FATTA!

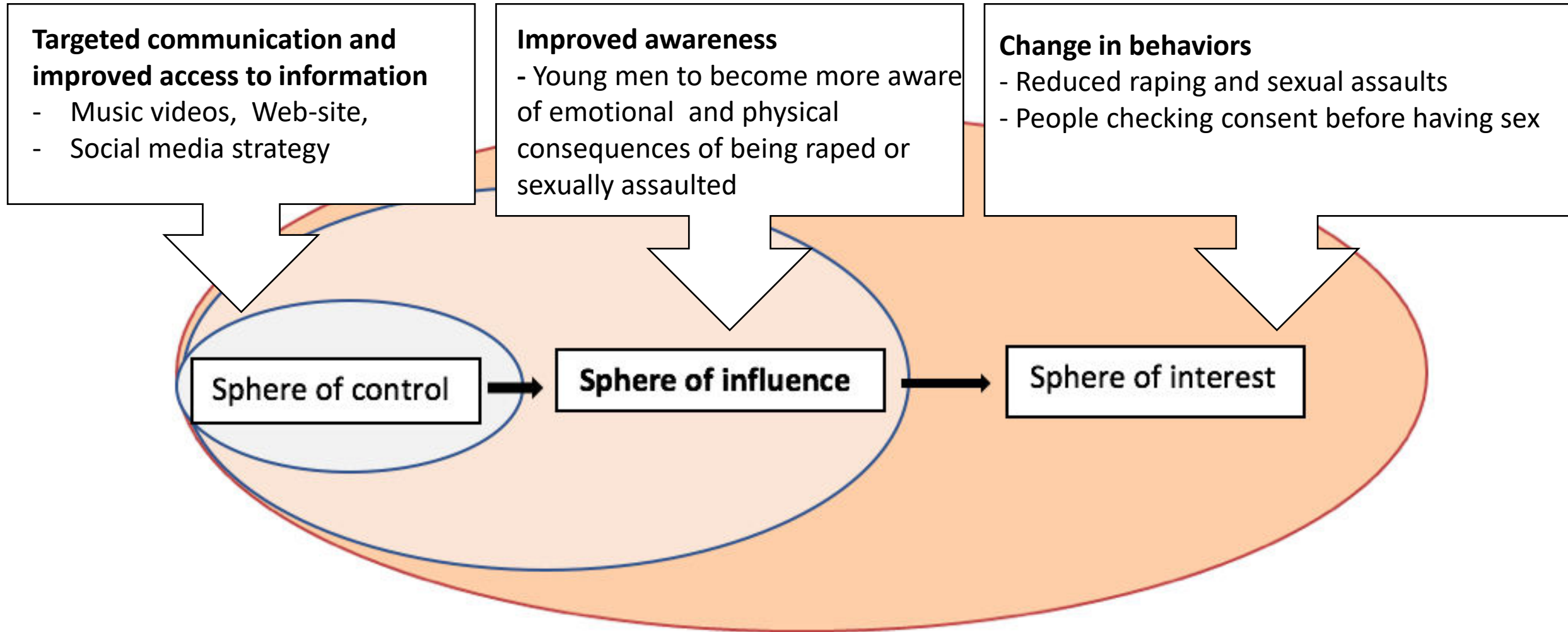Mot sexuellt våld. För samtycke i praktik och lagstiftning.

PART 1: INTRODUCTION AND CHALLENGE

- *What is the main **Challenge** your project aims to overcome ?*

- Changing the current **rape culture** to a **consent culture**

FATTA SWOT

Strengths (internal)	Opportunities (external)
Engaged and active members Project management and advocacy skills Strong marketing and communication skills Personal networks including young artists Good media contacts	Legal expertise working on drafting a new law #MeToo movement – momentum to mobilize support from influencers
Weaknesses (internal)	**Threats (external)**
No stable funding Small number of staff – high reliance on volunteers	Resistance against new law by some political parties and high profile lawyers Public opinion that certain ethnic groups are main perpetrators of rape and sexual assaults

PART 2: CHANGE

Targeted communication and improved access to information
- Music videos, Web-site,
- Social media strategy

Improved awareness
- Young men to become more aware of emotional and physical consequences of being raped or sexually assaulted

Change in behaviors
- Reduced raping and sexual assaults
- People checking consent before having sex

Sphere of control → **Sphere of influence** → Sphere of interest

Awareness · Desire · Knowledge · Ability · Reinforcement

SUCCESSFUL CHANGE

1. What aspects of the ADKAR model does FATTA address?
2. Give examples of how they do it

PART 3: PLAN OF ACTION

Production of a music video

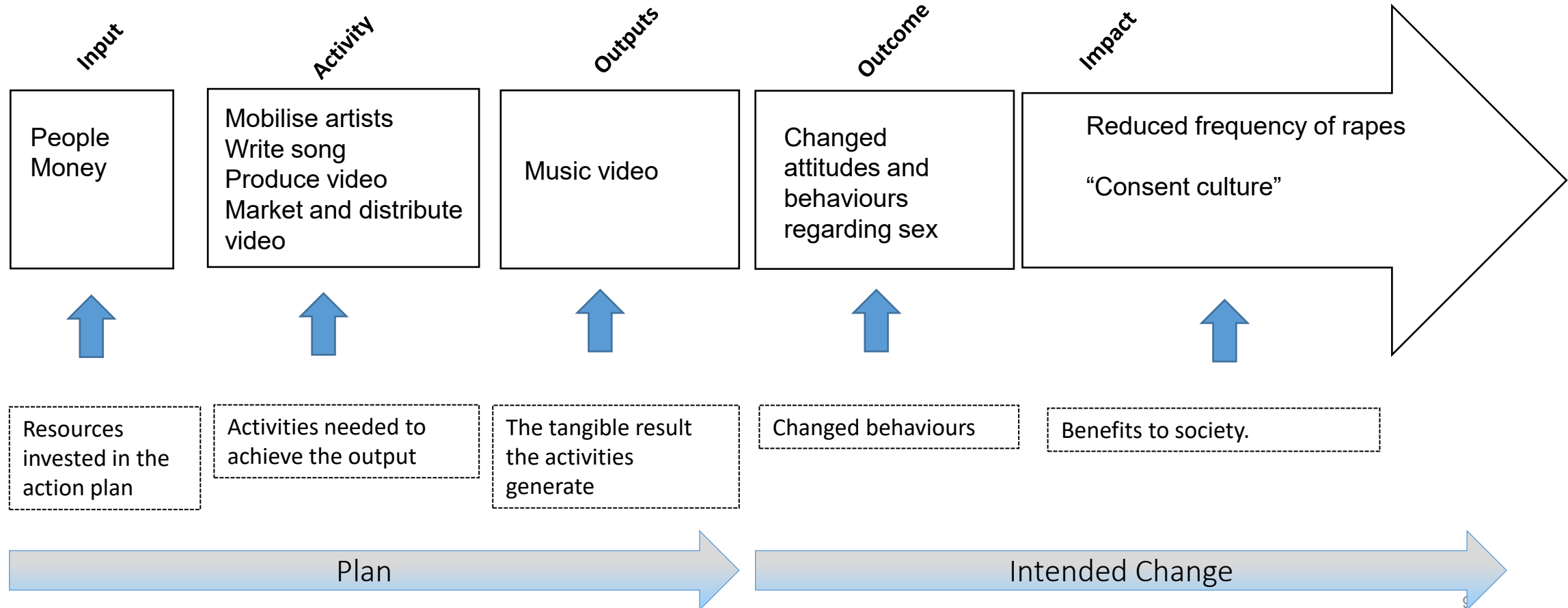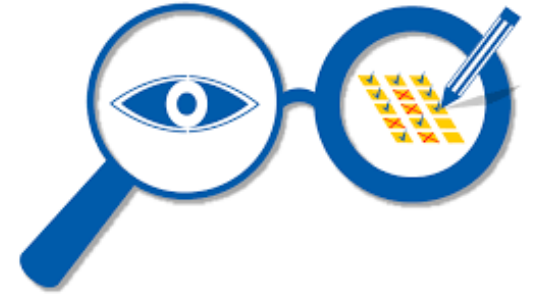|	Activity	Date	Resources	Who is responsible
1	**Mobilise artists**			
1.1	Networking- members who know artists to lobby and ask for support	15 Jun-15 Sep	Members, information material about FATTA	Maria
1.2	Conduct an event to inform about FATTA	1 Sep	Venue, food, presentation material	Maria
2	**Develop music and lyrics**	15 Sep- 30 Oct	Testimonies, stories from real cases	Artists
3	**Produce the video**	1 Nov-15 Dec	Studio, video-technician, artists	Maria
4	**Marketing and distribution**	15 Jan-	Marketing expert, Social media coordinator	Maria

Monitoring Plan

Theory of Change

If we develop a video with popular artists about the physical and emotional suffering of being raped, **then** people will become emotionally effected and committed to the importance of consent to sex. **If** people are committed to the importance to consent, **then** they will start asking before having sex. **If** people ask about consent before having sex, **then** there will be less rapes.

Is the intended change happening?

Input	Activity	Outputs	Outcome	Impact
People Money	Mobilise artists Write song Produce video Market and distribute video	Music video	Changed attitudes and behaviours regarding sex	Reduced frequency of rapes "Consent culture"
Resources invested in the action plan	Activities needed to achieve the output	The tangible result the activities generate	Changed behaviours	Benefits to society.

Plan → Intended Change

Monitoring Plan

WHAT info needs to be collected?	HOW will it be collected? (method/channel?)	WHO will collect it?	WHEN will it be collected?
Activity follow up	Progress report	Project Manager	Monthly
Output indicators	Progress report	Project Manager	
Outcome indicators			
Impact indicators			

Activity follow up

Production of a music video

Reporting Date: 30 October 2018

	Activity	Planned Date	Status	Comment
1	**Mobilise artists**			
1.1	Networking- members who know artists to lobby and ask for support	15 Jun-15 Sep	According to plan	
1.2	Conduct an event to inform about FATTA	1 Sep	According to plan	
2	**Develop music and lyrics**	15 Sep- 30 Oct	Delayed	Artists too busy with other work. Need to extend the timeline
3	**Produce the video**	1 Nov-15 Dec		
4	**Marketing and distribution**	15 Jan-		

Performance Indicators

What would demonstrate progress towards desired change?

Measuring change

- What would demonstrate improved awareness of the importance of consent?

- What would demonstrated changed behaviours?

- What data would you need to collect?

Performance Indicators	Sources of verification

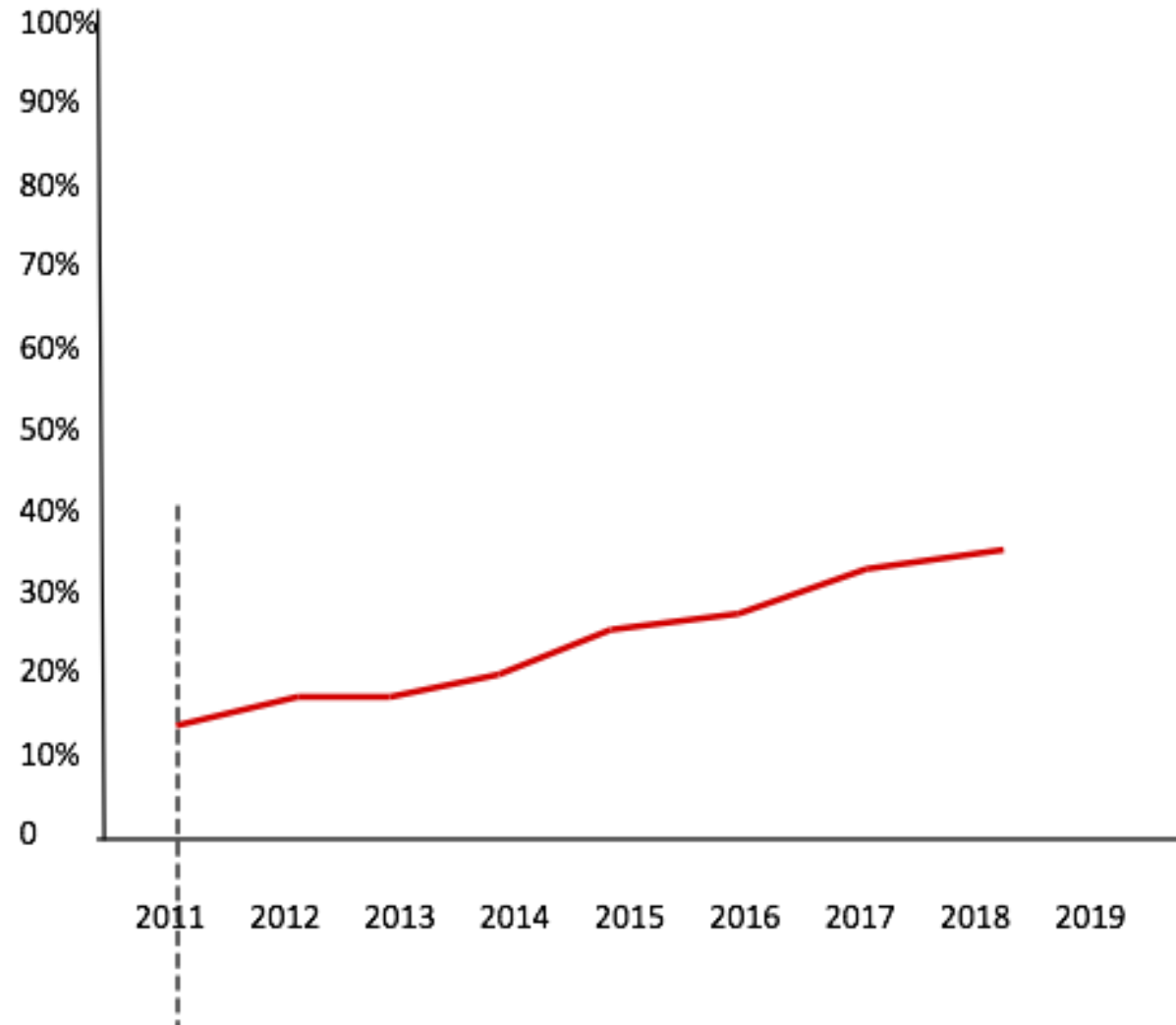| Example Indicators	Data needed	Data source
Output indicators	Number of police trained on SGBV.	Training records Gender disaggregated data
	Number of shelters established	On site inspection/NGO reports
Outcome indicators	Percentage of SGBV survivors supported by a social worker during the investigation	Police records, Case files Records from the MoSA
	Percentage of survivors who are offered access to a shelter	Police records NGO reports Survey
Impact Indicator	Confidence in the police	Public Survey Gender disaggregated data

Criteria for good indicators

- **Validity**: Do they measure the objective?

- **Reliability**: Is it a consistent measure over time

- **Simplicity**: Is it easy to collect the information?

- **Utility**: Will the information be useful?

- **Affordability**: What does it cost to collect the information?
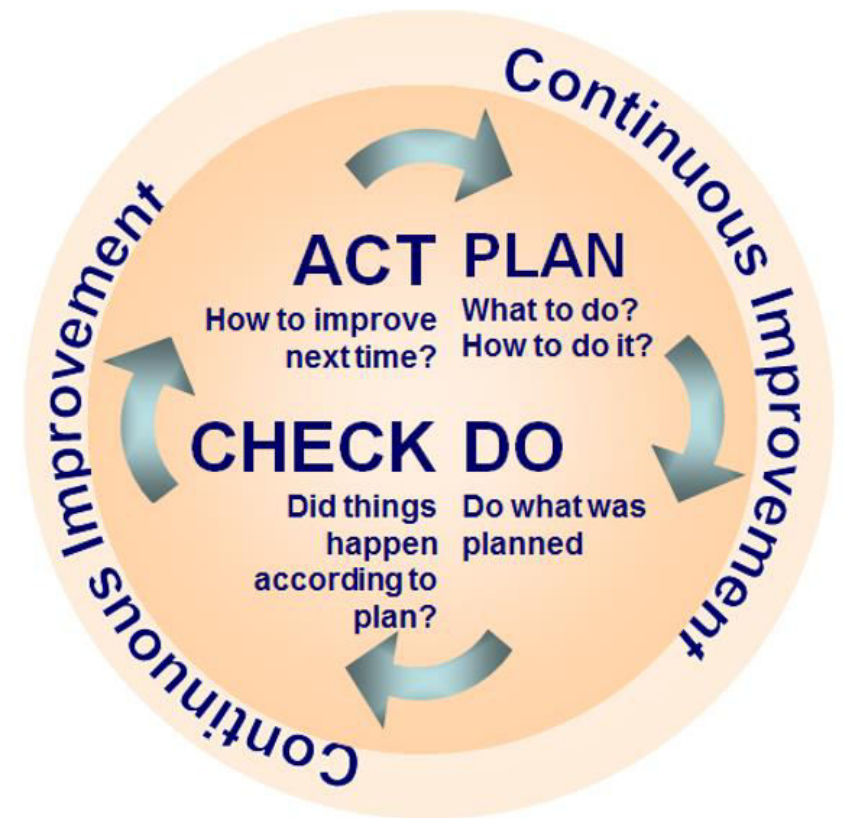
Performance Indicators

Quantitative Indicators	Qualitative Indicators
Numbers	Reflect people's judgements, opinions, perceptions and attitudes. E.g. changes in satisfaction, trust, influence, awareness, understanding, attitudes, perception or sense of well-being. By nature subjective and data is often collected through interviews, focus groups or observation.
Percentage	
Frequency	
Ratio	

Base-line

RBM focuses on achieving intended change

- Follows why and how results happen or do not happen.
- Provides managers with a tool to assess and improve project performance.

Prerequisites for RBM

- Good planning with measurable objectives including performance indicators and sources of verification

- Time, resources and skills set aside for monitoring

- Assigned responsibility for data collection

- Analysing data and learning from results

- Dissemination of reports to relevant stakeholders