



Sonke Gender Justice Project

HIV/AIDS, Gender Equality, Human Rights

The Spectrum of Change: A Tool for Integrated Public Health Approaches

Changing deeply held beliefs about gender roles and relations requires comprehensive, multifaceted strategies. A significant body of contemporary research indicates that effecting sustained change requires addressing the many forces shaping individual and community norms and practices—traditions and cultures, government policies, laws and institutions, civil society organizations, the media, the family as well as the economic, political and social pressures that shape and reinforce those values".

Effective responses to gender based violence and HIV and AIDS will require that organizations build relationships with non-traditional partners. Those working on gender based violence and HIV/AIDS independently of each other will have to work together. Organizations currently working in isolation of each—whether it be on gender based violence or HIV/AIDS, or within the public health or the legal and criminal justice system, or with youth, men and women—will need to forge sustained partnerships that promote cross-fertilization and strengthen collective efforts.

To effect systemic and sustained change and to promote effective partnerships, the Sonke Gender Justice Project uses the Spectrum of Change as a planning and programme tool. Adopted and adapted from Prevention Institute, the Spectrum of Change identifies 8 mutually reinforcing social change strategies that move beyond an exclusive reliance on individual or small group change to instead promote changes at the individual level and also in the social, political and economic aspects of people's lives.

THE SPECTRUM OF CHANGE			
	SPECTRUM LEVEL	EXAMPLES	
Formative Research	Working with Government to Influence Policy & Legislation	Work with government to develop and implement male involvement strategies to promote gender equality	Monitoring and Evaluation
	Rights Based Community Mobilization & Advocacy	Support community members to support and hold government and civil society accountable	
	Fostering Coalitions and Networks	Convene regular meetings to coordinate, promote peer exchanges and reduce duplication	
	Changing and Strengthening Organizational Practices	Developing gender policies, creating awareness and increasing commitment and capacity to engage men.	
	Educating Providers & Key Stakeholders	Training gender focal staff, police, health service providers, traditional/faith based leaders & NGOs	
	Promoting Community Education	Educate large numbers of people at the community level through community mobilization and the use and development of media/IEC	
	Strengthening Individual Knowledge, Skills and Leadership Capacity	Build the capacity of individuals to engage men to promote gender equality, end gender based violence and address HIV/AIDS	