



SAWA-All The Women Together  
Today and Tomorrow



2010



Annual Report

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Dear Friends and Supporters,

Another year has passed, and Sawa has continued to build on the exciting changes which took place last year. 2010 saw continuous development of our Caller Information Database system, the unveiling of a new, fully equipped professional training center, increased cooperation and recognition of our work outside Palestine, and preparation for innovative new activities in the year to come.



Our Annual Conference this year drew attention to the increased presence of communications technologies in the lives of Palestinians and to the ways in which these technologies may be used to abuse children and women. Nonetheless, Sawa embrace communications technologies as fun, beneficial, and an efficient way to communicate with and support our target groups, especially young people. Each year, the Sawa Call Center is able to help more and more victims of violence and other psycho-social problems and to do so more effectively, thanks to cutting edge tech.

Among 2010's exciting developments is our new training center, named Hamsat Wasl (or "link", referring to the link between academic and practical learning), and specially equipped to enhance the practical training experience with the help of new technologies. On the international front, Sawa exported our own know-how and techniques to prepare our counterparts in Iraqi Kurdistan for the launch of their own Helpline. We also were honored to be selected in late 2010 for an Arab Gulf Fund for United Nations Development prize recognizing our use of technologies to reach and support marginalized populations.

We would like to thank all our hard-working volunteers and staff, as well as our partners and supporters in Palestine and abroad, for helping us to make 2010 at Sawa such a promising success.

Ohaila Shomar

A blue ink signature of Ohaila Shomar.

General Director

## **Sawa Mission and Vision**

Sawa is a Palestinian nonprofit organization working against all types of violence against women and children. It aims at spreading a culture of non-violence and gender equality in Palestinian society through helping violence victims and advising community members in complete confidentiality. To best serve the community, Sawa networks with other interested parties, uses up-to-date technology and employs well-trained staff who can effectively render support and advice to violence victims.

## **Sawa Objectives**

1. Contribute toward eliminating all types of violence against women and children, especially gender-based and domestic violence.
2. To provide an opportunity for victims of violence to access safe support and protection.
3. To raise community awareness and bring the issue of violence out from the household domain into the community sphere.
4. To promote the spirit and values of voluntarism and mobilize community resources and support in addressing the issue of violence against women and children.
5. To be social entrepreneurs, using new technologies to provide social services.

**Annual Budget 2010: \$689,465**

## **Sawa in 2010: New Technologies and Techniques**

This year Sawa cemented its reputation as a social entrepreneur--a leader in the use of new technologies to provide services to marginalized populations. This year's increase to over 15,000 documented calls showed the ever-growing popularity of our Call Center as well as the efficiency of our Caller Information Database system. Sawa has also continued to develop training mechanisms to build the capacities of our staff and volunteers. We have renovated our training center and improved our training methods, most notably by installing a system which allows multiple trainees to listen in on experienced Call Center counselors at one time, allowing for more interesting and beneficial group discussions of the lessons learned.

## **Special Events this year**

-AGFUND (Arab Gulf Fund for United Nations Development) this year awarded an annual prize to Sawa's Child Protection Helpline for the use of technology to reach marginalized populations, in particular our work to support the citizens of Gaza during and after the late-2008 war.

-In keeping with our commitment to enrich our human resources and take full advantage of learning opportunities, Sawa has sent staff to participate in external trainings and conferences, including a training course on leadership, several courses dealing with aspects of gender-based violence, the 2010 World Youth Conference in Mexico, the Youth Social Forum , and courses on psychological treatment, on sex workers and HIV/AIDS, and on presenting stories from one's work in order to influence the community. All Sawa staff participated also in meetings and discussions toward producing our new Planning, Monitoring, and Evaluation manual and our 2011-13 Strategic Plan, and in a training workshop on project planning and proposal writing.

-Sawa participated in the strategic planning process for 2011-13 for several Palestinian Authority ministries, among them plans for the Social Affairs Ministry, the Interior Ministry, and the Women's Affairs Ministry's new strategic plan on addressing violence against women, the Cross-Sectoral National Gender Strategy.

### **Hamsat Al-Wasl—Making the Link**

Sawa this year developed, furnished, and equipped a new training center at our offices in Ramallah. Sawa training helps participants to make the link between their academic knowledge and practical experience. Sawa volunteer trainees are typically university students in fields such as psychology, law, education, or social work, who need hands-on learning to help them fully understand the theoretical concepts learned in class, and to prepare them for the job market. Training and volunteering at Sawa offers just this type of experience. First, trainees discuss concepts and ideas related to Call Center and Outreach Education work at Sawa, then they undergo a period of practical training under the supervision of trainers and experienced volunteers and staff. The new training center includes a system which allows a training group to listen in on experienced Call Center counselors, and discuss their handling of the cases together afterward. Thirty extra hours of practical training have been added to the volunteer training curriculum since the opening of the renovated training center. Training at Sawa is a valuable opportunity for interested individuals to increase their marketability while working for social change and community welfare.

### **Sawa Goes Regional**

This year Sawa reached beyond Palestine to share expertise with others in the region. At the request of UNICEF and the Iraqi Kurdistan Social Affairs Ministry, Sawa General Director Ohaila Shomar travelled to Kurdistan to consult with and train a team from the Social Affairs Ministry on how to establish and operate a Child Helpline. She facilitated a 15-day intensive training course based upon the proven methods and technologies used at Sawa, and the lessons learned during our long experience running a successful Helpline. Then she helped to conduct needs assessment and advise the new helpline on building a referral network and developing cooperative relationships with other organizations. This is only the beginning of an ongoing exchange between Sawa and our Iraqi Kurdish colleagues. We will also continue our efforts to expand cooperation and spread our knowledge to others in the Middle East and the world.



*The Helpline training group in Iraqi Kurdistan, with Sawa General Director Ohaila Shomar*

### **News by Program**

#### **Outreach Education Program**

Sawa's Outreach Education Program encourages honest discussion of violence, gender, and sex education issues among community members and relevant professionals. This year, 1921 youth in the West Bank and Gaza took part in workshops, as well as 829 women in the West Bank and Gaza. A number of workshops were provided for students with special needs. Among this year's workshops was a special series taking place in three areas, aiming to improve communication and relationships between parents and adolescents during that difficult period of transition. Another special component of Outreach Education workshops this year were sessions for women and youth on HIV/AIDS awareness, treatment, and prevention. In addition, 4 Women's Empowerment Groups were held in different areas in the West Bank. Six lectures were held at local universities to inform students about our services and volunteer opportunities.

Sawa held three professional trainings for doctors and other health care workers, to build their capacity to treat victims of violence and help them heal, and 3 training courses at women's centers on working with women victims of violence in Gaza.



*Boys participate in a group educational game (upper left); A girl listens and thinks during the workshop discussion (upper right); A discussion during a women's workshop (middle left); Group activity during professional training (middle right); Health care workers play an ice-breaking card game during training (lower left). Games help create a relaxed atmosphere and allow participants to learning while doing and interacting. This is one of Sawa's non-traditional training methods.*

## Call Center

Sawa's Call Center has provided counseling services for victims of violence and psycho-social problems, especially women and children, through 3 lines operating 16 hours a day, all week long. Anonymous caller information is recorded in a database. Another database of information on common caller questions and concerns is also continuously developed. A VPN (virtual private network) system is in place, which makes it possible for volunteer counselors to answer calls from places outside the office. This system makes it easier to volunteer with Sawa, and it is hoped that it will encourage more people to donate their time and effort to support violence victims and others who need a listening ear. The number of calls received and recorded has increased steadily during the year. A total of 15,085 cases were recorded, among them 4001 women, 2386 boys, and 4303 girls. Four cases received one-on-one therapy from Sawa's Counseling officer, and 178 cases were referred to other specialized bodies for further assistance. 78 Gazan cases were followed up by our Social Worker there. Sawa has also begun promoting a new web-based counseling system through our e-mail address. Nine cases came to us through e-mail this year, and we expect the new component to grow in popularity, based on our experiences running the Call Center. This is a new way of offering support, previously unknown in Palestine.

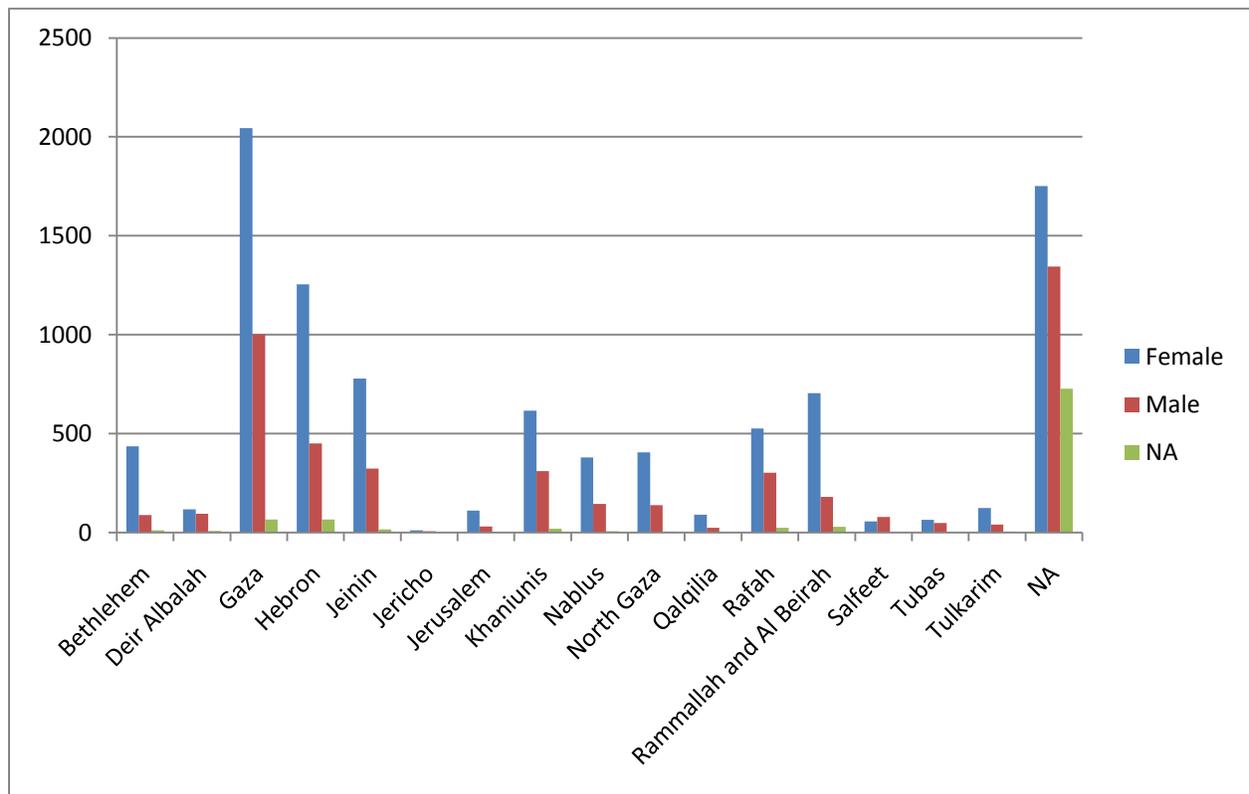
### SAWA DOCUMENTED CALLS BY AGE

Age Range	Female	Male	NA	Grand Total
0- 6	347	277	33	657
06-12	447	456	38	941
12-15	894	559	29	1482
16- 18	2615	1094	60	3769
19-21	1895	572	53	2520
21-26	1217	363	27	1607
26-35	645	122	19	786
35-55	238	89	9	336
55+	6	15	1	22
NA	1173	1066	726	2965
<b>Grand Total</b>	<b>9477</b>	<b>4613</b>	<b>995</b>	<b>15085</b>

### SAWA DOCUMENTED CALLS BY CALL TYPE (GENDER)

Call Type	Female	Male	NA	Grand Total
Abuse and violence	2332	471	47	2850
Armed conflict	63	30	1	94
Commercial Exploitation	8	39	2	49
Disability	52	36	5	93

<b>Discrimination</b>	136	18	2	156
<b>Family Relationships</b>	2141	443	40	2624
<b>Homelessness/Runaway's/Basic Needs</b>	46	29		75
<b>Information Requested</b>	4354	2483	213	7050
<b>Legal Matters</b>	10	5		15
<b>Mental and Physical Health</b>	2837	728	63	3628
<b>Peer Relationships</b>	1901	409	41	2351
<b>physical Abuse</b>	1142	500	499	2141
<b>School Related</b>	1384	599	62	2045
<b>Sexual Matters</b>	172	96	5	273
<b>Substance</b>	11	11	1	23
<b>Grand Total</b>	<b>16589</b>	<b>5897</b>	<b>981</b>	<b>23467</b>



## SAWA DOCUMENTED CALLS BY CALL TYPE (AGE)

Row Labels	0-6	6-12	12-15	16-18	19-21	21-26	26-35	35-55	55+	NA	Total
<b>Abuse and violence</b>	95	165	331	831	597	479	241	43		68	2850
<b>Armed conflict</b>	2	2	17	22	18	10	14			9	94
<b>Commercial Exploitation</b>	1	4	17	15	4	7				1	49
<b>Disability</b>	14	8	8	7	30	7	3	7		9	93
<b>Discrimination</b>	3	7	13	40	51	39	1	1		1	156
<b>Family Relationships</b>	11	89	277	831	632	335	245	46	1	54	2624
<b>Homelessness/Runaway's/Basic Needs</b>	4	2	8	14	12	11	2	21		5	75
<b>Information Requested</b>	33	379	581	1597	1121	725	386	179	16	173	7050
<b>Legal Matters</b>	2		3	3		1		2		4	15
<b>Mental and Physical Health</b>	16	217	258	1078	728	654	310	95	6	121	3628
<b>Peer Relationships</b>	33	48	221	884	716	299	98	6		46	2351
<b>physical Abuse</b>	15	99	148	281	309	241	92	58	5	757	2141
<b>School Related</b>	18	164	230	1153	318	30	58	12	1	61	2045
<b>Sexual Matters</b>	8	1	9	102	66	66	16			5	273
<b>Substance</b>		1		9	2	4	6			1	23
<b>Grand Total</b>	<b>93</b>	<b>119</b>	<b>2127</b>	<b>6865</b>	<b>4603</b>	<b>2899</b>	<b>1491</b>	<b>449</b>	<b>29</b>	<b>287</b>	<b>2346</b>
	<b>6</b>	<b>2</b>								<b>6</b>	<b>7</b>

### Focus on Violence:

Call Type	Adult				Child				NA				Grand Total
	Male	Female	NA	Total	Male	Female	NA	Total	Male	Female	NA	Total	
<b>Commercial Exploitation</b>	1	1	0	2	1	0	0	1	1	0	0	1	4
Sexual Abuse	1	1		2	1			1	1			1	4
<b>Mental and Physical Health</b>	<b>5</b>	<b>256</b>	<b>0</b>	<b>261</b>	<b>25</b>	<b>130</b>	<b>0</b>	<b>155</b>	<b>5</b>	<b>2</b>	<b>0</b>	<b>7</b>	<b>423</b>
Killing Threats		2		2		9		9	1	1		2	13
Self Harm	3	35		38	3	16		19	1			1	58
Suicide	2	203		205	18	88		106	2	1		3	314
Threatening		16		16	4	17		21	1			1	38
<b>Family Relationships</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>17</b>
threat by children		15		15		2		2					17

<b>Abuse and violence</b>	<b>125</b>	<b>2493</b>		<b>2618</b>	<b>452</b>	<b>1801</b>		<b>2253</b>	<b>31</b>	<b>51</b>		<b>82</b>	<b>4953</b>
Abuse	24	460		484	93	388		481	6	5		11	976
Attempted rape		122		122	2	73		75					197
Bullying	6	41		47	49	54		103	3	1		4	154
Emotional Abuse	17	264		281	21	180		201	2	4		6	488
Family Violence	16	212		228	55	142		197	4	12		16	441
Gange rape		11		11	1			1					12
Indecent assault	1	73		74	10			10					84
Neglect	10	301		311	55	206		261	1	2		3	575
physical Abuse	14	210		224	110	168		278	7	14		21	523
Rape	2	91		93	9	126		135	1	3		4	232
Rape within the Family		5		5		55		55		1		1	61
report on violence	8	74		82	24	29		53	4			4	139
Sexual Abuse	9	499		508	12	277		289	1	2		3	800
Sexual Abuse Within the Family		128		128	1	64		65		3		3	196
Witness to Abuse	18	2		20	10	39		49	2	4		6	75
<b>Armed conflict</b>	<b>5</b>	<b>27</b>		<b>32</b>	<b>10</b>	<b>12</b>		<b>22</b>	<b>7</b>	<b>5</b>		<b>12</b>	<b>66</b>
Children in Armed Conflict					1	2		3					3
Continous fear from violence	1	7		8	2	1		3	2	1		3	14
Displacement					1			1	1			1	2
Injuries	1			1	1			1					2
Panic					2	6		8		3		3	11
phosphorus	1			1									1
Prisonment and House Aresst					1			1					1
Witness to abous	2	20		22	2	3		5	4	1		5	32
<b>Grand Total</b>	<b>136</b>	<b>2792</b>	<b>0</b>	<b>2928</b>	<b>488</b>	<b>1945</b>	<b>0</b>	<b>2433</b>	<b>44</b>	<b>58</b>	<b>0</b>	<b>102</b>	<b>5463</b>

Another new component to Call Center services was added after volunteers fielded a large number of calls on health matters and psychosomatic symptoms. Sawa hired a doctor who answers calls two days a week, advising callers about healthy habits and the connection between mental and physical health,

distinguishing myths from facts (especially regarding sexual matters), and encouraging callers to visit a doctor in person if necessary.

To help improve Call Center services, a professional Advisory Committee was formed to advise volunteer counselors on treatment of difficult or prolonged cases, and to make recommendations for referrals, face-to-face counseling, or telephone counseling schedules. Based on our experiences, we have also drawn up a set of by-laws governing Call Center operation. Sawa composed and began using a set of special internal by-laws for the Call Center this year. To help volunteers give the best possible support to callers, we have continually developed our Information Bank on common caller questions and concerns.

### **Volunteer Training Courses**

Sawa relies on a revolving pool of volunteers to lead educational workshops and to support callers at the Call Center. We believe in the spirit of volunteerism as an important contributor in the health and development of any society. As usual, two courses were held for Outreach Education volunteers, and three for the Child Protection Helpline volunteers and Women’s Support Hotline volunteers. Courses for the Helpline and Outreach Education programs which took place late in the year occurred in a newly renovated training room at our Ramallah offices. This training room includes special listening equipment to allow several Helpline volunteers to complete the “shadowing” part of their practical training, listening in on experienced volunteers as they respond to real callers.



*Left: Volunteer trainees during a group activity. Right: Sawa volunteers lead an Outreach education workshop discussion.*

Volunteers received regular group and, if requested, individual supervision by the Counseling Officer. These sessions offer a chance to de-stress and talk with each other about problems they face during their work. They attended enrichment sessions on topics of interest as well, including workshops on health issues brought forth by callers, on drug use in Palestine, on proper documentation of cases and

database use, and a meeting to exchange experiences with Terry O’Niell, president of the National Organization for Women in the United States.



*Sawa volunteers attend an educational enrichment session on the problem of drug abuse in Palestine.*

### **Media Promotion**

Sawa has used the mass media to promote our services and advertise volunteer opportunities. Ads for the Call Center have appeared weekly in *Al-Quds* newspaper and thrice daily on 4 radio stations in the West Bank and Gaza. We have published brochures with information on topics like bullying, violence against women, and HIV/AIDS, and posters informing the public about our new web-based counseling services. We placed billboards in the north, center, and south of Gaza advertising the Call Center.



*Billboard in Gaza, advertising the toll-free 121 lines.*

Sawa's Annual Conference this year *Information Technology: A Tool for Protection or Means for Aggression?*, took up the emerging issue of communications technologies as another means to abuse women and children, addressing topics such as cyber-stalking, sexual harassment by phone, SMS, and internet, and cyber-bullying. The conference speculated on ways to use technologies as a tool for protection and a means to reach young people on their own turf.



*NGO and government representatives, journalists, and other interested professionals turned out for the Annual Conference 2010.*

**Networking relationships with the following bodies were maintained throughout 2010:**

- Child Helpline International
- ISPCAN --International Congress on Child Abuse and Neglect
- PNGO The Palestinian NGO Network
- PFCCAN-- Palestinian Forum Against Child Abuse
- CPWG--Child Protection Working Group.
- Al-Montada,--the Forum for Palestinian Non-Governmental Organizations against Violence against Women
- The Palestinian Coalition for a Safe Education and Learning Environment
- Safe Abortions

**Future Plans**

The future is promising for Sawa, our partners, and most importantly our beneficiaries. In the coming year we will begin operating several projects under a new component of our Outreach program, the Sawa Mobile Clinic. These projects will allow Sawa to reach and offer psycho-social support and awareness-raising to women and to children in distant or marginalized areas. Meanwhile at our Call

center, a new 30-line PRI (primary rate interface) system will be installed. This line includes a queuing system which lets callers know that the Call Center is in operation even while all lines are busy. It also allows a larger number of volunteers and staff members to answer calls at once. To better manage our programs and achieve results, Sawa will begin use of a Planning, Monitoring and Evaluation Manual as well as a new Strategic Plan for 2011-13.

***Thank you to our 2010 partners!***

ACSUR

Acting for Life

Bread for the World

Canadian International Development Agency (CIDA/Insaan)

Kvinna till Kvinna

Open Society Institute

Save the Children—Sweden

Surgir

UNFPA

UN Women

United States Consulate, Jerusalem

Welfare Association (Ta`awun)