

Puntos
de encuentro
para la transformación
de la vida cotidiana

Origins of Puntos de Encuentro

To transform daily life

- 1980s: Sandinista Revolution
 - Frustration of feminists: Major advances for women but still too much machismo and authoritarianism in daily life
 - Analysis of power relations (intersectionality)
- 1991: Explosion of women's movement

Basic strategy

- **Influence public opinion (attitudes and social norms):**
 - Deconstruct status quo discourse and its implications
 - Share attractive and accessible alternatives
 - Interpersonal and public dialogue
 - Agenda-setting
- **Movement building:**
 - Link local – national - regional – international
 - Multi-sector alliances
 - Capacity-building & leadership training
 - Mobilization and collective action/advocacy

“Democracia en la calle, la casa, la cama”

Link intimate – public / personal – political

“We need to be able to talk”

Communication as a process to
catalyze personal and social change

“The magic is in the mix”

Methodologies & Theories

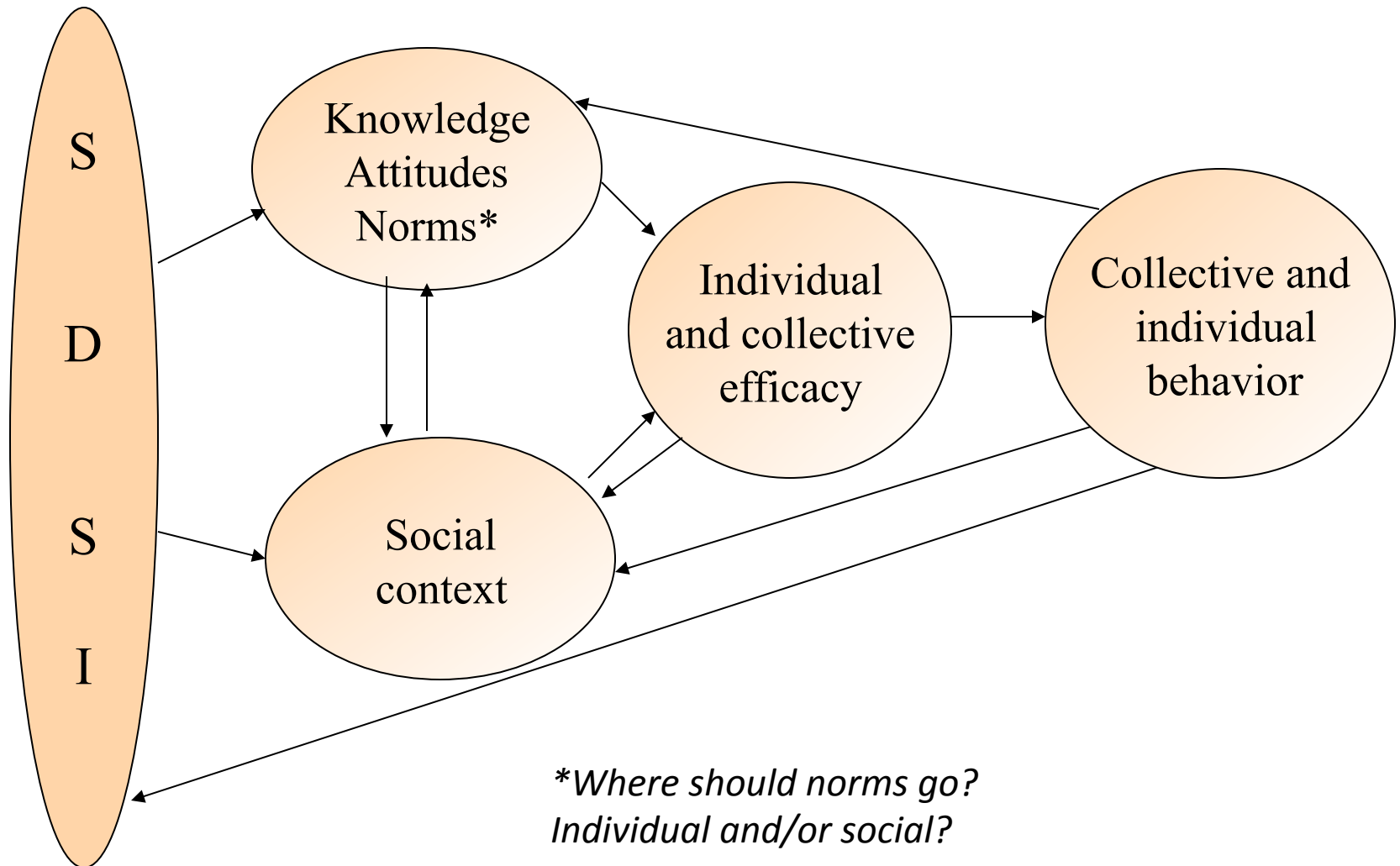
- Feminist popular education
- Experiential learning / games
- Stages of change
- Diffusion of innovation
- Positive Deviance
- Social cognitive theory / social learning
- Entertainment-education: social soaps
- Communication for social change
- Complexity Theory

Some concepts...

- Human rights in daily life
- Sense of belonging
- Reinforcing minority → critical mass
- Taking taboos out of the closet
- Controversial issues / problems as human stories
- KAP-Gap
- Self-efficacy / collective efficacy
- Acts of courage
- Social support / networks
- Enabling / favorable environment

Evaluation & Challenges

Conceptual Framework for Evaluation



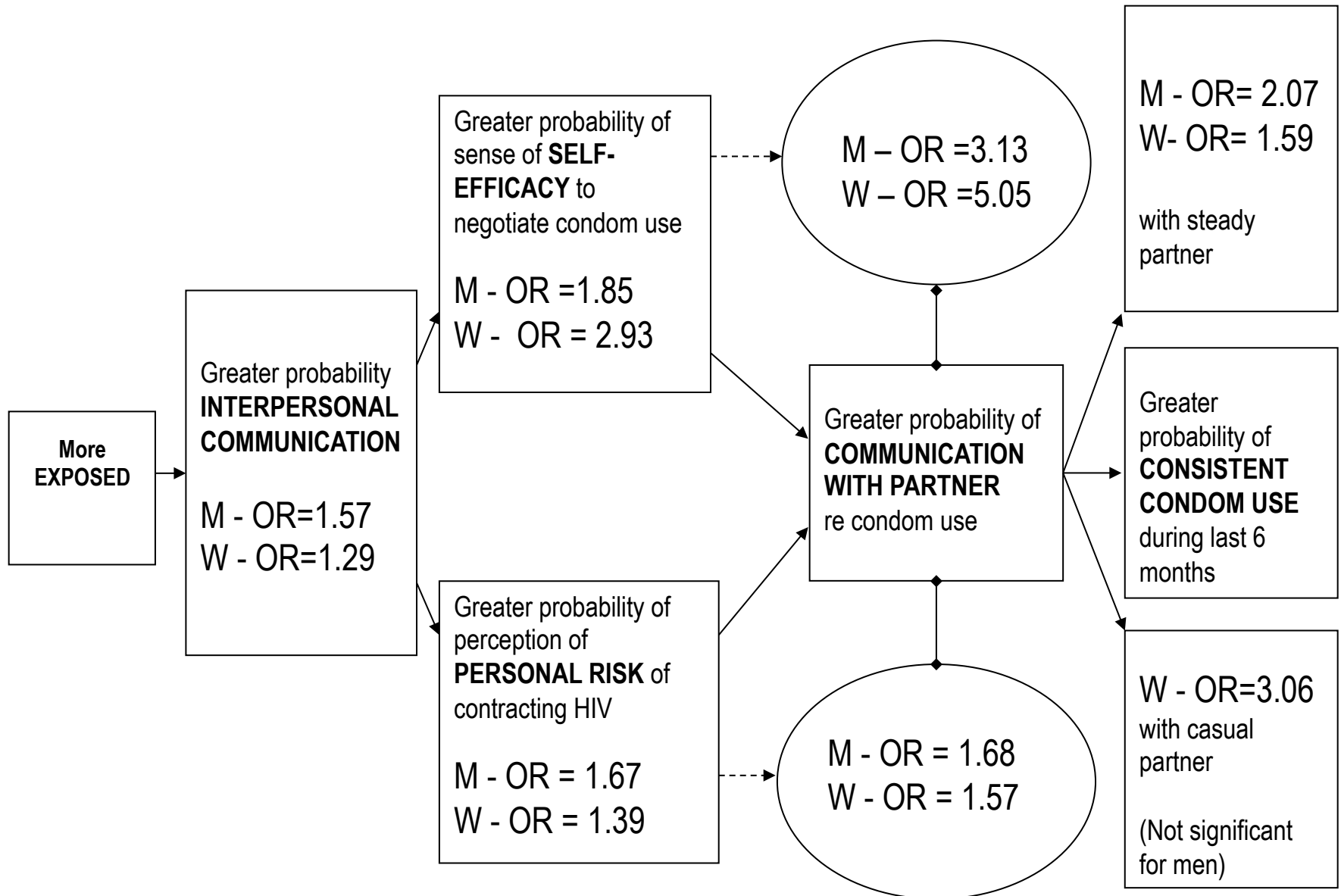
Results

- 59% had regularly watched at least 2 of the past 3 seasons.
- Greater exposure → statistically significant changes
- Reduction of HIV-related stigma*
- Reduction of gender-inequitable attitudes*
- Increase in knowledge of and use of GBV and HIV-related services
- increase in interpersonal communication about HIV prevention and sexual behavior.
- Qualitative findings -SDSI played an important role in:
 - promoting community-based dialogue on key topics,
 - strengthening youth leadership, and
 - fostering alliances between organizations.

Some contradictory results

- Change in one topic/attitude doesn't necessarily lead to change in another
- Some things got “better” while some things got “worse”

Step-wise analysis re condom use



Evaluation challenges

- How effective is the programs vs. how the program is effective
- Conceptual frameworks and Indicators:
 - Individual – attitudes - behavior change
 - Norms – context - social change
- Multi-method and complexity approaches
- Attribution / contribution

Reflections...???

- **Storytelling:** Heroes overcoming obstacles → Norms
- “**Las y los y l@s**”: acting into thinking vs. thinking into acting
- **Tweaking some of our activities**