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Module 1 -Behaviour Change

Tradition, Tradition . Tradition

Today's session

- Analysing and influencing traditions
- What is behaviour change communication
- Overviews of theories of behaviour change
- Development of behaviour change messages
- Behaviour change and community readiness to end FGM



Analysing and influencing traditions

By the end of the session students are expected to:

- 1. Have a broad understanding of the meaning of “tradition”.
- 2. Be able to identify traditions which are prevalent in the community.
- 3. Be able to identify good and bad traditions.
- 4. Have constructive ideas for how to bring about change.



Definition of tradition

Traditions are the customs, beliefs and values of a community which govern and influence members' behaviour. Traditions constitute learned habits, which are passed on from generation to generation and which form part of the identity of a particular community. People adhere to these patterns of behaviour, believing that they are the right things to do. Traditions are often guarded by taboos and are not easy to change.



Discussion

List the traditions which you know about and decide whether they are beneficial, harmful, or neutral (neither beneficial nor harmful).

Here are a few to get you thinking – breast feeding, female genital mutilation, wearing charms to keep evil spirits away...



Thinking about harmful traditions

Tradition! Tradition! A Story of Mother Earth, by Efua Dorkenoo, published by FORWARD Ltd.London, 1992.

What is behaviour change communication?

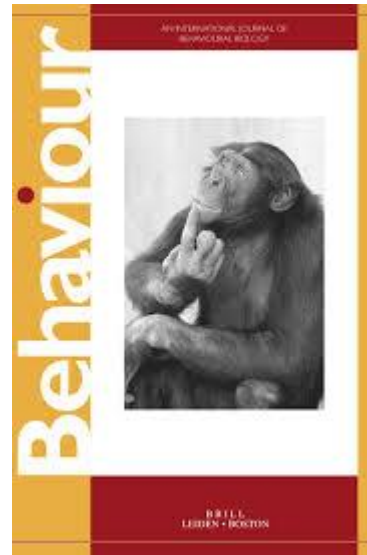
20mins

- Define the term behaviour.
- Define Behaviour Change and Behaviour Change Communication.
- Understand that behaviour change is a process.



Definition of behaviour

Behaviour : Is an action - something doable, can be observed or modelled. Behaviour is different from what drives it (i.e. cultural beliefs), it is an act, for instance FGM



Behaviour Change and Behaviour Change Communication [BCC]

- Behaviour Change: Refers to a comprehensive process in which one passes through the (stages of: Not thinking > thinking >> action/practice >>>doing always or relapse)
- Behaviour Change Communication: This is a process through which individuals are engaged in dialogue to honestly reflect on their behaviours, attitudes, beliefs and practices with the aim of helping them see how they would benefit from the change in different areas of their lives



Overview of theories of behaviour change

15mins

- Identify and be familiar with the theories of behaviour change.
- Identify and be able to utilize a theoretical framework that is appropriate to their community.



Behaviour change - motivation

What influences a person to engage in a particular behaviour?

What prompts or influences a person to stop or change from that particular behaviour?



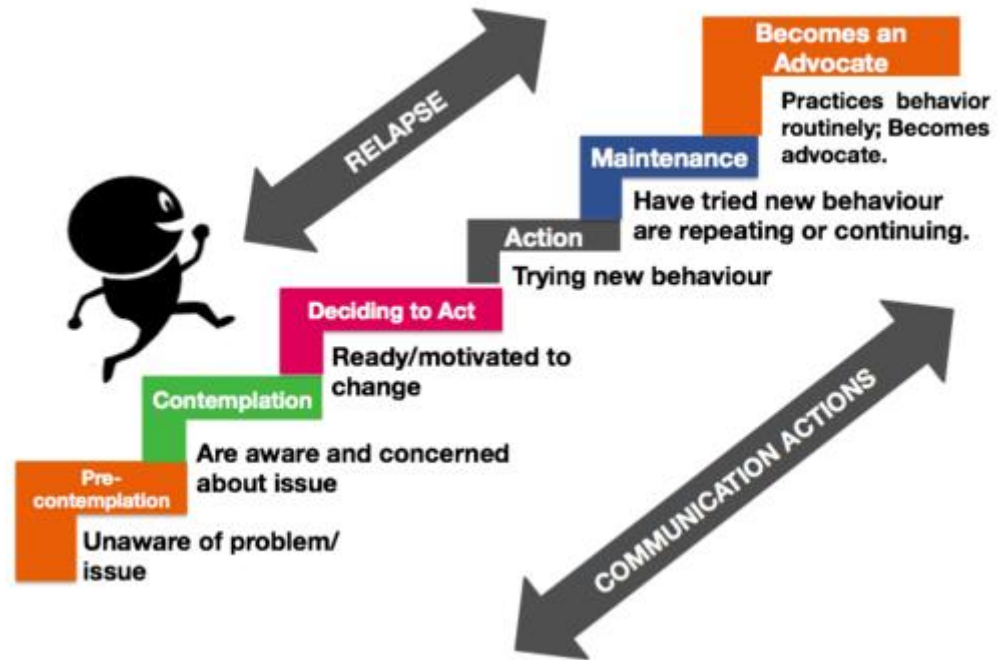
Development of behaviour change messages

By the end of this session participants will be able to:

- Describe and define what a message is.
- Determine when a message is a behaviour change message.
- Develop sample behaviour change messages.

Developing behaviour change messages

- Let's go through the steps....



Behaviour change and community readiness to end FGM

- Here you have to use the REPLACE approach to ending FGM -
- NB CHAT has asked for this following exercise to be incorporated! NB we need to devise these fictive communities for the exercise.
- 11.3 Practical Exercise: Developing Community Engagement Strategies
-60 minutes
- The CHANGE Agent group should be divided into teams of three people. Each group is given
- a fictive community to which they should apply the newly learned standards. The groups have 30 minutes to conduct a situation assessment and to draft an intervention strategy. The second 30 minutes will be used for presentations and discussion among the larger group of CHANGE Agents.
- The designing of the fictive groups is left to your imagination and experiences and those of the CHANGE Agents. To best prepare CHANGE Agents for their activities, remember that age and gender dynamics as well as language and cultural barriers should always play a role in scenarios.



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Module 2

FGM and Human rights

Today's session

- FGM as a human rights issue
- Women's Health; Gender Based Dynamics
- Gender culture and social norms



Definition of rights



Our rights

- Who gave us these rights?
- Where do we get our rights?
- Can they be taken away?
- Why do we have these rights?



What do you think?



A right is something you are born with, and you will die with, granted to you by your “creator” (whatever you imagine the creator is). We have these rights simply because we are “humans”, that is why they are called human rights.

Human rights are freedoms, immunities, privileges, entitlements and benefits that everyone should be able to claim in the society in which they live, on the basis that one is a human being. They include the right to life, freedom from discrimination, freedom of movement and the right to marry and raise a family. These rights are natural because they form part of the truthfulness and uphold the dignity of a person as a human being.

Activity

Exploring FGM as a Human Rights Issue

ISSUES Media Freedom
Democracy
International Religious Freedom
Disability Rights Gender-Based Violence
Freedom of Association and Assembly Labor
Freedom of Expression
Transitional Justice Anti-Semitism
Transparency Trafficking-in-Persons
Prisoners/Arbitrary Detention Human Rights
UN Universal Periodic Review
Civil Society Youth Elections
Business and Human Rights
Leahy Vetting Security and Human Rights
LGBT Women
UN Human Rights Council Child Soldiers
Rule of Law Internet Freedom
Refugees/Internal Displaced Persons

Women's Health; Gender Based Dynamics

- Types o FGM
- Reasons why FGM is practised
- Health risks
- FGM and Human Rights
- Medicalisation of FGM

FGM Types

- Female genital mutilation constitutes all procedures that involve partial or complete removal of the external female genital organs, for non medical reason.

Type1: Partial or total removal of the **clitoris**.

Type2: Partial or total removal of the **clitoris** and the **labia minora**, with or without excision of the labia majora (Excision)

Type 3: **Narrowing** of the vaginal opening through the creation of a covering seal. The seal is formed by cutting and **sewing over the labia majora**, with or without removal of the clitoris or labia minora. (infibulation)

FGM Types

- **Type 4:**

All other harmful procedures to the female genitalia for non-medical purposes, e.g. pricking, piercing, incising, scraping, stretching the genital area.

Health Risks

- FGM is child abuse. It is a highly traumatic experience with detrimental health consequences ,which can include; excessive bleeding, infection, infertility, difficulty with childbirth (obstetric fistula), cysts, urinary problems (incontinence) and in some cases death.It can also result in psychological consequences such as; shock both during and after the procedure, flashbacks, fear of sexual intercourse, PTSD and many other problems.
- FGM is a breach of trust, potentially causing severe damage to the mother and daughter relationship. The survivor may feel a sense of abandonment and betrayal that can affect personal relationships later on in life.

Medicalisation of FGM

- **Mothers, Father, Elder family members (perpetrators)**
- **local and traditional midwives,**
- **Elderly community women (community midwives)**
- **Hospitals, surgeries,**
- **Modern FGM clinics, e.g.: Dubai, Egypte**

Reasons why FGM is practiced

- **FGM is an HBV**
- **Patriarchal power, control over women and girls and their sexuality**
- **Twin concepts of “Honour” and “Shame”**
- **Tradition/Norms/belonging**
- **Rite of passage/risk of FM**

Gender culture and social norms

- Female Genital Mutilation and Migration in Mali: Do Migrants Transfer Social Norms?



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Module 3 -Communications Skills



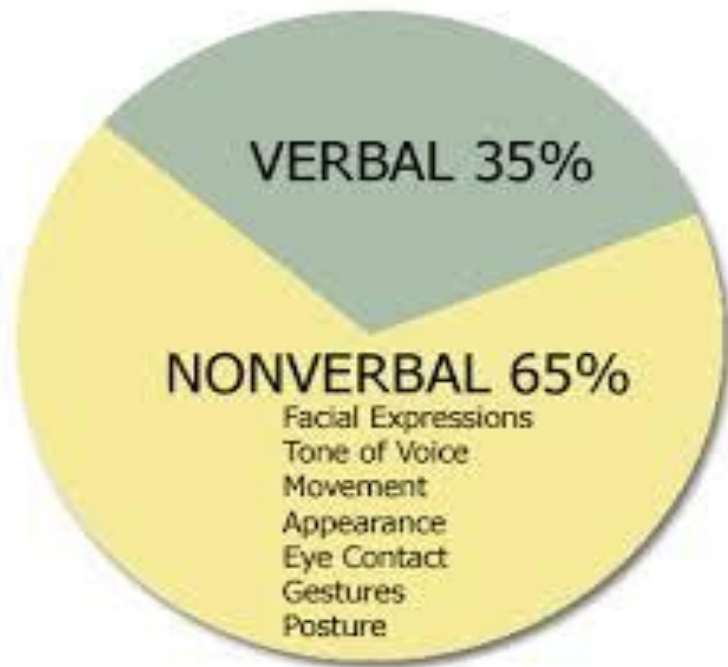
Today's session

- Basic communication skills
- Active listening
- Working with other people, in communities and in groups
- Management of conflicts and difficult situations



Basic communication skills - 15minutes

Introduction to Verbal and Non-verbal Communication



Communication skills

- <http://www.youtube.com/watch?v=3tYto5PrSOIps://>

Activity - 105 minutes

The aim of this exercise is to practise personal communication skills



Active Listening



Objective: To understand the meaning of active listening and to build active listening skills.

Working with other people, in communities and in groups

The Importance of Standards for Community Engagement

FGM remains a taboo topic in many communities and can be linked to unequal power relations between men and women. Hence, not only does the topic require great sensitivity but also a thorough situation assessment prior to any behaviour change activity.



Core Standards for Engaging Communities Supporting FGM

Assessment and Planning

Methods of Engagement

Participation and Representation

Access

Communication Tools

Empowerment and Leadership Development

Do No Harm

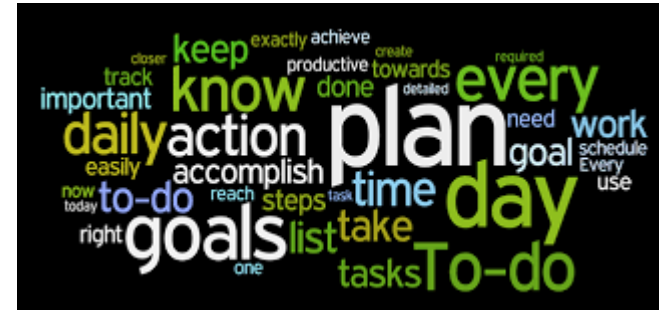
Accountability and Transparency

Collaboration and Partnership

Monitoring and Evaluation



Assessment and Planning



Participation and Representation



Access

ACCESS DENIED

**ACCESS
ALL
AREAS**

Empowerment and Leadership Development



Do No Harm

Rule #1
Do No Harm

Our prime purpose
in this life is
to help others.
And if you can't
help them, at least
don't hurt them.

[Dalai Lama]

Accountability and Transparency

Project's aim

Funding

Ethics

Accountability and Transparency

Collaboration and Partnership

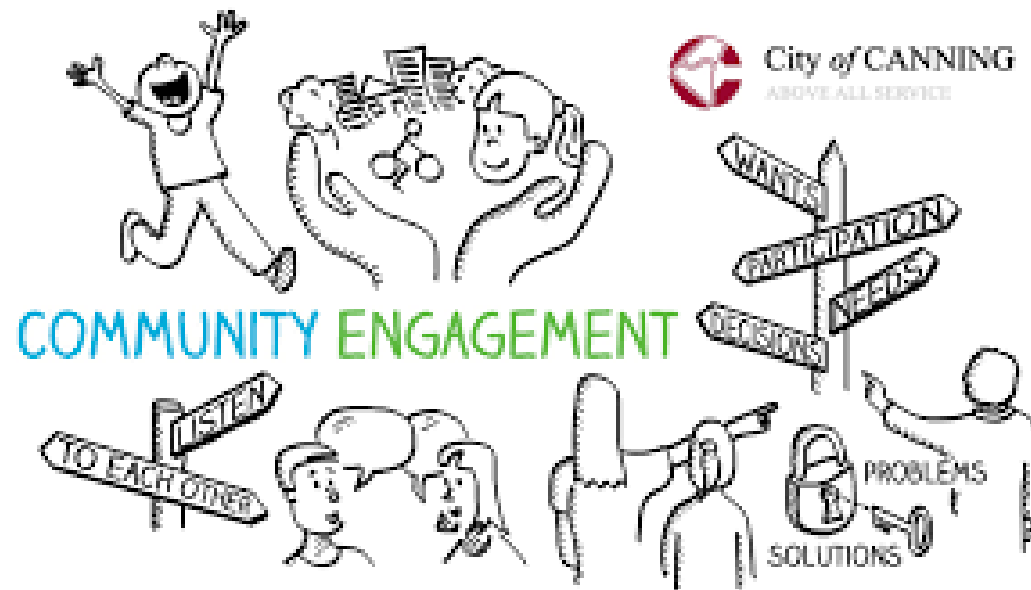


Monitoring and Evaluation



Practical Exercise 60 mins

Developing Community Engagement Strategies



Management of conflicts and difficult situations

It is important to remember that we can not change anyone's behaviour except our own. We can not change our friend's behaviour, our partner's behaviour or our boss' behaviour. Sometimes though when we change our own behaviour, other people's reactions change.