

## **Presentation.**

***“Mobilizing at the grassroot and successfully bringing men/elders on truck as the best flag holders in fighting/reforming the culture of which they are the custodians”.***

-We use Drama approach. It attracts even the most conservative elders/men to come and watch but end up learning social dangers of most Cultural Practices and the laws against violating women/girl child rights. From these Drama Shows, most elders/men very harsh before do confess of having been promoting such negative practices in ignorance/darkness about the social outcomes and the law. They thus appreciate change from within their hearts and preach the gospel of change in their areas.

-“We have seen Light”. We involve the reformed/converted elders/men to hold flag in implementation of PWABC Activities. They reach out to their fellow elders and preach change/culture reform. When a pastoralist elder talks, others listen so many change is sustainable as its from within hearts not by force.

-We involve Elders/men as Performers/Implementers in Public Dialogue talks where they interact with Culture Victims (women/girls), Human Rights Activists and Government Authorities hence learning a lot about dangers/laws against violating women/girls rights, we involve men/elders on various PWABC Disciplinary committees against Domestic Violence/Abduction tendencies, drunkerndness etc. Whenever Police/other Authorities try to exploit men/elders in our area because they are illiterate, we equally intervene and rescue them according to the laws/human rights which has made them see PWABC equally as their savior. We involve them in Discussing PWABC Proposals, Planning Projects, Implementation and Monitoring women/girls rights. We involve them in anti Culture Drama plays. We involve/train some influential men/elders as Women Rights Defenders/Paralegals. We involve men/elders as main speakers on Radio Talks against negative culture Practices. We enroll them in FAL (functional adult literacy) as an eye opener for them to know bad and good. We involve them in Internal Fundraisings to empower PWABC, We involve them in Voting/being voted for some PWABC Leadership posits etc. All this involvement makes men/elders feel ownership of the campaign; they get exposed to the laws against women/girls rights violation and thus from within their hearts they appreciate change, drive the change campaign and sustain it.

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