece of flip chart paper on the wall in the front of the room. SMART objectives are:
 - Specific
 - Measurable
 - Achievable/attainable
 - Realistic/Replicable
 - Time-based/bound
3. Lead the group in a brainstorm: *'Having reviewed the materials in the 16 Days Kits and the existing resources and needs, what are our top priorities for your organization in this campaign? In other words, how do we want to link religion and faith to the prevention of violence against women in our community? What specific outcomes do you want to see in our community?'* For example, do you want to develop a community task force to coordinate services for women experiencing violence that includes faith organizations, police, and social welfare officers? Perhaps you want the major religious leaders in your community to make declarations to their congregations that violence against women will not be tolerated. Write the ideas on a piece of flip chart paper and ask the person making the suggestion to fully explain her or his reasoning. Doing this kind of thinking can help you move your campaign from just a collection of activities to a more outcome oriented effort.

4. Once you have a full list, ask the group to rank the priorities in order of importance. Keep in mind the theme for the campaign and the organizational, community, and stakeholder resources you identified.
5. Pick the top 2-5 priorities (depending on how many staff you have and how ambitious you want to be with your campaign). Split the participants into that number of smaller groups and assign each group a campaign priority. Review the SMART criteria and instruct the group to craft an objective that would best address the priority they have been assigned.
6. After 5-10 minutes, have each group present their objective to the larger group. Give the larger group a chance to give feedback and suggest changes. Guiding questions for this discussion could include:
 - a) *'How does this address the 16 Days theme: "How Are You Living Your Faith? Mutual Respect and Non-Violent Relationships Are Part of Every Religion?"'*
 - b) *'How does this tie into our existing efforts to engage faith-based communities, or begin a new initiative for engaging these groups?'*
 - c) *'How does this capitalize on our strongest resources or help us build in areas of need?'*
 - d) *'Does this address the greatest needs that we have identified in our community for this campaign?'*
 - e) *'Does this objective successfully capture the essence of what we would want to achieve with this priority as originally discussed?'*
 - f) *'Does this objective meet the SMART criteria?'*
7. Ask the group to select a final list of objectives for your 16 Days campaign.
8. Write each objective on its own piece of flip chart paper. Ask the group if these objectives offer a complete campaign package: *'Will the objectives the group has identified combine to form a cohesive and powerful campaign that connects faith to preventing violence against women in our community?'* Make any necessary adjustments to the list of objectives based on this discussion.

Now that the guiding objectives are in place, it's time to use them to put together an action plan.

Getting Focused: Developing Campaign Activities (30 minutes)

1. Leave the flip chart papers with the objectives up on the wall in the front of the room.
2. Ask the participants to consider the contents of the 16 Days Kit in light of the objectives they have just developed.
 - a) Lead a discussion: *'Which Kit components address the objectives we have set for our Campaign? Do we need to adapt them to better meet our needs? If so, how?'* Write each suggested activity on the flip chart paper for the objective to which it corresponds. Make sure to record any adjustments you plan to make to the activity or Kit component to tailor it to your Campaign.
 - b) Ask the participants to consider: *'Do we have activities that meet all the objectives we have defined for our Campaign? Will the activities the group has identified combine to form a cohesive and powerful campaign that connects faith to preventing violence against women in our community?'* If the answer to either of these questions is *'no'* then lead the group through an additional exercise:
 - o Pass out small pieces of paper or manila cards to the participants. Ask them to brainstorm as many activity ideas as they can in 10 minutes that would address the unmet objective or would make the total Campaign more cohesive. Each idea should be recorded on a different card.
 - o Ask participants to bring their cards forward and place them on the flip chart paper with the objective that corresponds to their activity idea.
3. Summarize the activity ideas for each objective. Ask the group to discuss which activities fit best with the objectives you have defined. As a group, identify the best activity to achieve each objective.
4. Agree as a group on the final list of objectives and corresponding activities.

5. Now it's time to get organized to these activities happen during the 16 Days Campaign. Explain that now committees will be formed to develop each activity and keep it accountable to its corresponding objective. Ask participants to volunteer to be part of at least one planning committee.
6. Once formed, committees will meet and complete the following planning chart as well as discuss the three questions below.



Discussion Questions

- What are the challenges you can anticipate in implementing this activity and how do you plan to address them?
- What are the immediate outputs, program outcomes, and long-term impacts of this activity? How will you measure whether these have been achieved?
- How is this linked to the other activities you have defined for your 16 Days Campaign?

7. Set a meeting date and time for the larger group to discuss what each of the committees have developed and give feedback to one another in the development process.

Get ready for a great 16 Days of Activism Campaign!

