

1.0 What is community mobilization, behaviour and norms change intervention?

Community mobilization is a process through which community individuals and groups plan, carry out, and evaluate activities using participatory and sustained basis to improve health outcomes and related AGYW needs, either on their own initiative or stimulated by others (Lippman S.A. et al...2018). The DREAMS-RISE program community mobilization behaviour and norms change is one of the interventions being implemented to strengthen families and communities' capacity to create safe, enabling, and supportive environments for adolescent girls and young women (AGYW) and adolescent boys and young men (ABYM) to contribute to the reduction of new HIV causal pathways. It is a systematic approach that engages community leaders to influence community action that promote safe and enabling environments for positive behaviour change by reducing risks and vulnerabilities to HIV infection among adolescent girls and young women. It seeks to eliminate harmful social norms, strengthen and reinforce positive norms and uses reflective dialogues that engages community groups across all levels of the community over an extended period of time to influence positive behaviour change.

The program recognizes the role of community leadership such as the political, traditional, and religious (PRT) to generate changes in social norms and behaviours and their critical role in modifying negative gender norms, particularly among men, to reduce associated HIV risk, demystifying negative masculinity and encouraging support male partner services in family planning, antenatal and PrEP taking advantage of community SRH/HIV service delivery points. It uses evidence-based dialogues, contextually informed by the context data, program vulnerability assessments and GESI analysis findings to prioritize plan of action and commitments for a shared vision to eliminate harmful gender norms, practices and structural inequalities that impact on AGYW vulnerability to HIV.

1.1 Why are we engaging community leaders (political, religious and traditional) PRTs?

The project acknowledges the role of the community leaders as gate keepers and respected members of the community who have power to influence community actions in ending harmful norms and barriers that perpetuate GBV and HIV incidents. They have a critical role to play in DREAMS-RISE program to promote and encourage healthy seeking behaviours among AGYW. In addition, they act as champions and role models in engaging men and boys as agents of change, beneficiaries of HIV services and partners and allies of AGYW to prevent new HIV infection. The PRTs are key in providing protective, supportive and safe environments for AGYW to improve access to HIV prevention services, safety and well-being from violence, abuse, and exploitation. They play an instrumental role in mobilization efforts for AGYW partners in DREAMS-RISE program to improve on HIV prevention services, such as;

- HIV testing and treatment,
- STI screening,
- Voluntary male circumcision (VMCC) and
- Correct and consistent use of condoms.

1.3 How are we doing it?

The intervention uses community visioning as an entry point to engage communities to envision a world fit for AGYW, that is safe, supportive, protective, and empowering. There are several platforms used to bring the different groups for community meetings and ensuring that no one is left behind for collective action and to ensure the participation of socially excluded sections.

1.1.3 Community groups include.

- community leaders,
- caregivers,
- adolescent girls/boys
- young people both men and women
- community structures

1.1.4 Platforms for community leaders' engagement

There are multiple and diverse activities to engage community leaders such as;

- workshops,
- trainings on gender equality, social inclusion, power dynamics, socio-economic context that shape behaviours and attitudes.
- conducting transformative dialogues,
- mobilization and stakeholder mapping
- roles and responsibilities
- Developing commitment charter.

2.0 Transformative approaches

Community mobilization uses participatory transformative approaches that include community visioning, male engagement, changing the rivers flow and social behaviour change.

2.1 Community visioning

This approach is used as an entry point to engage community leaders to lead and support community engagements efforts to influence community shared vision, setting goals and priorities, and making commitments to achieve the desired outcomes. It acknowledges that communities' substantial skills, institutional capacity, structures, and resources needed to solve community challenges for the desired changes. It uses synchronised approaches to engage diverse community groups; recognize that communities are not homogeneous (combining groups and separate safe spaces) to allow community members to speak out without fear of victimization. The is then followed by community dialogues.

2.2 Changing the Rivers Flow

This is a transformative approach that engages community in transformative dialogues to shift power relations and address the root causes of inequalities. It influences actions from community groups (caregivers, men, AGYW/ABYM themselves and community leaders) and building networks and allies for local level advocacy so that AGYW are empowered to realise their rights to HIV & health services, SRH, education and economic activities.

2.3 Male engagements

It is a transformative approach of addressing negative masculinities by engaging men and boys in HIV & GBV prevention among AGYW in the DREAMS-RISE program. It includes ways of challenging and transforming problematic impact on men and boys due to patriarchal structures and processes. Through NMNW, the program is engaging 10-14 on sexual violence, gender, culture and HIV prevention to shift harmful impacts that gender and socially dominant forms of masculinity, have on individual, relationships,

systems, institutions and communities. The approach provides strengths-based approaches to promoting positive health seeking behaviours and enhancing gender equality.

2.4 Social behaviour change

Social behaviour change is the strategy that the program is using to improve access and utilization of HIV services among AGYW as well as promote health seeking behaviours. Through dialogues, communities reflect on the contextual issues to understand AGYW vulnerabilities and risks. Innovative engagement platforms for positive messaging include theatre (dance, drama, and music), to disseminate positive messaging. Campaigns, outreach, and high-volume events are used to create demand and mobilize young people for service provision.

2.5 Social Analysis and Action

It is a facilitated process through which individuals and communities explore and challenge the social norms, beliefs and practices that shape their lives. The core elements driving the SAA approach include:

Reflect to create understanding of how norms related to gender and sexuality influence health, women's economic empowerment and gender-based violence.

Learn how gender, social, and power norms shape perceptions and expectations of others and ourselves and influence decisions and behaviours.

Challenge norms by taking concrete steps to address health, education, economic empowerment, and other social issues through a reflection action cycle, supporting changes in individual attitudes and social norms, leading to greater gender equality in households, communities, and society.

Explore by envisioning alternatives (by developing action plans) and moving towards alternative ways of thinking and behaving.

Community leaders' key functions

1. Conscientize diverse groups on harmful social norms, gender equality and equity, power relations, GBV and HIV prevention.
2. Lead community engagements platforms where community identify issues and prioritise issues for action.
3. Superintend on community actions developed and support follow ups.
4. Develop commitment charters for accountability purposes in link with agreed action plans.

Community mobilization include network building and local level advocacy to support AGYW realise their dreams. This includes support for AGYW meaningful participation e.g., HIV prevention DREAMS-Ambassadors involvement in DREAMS- RISE community developmental programmes and community structures to build their agency, leadership and voice.

GENDER & HIV RISKS

Lack of community dialogues and engagement around gender equity, GBV & HIV prevention

No community ownership

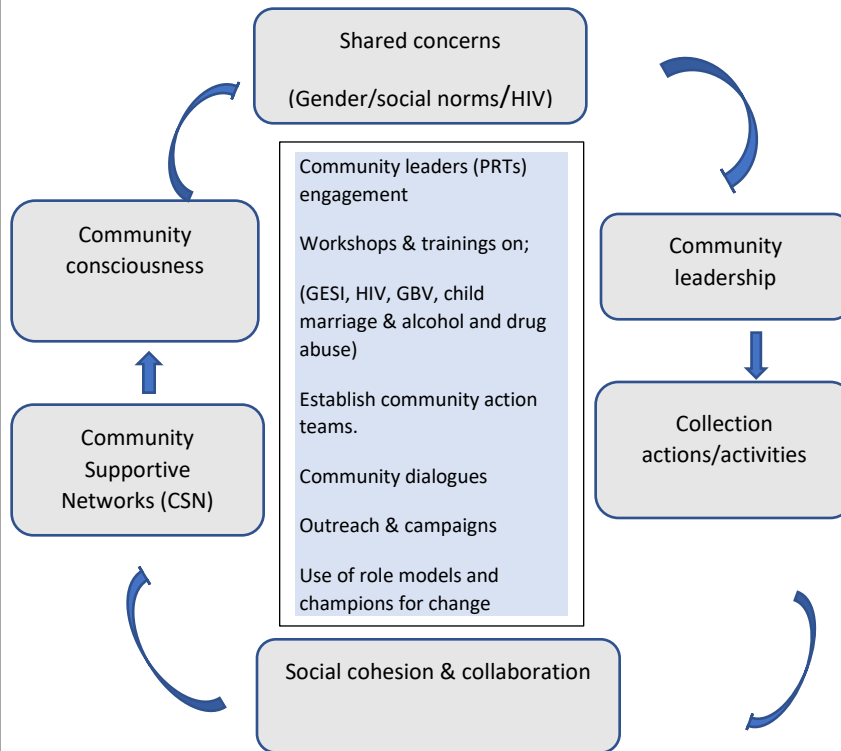
Gender norms that perpetuate HIV risk behaviors

Structural factors.

Fewer employment opportunities and this contribute to stress, violence alcohol and drug abuse)

Lack of role models & low presence of women in leadership

COMPONENTS OF COMMUNITY MOBILIZATION



IMPROVED GESI/HIV OUTCOMES

Young men and boys engaged in HIV prevention, care, and support.

Improved gender-equitable norms and behaviors.

Improved education outcomes

Increased measured in community mobilizations efforts.

Increased access to resources, and freedom from violence

Improved health systems for AGYW well-being, and economic potential

GENDER TRANSFORMATIVE APPROACHES

- Male engagement
- Women Empowerment Framework
- Community Visioning
- Changing the Rivers Flow
- Social Behaviour Change
- Social Analysis and Action