Vision, Political Moments, Organization and Planning

Three key factors for the success of any community mobilization (CM) campaign are vision, political moments and organization/planning.

Your vision of desired changes informs the specific, short-term activities of your CM campaign as well as your long-term mission. What is your vision for your community? In an ideal world, what would your community look like in five years? Ten years? What programs and laws would exist that support and protect people in the community? How would people feel and act when they hear of violence against women and girls?

Different political moments or incidents will affect the choice and sequencing of strategies. Opportune political moments may include, for example, election periods and important policy and legislative sessions. Incidents (such as specific acts of violence against women and girls in the community, media coverage, or resistance on the part of policy-makers) may be used as catalysts to raise awareness in your community and increase involvement in your prevention efforts.

Organization and planning are essential to define the vision and ensure that it is not lost in short-term successes or failures. Conveying your vision persuasively requires a convincing analysis of the problem, combined with the power and actions of people who share and support your position.

Analyzing an Issue
When analyzing a potential issue for a community mobilization and prevention campaign, it is helpful to examine the following interdependent components:

1. Laws and Policies: What existing laws or policies support violence against women and girls—or enable the violence to continue? Is there a law or policy related to your campaign issue?

2. Structures and Institutions: What are the institutions that are supposed to implement these laws and policies? For example, the law may require mandatory arrest of batterers but the local police may fail to implement the law consistently.

3. Knowledge, Attitudes, Beliefs and Behaviors (KABBs): What are the societal beliefs and values that support the current situation? What types of public education and outreach are necessary in order to inform people of this issue so that their attitudes and behavior will change?