

Learning from the Bell bajao! campaign



Presented by:

**Sonali Khan
Vice President**

breakthrough

Breakthrough campaigns



***# I am here (2012 –
On going)***



Is this justice? (2006-2007)



***What kind of man are
you? (2005-2006)***



***Bell bajao!
(2007- On going)***

The Bell bajao! campaign



•Bell bajao! is Breakthrough's most evolved and sustained campaign. It focuses on creating awareness on domestic violence and asks men and boys to be a part of the solution to end violence.

How we breakthrough



HOW BREAKTHROUGH CREATES LEADERS FOR CHANGE.

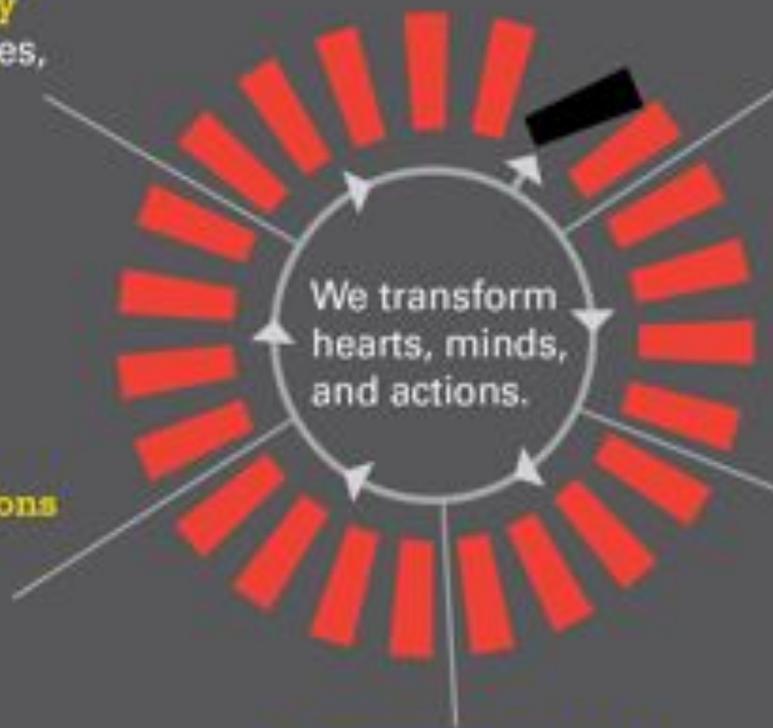
We **use media, arts, pop culture, and technology** to reach mass audiences, challenge norms, and make human rights real and relevant.

We **develop game-changing partnerships** with communities, governments, businesses, and entertainment leaders for maximum scale and impact.

We **train new generations of leaders** in schools, neighborhoods, and civil society groups to ignite change.

We **promote community action** for local and global human rights.

We **measure our impact and share lessons learned** about advancing human rights.



Background to domestic violence

- According to NFHS3, nearly 37% of ever married women (15-49 years) reported to have faced spousal violence
- Major limitation – figures are under reported
- A complex and cross-cutting issue that deals with sexuality, gender, women's vulnerability, HIV/AIDS
- Difficult to develop direct indicators
- Due to sensitivity of the issue, confidentiality is a prime concern
- There is silence around the issue

Issue, questions & concerns



- What is the general understanding about domestic violence?
- What are the barriers to intervening in situations of domestic violence ?
- What one does or can do if one faces violence - both as a witness and as a survivor?
- Who is intervening or stopping violence?
- What is the community response towards violence?
- Knowledge on DV Act 2005 and its provisions

Deeper questions

- How do we know that violence has reduced?
- How do we understand the implications of this reduction - for women?
- What are the indicators ?
- What are the critical indicators that should influence our programme design?
- How will we track attribution ?

Key messages of Bell Bajao!



- Men can act in a positive role and support women who face violence
- Domestic violence is not a private affair.
- Take action and bring domestic violence to halt
- There is progressive law against domestic violence – PWDVA 2005



How we rang the bell



Television proved to be the most effective dissemination tool for scale reaching more than 130 and 110 million viewers in two phases. Government of India adopted the campaign

The training programme has built the capacity of 16,000 youth and community members who in turn have reached out to nearly 80,000 people

Video vans and community mobilization activities sensitized 7.5 million people

Global footprints in China, Malaysia, Vietnam, Atlanta



In 2012 Odisha Government adopted the campaign at the state level

Exposure to Bell bajao! campaign



- Uttar Pradesh - Over 1/3rd respondents reported exposure
- Karnataka - Over 3/4th respondents reported exposure
- Majority of the respondents recalled mass media, mid media and various community mobilization methods of communication.
- Video Van emerged as one of the most significant tool to reach men.





Figure - Exposure to intervention in Lucknow and Varanasi at endline survey

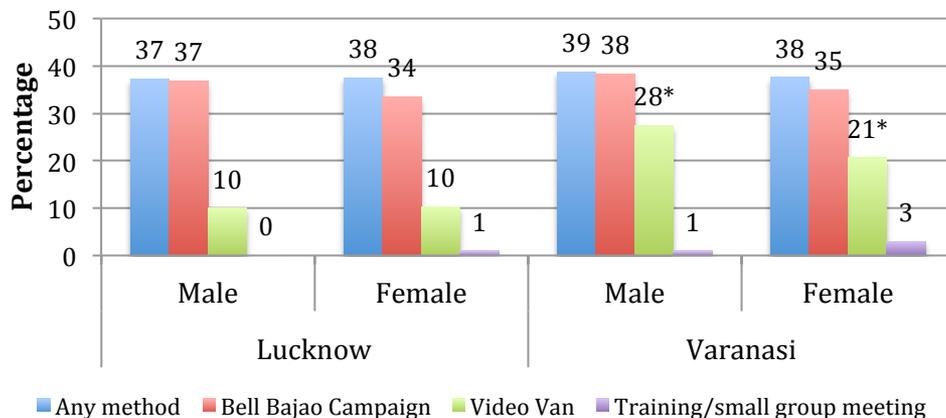
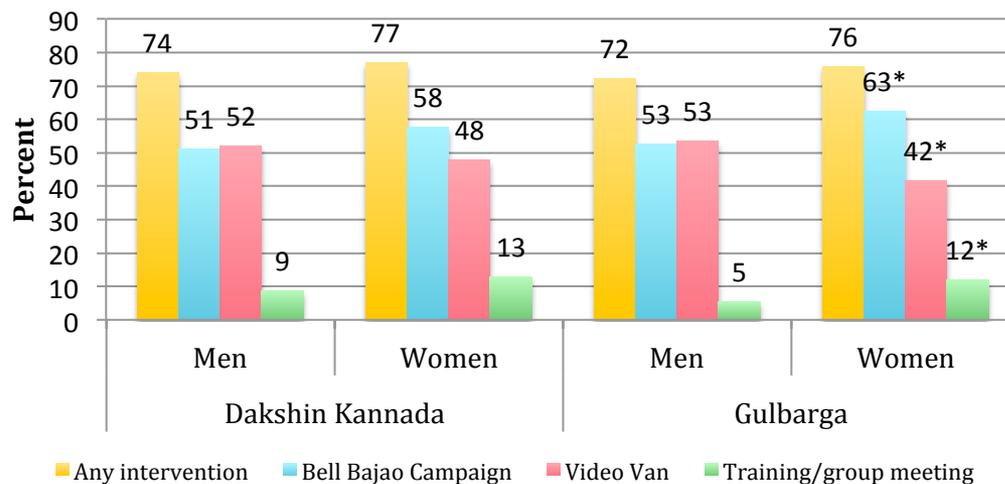
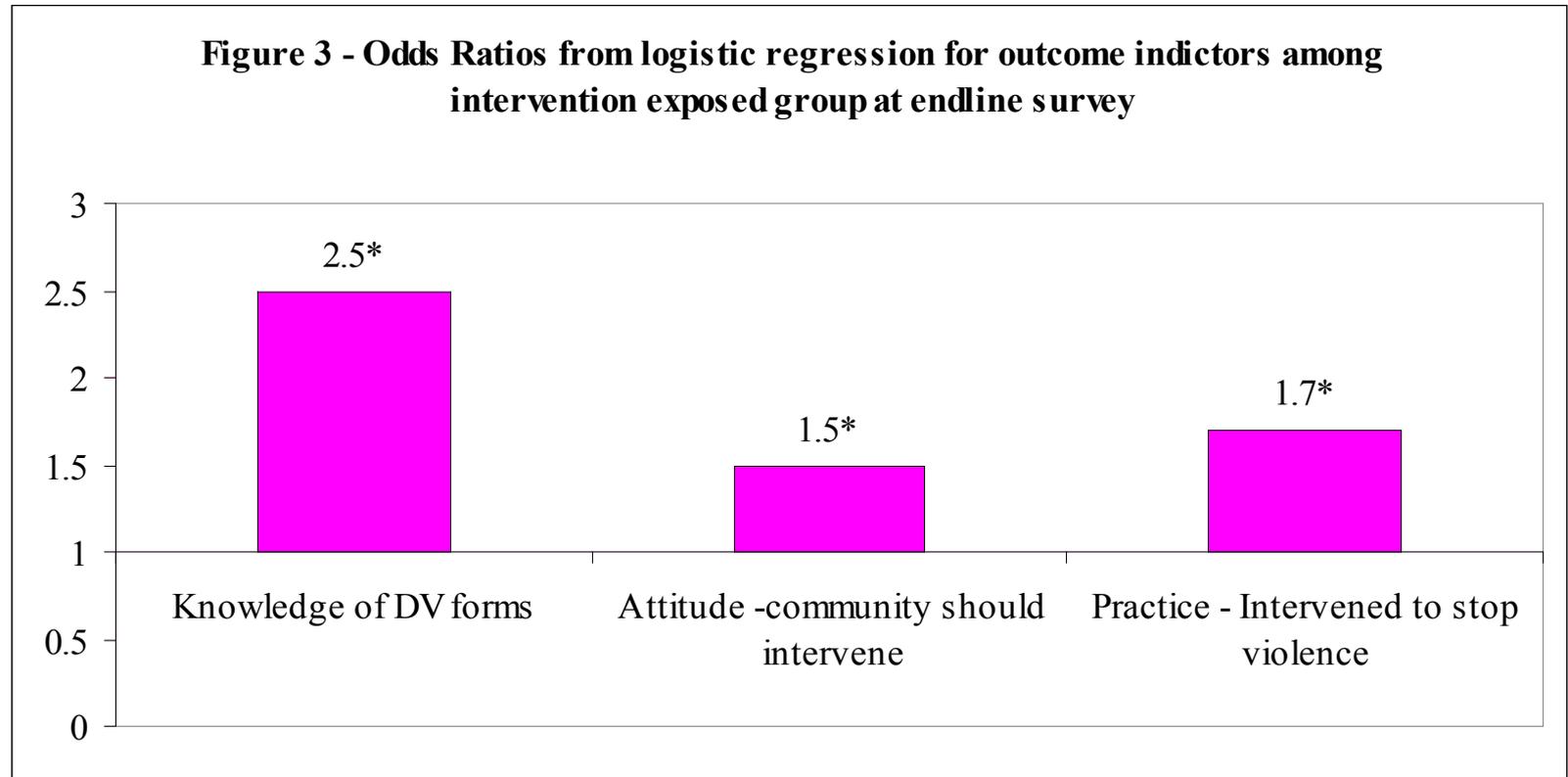


Figure - Exposure to intervention in Karnataka at endline



Attribution to Breakthrough Campaign



ICRW, 2009-2011

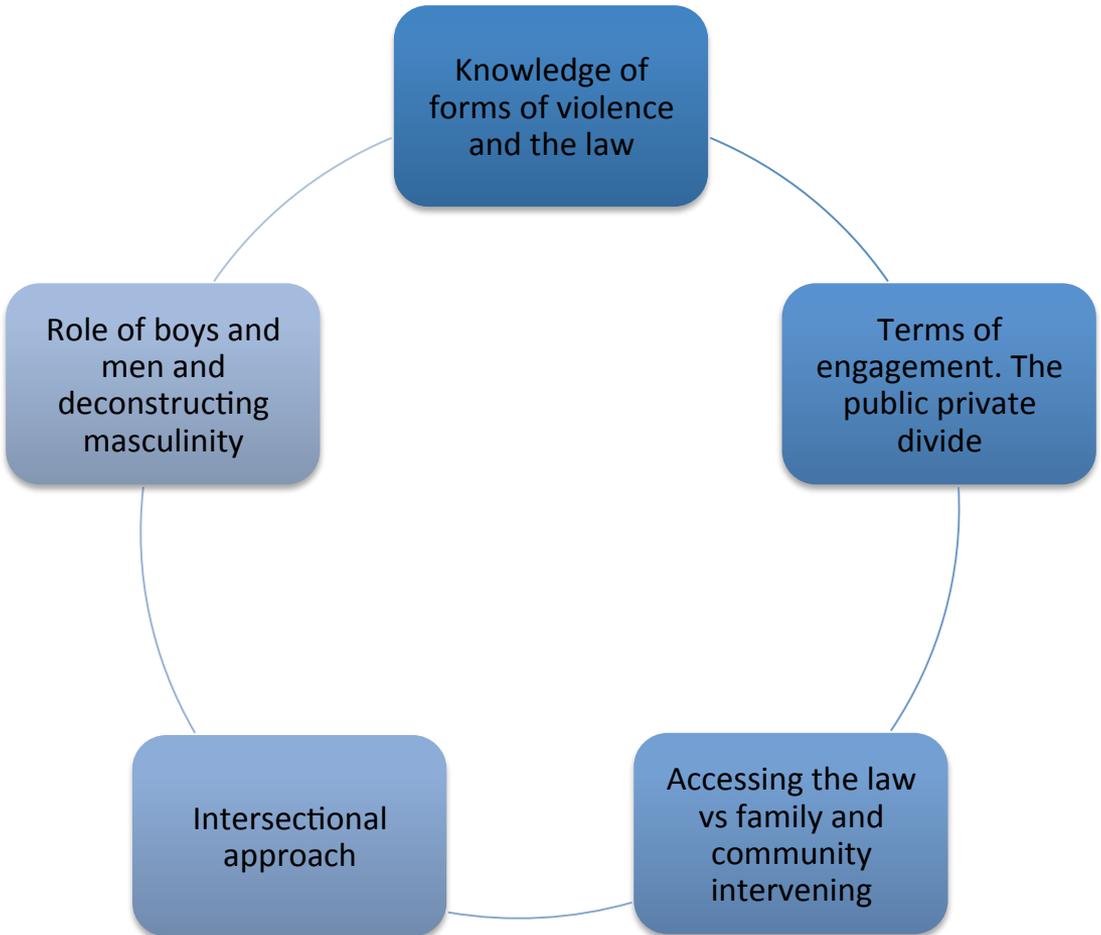
The odds of exposed group for knowledge, attitude and practice were higher compared to non-exposed group attributing positive trend due to Breakthrough intervention.



Campaign impact



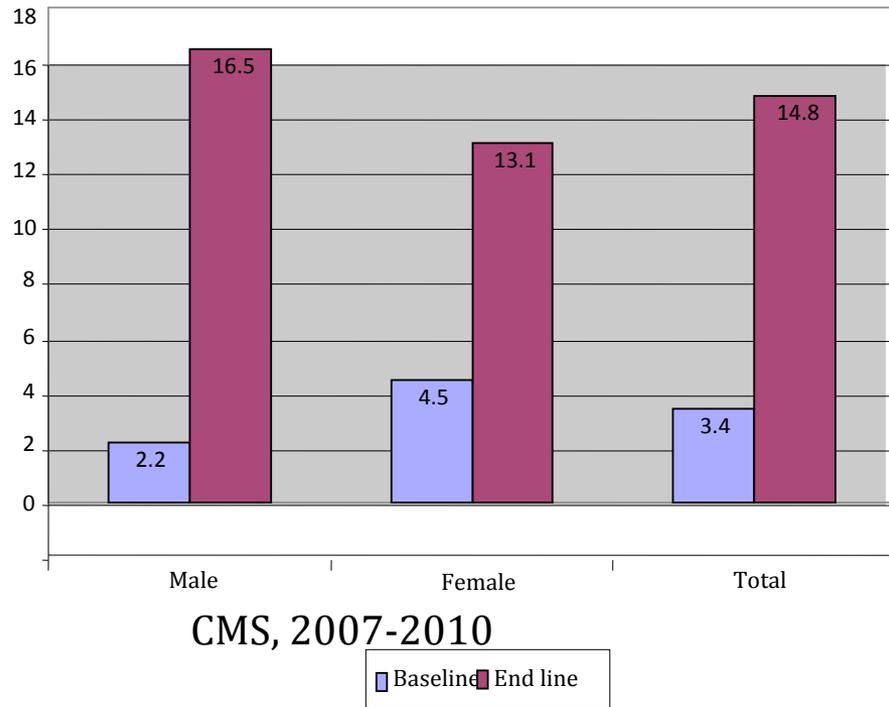
Learning



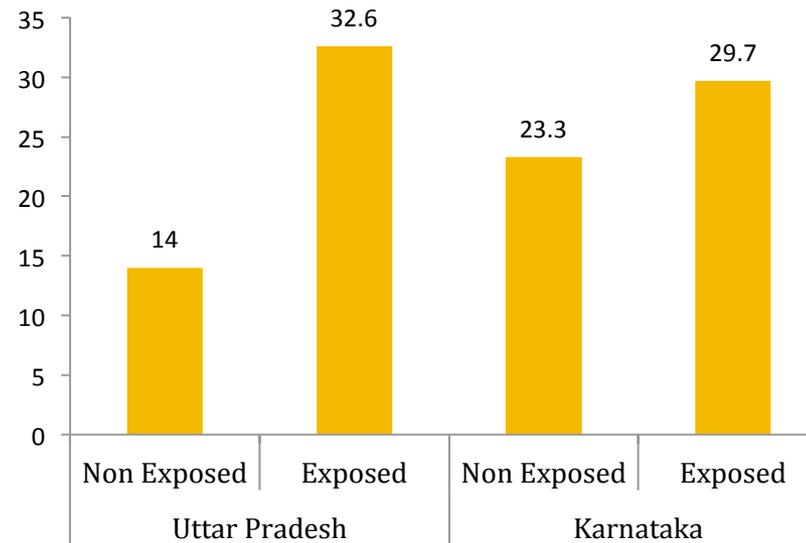
Knowledge on PWDV Act 2005



Have heard about Protection of women from domestic violence Act, 2005 - Yes



Heard about domestic violence -Yes*



ICRW, 2009-2011

Forms of violence



Visible form
of violence

- Physical abuse
- Not just dowry

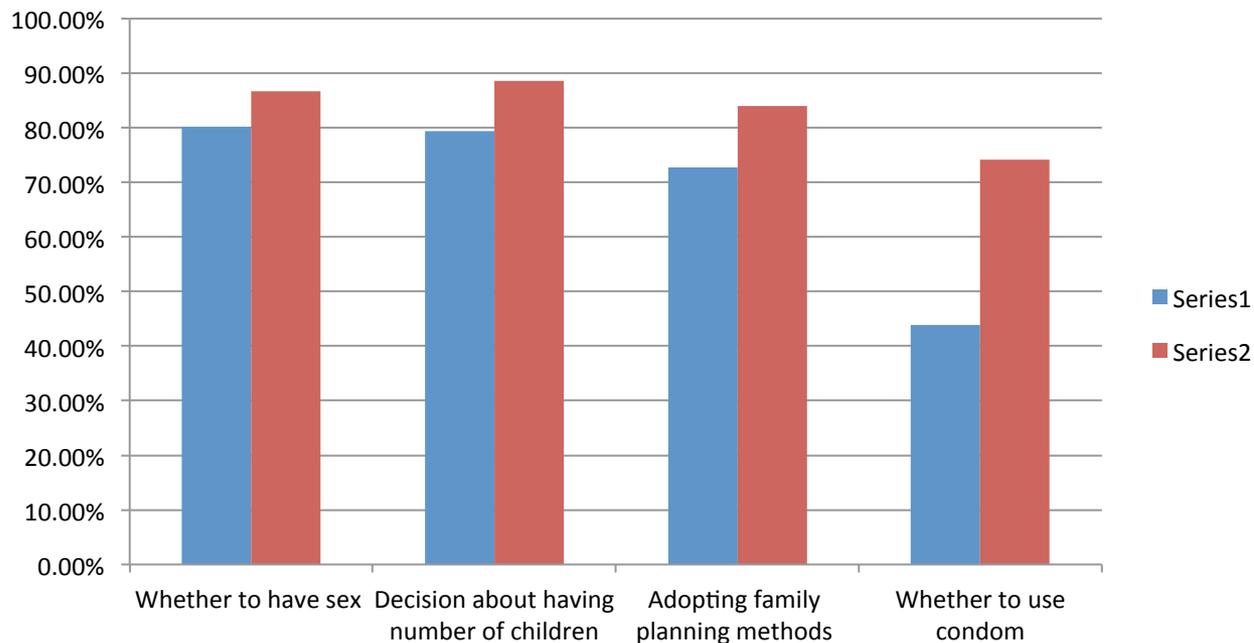
Latent
forms

- Emotional abuse
- Economic deprivation

Silence

- Sexual violence

Decision making

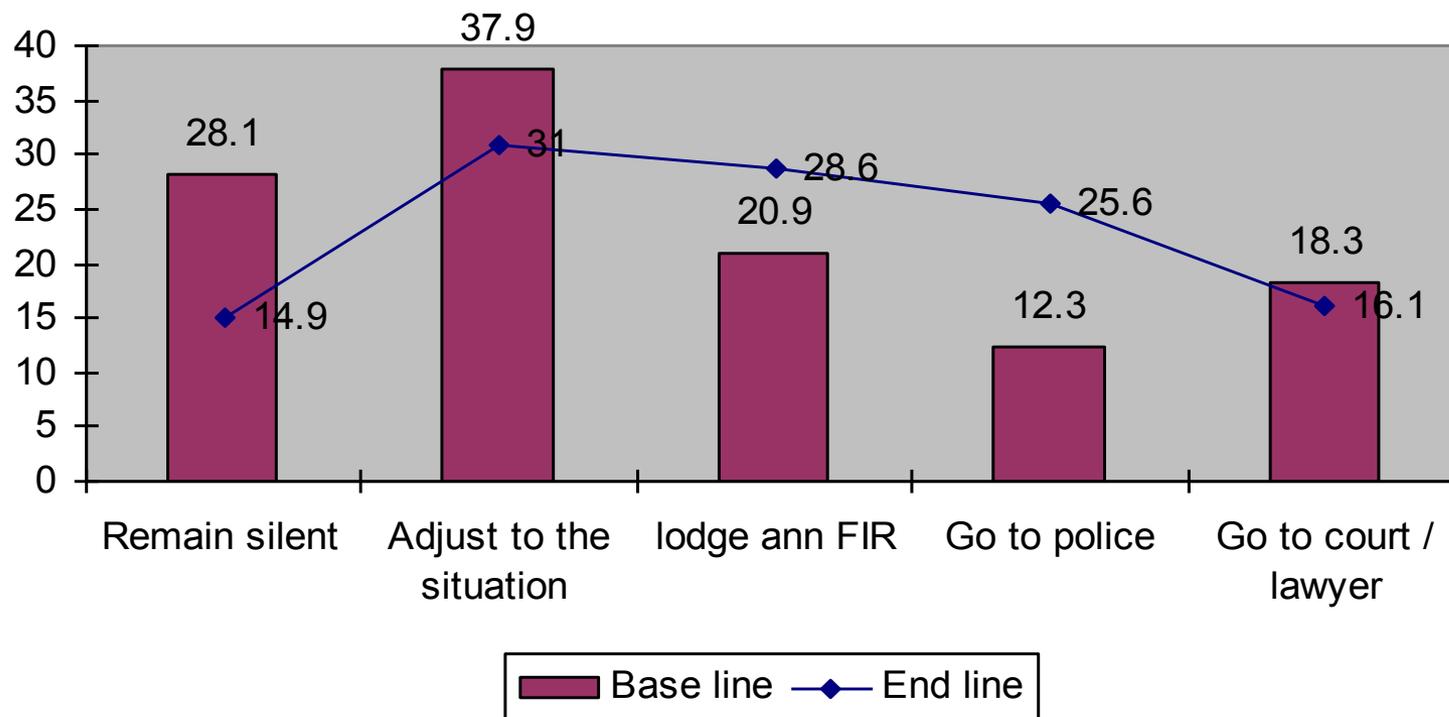


A significant improvement has been seen in joint decision making from baseline to endline. But, still low on women's ability to make independent decisions.

(CMS, 2010).



What women will do if she is abused by her husband



Change in attitude showing reduction in silence and awareness of multiple options of what a woman can do.



Changing attitudes

If a husband abuses his wife (physical/verbal/emotional) the community should intervene

	Male	Female	Total	Significance level
	Yes	Yes	Yes	
Baseline	80.1	73.6	76.9	.000
End line	90.6	87.3	88.9	

Bell bajao! chipped away at the belief that domestic violence is a private affair.

Action



Increase in action

Uttar Pradesh - 53% from exposed groups have taken action to stop violence vs 41% from non-exposed group.

Karnataka - 55% are from exposed groups and 48% from non-exposed groups

(ICRW, 2011).





Role of primary stakeholders

Who in the community took action against domestic violence – By gender (per cent of cases)

	Male say			Female say		
	Men	Women	Community leaders	Men	Women	Community leaders
Base line	57.7	37.8	48.6	52.0	35.7	52.0
End Line	82.3	48.9	37.6	72.8	74.6	32.3

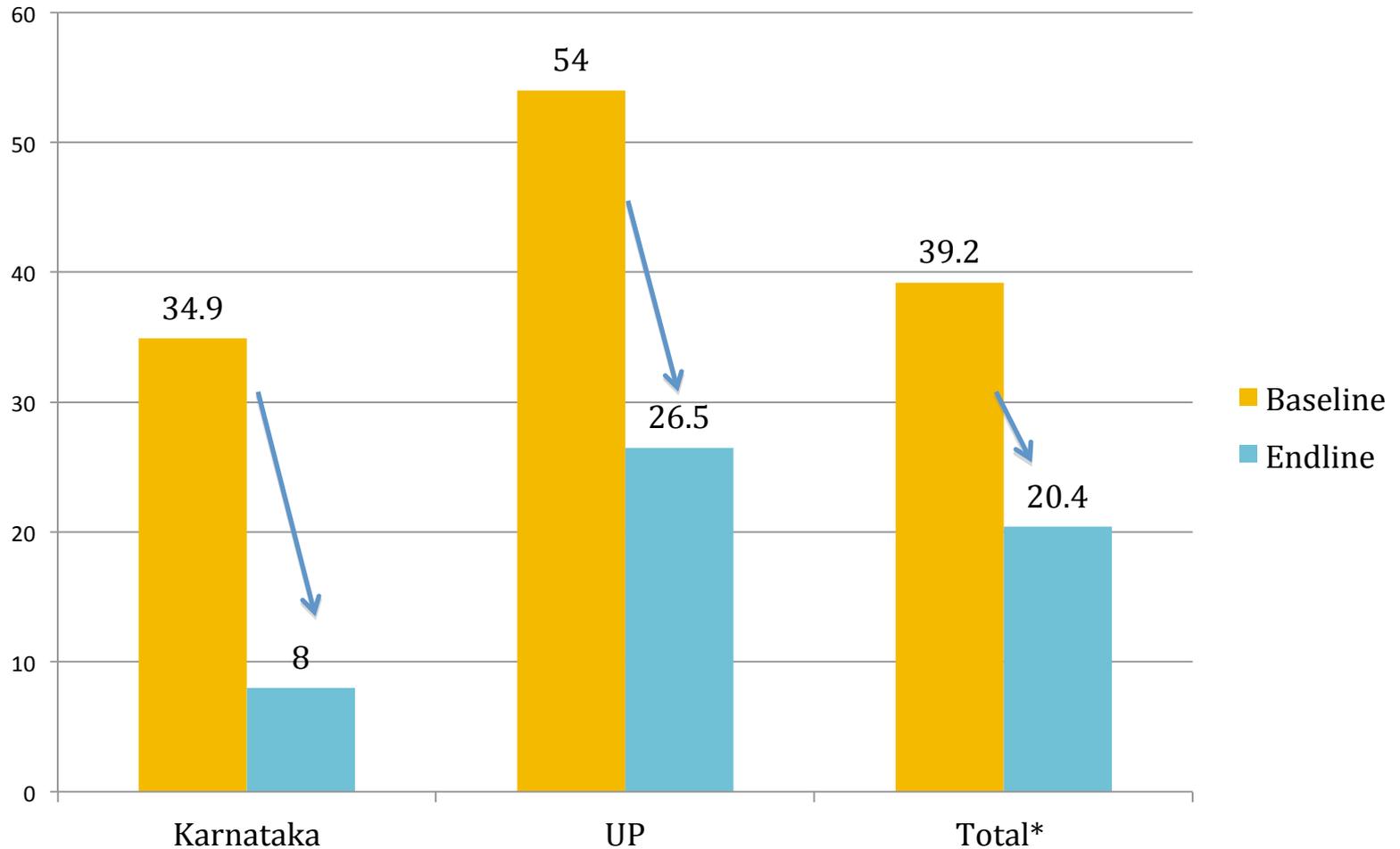
CMS, 2007-2010

In the areas where Bell Bajao campaign was taken, it has been found that men are coming forward to take action against DV.



Private public divide

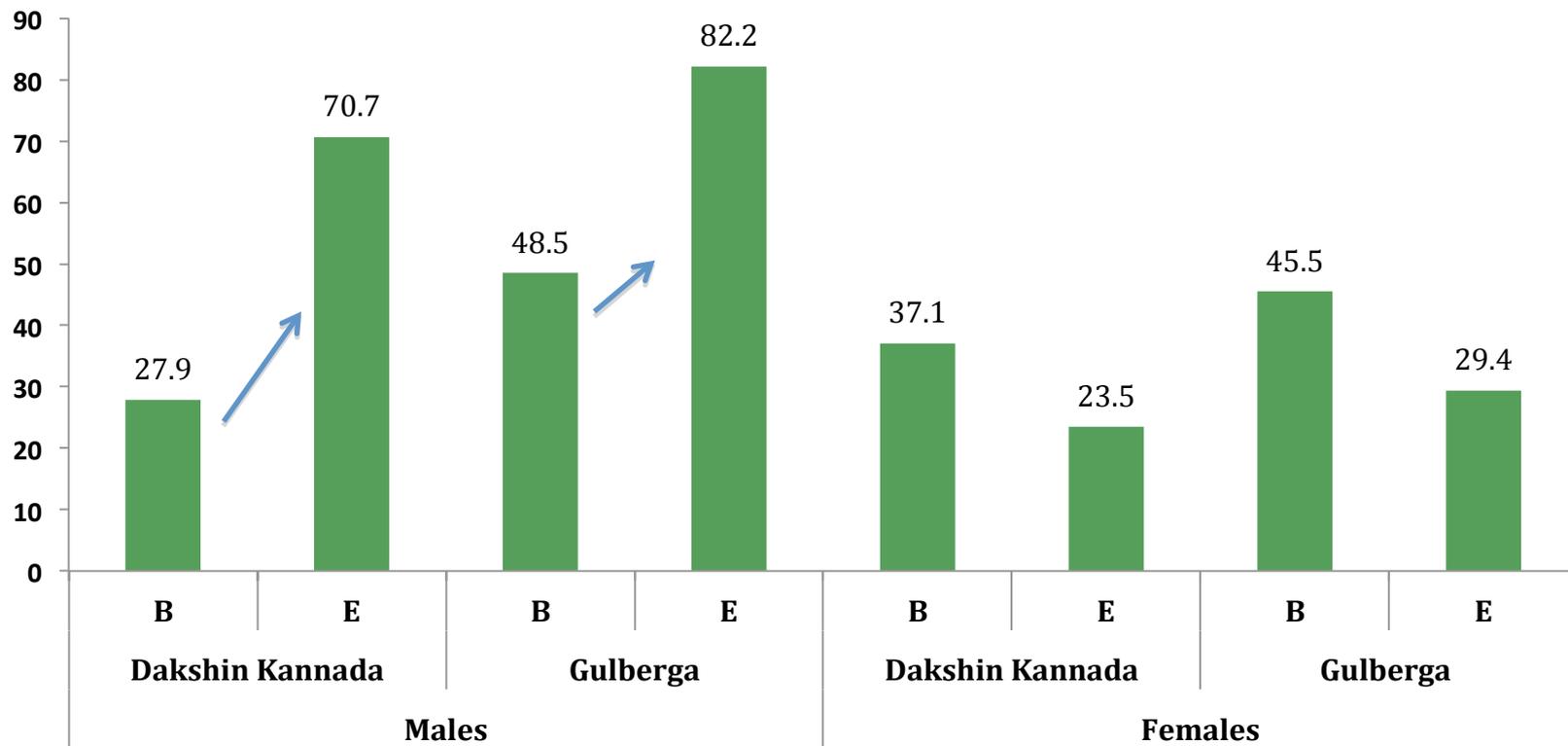
If a woman facing domestic violence takes legal action she brings shame to the family - Yes



Source; CMS 2007-2010



Matter of shame



ICRW, 2009-2011

A positive trend among females that taking legal course does not bring shame to the family. Among males it shows setting in of regression.

Consolidating gains



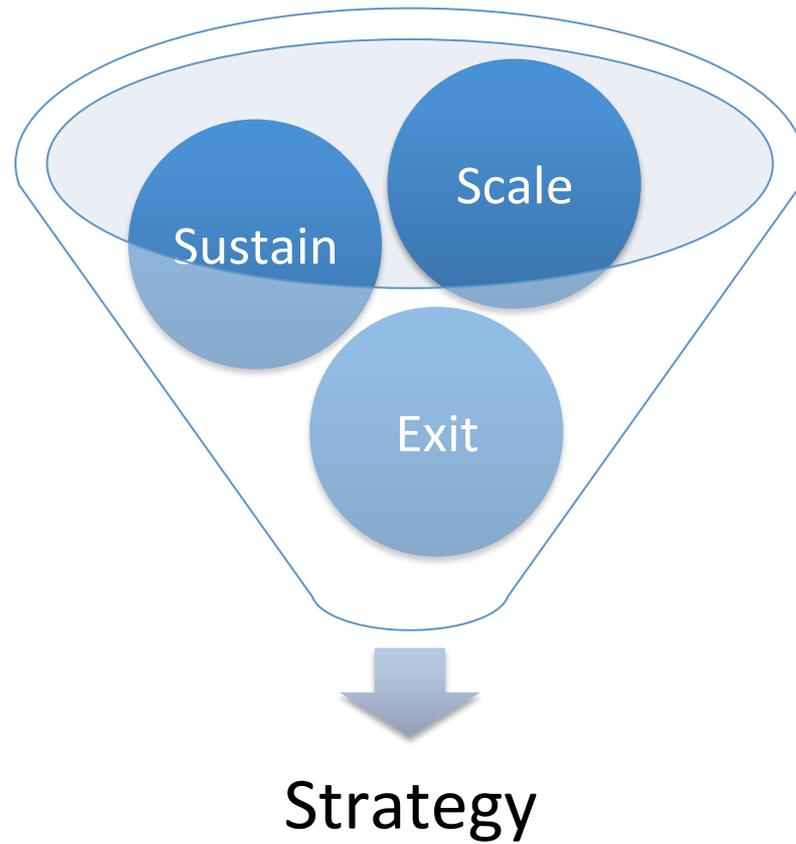
Need for community support structures so that informal response is strengthened.

Some organisations like Sahbhagi Shikshan Kendra in Varanasi have incorporated the mandate to work on violence against women, but are **financially constrained** to carry out any activities.

For the work to have optimum impact, more than just individuals the **methodology and approach has to be adopted at an organisational level, or else replication and sustainability will be difficult.**

Implementation and creating an effective service delivery mechanism continues to be a challenge and follow-through on court awards and judgements and compensation pose another set of issues..

Going forward





breakthrough

www.breakthrough.tv

www.bellbajao.org