

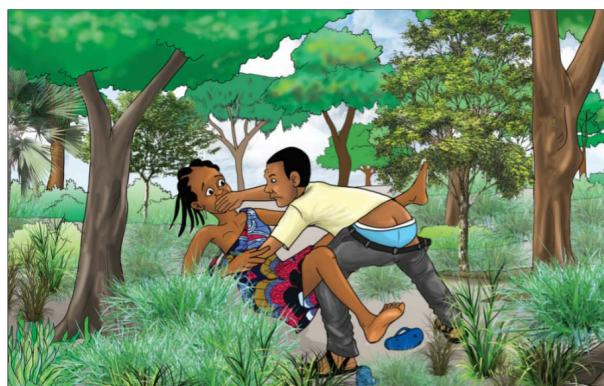
FAMA Cards in Community Engagement and Education

Fact, Association, Meaning and Action

A crucial tool for facilitating thoughtful and challenging reflections is the Fact, Association, Meaning and Action (FAMA) tool.

FAMA is a behavior-change communication tool presented as a set of visual cards used to assist faith leaders, women, girls, boys and men in identifying and understanding various social phenomena that affect women's and girls' freedoms.

Most cards depict discrimination against girls to emphasize links between early socialization and subsequent abuses such as intimate partner violence. Two images from those cards are below.



*"This journey toward justice will not be easy, but we are not alone.
She who is the Spirit is already on the move, making all things new even
in the direst circumstances."*

— Elaina Ramsey, *"The World as it Should Be,"* sojo.net

The reverse of every card contains reflections that explore the:

Facts — What do you see?

Associations — Where do you see this happening in your world?

Meaning — How and why do these things happen and how do they impact our community?

Action — What can be done about this by you and with others?

These cards work for a number of reasons, including that all persons in the circle can participate even if they cannot read and the images themselves reflect the surroundings, fashion and other situations directly related to those being engaged.

This fosters a deepening and authentic engagement of these issues, including the socio-economic factors that inhibit the education of girls, factors such as early pregnancy, sexual abuse and harassment by teachers and peers. Seeing these situations in familiar settings encourages engagement and raises the level of scrutiny, challenging long-held sentiments such as: “If you invest in a girl’s education, she will simply be married off and your investment will be wasted.”

For this toolkit, we have provided images for the fronts of the cards that might more authentically reflect the settings of your experiences instead of those used by our partners. We have kept the reverse questions for reflection the same as those in the FAMA cards used in the field.

For this activity, you will need to print the next two pages out, front to back, if possible. Introduce the FAMA cards using the information in this resource. Then, the leader holds up the image toward the circle of participants. Give them time to review the images on the FAMA cards, passing them around if the group is too large to see them well. Then, engage your community in a dialogue, using the questions on the reverse of the FAMA cards.



Rape of a woman by a man



FACTS

To help people reflect on and discuss what they have just seen.

- What do you see in the picture?
- What kind of violence?
- What is happening?
- Can you tell a story of what you think is going on?
- Is there violence?



ASSOCIATION

To help people connect the experience in the picture to their own feelings and their own lives.

- Have you ever seen anything like this before?
- Can you share an example from your own life or community?



MEANING

To help people identify and discuss the deeper meaning of the experience, the lessons to be learned, the story's importance to them, to others, and their community in general.

- How does the story of this picture and your own experiences make you feel?
- What effect does this kind of violence have on you? How does affect the community?
- How often does something like this happen?
- What can we learn from this story or from your own story?
- Why does this happen? How does it affect the woman? The man?

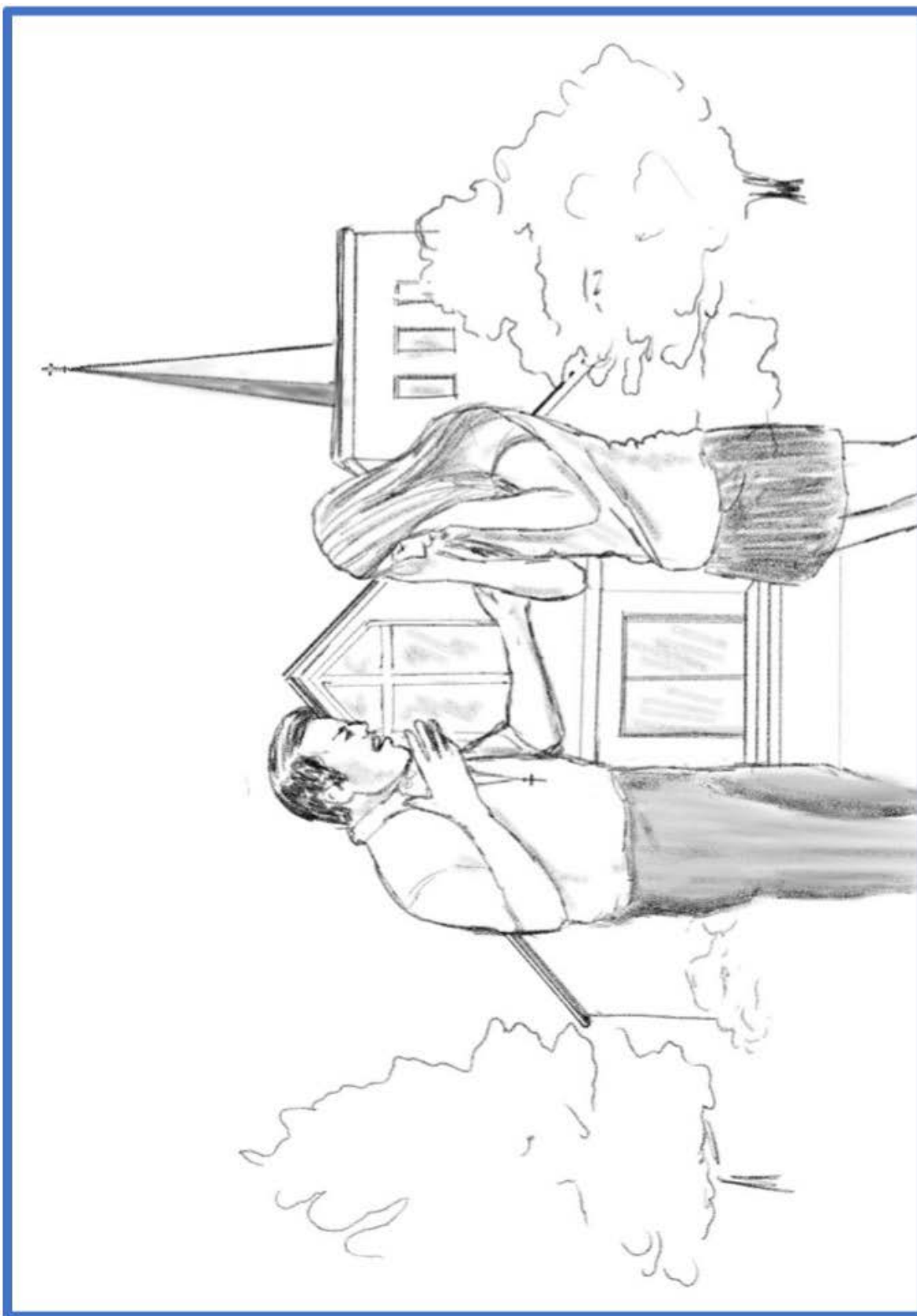


ACTION

To incite people to take action.

- What can you do about this?
- Should you work alone or with others?
- How?
- Why?
- What can you do with others?
- Beginning when?





Sexual abuse of a female child by a pastor



FACTS

To help people reflect on and discuss what they have just seen.

- What do you see in the picture?
- What kind of violence?
- What is happening?
- Can you tell a story of what you think is going on?
- Is there violence?



ASSOCIATION

To help people connect the experience in the picture to their own feelings and their own lives.

- Have you ever seen anything like this before?
- Can you share an example from your own life or community?



MEANING

To help people identify and discuss the deeper meaning of the experience, the lessons to be learned, the story's importance to them, to others, and their community in general.

- How does the story of this picture and your own experiences make you feel?
- How does this affect you or others? How does it affect the community?
- How often does something like this happen?
- What can we learn from this story and/or from your own story?
- What happens to the pastor? To the girl?



ACTION

To incite people to take action.

- What can you do to change this kind of situation?
- Should you work alone or with others?
- How?
- Why?
- What can you do with others?
- Beginning when?

