



**The “Success”
of SGBV Prevention
and Response Initiatives – Does
‘Diffusion of Innovations’ Merit
Consideration?**

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Context:

- Thai-Burma border
- Three refugee camps
 - Nu Po, Tak
 - Ban Don Yang, Kanchanaburi
 - Umpiem Mai, Tak



Population:

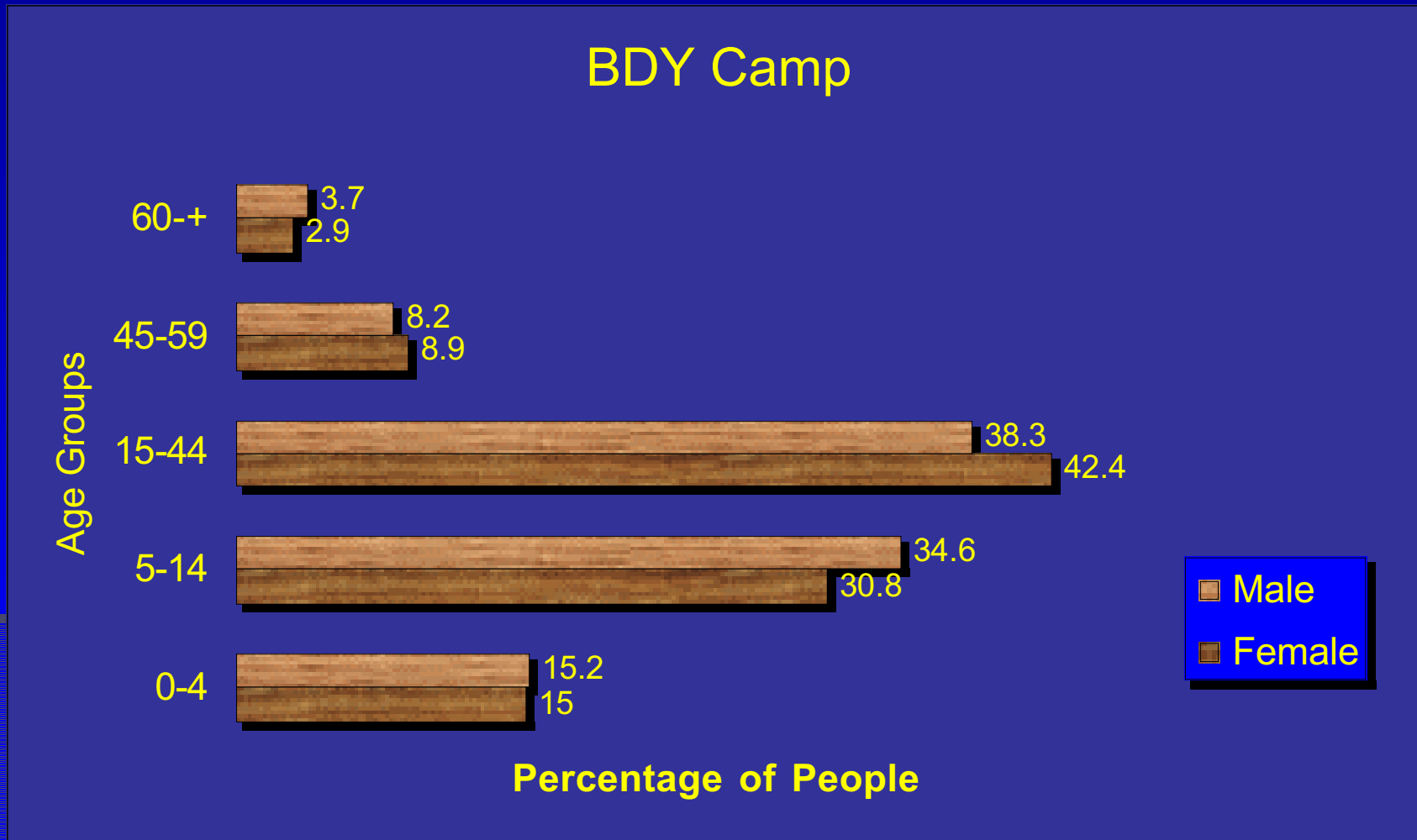
	Population	% Border Total	Ethnic Majority
Umpiem Mai	16,145	13%	Karen
Nu Po	10,570	9%	Karen
Ban Don Yang	3,746	3%	Karen

Demographic Data:

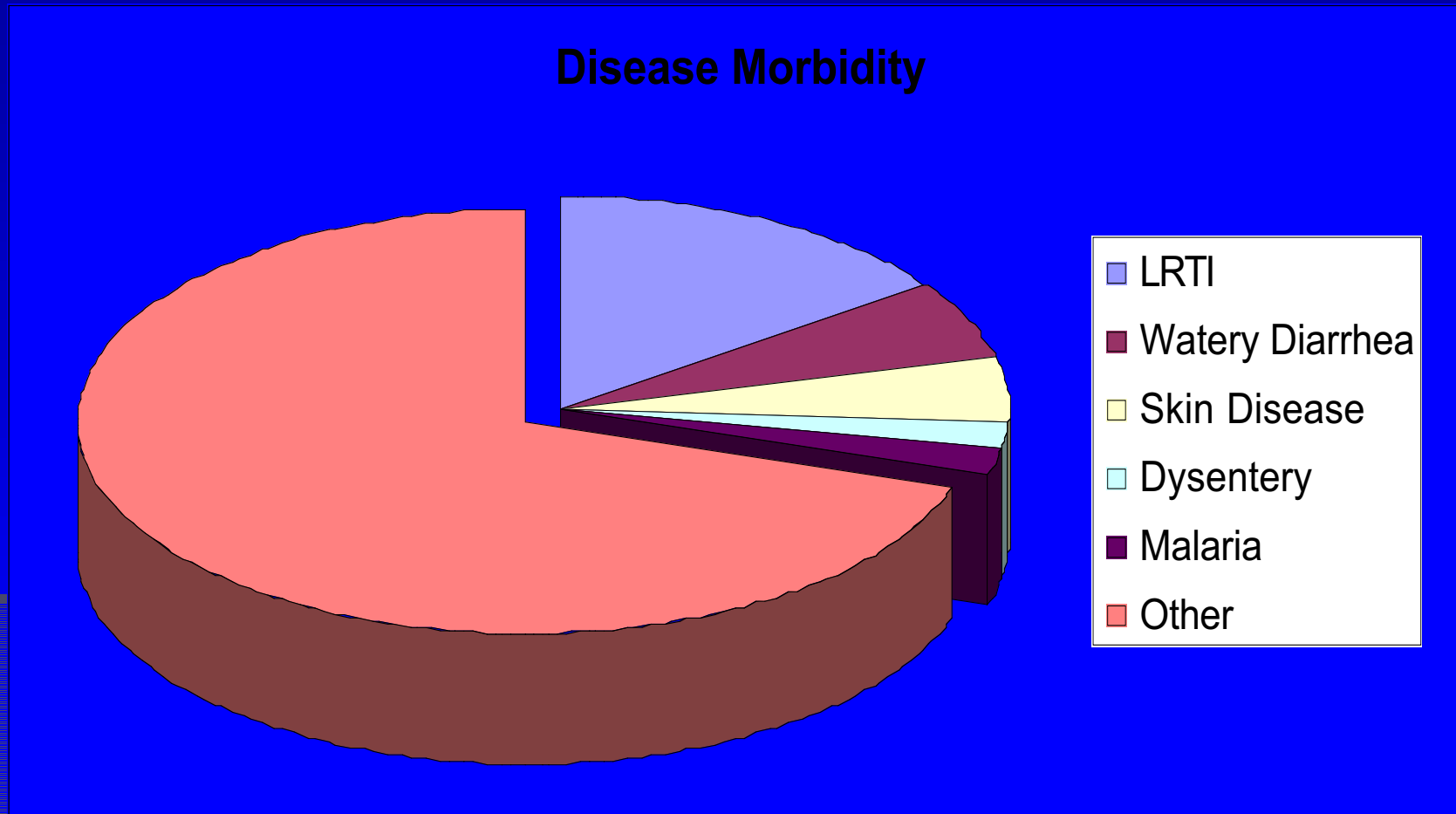
Whole Border:

- CMR 4.4* (per 1,000)
- U5MR 6.8* (per 1,000 U5)
- IMR 25* (per 1000 live births)
- Under 5 Malnutrition
 - Acute 2.5 - 4.3%
 - Chronic 8.5 - 43.2%
- CBR 30.3

Demographic Data:



Statistics:



ARC's Goal:

‘to improve the health status of ...
refugees in ARC-serviced camps
in Thailand.’

SGBV Mandate:

- Reproductive Health
Objectives/Activities
- Community Health Education
Objectives/Activities
 - Includes ‘work with community groups and leaders...’
- Capacity Building

Definition:





- wide variety of abuses
 - sexual threats
 - exploitation
 - humiliation
 - assaults
 - molestation
 - domestic violence
 - incest
- involuntary prostitution
 - torture
- attempted rape

(UNHCR 1999, p36)

“Many forms of GBV occur in and around the camps...”

- Rape
- Domestic Violence
- Child Sexual Abuse
- Sexual Exploitation and Abuses

Study Objectives:

-  To clarify activities
-  To identify stakeholders
-  To critically reflect on process
-  To share reflections

Methods:

Action Initiated

Community Change Theory

- Diffusion of Innovations

Field experiences, case study examples, questionnaire

- Participants asked to reflect on their experiences/observations and share thoughts regarding the change theory

Initiatives by ARC:

- SGBV Protocol
- SGBV Action Plan
- Trainings
- Workshops
- Committees
- Facilitation
- Awareness raising
- Community response systems
- Clinical response
- Documentation
- Reporting
- Protection
- Counseling
- Follow up
- Advocacy

The Theory (Rogers, 1995):

- Diffusion: “The process by which an innovation is communicated through certain channels over time among the members of a social system”
- Innovation: “An idea, practice or object that is perceived as new by an individual or other unit of adoption”

The Theory:

- Social Change: “The process by which alteration occurs in the structure and function of a social system”

Characteristics of an Innovation or Change

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

“Innovations that are perceived by individuals as having greater relative advantage, compatibility, trialability, observability, and less complexity will be adopted more rapidly than other innovations.”

Rogers (1995)

Stages of Adoption:

- Awareness
- Interest
- Trial
- Decision
- Adoption

Adopter Categories:

- Innovators
- Early Adopters
- Early Majority
- Late Majority
- Laggards

Findings: Stakeholders

- Camp committee leader
- Camp committee
- UNHCR
- All NGOs
- Camp section leaders
- Religious leaders
- Women's Organization
- Youth Organization
- Ministry of Interior
- Camp health committee leader
- Women's affairs leader
- School teachers
- NGO rep's in camp
- Traditional healers
- Traditional birth attendants
- Voluntary bodies
- Camp commander
- Rep's from community groups
- SGBV group
- Community people

Findings: Characteristics of the Innovation(s)

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability
- Compatibility may not be high
- Complexity may be high
- Trialability and observability varying

- All agreed:

- Impact on social relations
- Communicability
- Reversibility

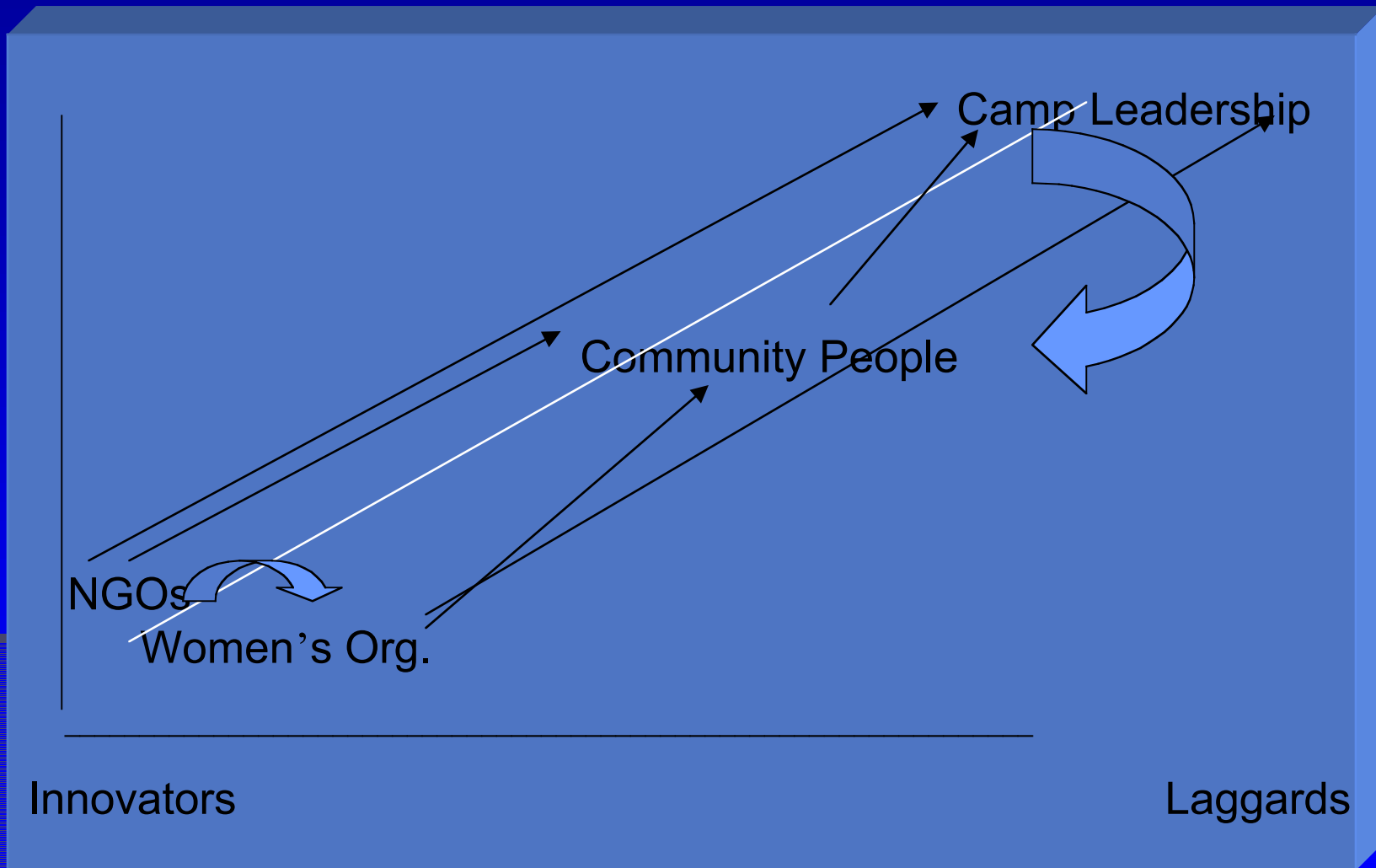
Stages of Adoption:

- Able to reflect and identify various stages
- Different stakeholders at different stages
- Majority of stakeholders at the ‘interest’ stage

Adopter Categories:

- Camp leadership =
laggards/late majority
- Bulk of community people =
late majority
- NGOs/Women's Org. =
innovators/early adopters
- No 'innovators'

Conceptual Model:



Implications: Policy

- International “guideline” documents useful but field level policy must be informed by, supported by community “will” ...

Implications: Programs

- Assess the characteristics of proposed innovations
- Analyze key stakeholders' adopter categories
- Stages of adoption enables effective 'targeting' and measurement
- Recognize community 'resources'

Implications: Future Research

- Application of Theory
- Evaluation of programs
 - Indicators
 - Success determined by social group
 - External timeframes

Summary:

- Analysis of key community stakeholders' readiness to change and stages of change can assist change agents throughout the process...

Summary:

Community change is not a linear process and should not be measured as such...

Thank you!

And Best Wishes...