



Criteria of Assessing QUDWA initiatives:

1. Who does the activity target? Did they base their outreach on ensuring inclusion of local influencers? (they need to indicate that)
2. Did the partner establish a mechanism to identify QUDWA influencers/ caregivers/ community members out of the activity?
3. Did the partner arrange tools to ensure: they record participants contact details? Did the partner share any monitoring tool that would allow them to capture change in knowledge following activity implementation (ex. Pre-post tests)?
4. Did the partner use the initiatives to explain response services and share a hotline/ number to access services if needed
5. What measures did the partner take to identify at risk / victims(survivors) of violence directly at the time of the initiative?
6. How is this initiative linked to mobilization efforts that would ensure targeted community members understand their role in standing up against violence and ensure their engagement on future activities?
7. Did the partner take any measure to engage local authorities/ movements? (ex. Municipal police, municipality, scouts, social networks, etc. in organizing or attending the event)

Guidance:

Under the framework of the QUDWA strategy, **our goal is to move from initiatives that are mostly focused on community engagement and Edutainment into social mobilization.** Therefore, every initiative being implemented by a partner should be linked to a justification on **how the partner is planning to ensure communities are engaged as active members of change leading on the roll-out of QUDWA interventions.** Mentioning hereafter some examples for reference:

1. **Caregivers toolbox:** The creation of community based committees responsible of disseminating the toolbox - this could include caregivers, scouts, youth groups, local women's movements. (etc.)
2. **Community theatre & puppet shows** outreach and mobilization tools
 - (a) Identification of at-risk children and referral to response services & community QUDWA's
 - (c) Training community members on conducting shows
 - (d) Partnering with municipalities/local institutions to lead on organizing such activities
3. **Social Media / advocacy tools:** ensure tools are created by caregivers/ local influencers and promoted via community based channels – youth movements platforms, local influencers Whatsapp/social media platforms, municipalities, etc.)

Furthermore, while some partners are doing a lot on engaging community influencers/ males in targeted localities, many are falling behind. I kindly ask you to stress with focal points **that they are required to identify local influencers and make every effort possible to engage these and position them as leads on initiatives by giving them a primary role** on outreach, referrals, dissemination, etc.

Note: unit cost of QUDWA initiatives should covers this component. This is a core requirement rather than an option.