



# Creating materials for preventing violence against women

A learning event for GBV Prevention Network members facilitated by Raising Voices

11th - 15th April 2011

## Why are we here?

1. To increase understanding about the various approaches and trends within the field of development communications.
2. To strengthen capacity to analyze strengths and weaknesses of existing VAW prevention communication materials.
3. To strengthen practical skills in developing effective, positive communication materials for VAW prevention.
4. To practice how to transform communication materials into program tools that can be used to further the aims of VAW prevention programming.

## Day One: 11th April 2011

Time	Activity	Facilitator
9:00 – 10:00	Setting the Stage for a Great Week! <i>introductions, ground rules, expectations and objectives</i>	Jean and Lori
10:00 – 10:45	Getting Connected with the GBV Prevention Network	Jean
10:45 – 11:00	Break	
11:00 – 1:00	The Changing Face of Communications <i>a review of the main communication theories, strategies and approaches to VAW prevention communications</i>	Lori
1:00 – 2:00	Lunch	
2:00 – 3:30	Understanding Change to Create Change <i>understanding processes of change to strengthen our communication materials</i>	Evelyn
3:30 – 3:45	Break	
3:45 – 4:45	Window Shopping! <i>exploring different types of materials</i>	Lori
4:45 – 5:00	Review	Jean



## Day Two: 12th April 2011

Time	Activity	Facilitator
9:00 – 9:15	Review and Warm Up!	Jean
9:15 – 10:30	What do you Feel? Think? See? Do? <i>analysis of existing print communication materials</i>	Lori and Jean
10:30 – 10:45	Break and Sign Up for Community Activities	
10:45 – 12:00	What do you Feel? Think? See? Do? <i>continued</i>	Jean and Lori
12:00 – 1:00	What Does It Take? <i>discussion on fundamental do's and don'ts of communication materials</i>	Lori and Jean
1:00 – 2:00	Lunch	
2:00 – 5:00	Communication Materials in Action! <i>community visit to see communication materials used as program tools</i>	Raising Voices and CEDOVIP Staff

## Day Three: 13th April 2011

Time	Activity	Facilitator
9:00 – 9:15	Review and Warm Up	Jean
9:15 – 10:30	Create It! Step One <i>group work to complete Step One: Talk About It!</i>	Lori
10:30 – 10:45	Break	
10:45 – 1:00	Create It! Step Two and Three <i>group work to complete Step 2: Brainstorm! and Step 3: Putting it to Paper!</i>	Jean
1:00 – 2:00	Lunch	
2:00 – 3:30	Create It! Step Three ( <i>continued</i> ) <i>sharing, suggesting, revising</i>	Lori
3:30 – 3:45	Break	
3:45 – 4:45	Will It Work? <i>Understanding basics of pretesting</i>	Evelyn
4:45 – 5:00	Review	Jean



### Day Four: 14th April 2011

Time	Activity	Facilitator
9:00 – 9:15	Review and Warm Up	Jean
9:15 – 9:30	Cross Cutting Principles <i>applying principles across mediums</i>	Lori
9:15 – 10:15	Social Media <i>Lessons Learned From Asia</i>	Caroline
10:30 – 10:45	Break	
11:00 – 12:00	Popular Media <i>Lessons Learned from Latin America</i>	Margarita
12:00-1:00	Traditional Media <i>Lessons Learned from Uganda</i>	Prossy
1:00 – 2:00	Lunch	
2.00 – 5:00	Does It Work? <i>pre-testing materials with Kampala community members, health care providers, NGO staff</i>	Jean

### Day Five: 15th April 2011

Time	Activity	Facilitator
9:00 – 9:15	Review and Warm Up	Jean
9:15 – 10:15	Creative Folks <i>practical suggestions on design basics and working with artists</i>	Marco and Lori
10:15 – 10:30	Break	
10:30 – 1:00	Create It! Step 5 and 6 <i>Reviewing pre-test information, making changes for final draft</i>	Jean
1:00 – 2:00	Lunch	
2:00 – 3:00	Taking It Back Home! <i>turning learning into action in our organizations</i>	Lori
3:00 – 4:00	Tell Us What You (really!) Think <i>evaluating the process</i>	Jean
4:00 – 5:00	GBV Prevention Network Evaluation <i>Sharing results, getting ideas from members to strengthen the Network</i>	Jean

