



*“Peace is a daily, a weekly, a monthly process, gradually changing opinions, slowly eroding old barriers, quietly building new structures. Peace is not merely a distant goal that we seek, but a means by which we arrive at that goal.”*  
Martin Luther King Jr.



**USAID**  
FROM THE AMERICAN PEOPLE

**SHEJEH SALAM**

## Building Peace for a Better Tomorrow

### Shejeh Salam offices in South Sudan:

Juba, Central Equatoria State  
Wau, Western Bahr el Ghazal State  
Kapoeta North, Eastern Equatoria State  
Leer, Unity State  
Greater Pibor Administrative Area (GPAA), Jonglei State  
Akobo, Jonglei State

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Photo credit: USAID Shejeh Salam



### Livelihoods Support

Shejeh Salam understands that economic opportunity dissuades criminal behavior and helps sustain peace. The Program collaborates with local actors to develop and distribute micro-enterprise training and start-up kits including wheat grinding, bread making, river fishing, and tea stall startups. These fledgling businesses allow women, youth, and other disadvantaged citizens to earn income and bring stability to their lives and families.

### Infrastructure Support

Shejeh Salam funds the construction of critical community structures that best meet communal needs to support peacebuilding efforts and promote social well-being. This includes the design, construction, furnishing, wiring, and building maintenance training for community centers, Traditional Authority Courts, local markets, and community radio stations throughout the 13 counties of Shejeh Salam operations.



As South Sudan emerges from independence and years of turmoil, The USAID Shejeh Salam (“Promoting Peace”) Program is working to ensure communities and civil society receive the resources and support they need to transition into a peaceful and stable society. We empower citizens across a wide range of contexts and populations in South Sudan to advance peace, stability, and dialogue through local solutions, civic participation, and increased access to information. Our work mitigates conflict, advances reconciliation efforts, and bolsters civil society at local and national levels. Our work is inclusive, and we place special emphasis on involving women, youth, and marginalized communities in all our activities.



## How We Work

Shejeh Salam operates on a grassroots level by issuing small grants to a wide variety of local civil society, religious-based, and non-governmental organizations (CSOs, RBOs, and NGOs).

- Small grant-funded activities
- Mixture of in-kind, fixed amount awards, simplified grants, or hybrid (in-kind / cash grants)
- Working with local partners, Shejeh Salam operates in very remote, difficult-to-reach locations over 200 grants awarded to date and over 80 local partnerships across

## How We Help

- Start the healing process by providing trauma awareness services to conflicted communities
- Support local organizations to build interdependence and intra-community cohesion that promotes peaceful co-existence
- Assist civil society organizations advocate for peace and reconciliation, and participate in civic processes
- Develop the capacity of print, radio, and other media to provide accurate, fair, and thorough information to mitigate the destructive impact of rumor and misinformation.



## Trauma

Understanding, talking about, and accepting trauma born out of communal strife and cycles of violence is the first step of the healing process. Shejeh Salam works with local trauma experts to raise awareness about the effects of trauma, help communities come to terms with past transgressions, and find relief through talking about issues and emotional pain. With the acceptance of trauma, the foundations are laid for the process of peace-building.

## Peace and Reconciliation

At the behest of community leaders and authorities, Shejeh Salam supports a network of community-based actors to organize peace dialogues. The dialogue consultative process brings together communities in conflict into an impartial forum and allows them to air grievances and work together to develop resolutions for peaceful co-existence. These resolutions are later disseminated and amplified through the communities to ensure long-lasting peace and integration.

## Civil Society and Traditional Justice

Following years of turmoil, civil society, traditional justice and ethics, and customary law eroded. In Juba and on a community level, Shejeh Salam helps local organizations engage in advocacy and civil education on priority issues, particularly those affecting women, youth, and marginalized groups. Capacity development activities help traditional authorities adapt customary laws to fit the demands of a developing society while still maintaining deep-rooted cultural values found within South Sudan's diverse ethnic groups.

## Gender

Shejeh Salam developed a Gender, Equity, Disability, and Social Inclusion (GEDSI) proprietary tool, and actively delivers GEDSI training in all areas of programming. Comprised of nine training modules and specifically designed and illustrated to be contextually aligned to South Sudan, the GEDSI tool helps community trainers and leaders become proficient in presenting sensitive matters and engaging community members on topics of gender, equality, and inclusion.

## Sports for Peace

Shejeh Salam utilizes sport to help bring peace to South Sudan through its support of local youth associations. Sport and teamwork unite youth, and provide communities a sense of belonging. The Sports for Peace model helps rural communities embrace peace, reconciliation, and social cohesion which are the first steps toward building a stable and sustainable South Sudan.

## Access to News and Information

Each year, Shejeh Salam distributes specially designed solar-powered wind-up radios pre-loaded with hours of listening content in multiple local languages. So far 5,000 radios have been distributed to some of the most remote areas of South Sudan where even illiterate citizens gain access to news, information, and entertainment in the form of 'trauma dramas' that are contextually relevant to issues facing the country. The formation of radio listener groups in rural areas contributes to further interaction and cohesion among community members.

## Media Development

Through a partnership with key media institutions, Shejeh Salam supports the professional training of young journalists and builds capacity to advocate for free and fair journalism practices as well as the protection of journalists and local media houses. Shejeh Salam additionally funds the rehabilitation of community radio stations fallen into disrepair by providing staff training and equipment to get them back on the air.

