



People Center for Development and Peace

PDP-Center



**CASE STUDY
of
PREVENTING INTIMATE PARTNER VIOLENCE PROJECT
(PIPV PROJECT)**



**KRATIE & SVAY RIENG PROVINCE
1 JUNE – 15 JULY 2017**

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I. INTRODUCTION

PDP Center has been working on alcohol consumptions for some years and it has made significant progress with communities and groups in their target areas, and remarkable achievement with respect to policy influence. The Commune Alcohol Notification (CAN) was implanting in 16 communes/Sangkats in Svay Rieng and Kratie. CAN has affected the reduction of the average quantity of monthly beer consumption per person and so does rice wine. It is believed that it can contribute to a reduction in alcohol abuse and IPV. CAN is a voluntary method for the commune level, aiming to create awareness on risks of alcohol which cause to intimate partner violence (IPV)¹. In addition to curb with its effect on child abuse, accidents, and so on. Alcohol-consumption should also be an important public health issue but potentially leads to drug use among young population in Cambodia which is a major public concern².

Reports in 2015 and 2016 showed that Cambodia has no clear mechanisms and regulations for the restriction of alcohol advertisement and on buying and consumption of alcohol, hence commercial activities such as advertising and selling of their alcohol products are widespread but no serving alcohol quantity set for already intoxicated drinker, no restrictions on alcohol promotion, and low tax for beer product. Currently, the Health Ministry has drafted Cambodia's first-ever law to control the sale and consumption of alcohol, which imposes a minimum legal drinking age of 21 and would fine retailers who sell liquor to anyone underage, yet the draft will still go further review before its possible passage. The consumption practice is considered to have derived from the social, economic, cultural factors in addition to the influence of advertising. Cambodian children start drinking because of their peer pressure or influence of drinking activities of their families³. A later study in 2009 suggested concern on youth behavior of alcohol consumption as they started consuming alcohol as early as 12 years of age (20.9 per cent of males and 7.4 per cent of females)⁴.

From June to July, 2017, PDP-Centre conducted the case studies of good practice regarding to Preventing Violence Against Intimate Partner project (PIPV Project) in Kratie and Svay Rieng province. The main objective of this assignment is to document the best practice and achievement of PIPV project related to preventing violence against intimate partner through preventing alcohol consumption.

¹ My Sambath, October 12, 2016, Addressing Alcohol Abuse Critical to Preventing Intimate Partner Violence in Cambodia, The Asia Foundation, retrieved on 20 March 2017, <http://asiafoundation.org/2016/10/12/addressing-alcohol-abuse-critical-preventing-intimate-partner-violence-cambodia/>

² PDP Centre, Youth Perceptions and Experiences on the Link between Alcohol and Drug Consumption in Cambodia, Prey Veng, Siem Reap and Phnom Penh, March 2017

³ Report of BDLINK Cambodia Co. LTD on the Alcohol industry in Cambodia focusing on the understanding of ownership, taxation, regulation, distribution and consumption of Alcohol, 2016; and 2015 report of PDP – Centre

⁴ Situation analysis of youth in Cambodia, 2009, United Nations Country Team

II. METHODOLOGY

The case study was conducted in Moeun Chey Commune of Rumduol district of Svay Rieng Province and Korloap Commune of Chetborey district of Kratie province which are the selected location of the target commune of PDP Centre. The qualitative approach was employed to collect the information. Three instruments such as Focus Group Discussion (FGD), In-Depth Interview (IDI), and Key Informant Interview (KII) have been used in this approach. These two provinces were selected for the study in order to have some forms of comparative analysis. Svay Rieng which was chosen to have some perspective from the eastern part of Cambodia bordering Vietnam and Kratie is the upland area of the northeast part of the country.

The FGD was conducted separately by Men and Women Group through the FGD tool with 4 stages. Totally, there were 82 participants in the FGDs of both provinces. The basic information of the participants was noted in detailed at the participant list.⁵ In Svay Rieng was conducted in 8th of June 2017 and Kratie in 14th June 2017. The first stage is “The bridge crossing” tool to access the output and outcome of Intimate Partner Violent (IPV) project. Then assign the code number to each participant to describe the achievement such as the increasing of knowledge, the reduction of violent case, and capacity of the network in counseling. The second stage is the community visioning or dreaming tools. The third stage is community’s activities to achieve their dreaming and the last stage is support the proposed strategies. In Svay Rieng province, there are 53 participants, 29 participants are females, and 24 participants are males. In Kratie province, there are 14 participants of male group and 15 participants of female.

The key informant interview with 8 people who are at the 4 different level of people such as commune chiefs of the two commune, CCWC, and vice village-chief or village member. The in-depth interview is interviewed with 11 people who are the target group of PDP. They are alcohol user, alcohol venders, and the users who stopped drink alcohol, violent victim, youth, counselor, police post, and community network’s member.

Before the field work study start, the team of ADIC and PDP-Centre was met to understand the way that the project implemented as well as to explore the emerged best practice they did. Then the team had the actively discussion to review the key points and make adjustment on the research questions. Beside this, a number of documents provided by PDP such as TAF-PIPV final project report March 1, 2015- 30 April 2017, progress report–January to December 2016, Narrative report, Youth Perceptions and Experiences on the Link between Alcohol and Drug Consumption in Cambodia in 2016 and other related documents were done on the desk review for the secondary data.

⁵ The participants list noted about the basic information of the participants through age, sex, marital status, completed school or grade, occupation, participated in awareness raising, used to hear about Deika, used to see the reduced consumption, used to see the user stopped consumption, used to see the person stopped IPV. Village, Commune, District, Province.

The collected information is noted in the excel file with the systematic code that easily for the analysis. The KAP tool (Knowledge, Attitude, and Practice) is applied to analysis on the change of the project. The people's understanding or Knowledge is identified by different level of the flow of awareness raising implemented by the project. The Attitude and the Practice are recognized as the impact of the awareness raising. Changing attitude and practice is the ultimate goal of the project.

III. ACHIEVEMENT AND CHALLENGES

1. Process and Strategies

To achieve the goal and the objectives of the project, PDP have strategy to make good relationship and collaboration with local authority and relevant stakeholders to join in all the process of project implementing and monitoring. The planned activities were implemented such as making project staff and relevant stakeholders have good understanding of IPV project's goal, collaborate to conduct the TOT on Counseling with TPO and Asia Foundation in order to find the idea and solution as well as to create the guide book for IPV program in the future, provide 4 times the training for commune-level counselors on alcohol abuse provide one-on-one counseling to abusers, and monitor their rehabilitation. PDP-Center organize 15 times of the stakeholder meeting to share the information and knowledge about harm and bad effected of alcohol consumption that they got to know better. The community talk was conducted 99 times in various villages where the bad effect of alcohol consumption and solution were discussed at the village level. 16 commune workshops were organized that the result from the community talk was compiled in the Commune Alcohol Notification. Then this was announced to the people in each community to adopt. 10 community building trainings were organized that the result was 10 new community networks has created with structure, clear mission and objective in both target provinces with the capacity to run projects related to alcohol abuse and violence against intimate partners. PDP-Centre also support small fund to community initiatives of 10 communes to run projects by themselves in order to raise awareness community people on alcohol abuse and violence against women. 4 times of advocacy trainings were conducted to the community committee, members, including youth group on effective and efficient negotiation, peaceful advocacy strategies, advocacy plans, decision-maker mapping, and the conceptualization of gender. In the project life cycle, the monitoring was conducted through the reflection workshop. Commune workshops were conducted 10 times at the commune level attended by the farmers, students, teachers, authorities, monks and decision-makers (district governors or commune council members). By the way, PDP-Centre conducted 20 times of advocacy campaign with the IEC's materials distribution were conducted successfully, which is known as another strategy to increased knowledge of the widespread community on alcohol-related harms.⁶

⁶ PDP-Centre, The Final Project Report-March 1, 2015-30 April 2017

2. The Project Outcome and Impact

Through KAP analysis based on the information collected from the field as well as from the related documents, especially the final report of the project indicated the level of achievement its goal and the objectives by the indicator of outcomes as well as the impact and challenge emerge during the project implementation.

A. The knowledge of target stakeholders on PIPV have improved

At the Commune Level

The project reported that 65 local authorities commune chiefs, commune councilors, commune chiefs, and police included 20 women gained knowledge and understanding of the risk factors of alcohol in relation to IPV.⁷ According to the clarification of the commune chief of Moeun Chey, “We study a lot with this project. We send the CWCC and the village chief and vice village chief to join in the meeting or training all the time. Before having Deika, many workshops and meeting were organized at the commune and the village. At the same time, the survey and evaluation conducted in all the villages. Then, the committee was formed by mix-up members such as the teachers, Achar, village chief, CWCC, and police”. He also raised his experience sharing at the national level about developing the Deika to support the mechanism of safe commune-village. He mentioned during the sharing events, then the parliament member asking the model form from him for working with the other commune.



The police post of Moeun Chey commune, Mr. Som Pov said that “Participate in action of the project make me understand well about the negative impact of alcohol consumption which cause to violent on intimate partners. I also know the main content in Deika such as not allow alcohol sold to children under 15, not allow to sell the alcohol in the pagoda, school, and public building. I do the promotion the Deika to all villages of the commune.

The commune chief of Korloap expressed he knew the Deika which have 10 provisions but those not yet fully applied. The CWCC of Korloap showed her understanding on IPV that is not only focusing on their family but also the neighboring. Most violence cases happened because of alcohol consuming, jealous, lack of livelihood, useless talking. She found that the violence effect to the whole family, cause to the children drop out, and losing the property, and it also effect to the implementing the safe village and commune.

However, the issue and the knowledge on the harm of the alcohol already existed in the community. As the commune chief of Moeun Chey expressed that the purpose of the project is the people needs. At that time, often the case of violent hitting the wife or children happened because of the drunk”. The commune chief of Korloap also realized that he has never attended in the course of commune counseling. He also has never counseled the violence case. The CWCC of Korloap also raised that she have never participated in the

⁷ PDP-Centre, The Final Project Report, et all.

counseling course but she used to provide counseling to the abuser based on the request from the committee.

At the community network Level:

The project final report mentioned that 50% of 1,357 participants including 60 % of women understood the alcohol related IPV according to the pre- and post-tests of the training. After joining the community building training, 10 new community networks in both target provinces has created with structure, clear mission and objective to run projects related to alcohol abuse and violence against intimate partners under supported by PDP-Centre. By the way, there were 16 communes/Sangkats organized meetings with village chiefs to share knowledge about CAN launching. The meeting has presence of community networks attend to see that CAN and IPV is included in the agenda. On the other hand there were 780 participants included 398 women shared their knowledge and talked about IPV during community talks and public campaigns.⁸



The commune chief of Korloap said that there are 3 people in which two women from the CWCC and village chief joined in the community network. The main action the community network is to promote the awareness at the village level. They promote the Deika to villagers while meeting with them and get to know them better. They also make the record on the number of the violent families and alcohol users in the village. The CWCC of Korloap said that after the Deika was officially used she joined in the promotion to the villagers to understand that

easy to implement effectively. The chief of youth in Korloap commune who attended in many workshop, training, campaign, village meeting, and other meeting raised that he know much and clear about the policy and the guideline on the alcohol consumption. He expressed that alcohol is harmed to health, cause to violent, and destroy the society. The secretariat of Korloap community network who have join in many activities of PDP-Centre raised that he share his knowledge to the people in the village about the negative impact of the violence on the intimate families that caused by the alcohol consumption. He also joined in the action to push the Deika to happen in order to stop the violence.

The head of youth group from MoeunChey Commune raised that he used to participate in IPV project for 2 times. The most important for him is the course on counseling that he can know the people who need help as well as know about the quantity of wine. By the way, he also know the commune policy which is called Deika that not allow to sell wine to the children under age 15, not allow to sell wine at school, HC, pagoda or other public place. The people who want to produce wine have to report to local authority and health sector. The drunk is make violent will meet the fine from 50,000-100,000 riels. If they do not change, the fine will increase from 150,000-200,000riels. If serious case, they will be sent to criminal

⁸ PDP-Centre, The Final Project Report, et all.

case. After the course, he called 20 alcohol users and the abusers from the 4 village to get the explanation about the negative impact of alcohol and violence. He also provide the counseling to about 20 people who are the alcohol users, the buyers, the vendors. The village members of the Moeun Chey commune raised that she used to join in the counseling course. She often promote the awareness to the others in the village through the normal way or the flow of their living. She used to take the alcohol users to join in the solution. The police post of Moeunchey stated that the admin post often organize public forum to raise the awareness about the adverse effect of using drug, alcohol, and the policy of safe commune-village. This events conducted every month at all the village under the support budget of commune.

At the grassroots level:

At this level, it is refer to the population throughout the commune or the people in the village who are not direct beneficiary or has never involve in the project. The project implemented number of activities to conduct the awareness raising in order to reach the people throughout the village and commune. Public campaign and community talk are the tool to measure the people awareness on the harm-alcohol. It is reported⁹ that 96 times of community talk in various villages were conducted with 2,222 people including 1,106 females and 56% of them started to talk about the bad impact of alcohol consumption. 20 public campaigns on alcohol harm and violence against women conducted in target communes in Kratie and Svay Rieng with 2,256 participants including 831 women. Many people hear from loud speaker and received the IEC's materials. The secretariat of community network of Korloap commune expressed that the same to him, the people in the commune understand more about the bad impact of alcohol consumption through participating the course, posters, leaflet, pictures, stickers, and other IEC's material.

However it was noticed that during the FGD with women group in MoeunChey commune, more than 50% of participants who have never joined in PDP-Centre program. Most of them said that they did not know about the Deika as well as the awareness raising by PDP-Centre. For the people who used to the participate in the training, workshop, and campaign, some of them said they forget or not remember well on what those mean or what else in the Deika, what provision mean to them. By the way, the CWCC, village chief, vice village chief and community network members who are the beneficiary of the project and often participate in many activities were actively shared their understanding on the harm of alcohol and the experience the join in the workshop to input to commune Deika and what it is. Furthermore, the man in the FGD of Meunchey commune said that he used to participate in the training course on counseling skill but he had never seen anyone went to the work in the village to provide the counseling to the people.

At the same time, the village member of MoeunChey commune expressed that she often work with the villagers to raise the awareness on the harm of alcohol. She found the IEC's materials as well as the stickers on the house's wall is not read by the village because the many alphabets and words that seems small. By the way, most of the villagers are illiterate. So the education materials or raising awareness should apply with more picture. The commune Chief of MoeunChey also raised that there

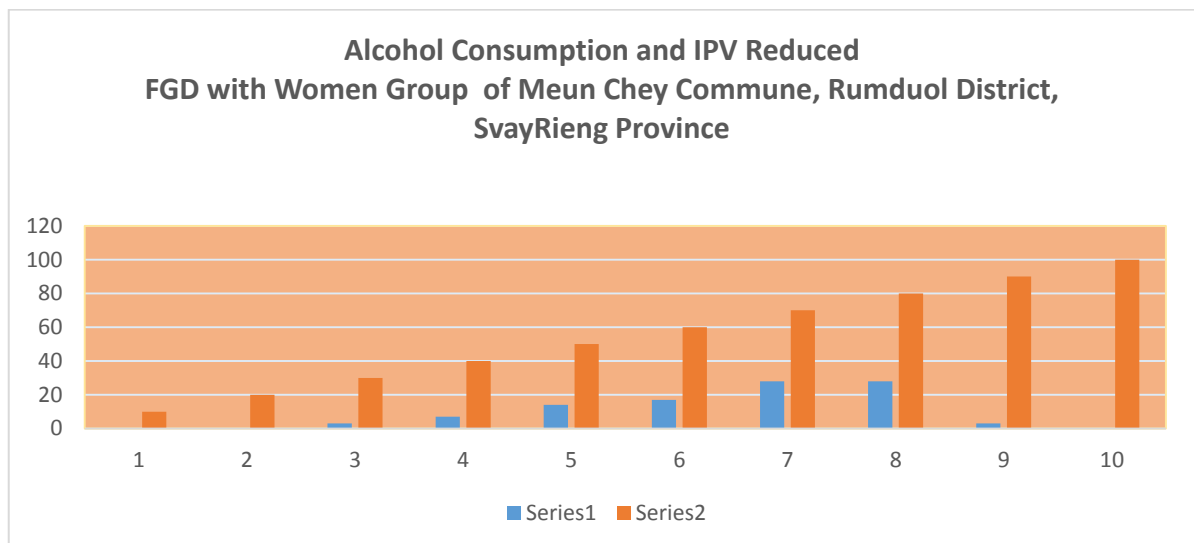
⁹ PDP-Centre, The Final Project Report, et all.

are not the counseling course happening in all the village. Only 3 people participate in the course and have their responsibility. Then, they work more focus on their own villages. So that the counseling activities were not done for the all the village of the commune. The commune council of Moeun Chey said that although there is not budget from commune but the awareness raising on Deika have to continue by formal and informal way to reach all the people in village.

B. Attitude Change on Alcohol Consumption and less IPV in target communities.

The attitude change on alcohol consumption is the impact from the people understanding on harm of alcohol and after the Deika issue officially and properly enforced. Reducing alcohol consumption leads to reduce the IPV risk and an increase in protective factors among the target groups. Because most women effected by the negative of alcohol consumption, so the gender were directly promoted when these problems have been solved.

16 communes/Sangkat have adopted Commune Alcohol Notification (CAN/Deika). Alcohol consumption in schools, pagoda, police posts, health centers and commune offices no longer takes place after Deika was adopted. There were 50 cases of alcohol addiction when the program started; this number has dramatically decreased to only five cases in the commune. In 2016, there were 16 cases of violence in Kratie and Svay Rieng reported by commune council and police post if compared to 2015, we didn't get any report of violence.¹⁰



56% of the women in the FGD voted on the alcohol consumption and IPV reduce at high percentage from 70%-80%. The percentage represent to the village where they live and observe. 3% votes to 90% based on her observation in the village, the alcohol user not brave to make violent because they afraid the police come to catch but still talk a lot. In 2017, she saw one or two abusers were caught to police office.

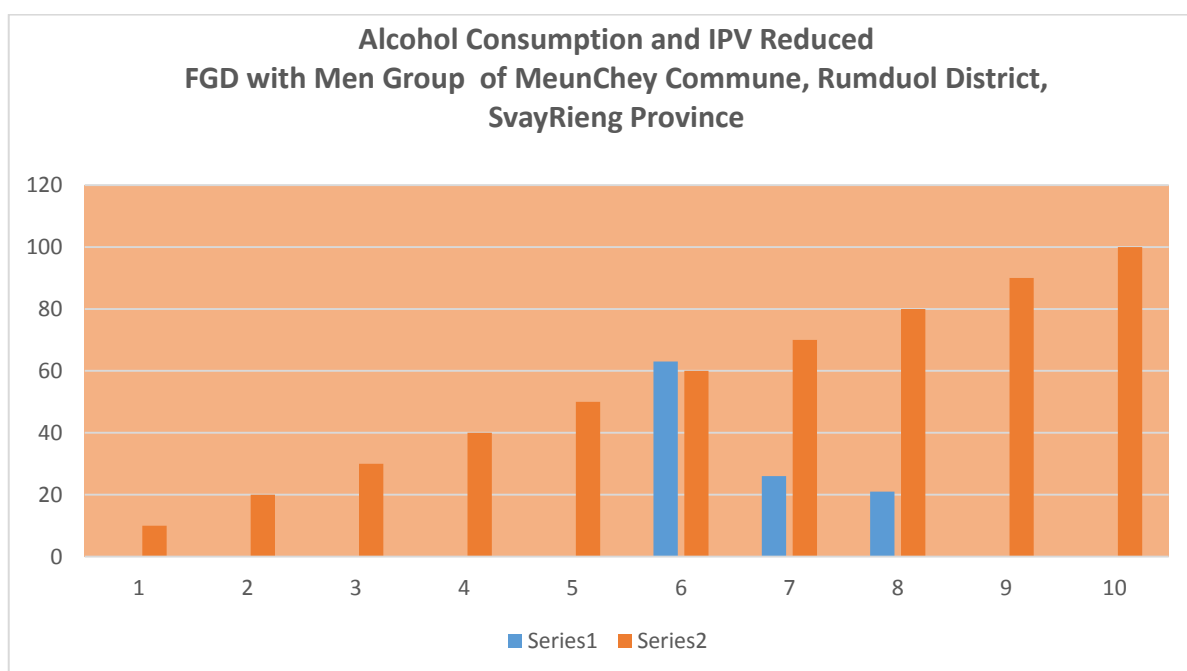
28% of participants votes to 80% because since the Deika implemented they never seen the children under age when to buy wine. The Deika not allow selling wine to the children under age, selling wine at school area, pagoda, and public area. In 2016, she saw a child with the age 13 went to buy wine but the vender no sell to them. 20% remain because the alcohol

¹⁰ PDP-Centre, The Final Project Report, et all.

consumption still exist but in few number and they just talk a lot but not louder. In the previous time, the alcohol users were called to the post office because the neighbor file the complaint again them.

28% of participants vote to 70% because in 2015 her husband drank much wine, 0.5 litre of wine he drink one only three times and then took more. Now he reduced much, one whole day only 0.5 litre. This is because the children often suggest him to reduce. She think 30% remained with her husband. In the past, when he got drunk he came back to blame her, hit her and children, hit the pan, the bowl, the plate and some run to cut her. She used to escape from him to live with her children in Phnom Penh. He used to be caught and arrest at the commune office. After the Deika applied, recommended from children and also he become too old, he stopped make violent but talk murmur and not drink much as before. Another woman raise about the reason she voted for 70% because it is reduced much the alcohol users. That this is because of they afraid with Deika will fine them 100,000riels and get the punishment to stay at the ant nest. The Deika was promoted throughout the village. Now a few people drink wine. By the way, because of their health become worst and the violence never happen for long time ago.

17% vote to 60%, since 2014-2015 there was the violence happen and much alcohol use but since 2016 there is not wine and violence. The 40% remain because there are drinkers but not make violent. They drink only at the party, ceremony, wedding and so on. This is because of Deika was promote to the other, meet at the house. They observed that most abusers, especially the gansters were called to police office. By the way, the old people reduce drink wine much. The same to the people who drink wine and make violence, now they are old. The children in this next generation, they understand well. They do not make violent. On the other hand, now they do not drink wine but drink beer and some people do not have money to buy it. 14% votes to 60% because at Veal village, the violence reduces much. Until now there is no one called to the police office because the people know about Deika that not allow drinking much wine.

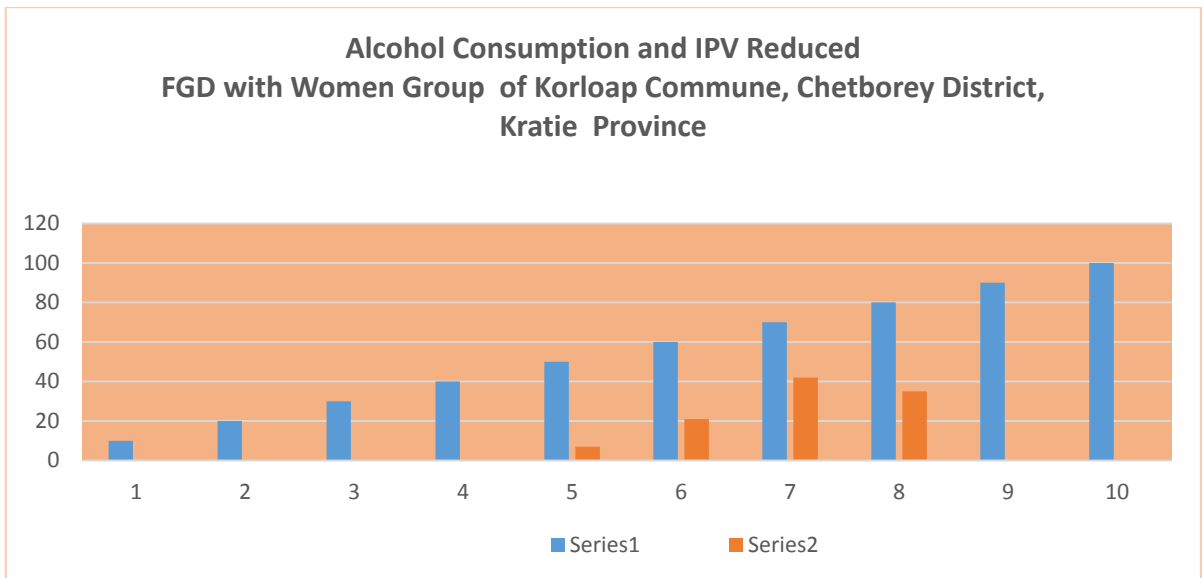


63% of men group votes to 60% of the achievement. The alcohol vendor in this group said because not many people buy wine as before. After the Deika applied the vendor have to follow, not sell to the children. I close the shop at 7 pm, afraid the fine because it stated in Deika. From project started until now never saw Deika fine someone. He also noticed the alcohol consumption has been reduced since applied the Deika. The factors motivate the people to drink much beer because it has the reward, so that the ones try to drink to get the reward. If we wish to stop the people to drink wine, the beer advertisement should be closed. The commune Deika has not affect to this livelihood because he sell not only wine. The Deika should be apply to all villages. 40% remained because there are the drinkers but the drink in the good behavior. There is no IPV because they afraid their wives. The other participant said there is not children buy wine because they children always for extra money. If the children go to buy, they sell but they recommend next time should not come. In the past, whenever drink wine after that had the conflict but now only blaming or cursing. The alcohol user in this group said he reduces much wine because when he drinks he gets ill. It effect to his health. He knew its bad effect since before having Deika but he wanted to drink and someone called to drink. The other participant in the group said, he noticed that the village chief of Takhe village drank much wine but during this three months he completely stop because his health become weaker. But for himself just reduced not yet completely stop because when he goes to work with the villagers they often invite to get one, a little bit, just polite way. The other participant said he noticed that after the Deika sticked at the shop, 3 children went to buy wine but the seller not sell to them. Another participant said there are about 2-3 families using alcohol. The reason they reduce drinking wine because some of alcohol users migrate to work outside, no one drink with them.

21% of participants vote to 70% because they saw there was much reduce. As his own experience he drink as much as the wine presence. In 2015, 0.5 litre of wine, he drank without drunk. Now one cup make him drunk. He had never made the violence since before. Since stop drinking, her wife and children not worry but remain much money. By the way, afraid with the fine from Deika. Anther participants observed that there is not wine selling at the public place such as the school or pagoda since the Deika applied. Another participant said he not sure if someone sell wine to the children in the secrete way but what he know is no violence, no noise at night, gangster and alcohol consumption less happen. The other participant in Preytortoeng said since 2014-2015 there were some alcohol users and abuser but now reduce much after the Deika. The people stop drinking wine but shift to drink beer which cost much, no money to buy it. In the past, the elder ordered the children to buy wine but now the youth order the elder to buy wine because Deika not allow the children under age to buy but they have money and the old drink with them.

The commune of Moeunchey said that the IPV has been reduced. In some villages there is no IPV because they feel a shame to their children. In the past, when they drunk, they make noise or abusing event in the mid-night. Now it is reduced to 70%-80% of alcohol consumption. They drink in a better manner. The police post of the Moeunchey commune expressed that before having Deika, the violent case because of the alcohol consumption often happen, at least two time per month. Especially in 2013 and 2014 and also have the thief stolen cow and buffalo of the people in the commune. Since 2015, the violent case reduced much, only two cased happened one year and the alcohol consumption also

reduced. They use only in the ceremony, wedding, Phchum Ben, New Year, and meeting with friends but they do not make violent or disturb to the neighbor. He promote the Deika to the people that they cannot use the alcohol freely in the public place. He has not yet apply the fine but just working with the abusers by mediation and make the promising letter. He added that in 2016, he did not receive the complaint related to the violent case besides the land boundary conflict, money borrowing, and the criminal case like thief or robbery did not happen. A youth from MoeunChey commune raised that after he provide the counseling to the villagers, he noticed there is not the children under age buy the wine. By the way, the alcohol users have change the behavior of drinking. In the past they drink one case of beer with 3 or 4 people. When the case is empty they buy more. In 2017, they drink one case for 7-8 people and then they stop drink more. The village member of MoeunChey commune raised that after having the campaign the villagers aware the commune have Deika that is the law of commune to against the violence. Now the violent case reduced and the alcohol consumption is better than before. They drink beer with good manner, not make noise in the public place as before.

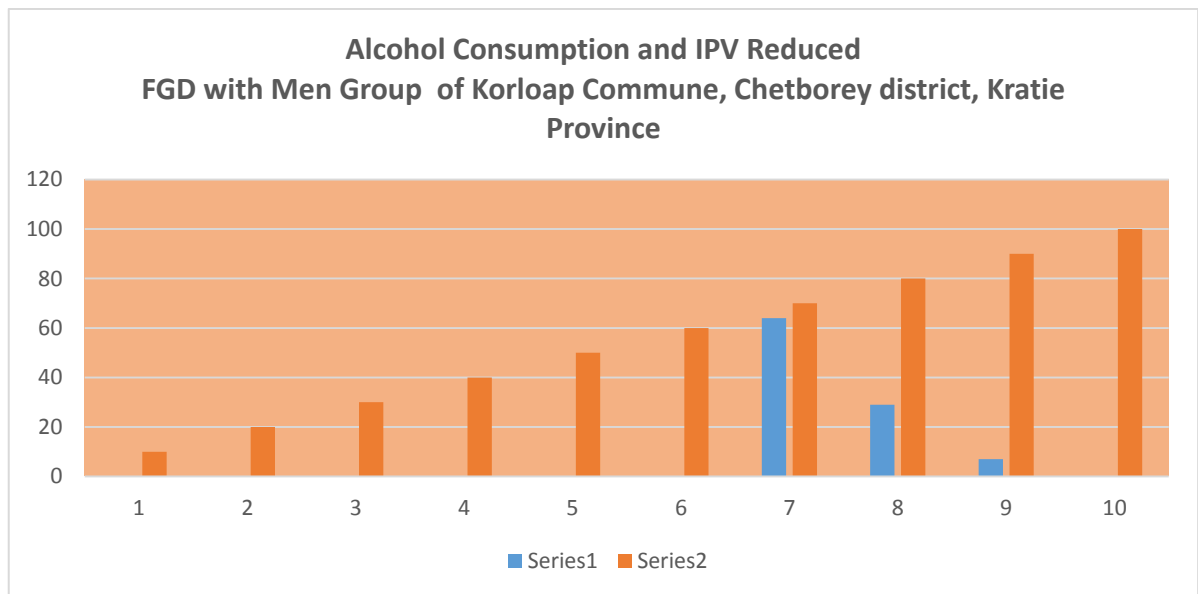


35% of participants vote to 80% of project achievement. One said it is because there is no children buying wine and there is no violence because the commune Deika states about the fine but never seen it done. There is still some people drink wine but never made violent and the wine was not sold much as before.

42% of women group vote to 70% of the project achievement because the alcohol consumption still exist. Deika was delivered by the village chief. The other women said the case of the children buying wine still happen because the alcohol vendor not yet aware about Deika. The violent case still happen but in the picture as the argument by wording. However if compare the volume of selling wine not fast before. In the past, they sell container of wine (30litres) in two days but now they sell it in 5 days not all. The case of the drunk to buy they do not sell.

21% vote to 60% of project achievement. One said the alcohol consumption is reduced much. In the past, one case of beer, one people can drink all but now they drink one or two

can to warm up the muscle before hard work. Another woman raise that there wa the alcohol and violent case happened. They used to join in the training and workshop, then share and suggest to their partner to reduce. The other woman raised that the 40% remain because there is still having alcohol when having meeting, her family also does. Compare to the past it is reduce much. She observed that the case of children wine still happen. For her family stop selling wine because it effect much to the people and also there is the fine from Deika. After participants in the training on the bad impact of alcohol she told her family to continue reducing as much as possible. 7% votes to 50% because she noticed that there a case of children under buying wine and the vendor sell wine to them



The highest percentage of participants 64% vote to 70% of the project achievement. A representative of the group explained that now there are only two families that has not stop drinking wine that cause their children drop out school to earn the money to support the family. No one goes to counseling them. However they do not make violent because there was a time the police came to recommend them if they made violent they would be caught to the police office or the prison. He used to provide counseling to the other people and recommend to stop alcohol used. The remained 30% the alcohol still be used in the village. The other participant explained that there is only one or two case of violence happen in a year but those cases just the argument by wording. He observed the commune Deika is applied that the alcohol vendor does not sell wine to the drunk.

29% of participants vote to 80% of achievement. A participant said the alcohol consumption is reduced much but remained 20% is used in the ceremony or wedding and so on. The commune Deika is applied effectively. There is no the children under 15 to buy the wine. There is no violent or stolen in the commune. In the last 2 years, there was a family made violent to their partner and relatives but now this case does not happen. The 20% focused to the people who do not know commune Deika. By the way, we do not know all the family who make violent. The other participant raised that the violence and alcohol used were reduced much but it some youth in the village still drink wine at the pagoda.

7% of participants vote to 90% of project achievement because the alcohol use is reduced much compared to the last 2 or 3 years. In that time, they made violent that caused the wife could not stay at home. Because of drunk they lost the consciousness. There were real cases of the two families who used to have the alcohol consumption but now they stop using it and the situation of their living is better than before. The other participant said in the past the children under 15 went to buy wine but now after having Deika there is not that case. The other participant said after the awareness promotion on the harm of alcohol, there is much reduction if compare to 2015. The 20% remain the alcohol is used in the specific time such as wedding, ceremony and meeting friend, and so on. However, there is not violent and also no alcohol use in the pagoda. There are no children buying wine after the Deika applied.

The commune chief of Korloap said that the violent has been noticeable decreased. Before the project started, the about 60 families of all the 5 villages of the commune are the alcohol users and these families often make violent. After having Deika, it is remained about 5 families of violence. The CWCC added that before 2015, there were almost of the houses who were the alcohol users, both men and women. In 2017, much reduction on alcohol consumption, about 30% remained, except when having the ceremony or wedding. This is because they participate with PDP about the bad effect of alcohol and understand the fine in Deika. By the way, the violence rarely happen as before. In the past, there were about 10 violent families in her village but now only 5 families remained but these families have a slight abuse or just argument by words. The chief of Youth in Korloap commune raised that there is almost no violent case happen in the 5 villages. In the past, there was the intervention from the police after they had wine and make violent but now those rarely seen. However the alcohol using still continue, mostly in the ceremony or wedding. Compare to the past, it is about 99% reduction and abandon the alcohol consumption. This is because PDP-Center do much promotion on the bad impact of alcohol uses and he also support the Deika with the 10 points. As he noticed that there is less wine vendors or no vender because less buyers. The secretariat of community network raised that since having Deika on August 2015, it is noticed that the violence is lowly decrease. In some month, there was no violent case happen. It was about 2 violent cases of alcohol use per year. If compare to 2013-2014, there were many violent case happen every months.

There is a case of Mr Yin Hen, the alcohol user in Korloap commune. He is 38 years old, the house maker. His wife sell rice in school. He has two children. In the past, he was the big drinker. He spent at least 22000 riels one time. He joined in many actions of the project since starting until having the campaign and he also received the counsel about the bad impact of the alcohol from the community network. Then, he understand clearly about it that make problem to his health, not happy families, and waste the money. He decided to stop using alcohol and instead of spending money to support family and children schooling. He expressed thankful and happy with the project that provide him knowledge and inspire him as well as the other people to stop using alcohol. He also raise about the important to Deika that is good for the commune having the law to manage the alcohol, not allow to sell the wine to the children under 18 and the serious drunk. Deika also fine to the people who do not respect. However, based on his observation, it has not have the case of fine yet. Furthermore, he raised that the violent case and alcohol consumption in the community are reduced to 70% because the people understand about health issue and afraid of Deika. He said when the violent case happen the local authority such as the commune chief, village chief and the police always take the intervention and introduce to educate the abuser and family about those bad effect. He added he have a dream that his village and commune has no alcohol consumption and violent. So that the community have security and peace

se changes is also related to the external environment effect to the reducing the alcohol and violent, for example, the alcohol users and abuser become older and some of them were die. By the way, most of alcohol user got illness which was already harmed them and that was the factor to stop them. In the context of free market, although it is in the rural area but the young generation focus on to better livelihood and try to work to compete for the better living that they have less time with the drinking wine. Another way, now they live in better situation, people prefer to drink beer rather wine which cause the producers stop produced rice wine because they get less from selling. The normal or poor family cannot effort to buy much beer to drink because it cost much, if compare one can of beer almost the same to one litre of rice wine that make them drunk.

A village member of MeunChey stated that the young people now don't like to drink beer or wine because they busy to earn the money to be the rich or better living. They have motor, they migrate to work at the factory or as the motor taxi. They have time to drink such meeting or party or wedding. There are only the children in village who do not drink wine. The drunk only a few families who are very poor, do not know to do anything. No one change them because they drink wine for long time ago that is called Dohslae. In the past, there were many drunk but most of them are old now and also have illness, and some were die. Now the people in the age 55 stop drinking wine. The CWCC of Korloap raised that this year 2017, she assisted in counseling to 5 violent cases and successfully mediated the 5 families to stop violent and blame each other. But they cannot stop using the alcohol. The commune chief of Korloap mention that the 10 provision in Deika were not completely applied. For example, it is not allow the sell the wine in the pagoda but if the pagoda committee allow them they can sell because the pagoda committee get profit from them. It often happens when there is any ceremony. Sometimes, they sell wine to the children under age and drug. The fine which mentioned in Deika is not practice until now. The commune and community network still lack of capacity to follow the action of the users and sellers. He also added that after the action of Deika promotion, the alcohol consumption is reduced from 55% to 30% because the people understand Deika but there is the other factor such poor health, lack of money to buy beer. He expressed that the people from age 40-60 reduce in drink wine but the age 20-40 still drink much.

Another reason related to the decrease of IPV because of they ashamed when they see the people around live peacefully but the only one or two families which are strange from the others. By the way, IPV reduction would not be totally effected by the understanding on the provision of Deika but the people fear and ashamed when they were called to commune post or commune hall to have the solution. All the violent case often take intervention immediately by the local authority and police post. The commune chief of MoeunChey expressed that they may understand but they also feel shy with their bad action which strange from the other that was called to the commune hall. Now, there is less IPV because of the situation of people living is better off that they busy with their work and have no time to make the conflict. In the past, the poor families often make violent because they did not earn the money together, sometimes the husband tried hard, sometimes the wife, that side fee and wait to make the conflict. He also added about Deika which is implemented by the committee, especially 3 people work hard than the other, CWCC, police post and village chief

with the village protected network who always take the intervention on time when the violent case happen.

It is not only the alcohol consumption cause to IPV but the other factors such as poor condition of living, jealous, drug use, misunderstanding and so on. Commune chief of Korloap expressed that the factor cause to violent happen in the community because in the lack of living situation, alcohol consumption, jealous, drug use, hard argument, the rich pressure on the poor. There was also a case happened between the villagers and the credit officer of microfinance. This family does not having alcohol consumption but they angry because of the money lender. The CWCC of Korloap added the poor of living condition and chemical poison also cause to reduce the alcohol consumption. The commune chief of Korloap stated that in the past there were many cases of violence besides the cause of alcohol consumption but now those families went to work in Thailand. By the way, the people understand on Deika as well as the policy of safe commune-village is strongly enforced by the police guard strictly. So almost the case of violence is intervene on time by the local authority and police as well as the community network in the commune.

Mr. Koun Sarin, 64 years old. He lives in Ta Kheng village, Meun Chey commune, Romdoul district, Svay Rieng province. He has 8 children, 4 is daughters. He is a farmer. He is a person who used to use alcohol drastically. He used alcohol since he is 23 years old. According to his speech, he said that "I drink alcohol one liter per day and drink every day. I drink until I get sick and nearly to die. Moreover, when I drunk I always reprimand my wife and my children. I always make violent on them every day". Beside this, he also said that "during that time my family is so poor. I can earn money 300,000 riel to 400,000 riel, but my family never have remains money. It include my salary as vice-village chief, I do not take it to support my family. I take it to buy alcohol to drink, and always owe of seller too".

Later, in October 2016, I have attend the meeting with commune stakeholder, community discussion, and join the campaign on "prevention of intimate Partner violent that causing by using alcohol" with PDP-Center, Svay Rieng branch. After I understand about the affection of using alcohol, I commit to stop drink alcohol and now I stop drink it already until now. I think that "alcohol is not important, but it give him the problem such as ill, quarrel, waste time to earn money, economic of my family go down, so I decide to stop use it. Moreover, my income include my children income, we earn 300\$ per month. It can supported my family to be better than before. Now I can save money and I have bought a tractor for my children to plow the land instead of buying alcohol.

He noticed with some change in the village after the police called 2-3 alcohol users who make to give some advises and the Deika implemented and share in public with the public awareness. Now, alcohol using is decrease and have no violent too. No selling alcohol to children under 15 years old. No drunk make noisy in the mid-night. His dream

were vulnerable of IPV that directly effect by the alcohol consumption.

The project is not only response to their issue but also empower them to be able to advocate for the common issue. They were active in raising concerns and sharing comments

to others during the workshop. For example, they spoke about the duty of the commune counselors to be role models for the rest of the community and restrain themselves from alcohol consumption.¹¹ By the way, The commune alcohol notification (CAN) was established by collecting ideas, suggestion and concern from community members, authorities and stakeholder who participated in IPV program activities such as stakeholder meeting and community talk, which majority of participants are women. Women shared their problems, concern and ideas on the draft of CANs. Some of the other points of discussion focused on the need to strengthen the provisions stated in Deika, such as the penalty fee, and a system to monitor previous offenders with the help of commune counselors, village chiefs and the rest of the community. On the other hand, women have spoken to the public to raise their concerns to authorities; there have been others, such as Ms. Saku from Sangkat O Usey, Kratie, who have been brave enough to speak on radio free Asia station in Phnom Penh during a live show program. She raised many important issues concerning violence resulting from alcohol consumption and people under the influence.¹²



The commune chief of Meunchey mentioned that most of the time when there was the violence, the women were brave to report or give the information to the village chief or CWCC. Then the intervention was done on time to bring both of them to give advice at the commune hall. The commune chief of Korloap raised that at least 60% of women participates in the action. During that time, the women raise about their issue or concern related to the over using alcohol causing to blame the other. Another issue were raised related to the violence because of jealous. The CWCC of Korloap commune raised that about

60%-70% of women participate in the activities. After the participation, they often share their knowledge to their husband or the members in the families. However, it is also observed during the study there were about 50% of women participated, 48 women among 97 people. During the discussion in the FGD, the women, especially the vulnerable women were not shy to tell their story from the violent because of the alcohol consumption. They also happy to share their experience and the way to solve it through joining in PDP-Centre and participation with many activities of the project.

C. Practice or sustainability of the project

The impact of the project was seen with the long term intervention from the government and local authority, the community planning, the skill of community network, and living situation improvement of villagers.

It is reported that Kratie provincial governor had announced a stop producing white wine notification by December 11, 2015 after there was a case of alcohol poisoning that made lots people died. This notification helps to reduce the number of alcohol consumption in Kratie lots. In the meanwhile, during the concert at Kratie by the early of January there was a sign of alcohol free zone at food-

¹¹ PDP-Progress Report_January to December 2016

¹² PDP-Centre, The Final Project Report, et all.

center in Sangkat Oresey. Through decentralization platform, law on commune/sangkat administration and sub-degree N.22, the commune councils and commune chiefs have been authorized to manage and making commune notification in their commune where only apply for their authority and locality. Commune Alcohol Notification (CAN) is one among other notifications that commune councils and commune chief have full authorizes to issue and practice in their commune.¹³

The commune chief of Meun Chey expressed that Deika was created by the individual commune and it is different from each other based on the reality situation. It is the law of the commune which was known at all the village level. It is created in order to keep the balance in management when having documents support to the policy of safe commune-village. It is very effective for his work. When arrest the abuser they depend on Deika. He plan to integrate Deika into the CIP because it is one part of safe commune-village policy in the point 6 talking about the violent on women and children. Although the commune has no funding support but the awareness raising will be done constantly through formal and informal way. By the way, the police network will assist this work, too. He also mentioned about the important of the Deiak which fit to the policy from the Mol and it makes the policy strong. Last year, 2016, his commune received the reward 1st class among the district because of well implementation the policy of safe commune-village and get the cash one million riles.

Commune chief of Korloap mention that until now the commune spent 100,000 riels for organizing the meeting on IPV and alcohol consumption. In the next year, 2018 the commune plan to integrate CAN implantation into CIP. The previous activities, the CWCC conduct the awareness raising on the alcohol consumption and against the IPV through meeting and household visit. The abuser, the alcohol vendor, and the alcohol user were called to have the advice about the negative impact of alcohol. The committee in each village follows up the violence and make monthly report. He plans to continue to the promote awareness to the villagers regularly and strengthen the capacity of committee to implement Deika and follow up all the cases. The chief of youth of Korloap commune raised that every time of meeting in all the village, they promote and raise about the alcohol consumption. If any village of the 5 having the violence it is need to report to the commune and find the campaign to resist and reduce the alcohol consumption.

The secretariat of community network mentioned that in the previous year he spent his own money 5000 rile and his time to copy Deika and distribute to the people who came to their house during the Khmer New Year. He also promotion at the pagoda when there was the dancing. He observed that 2 wine shops of the 18 places applied Deika. He also meet the alcohol user to provide counseling to stop it. 3 families he met do not have plan to stop but reducing using the alcohol.

The police post of Moeun Chey stated that he will continue to enforce Deika to be more effective. He will suggest to the commune councils to issue another Deika which related to the protection system on the public discipline to all the people. He will continue to follow up the people respect the Deika. He wishes to see Moeun Chey commune have security, good discipline, no violence, no gambling, no drug uses, no gangsters, and the people live in peaceful.

40 local authorities including 15 women gained skills to deal with violence related to alcohol consumption.¹⁴ The village member of Meunchey who attended in the counseling course shared her experience when raising the awareness with the villagers to do not talk to the village while they

¹³ PDP-Centre, The Final Project Report, et all.

¹⁴ PDP-Centre, The Final Project Report, et all.

are drunk but you can talk to them in the wedding ceremony or any party to tell them to drink little is better to health.

A total of 17 cases¹⁵ are reported about changed their behavior by helping their families to earn extra income and improve the living conditions at least helping family with house chores and working at a rice field. As the case of Mr H, when he decided to stop using alcohol, the money remained from spending for wine or beer was used instead to support family and children schooling. Similar to the case of Mr Koun Sarin, after abandon the alcohol consumption his income with his children increased to 300\$ per month.

3. Issues and Challenges

- Some commune chiefs don't take CAN as priority for implementation. The figures for IPV are also gained from asking local authorities and police, it may be the case that some IPV cases go unreported, as such this makes it difficult to gain completely accurate management.¹⁶
- The limitation of knowledge and capacity of grassroots people in the remote area to understand the meaning of each provision in Deika is hard to them but the poster with pictures is possible. So it should more advertising within the village to make sure villagers are aware of the CAN.
- The challenges happened in Moeun Chey commune is the people do not participate in guarding at night in order to enforce the policy of safe commune-village chief.
- The issue of alcohol consumption cannot be eliminated because there is the market and promotion strategy such as giving the reward to the drinkers. No rice wine but beer existed everywhere as well as used in the wedding ceremony, party in the entity, meeting with friends.
- The people migrate to work outside and bring new culture which against the normal practice related to law enforcement. So that it is the challenge to enforce Deika to the people live outside, often go in and out the village that make bad effect to the people inside the village.

IV. COMMUNITY FORWARD LOOKING

1. Community vision

The community vision is emerged from the discussion in FGD and KII. It is selected from many statements raise by the participants that the question asked until to meet the ultimate thing or state of being. The vision and strategy emerged at the same time. So, it is needed to make clear between what they want to see and what they want to get in the future.

The common vision of the community of these two province is

The commune is progress all sectors and the people of all families and next generation live in peace, wealth and happiness. When there is no violent, no thief, no robbery, no poor, no alcohol and drug uses, and having good infrastructure such road, electricity, school, and pagoda and having human resource that is the quality people.

¹⁵ PDP-Centre, The Final Project Report, et all.

¹⁶ PDP-Centre, The Final Project Report, et all.

2. Issue Prioritization and Community Strategies

Through the discussion with the people in the 4 group of focus group discussion (FGD) and check with key information interview (KII) and in-depth interview found some main issues which voted by the participants.

- Drug and alcohol use: While alcohol consumption at individual household level reduced but the drug happen more with knowing the source of delivery. Now the situation the drug users seem quiet at individual house, not yet make harm to the village or society. At the same time, the alcohol consumption is still popular among youth while they have party, ceremony, and wedding. So that the cases of traffic accident often reported.
- People in debt: Most families in the commune have debt that make some families losing house and land, and some families migrate to work outside the province. There was caused to have conflict and violent between the money lender and borrower, as this case happen in Korloap commune. By the way, at the Moeun Chey commune, there was the un-satisfy from the borrower to the village chief when their requests were not recognized and signed to propose to the other MFI.
- The insecurity issue in the village such as thief, violent, fighting, and cursing in public. These issue happen because of poorness, illiteracy, drug use and alcohol consumption

Some strategies to response to the main issues above were proposed by the participants in the FGD and the key informants:

- To reduce the drug use and eliminate the alcohol consumption, the local authority has to role model to enforce the law. The government has to motivate the implementer to strictly enforce the law. The important thing is the individual and families have to protect themselves from drug and alcohol use. It is needed to conduct more awareness raising and counselling to reach the household level.
- To make the society with security is related to the policy of safe commune-village that need to be fully practiced and participated by the people of all the level. As example, Moeun Chey Commune received the 1st class among the district on applying the policy safe commune-village in 2016.
- To avoid debt, the people or families have to had the pro-action plan and adopt the basic need strategy rather than shifting to the modern lives style. For example number of families in Moeun Chey commune, the make rice for sustenance and the surplus they sell for other expense. It is different from the strategy which sells all the rice products to get money to expense for many purposes than buying the rice from the other. However it is request from participant to the government to take intervention with the MFI to change policy that enable the people to survive. They also request to build good infrastructure such road, electricity, school, and pagoda. By the way, human resource is also proposed to build with quality people. So that they will be equipped with knowledge and skill to fulfil the current needs in community.

V. CONCLUSION AND LESSON LEARNED

Conclusion

- The case study explored the impact of the project as well as the level of its achievement by its goal and objectives. Along with this, the challenges and main issues which existed during the project implementation were presented with the key strategies proposed by the participants in the study for the next phase.
- The project have achieved its goal that CAN have integrated into the policy of Safe Commune-Village. It fits to the policy at point 6 mentioned about the violence on children and women. The local authority take the effort to enforce the policy of Safe Commune and Village and compete among the district and province. CAN is an additional valuable tool to push the existing mechanism to work effectively. It supported the local authority to implement the policy with concrete documents like the commune law or order. When they intervene any cases they refer to the provision in CAN clearly stated and well-known at the grassroots level. For example, before having Deika, the post police and commune chief work hard to enforce the law but often receive the reverse negative response because the people do not know more or widely understood. Now Deika is one part of the commune mechanism to enforce the policy of safe commune-village broadly. The two communes of the study have plan to integrate CAN into Commune Investment Plan (CIP). Although there will be not budget support but they have commitment to continue the activities on awareness raising to all the villagers in what way, formal or informal. So it responses to the goal of the project which stated about the contribution to the effective, systematic, and accountable prevention of intimate partner violence (IPV) against women in Cambodia. Furthermore, CAN impacts to have another Deika supported to keep the balance in management and leading in commune and Sangkat, as raised by the commune chief and propose by the police post of MoeunChey commune.
- The project has achieved its outcome that different level of people have promoted the awareness on the harm of alcohol and engage related people in adopt Commune Alcohol Notification (CAN)/Deika. Women were empowered to share ideas and request into the commune policies include punishment mechanisms following alcohol related abuse, and for local authorities to take more responsibility. Because most women effected by the negative of alcohol consumption, so the gender were directly promoted when these problems have been solved. It was reported about the participants, especially women always share the information and knowledge she gained from the training and workshop to their families and lobby them to consume less alcohol. The attitude change on alcohol consumption is the impact from the people understanding on harm of alcohol and after the Deika issue officially and properly enforced. Reducing alcohol consumption leads to reduce the IPV risk and an increase in protective factors among the target groups. That was response to the indicator of the outcome about to reduce the IPV and prevent the violence against women especially promote gender equality.
- This study also mentioned about the awareness on the harm of alcohol and Deika which was high at the commune and community network level. They have ability to promote awareness to the villagers at the grassroots level. However, the discussion above reported that not all people throughout the village and commune aware about this. That was not the awareness alone but the other factors that cause to reduce the alcohol

consumption and IPV. It is also reflected to the ownership of CAN was at the commune level while at the grassroots level was not well understood.

Recommendation

- Alcohol is still the common problem that needed to be solved although the people shift from drinking rice wine to the beer but the liquor is still the alcohol. The main thing is the method to conduct the awareness raising. It is not 100% impact of awareness raising because the people throughout the villages and commune not yet well aware about Deika but the alcohol consumption and IPV has been reduced by the other factors. It is needed to change the way of awareness raising through understand the current change and adapt to the local context. By the way, the activities that PDP-Centre has not completely done are the community counselling for throughout the village. It would be more relevant to expertize of PDP-Centre and it would be the effective way to empower existing structure of the respected people to own the action by themselves.

Lesson Learn:

- Under the pressure of the political environment at the local context. It is needed to break the culture of painting the NGOs as the opposite party. This is the view from local authority to the NGOs. At the same time, against to the alcohol promotion is the kind against the government while the prime minister promoted the people to drink more beer in order to create more chance of job to the unemployment. The project have been implemented successful because of PDP-Centre having good relationship and collaboration with the local authority in advance before the project start. It is needed to make them having common understanding on the real issue happening and effecting to their people. At the same time, PDP-Center and local authority always have collective activities or join activities to work together.
- The project worked well because it response to real issue and the needs, and it fit to the actual obligation of the local authority. For example enforce Deika, there are the contribution from all partners. For example, the police post try their best to fulfill the obligation. Achar always announced by loud speaker to mainstream Deika during Thngaisel. The teachers often ask their students about the information of the parents who make violent. The youth in the village promotes Deika through peer education. The village chief and member also raise the awareness among their member through the traditional way or by the flow of their living as well as to distribute and stick Deika of the house and alcohol vendor.