

**THE CONSEQUENCES OF 'WE CAN' CAMPAIGN INITIATIVES
AMONG LOCAL GROUPS IN BATTICALOA DISTRICT, FOCUSUING
ON MANMUNAI NORTH AND ERAVUR PATTU DIVISIONAL
SECRETARIATS, WITHIN THE YEARS 2010 TO 2012**

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BY

MS. SUJEEVA JAYATHAS

REG. NO. 311047503



**DEPARTMENT OF SOCIAL STUDIES
FACULTY OF HUMANITIES AND SOCIAL SCIENCE
THE OPEN UNIVERSITY OF SRI LANKA**

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ABSTRACT

This study has been conducted to examine the behaviour change using the campaign. For this purpose, 'We Can' campaign, which was implemented all over Sri Lanka from 2004 to 2010, aiming to transform the traditional attitudes and practices that supports violence against women, was taken into consideration and researched the consequences that have made in the social groups, specially focusing on Manmunai North and Eravur Pattu of Batticaloa District. A quantitative study was conducted with the samples selected from these divisions followed by focus groups discussions with relevant groups who are linked to the campaign including the communities.

The results revealed that there are changes in community's attitude and practices to break the silence that surrounds VAW, take a stand against it, adopt gender-equal values in their own lives and to influence their peers to do the same. It is also evident that campaign has educated both women and men and empowered them to proclaim themselves as 'Change Makers'. However, the existing changes cannot be claimed solely because of the 'We Can' campaign, since there were similar other campaigns and programmes that were conducted for the same objectives before, during and after the campaign. In addition, it has been found that the campaign has failed to balance its target population in terms of investment and sex, which are more specific to the intended campaign outcome.

Finally, this study contains lots of limitations in terms of target area, sampling, methodological fitness to this specific subject, time and resource availability. At the same time, changes cannot take place over night. Therefore, it will be ideal to conduct an in-depth study to explore the actual behaviour change made by the 'We Can' campaign.