



Sexual and Gender-Based Violence (SGBV) outreach with community members and frontline workers

Introduction

This job aid booklet is for staff and volunteers to support your work when conducting SGBV outreach activities about SGBV risks in communities and access to available services.

It is meant to complement trainings already received on SGBV and Protection from Sexual Exploitation and Abuse (PSEA).

Each page will help you to deliver key messages and to respond to common questions on SGBV and PSEA.

This material was developed with the technical guidance of Maureen Nderitu, Milanoi Koiyiet, and Jihane Latrous and reviewed by Tina Tinde, Petronella Mugoni, Daniel Peter, Samuel Asamoah, NS Youth and volunteer leaders, and National society PGI focal points.

Graphic design and artwork was done by Trans.Lieu Co. Ltd, Nairobi, Kenya.



How to use the job aid booklet

You can use this job aid booklet whenever you interact with community members (community leaders, women, men, adolescent girls and adolescent boys, Red Cross and Red Crescent staff and volunteers) through focus group discussions, sensitization sessions, and when preparing messages for other mass announcements when relevant.

Method

- Make sure you understand the job aid booklet by reading through it carefully before using. **Staff and volunteers using this job aid booklet must have received prior training on SGBV core concepts and safe referrals and PSEA.**
- With each image, deliver the message as appropriate to the different groups identified (community leaders, women, adolescent girls, men, adolescent boys; Red Cross and Red Crescent Staff and volunteers).
- Give your audience time to ask questions and to thoroughly understand each message before you move to the next image.
- Listen carefully and provide a non-judgmental ear to your audience

Remember

- **Do not actively seek out SGBV survivors.**
 - Make sure you are aware of the **most updated SGBV referral pathways** in your area before conducting the outreach session
 - Ensure the guiding principles of **confidentiality, respect, privacy, and non-discrimination** are upheld at all times during the outreach session
 - Ensure the **survivor-centered approach** is applied in case of SGBV disclosure.

If possible, download the Interactive GBV Pocket Guide mobile application on your mobile phone, this will help you handle situations of disclosure: *Search for "GBV Pocket Guide" in Google Play and iTunes mobile app stores, or search on this website:*

<https://gbvguidelines.org/en/pocketguide/>

SECTION 1

**TARGET AUDIENCE: GIRLS, BOYS
AND YOUTH**

SECTION 1:

Target audience: girls, boys and youth

Questions to ask:

- What do you see on this image?
- Why is it important to seek help from a trusted adult?
- Who are the trusted adults you can think of? (*prompt parents, caregivers, teachers, doctors, others..*)

Key message to deliver:

If you feel scared or if someone is hurting you, think of an adult supporter you can trust and reach out to.



SECTION 1:

Target audience: girls, boys and youth

Questions to ask:

- What do you see on this image?
- What could have happened to the girl?
- Why is it important to seek assistance?

Key message to deliver:

Find a person you can trust to share your concern with and who can help seek assistance.



SECTION 2

**TARGET AUDIENCE:
MEN**

SECTION 2:

Target audience: men

Questions to ask:

- What do you see on this image?
- Why is intimate partner violence not acceptable? (*prompt: what can be the consequences*)?
- What are the acceptable ways to resolve conflict with an intimate partner?

Key message to deliver:

Violence is never the solution in any conflict. Resolve conflict through dialogue.



SECTION 2:

Target audience: men

Questions to ask:

- What do you see on this image?
- Does this image represent an incident of street harassment?

Key message to deliver:

Real men promote respect not harassment.



SECTION 3

**TARGET AUDIENCE:
WOMEN**

SECTION 3:

Target audience: women

Questions to ask:

- What do you see on the two images?
- What do you think are the consequences of intimate partner violence?
- Do you know where survivors can seek assistance in your community? (*inform them about available services as per the updated local SGBV referral pathway*)

Key message to deliver:

You have the right to safety. Seek assistance.

Insist that all survivors have the right to access services. Service providers should always maintain confidentiality, safety, respect for the survivors and never discriminate against survivors regardless of their sex, gender, age, ethnic group, religion, sexual orientation, refugee status,...



SECTION 3:

Target audience: women

Questions to ask:

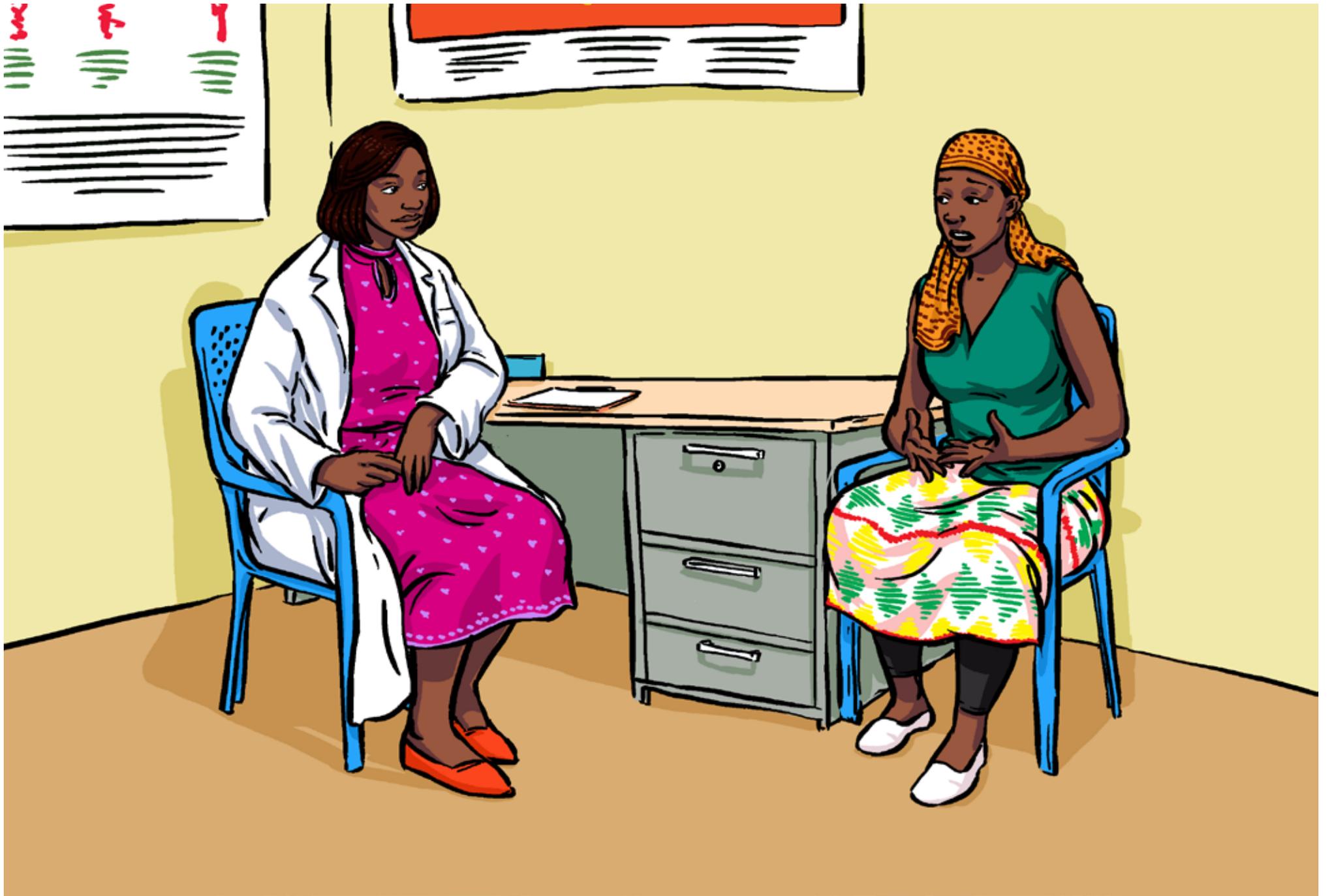
- What do you see in this image?
- Was it easy for the woman to come forward?
- Do you know where to seek assistance in your community?

Key message to deliver:

Remember you are not alone. If you are facing any form of violence, you can receive assistance from medical, legal, and psychosocial service provider in your area.

Insist that all survivors have the right to access services. Insist that in the case of sexual violence, it is important for the survivor to access medical services as soon as possible. In the first 72 hours, treatment to avoid HIV infection and unwanted pregnancy can be provided and other life-saving treatment can be received if medical assistance is sought out early. All service providers should respect the confidentiality and choices of the survivors.

For child survivors, specific measures apply. Please refer to local legal context.



SECTION 4

**TARGET AUDIENCE:
COMMUNITY AT LARGE**

SECTION 4:

Target audience: community at large

Questions to ask:

- What do you see on this image?
- What can be the consequences of victim-blaming?
- What should the community members be doing instead?

Key message to deliver:

Do not judge a survivor. Victim-blaming attitudes can harm survivors severely and stigmatize them further.

Insist that victim-blaming attitude increases stigmatisation, reject and isolation of the survivor from their families and communities. Victim-blaming attitudes in some contexts can lead to death/honour killing of the survivor.



SECTION 4:

Target audience: community leaders and community at large

Questions to ask:

- What do you see on this image?
- Why is it important for community leaders to speak about against SGBV?

Key message to deliver:

As a leader in your community you can help to end child marriage and other harmful practices.



SECTION 4:

Target audience: community leaders and community at large

Questions to ask:

- What do you see on this image?
- What are the consequences of child marriage for girls and their communities? (*prompt health, emotional, economic, psychological, and social consequences?*)

Key message to deliver:

Let girls be girls and say no to child marriage.

Insist that girls who are married before 18 are more likely to suffer from intimate partner violence, including sexual, physical, psychological and emotional violence.

Early pregnancies significantly increase risks of maternal and newborn death.

Child marriage perpetuates the cycle of poverty, it does not resolve it. By not marrying early and staying in school, a girl is more likely to be healthier and wealthier – and to reinvest her income into her family.



SECTION 4:

Target audience: community leaders and community at large

Questions to ask:

- What do you see on this image?
- What are the consequences of female genital mutilation for the girl, for her community?

Key message to deliver:

Girls are perfect as they are. Mutilation has lifelong consequences. Think before you cut.

Insist that girls have the right to physical and mental health and integrity.

Explain that not cutting girls does not diminish their worth and value.

Explain that cutting girls has life-long health, social, psychological consequences for women and girls and can lead to serious medical complications.



SECTION 4:

Target audience: community leaders and community at large

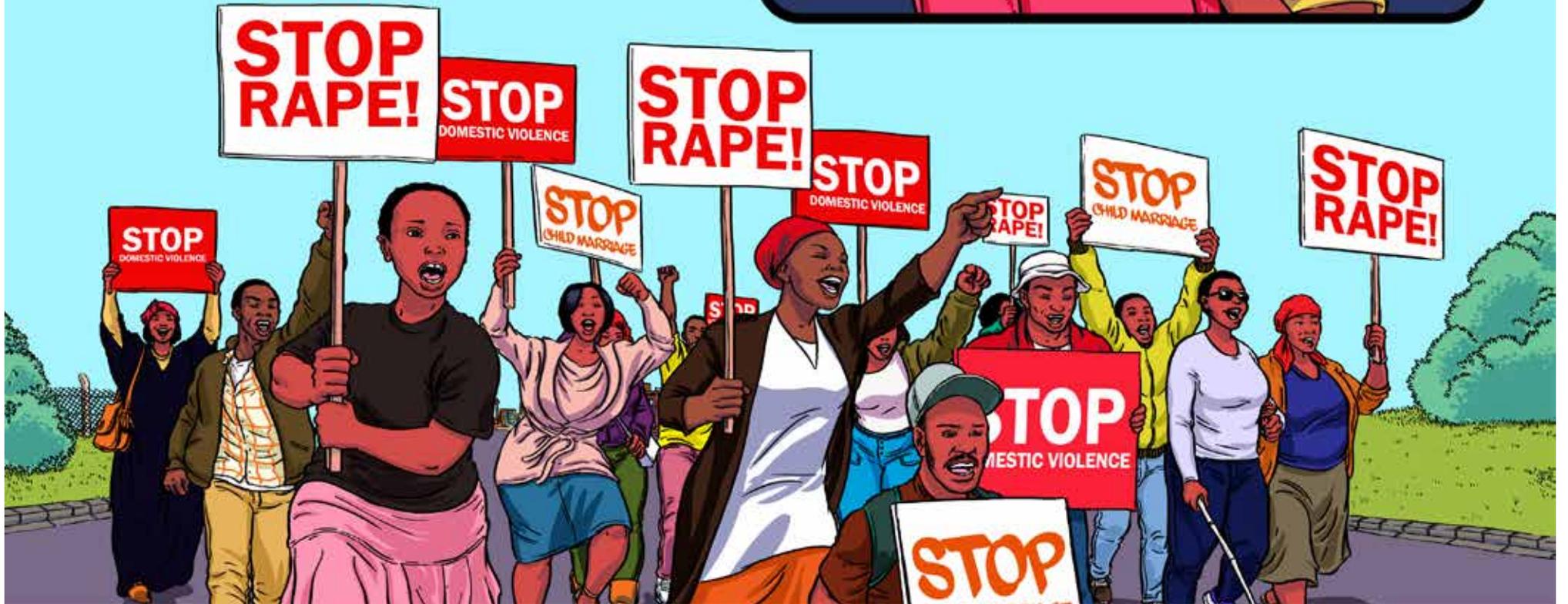
Questions to ask:

- What do you see on these two images?
- Why are community members coming together to speak out against SGBV?

Key message to deliver:

Sexual and Gender-based Violence (SGBV) is everyone's problem. Speak out against it.

Insist that the root causes of all forms of SGBV lie in a society's attitudes and practices towards gender discrimination. It is only when all members of society decide to address the root causes of SGBV (abuse of power, gender inequality, and lack of belief in equality of human rights for all) that SGBV can be ended.



SECTION 5

**TARGET AUDIENCE: STAFF AND
VOLUNTEERS OF RED CROSS AND RED
CRESCENT SOCIETIES**

SECTION 5:

Target audience: Staff and volunteers of Red Cross and Red Crescent Societies

Question to ask:

- What do you see on this image?

Key message to deliver:

If someone asks for help, comfort them and share information on available support services.

Insist that it is the role of all staff and volunteers and they should all make sure they have information about existing SGBV referral pathways. They should seek support from their PGI focal points for support on this.



SECTION 5:

Target audience: Staff and volunteers of Red Cross and Red Crescent Societies

Question to ask:

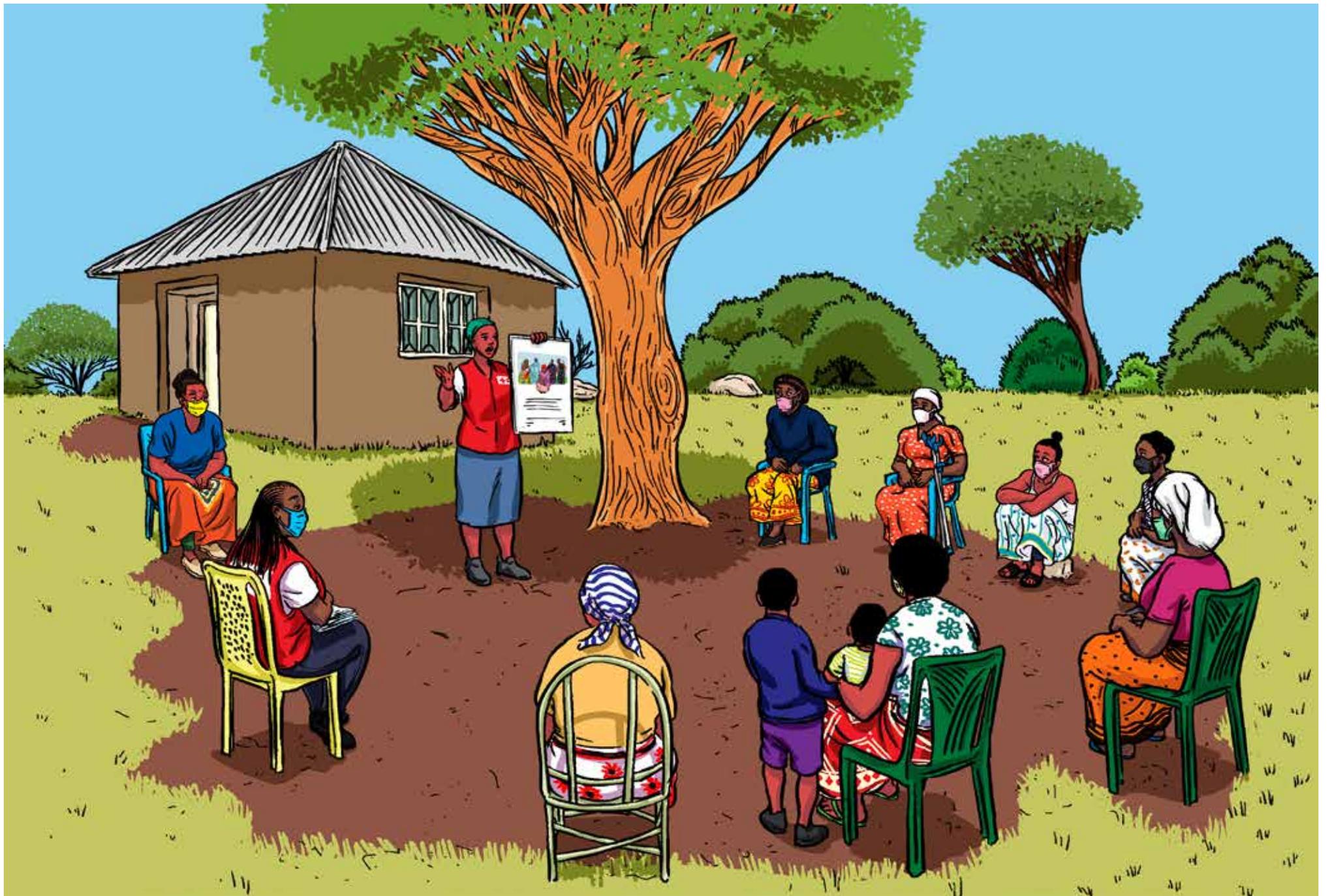
- What do you see on this image?

Key message to deliver:

Make sure to uphold the guiding principles of safety, confidentiality, non-discrimination, and respect at all times.

The survivor-centred approach is paramount.

Please refer to IFRC guidance on Handling SGBV disclosure and safe referrals : <https://volunteeringredcross.org/en/protection-gender-and-inclusion/>



SECTION 5:

Target audience: Staff and volunteers of Red Cross and Red Crescent Societies

Question to ask:

- What do you see on this image?

Key message to deliver:

Always provide a non-judgmental, listening ear if you receive a disclosure of SGBV.

Provide the following guidance:

Make sure that you listen to their needs and treat any information shared with confidentiality.

Make sure that you do respect the rights of the survivor to make their own decisions.

Make sure you share information on all services that may be available, even if not SGBV specialized services

Make sure you ask for permission from the survivor before taking any action.

In the case of child survivors, specific measures apply. Refer to a trained service provider.



SECTION 5:

Target audience: Staff and volunteers of Red Cross and Red Crescent Societies *

Question to ask:

- What do you see on this image?
- What are the consequences for the survivor?
- What are the consequences for the staff/volunteer and his organization?

Key message to deliver :

Aid is always free; no sexual or other favours can be requested in exchange for assistance.

Insist that:

IFRC has a zero-tolerance policy on sexual exploitation and abuse (SEA) of affected populations

Committing SEA will expose staff and volunteers to dismissal.

If any staff or volunteer suspect a case of SEA, immediately report it.

Survivors of SEA should have access to the same SGBV services as other SGBV survivors.

*** This key message on PSEA should not be limited to staff and volunteers, it should be used with all the other groups targeted in this booklet: women, men, girls, boys, community at large, community leaders)**



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