



Strengthening the First Line: Identification of Violence through the Healthcare System

Social Impact Center Albania
(SICA)



Location
Tirana Municipality



Implementing Period
August 2025 - July 2026



Total Budget
11,500 EUR



Funded by
the European Union



Gender Alliance for Development Center
Qendra Aleanca Gjimore për Zhvillim





THE CHALLENGE

Gender-based violence (GBV) remains significantly underreported in Albania, partly due to weak identification and referral mechanisms within the healthcare system. Healthcare professionals often lack practical tools and structured guidance to recognize GBV cases, leaving many women and girls—particularly from vulnerable groups such as Roma and Egyptian communities, women with disabilities, and women in poverty—without access to timely support and protection services.



OUR RESPONSE

SICA strengthened the role of the healthcare system in Tirana by developing a practical GBV identification checklist tailored to the Albanian healthcare context, designing and disseminating targeted awareness campaign materials, and delivering online training sessions to partner organizations. The project built institutional capacity for early detection and referral of GBV cases while raising awareness among women, girls, and communities about available services and support pathways.



KEY ACHIEVEMENTS



Direct Reach



1,098,130
accounts reached (digital campaign)



77%
of digital audience identifying as women/girls



71,009
community members actively engaged online



Multiple
partner organizations across regions involved



Capacity Building



3
online training sessions conducted



36
participants trained from partner organizations



+214.9%
follower growth on awareness campaign platform



Research & Evidence



1 GBV identification checklist developed and piloted



1 set of awareness campaign materials developed and distributed



4,071,796 set of awareness campaign materials developed and distributed



Advocacy & Policy Impact



5,637 new followers gained through GBV awareness content



95.8% of views from non-followers (new audiences reached)



42,600+ profile visits linked to GBV advocacy content



IMPACT STORIES

“Our GBV awareness content reached over 4 million views, with 95.8% coming from new audiences who had never followed our page before. This tells us that the message is traveling far beyond our existing community—reaching people who need it most.” – SICA Team



RESULTS AT A GLANCE

Indicator	Achievement
 Beneficiaries reached	1,098,130 accounts reached
 Trainings conducted	3
 Reports produced	1
 Advocacy initiatives	1 awareness campaign
 Institutions engaged	Multiple partner organisations
 Partnerships established	AGORA network



LESSONS LEARNED



Short-form video content (Reels) is highly effective for GBV awareness campaigns, generating up to 90% of total reach and engagement. Emotional relevance and relatability are key drivers of organic distribution and virality.



Online training delivery enables broad participation across regions and organizations. Combining checklist tools with inter-institutional coordination training strengthens the practical capacity of partner organizations to respond to GBV cases.



CONTACT



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