

Being OTEKA Together: The GREAT Project



USAID
FROM THE AMERICAN PEOPLE



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

BACKGROUND

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





GUIDING THEORY: ECOLOGICAL APPROACH

✓ Enabling **youth** to live gender-equitable lives free of violence, coerced sex, and unintended pregnancy

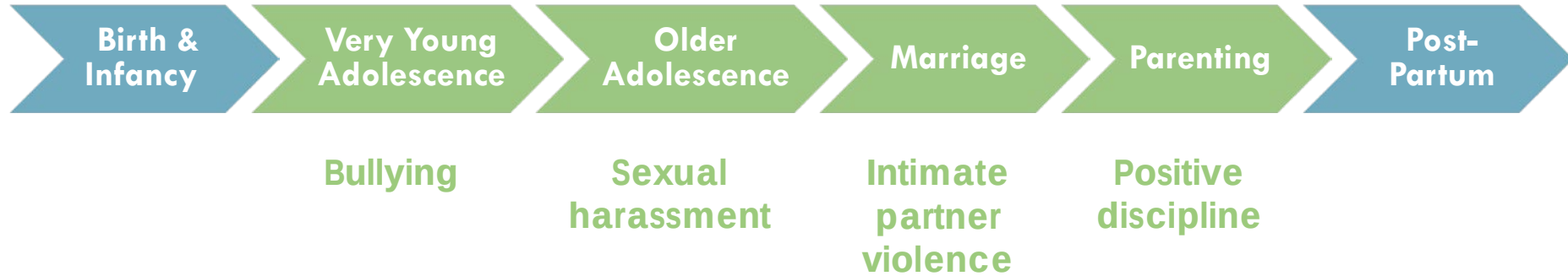
✓ Enabling **all ages** to forge healthy sexual relationships and make informed choices regarding child spacing and limiting





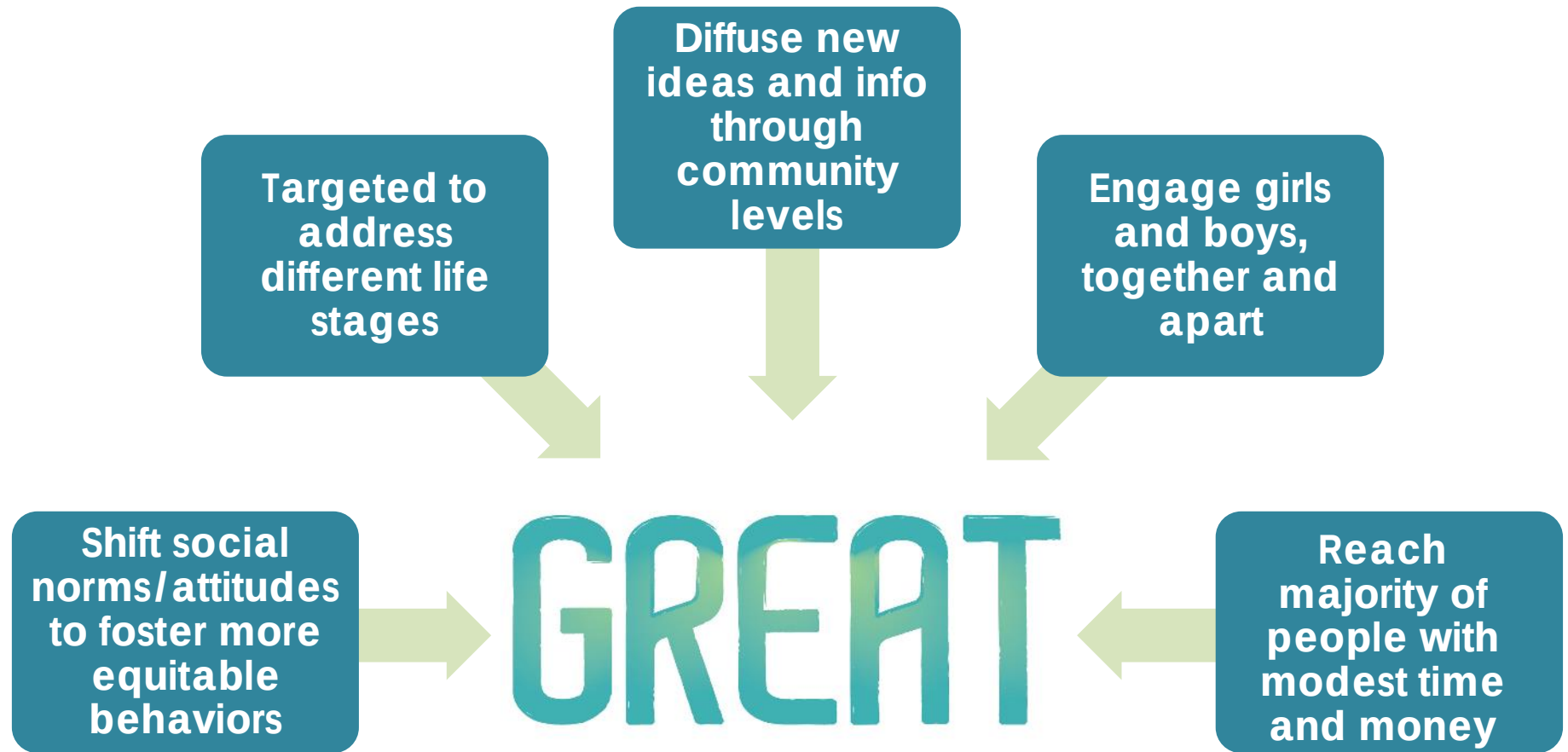
GUIDING THEORY:

SOCIAL CONSTRUCTION OF GENDER AT CRITICAL LIFE COURSE TRANSITIONS





THE PRINCIPLES





DESIGNED FOR SCALE:

LEAN MATERIALS

SIMPLE

- Simple concepts
- Easy-to-use

ACCEPTABLE

- Catalyze reflective dialogue
- Fun, engaging activities to ensure use
- Rooted in deep understanding of context

LOW- RESOURCE

- Low-cost materials
- Feasible to integrate into multi-sector programs



LEAN STRATEGIES

- Work with **existing** platforms, groups, influentials
- **Strategic** targeting of change actors
- **Minimal orientation and coaching**
- Use media to **increase diffusion**
- Monitor community acceptability and intervention **‘stickiness’**

INTERVENTION PACKAGE

1

COMMUNITY ACTION CYCLE



2

SERIAL RADIO DRAMA



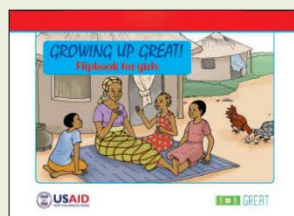
3

VHT SERVICE LINKAGES

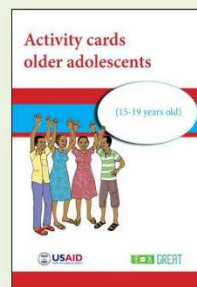


4

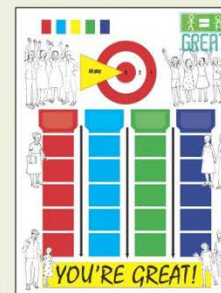
TOOLKIT



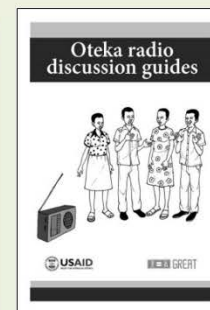
"Growing Up GREAT" Flipbooks



Activity Cards



Community Game



Radio Discussion Guides

**IMPLEMENTING
GREAT**

1

Establish Community Action Groups to identify SRH issues and engage community



2

Map existing community groups, school-based clubs, and health/GBV services



3

Select and orient leaders/members of groups and clubs to the GREAT toolkit



4

Launch radio drama and VHT orientations



A young boy with dark skin is sitting on the ground in front of a mud-brick building with a thatched roof. He is wearing a red and white checkered shirt and blue shorts. He is looking towards the camera with a slight smile. The background shows the wall of the building and some greenery on the left.

GREAT

SAMPLE STORYLINE

OKIDI'S TRAJECTORY

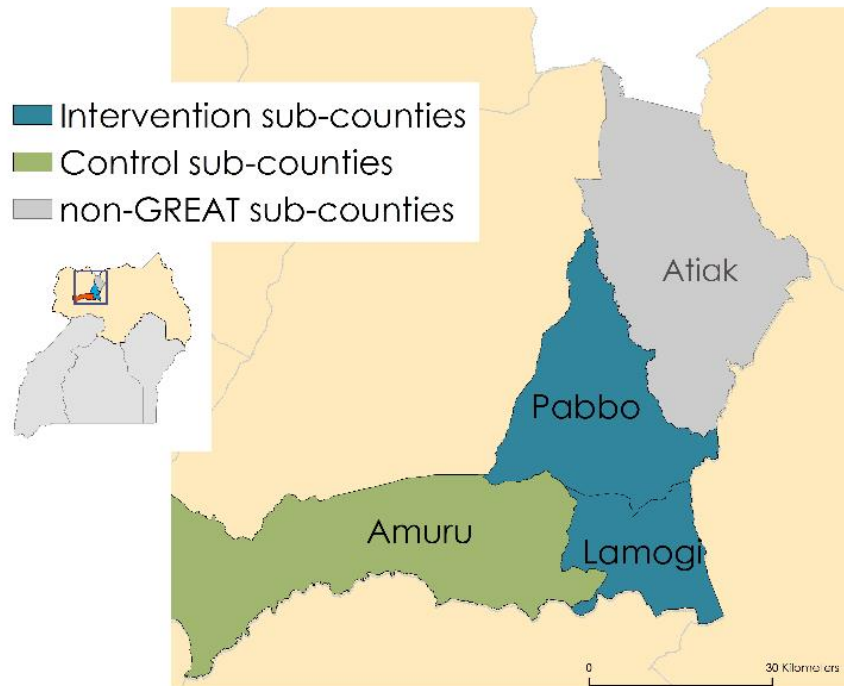
Okidi grows up seeing his siblings being treated differently by his parents and thinks it is normal. While the girls spend time doing household chores, Okidi is out playing with friends or attending school. This causes Okidi's sisters to perform poorly in school. One day while at a friend's home, Okidi realizes that they treat girls differently from the way his father treats his sisters. Okidi also realizes there are women in leadership positions in Oteka village. Okidi begins to reflect on the different situations...

PILOT RESULTS

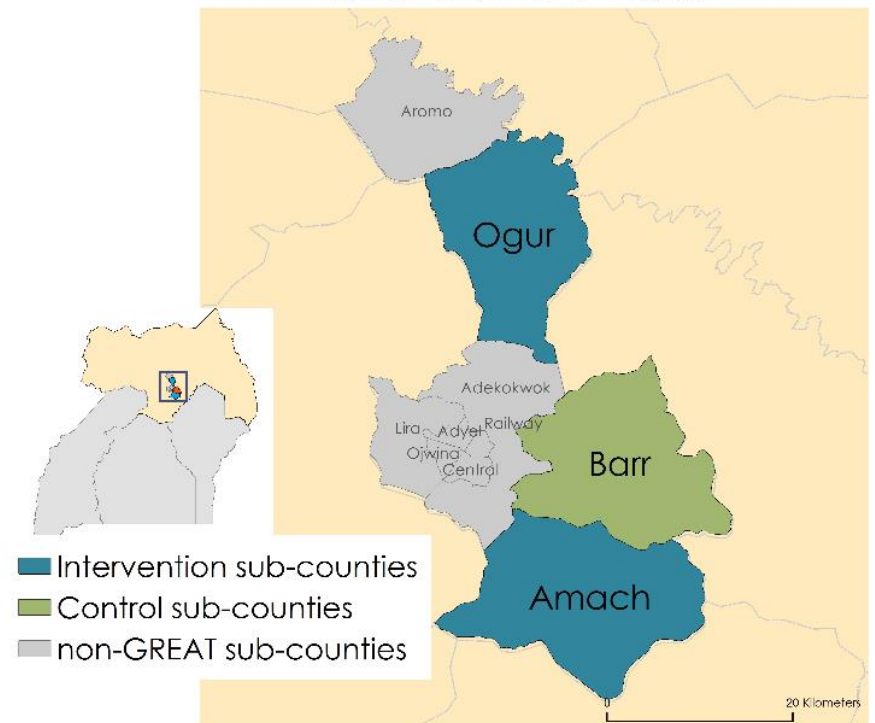
WHAT DIFFERENCE DID GREAT MAKE?

ANALYSIS METHODS

GREAT IN AMURU



GREAT IN LIRA





ENABLING ENVIRONMENT

Improving youth outcomes **requires adults to support** more equitable attitudes and behaviors



Not Exposed

vs



Exposed

PROVIDE **ADVICE** TO ADOLESCENTS
(ADULTS)

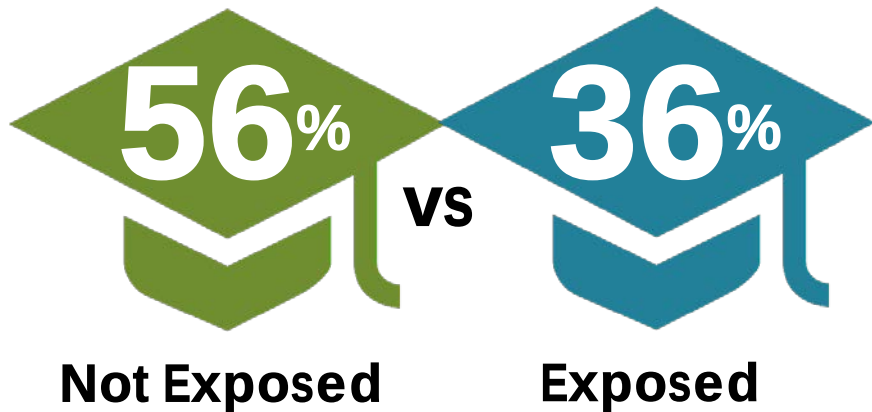
“Being close to children is very important and that is why I encourage parents to get close to their children and bring back the culture of an evening fire. We need to shape our children, not by beating them, but by talking to them.”

54 YEAR OLD MAN

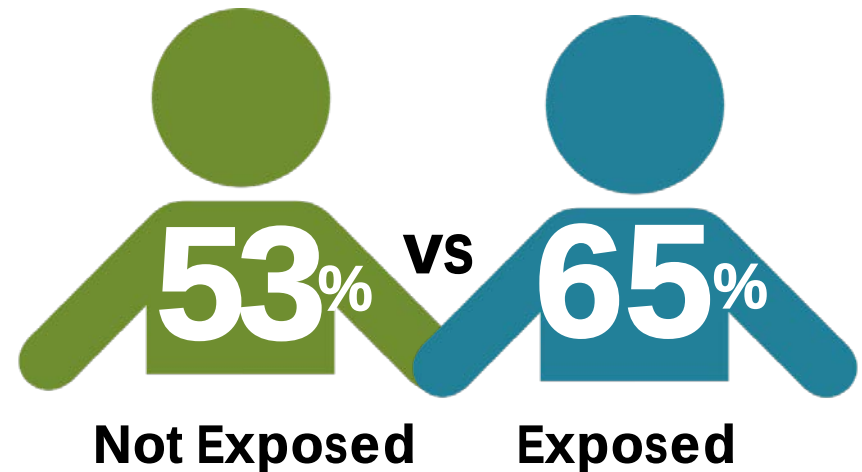


GENDER EQUALITY

NEWLY MARRIED/
NEWLY PARENTING BELIEVE
EDUCATION MORE IMPORTANT
FOR BOYS THAN GIRLS



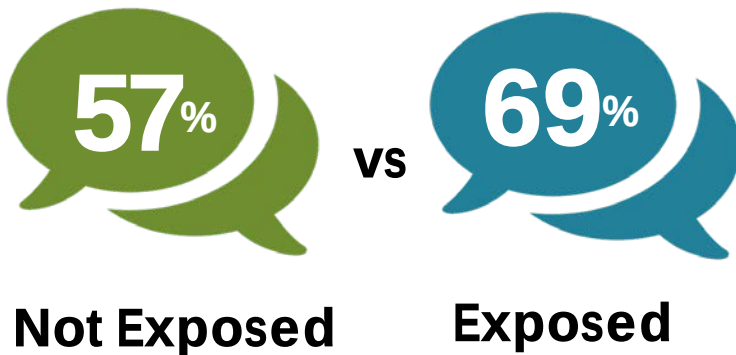
NEWLY MARRIED/
NEWLY PARENTING **HELP WITH**
CHILDCARE & HOUSEHOLD
CHORES



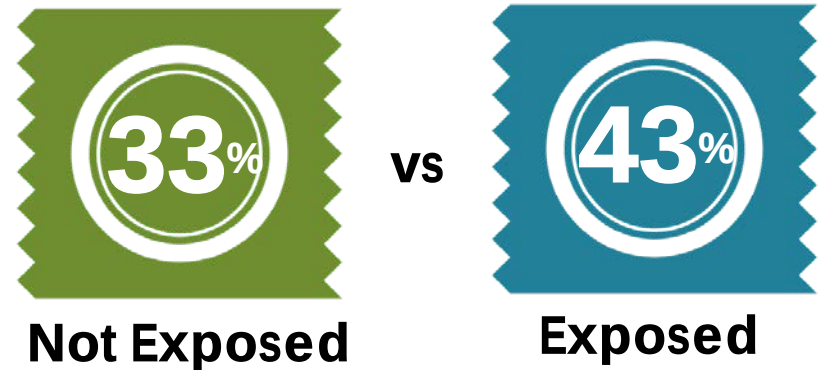
FAMILY PLANNING

Improved attitudes and behaviors related to
contraceptive use

NEWLY MARRIED/
PARENTING **DISCUSSED FP WITH
PARTNER IN LAST 3 MONTHS**



USING FAMILY PLANNING
(NEWLY MARRIED/NEWLY
PARENTING)



$p < 0.001$

GENDER-BASED VIOLENCE

NEWLY MARRIED/
NEWLY PARENTING **REACTING
VIOLENTLY TO PARTNER**



vs



Not Exposed

Exposed

OLDER ADOLESCENTS
REPORTING **TOUCHING/
BEING TOUCHED** WITHOUT
PERMISSION

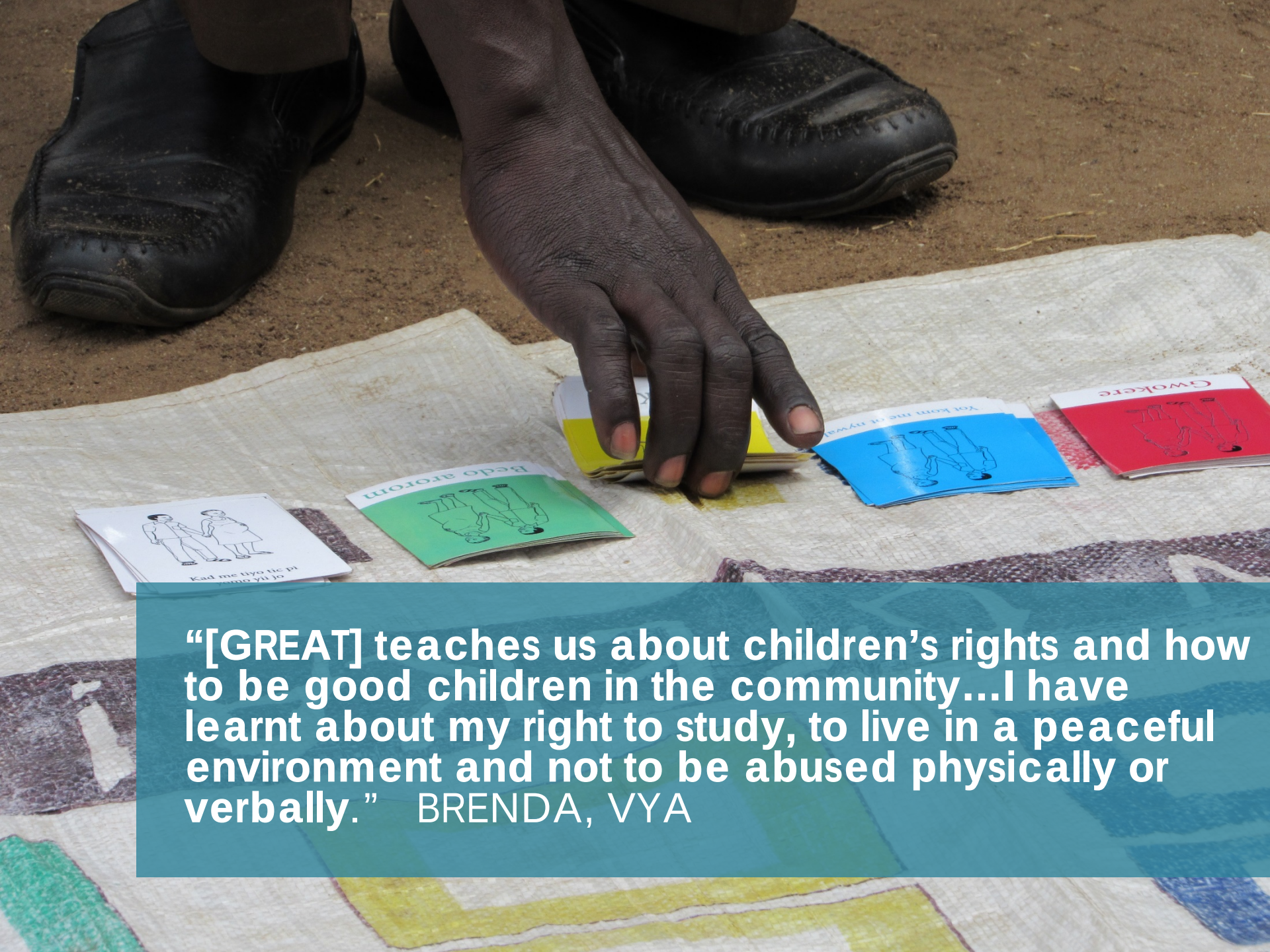


vs



Not Exposed

Exposed



“[GREAT] teaches us about children’s rights and how to be good children in the community...I have learnt about my right to study, to live in a peaceful environment and not to be abused physically or verbally.” BRENDA, VYA

LET'S PLAY!



GREAT COMPONENTS FOSTERED CHANGE BY:

- ✓ Providing **accurate information**
- ✓ Fostering **critical reflection**
- ✓ Offering nonviolent and equitable **role models**
- ✓ Amplifying **alternative voices**
- ✓ Strengthening adolescent **networks**
- ✓ **Mobilizing the community** to adolescents



WE PROVIDE:

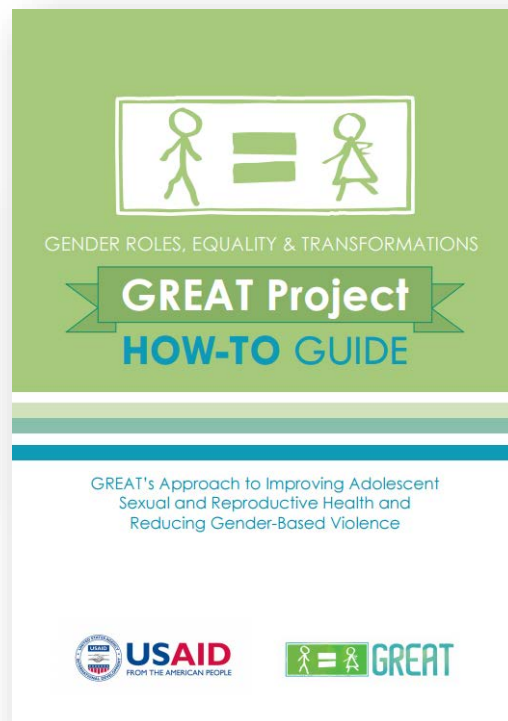
- Guidance for implementing GREAT
- GREAT materials including toolkit and how-to guide
- Linkages to services
- Support for advocacy and fundraising for GREAT implementation

STRAIGHT TALK FOUNDATION GULU

Plot 14A, Upper Churchill Drive
P.O. Box 752 Gulu, Uganda
cayella@straighttalkfoundation.org | +256 471 432 513 | +256 471 432 513

CONCERNED PARENTS ASSOCIATION

Plot 11, 13 Railways Division (Opposite Mount Meru Factory, Lira Industrial Area)
P.O. Box 815 Lira, Uganda
cpaheadoffice@yahoo.com
+256 782 159 764 | +256 782 159 764 | +256 701 159 764 | +256 701 159 764



www.irh.org/great-project-how-to-guide/



Gender Roles, Equality and Transformation (GREAT) Project



Rebecka Lundgren

UPDATED June 24 2016

Newest item is at the top of the "Resources" list



In 2011, after more than 20 years of civil strife, the people of northern Uganda faced considerable sexual and reproductive health challenges stemming from the massive disruption of services, internal displacement, and erosion of traditional social and family structures.

Additionally, gender-based violence was widespread in

Topic Area

Family Planning and Reproductive Health

Gender

Gender Based Violence

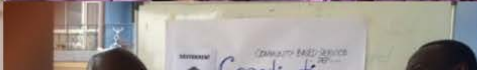
Youth

Timeline

www.thehealthcompass.org/sbcc-spotlights/gender-roles-equality-and-transformation-great-project



About GREAT: Intervention & Tools



www.stories.irh.org

THANK YOU



irhinfo@georgetown.edu

www.irh.org/projects/GREAT_Project