

16 DAYS OF ACTIVISM

against gender-based violence

DIGNITY.

SAFETY.

VOICE.

POWER.

Young women have a right.



REGIONAL CAMPAIGN REPORT 2006



prevent violence, prevent HIV infection

ACKNOWLEDGEMENTS

The GBV Prevention Network appreciates the efforts of Winnie Amono, Heidi Brady, Deborah Ensor, Rose Muduwa, Gladys Rachiu, Thomas Slater, and Jodie Stein for their assistance in putting together this year's Campaign and report.

We also thank American Jewish World Service, The Ford Foundation, and HIVOS for their financial support that made the Campaign possible.



GBV Prevention Network
PO Box 6770 Kampala, Uganda
Tel: +256 41 531186 / +256 71 839626
Fax: +256 41 531249
Email: inquiries@preventgbvsfrica.org
Website: www.preventgbvafrica.org



The GBV Prevention Network is currently coordinated by Raising Voices.
Email: info@raisingvoices.org
Website: www.raisingvoices.org

TABLE OF CONTENTS

4	Background
5	16 Days of Activism 2006 Regional Campaign
6	Action and Advocacy Kits
7	Posters
8	Ribbon Campaign
9	Outreach
10	Use and Impact
11	Media
13	Community Drama Sketch
14	Advocacy and Capacity Building
15	Regional Campaign Successes
19	Challenges
20	Collaboration with the Network
21	Conclusion
22	Collaborating Organization Evaluation Summary
24	Appendices
	Appendix 1 – Newspaper Article
	Appendix 2 – Community Drama Sketch

BACKGROUND

The 16 Days of Activism, an international campaign against violence against women, unites organizations and individuals across the world from November 25 through December 10 annually in raising awareness, strengthening networks and developing effective strategies to prevent violence and promote women's rights. The 16-day period highlights significant dates including International Day Against Violence Against Women on November 25, World AIDS Day on December 1, and International Human Rights Day on December 10.

Since 2004, members of the Gender Based Violence (GBV) Prevention Network have worked together to implement a regional campaign in the Horn, East, and Southern Africa during the 16 Days of Activism. The Network is committed to increasing action and advocacy on GBV prevention in the regions. Participation has increased each year with 16 NGOs in eight countries in 2004, 19 NGOs in nine countries in 2005, and 25 NGOs from 11 countries in 2006.

16 DAYS OF ACTIVISM 2006 REGIONAL CAMPAIGN

The international theme of the 2006 16 Days Campaign is "Celebrate 16 Years of 16 Days: Advance Human Rights – End Violence Against Women." Building on the international theme, the 2006 GBV Prevention Network theme is "Violence, HIV and Young Women's Vulnerability." All members of the Network were invited to submit a statement of interest for collaboration. Twenty-five organizations representing 11 different countries participated.

COLLABORATING MEMBER NGOS

- AIDS Legal Network (ALN), South Africa
- Center for Domestic Violence Prevention (CEDOVIP), Uganda
- Center for Rights, Education and Awareness (CREAW), Kenya
- Child and Youth Care Trust, Tanzania*
- Coalition on Violence Against Women (COVAW), Kenya
- Communication for Development Foundation Uganda (CDFU), Uganda
- Federation of Women Lawyers (FIDA), Kenya
- Forum for Activists Against Torture (FACT), Rwanda
- Kenya Female Advisory Organization (KEFEADO), Kenya
- Kivulini Women's Rights Organization, Tanzania
- LifeLine Free State, South Africa
- Liverpool VCT, Kenya
- Malawi Human Rights Resource Center (MHRRC), Malawi
- FEMNET, Men for Gender Equality Now Network (MEGEN), Kenya
- Namibian Voices for Development, Namibia
- Raising Voices, Uganda
- SHARE Project, Rakai Health Sciences Program, Uganda
- Siyanakekela Community Development, South Africa*
- SOS Femmes, Mauritius
- Southern Africa AIDS Information and Dissemination Service (SAfAIDS), Zimbabwe
- Southern African Media and Gender Institute (SAMGI), South Africa
- United Nations Population Fund (UNFPA), Sudan
- Women Action Forum for Networking (WAFNET), Kenya
- Women in Law and Development in Africa (WILDAF), Zambia
- Women in Politics Support Unit (WiPSU), Zimbabwe

*Child and Youth Care Trust, Tanzania did not receive the Action and Advocacy Kit due to a problem with shipping and Siyanakekela Community Development, South Africa did not submit their evaluation. These organizations are therefore not represented in this report.

ACTION AND ADVOCACY KITS

Action and Advocacy Kits were developed to help Network members present a strong and cohesive message during the 16 Days of Activism Campaigns. All materials centered on the theme: Violence, HIV and Young Women's Vulnerability. Materials were designed to help organizations reach out to the community to raise awareness and inspire action. Each organization received an Action and Advocacy Kit.

Action and Advocacy Kits contained

- Up to 200 full color mini-posters calling attention to young women's increased risk of both violence and HIV infection.
- Up to 3000 "Prevent Violence Against Women" purple ribbons.
- Full-color postcard sized flyers about the purple ribbon campaign.
- A newspaper article on how a young woman is at increased risk of experiencing violence and contracting HIV.
- Community Drama Sketch - outline for a community theatre performance discussing young women's increased vulnerability to GBV and HIV/AIDS.

The Action and Advocacy Kit materials are produced in English to reach the widest audience possible in the region. Despite the demand, it is not possible to produce materials in the numerous local languages that are spoken by the communities served across 11 countries. The posters are produced with minimal text in order to eliminate the need for translation. In response to feedback from last year's partners, Kits were mailed earlier to allow time for translation of the Newspaper Article and the Community Drama Sketch. Additionally, a CD with print ready materials was sent to six partners upon request to allow them to translate and print the posters.

POSTERS

The 2006 poster for the 16 Days Campaign features the face of a young woman in the forefront with others in the background and conveys an image of female strength. The words “dignity, safety, voice, power – young women have a right,” convey the message that rather than being passive victims women already have the strength they need to make positive choices. The poster was designed to highlight the power that young women have to create a life free from violence and HIV/AIDS.

The posters were well received by most participants. FIDA reported that the posters were “very precise and passed the message in a way easy to understand for the majority of Kenyans.” SHARE staff felt that, “the posters greatly helped us to initiate debates and discussions among community members and professionals.” CEDOVIP noted that university students easily identified with the posters. Many agencies reported a high demand for the posters and wished the Kits could contain more copies.



DIGNITY.

SAFETY.

VOICE.

POWER.



RIBBON CAMPAIGN

3000 small purple ribbons with the words "Prevent Violence Against Women" were included in the Kits along with postcard size flyers that explained the ribbons and the ribbon campaign. The ribbons encouraged an individual commitment to preventing violence, as wearing one is a personal decision. More ribbons than posters were included in each Kit, allowing NGOs to reach out to a wider segment of community members and stakeholders.

Organizations liked the portability of the ribbons and found them easy to use to get the message of the 16 Days Campaign to large numbers of people. KEFEADO reported the ribbons were ideal and easy to pin. WAFNET felt that the ribbons, "were the most reliable since people would walk with them pinned on their clothes." Namibian Voices for Development reported that, "every Namibian civil society organization and the Ministry of Gender Equality and Child Welfare requested extra ribbons for the Cabinet retreat they had with the President His Excellency Pohamba."

OUTREACH

Collaborating NGOs distributed the posters and ribbons through their existing networks of stakeholders in diverse settings such as partner NGOs, health centers, schools, police, media outlets, prisons, universities, religious institutions, and governments. For example, FEMNET's Men for Gender Equality Now (MEGEN) Project distributed the materials to government officials, youth groups, and market vendors. Another creative strategy used by MEGEN was distributing ribbons to boda boda (bicycle taxis) and matatu drivers, taxi touts and operators. By targeting transportation methods, this strategy reached many people who would not otherwise have known about the Campaign.

FIDA displayed the posters during their legal aid days and distributed them to members of the local lawyers association to hang in their offices. The ribbons and flyers were given to the general public, FIDA staff and clients, and networking partners.

Namibian Voices for Development distributed the posters and ribbons to a variety of different groups including, the Ministry of Gender Equality and Child Welfare, parliamentarians, the Ministry of Works, Council of Churches, The National Art Gallery, Legal Assistance Center, and NGOs.



Communities discuss domestic violence during MEGEN's Travelling Conference

DIGNITY.

SAFETY.

VOICE.

POWER.

Many organizations mentioned the importance of the posters in initiating discussions or reinforcing messages. CDFU reported that, "materials reinforced discussion on actions that the community members who were exposed to the campaign could take to prevent GBV." SAfAIDS felt that the "communication materials were very important to the Campaign as they symbolized the Campaign and served to raise curiosity and initiate dialogue on GBV issues." Almost all organizations found the poster to be effective, describing its message as strong, clear, simple, and powerful.

SHARE emphasized the importance of the posters as educational tools. "It was ensured that persons who were given these materials were properly informed about 16 Days of Activism and the theme for 2006. This aimed at ensuring that whoever had any of these materials was in position to give correct information to all individuals interested in knowing."

The ribbon campaign was very popular among participating organizations. KEFEADO reported that the ribbons were an especially effective means of sharing information. "The impact was realized when a lot of references were made to KEFEADO offices by those who we had shared the ribbons with and pinned on their clothes. Because community members got curious to know the source of the ribbons and even the posters they were referred to KEFEADO where they got information on GBV, and even interestingly men showed up in large numbers at our information desks." Namibian Voices for Development noted that most men approached to wear the purple ribbon, "were quite supportive in fighting against and combating gender based violence, in particular, male Minister's of Cabinet."

USE AND IMPACT

Collaborating organizations reported using the posters and ribbons in various ways:

- To introduce or complement discussions on GBV issues;
- To raise awareness;
- To link GBV issues to international human rights and enhance visibility as a global campaign;
- As an educational tool to convey up-to-date information on GBV issues; and,
- As a long-lasting reminder of the need for attention to these critical issues.



LifeLine Free State created banners from the Network Flyer for use at their International AIDS day event

MEDIA

A newspaper article (see Appendix 1) was included in the Kit to encourage collaborating organizations to reach out to larger audiences through the media. The article was designed to sensitize people to the pressures on young women to engage in transactional sex, which is just one of the ways that they are made more vulnerable to HIV/AIDS. The article focused on Sara, a young AIDS orphan, who was offered school fees by her father's late friend in exchange for sex. Sara's situation serves to highlight the ways in which young women are put at greater risk for violence and HIV through relationships with men who are older and more likely to be infected, and have more power in the relationship to make decisions about sex. The article concludes by suggesting ways that every individual can become involved in change.

More than 75% of organizations reported good media coverage of their 16 Days Campaigns, most through radio and print media. Several organizations (LifeLine Free State, MHRRC, FACT, and SAMGI) were able to publish the Network newspaper article. LifeLine Free State published the article in *VISTA*, a local weekly paper, MHRRC in *The Nation* and *Daily Times* papers both with national circulation in Malawi, and FACT in the *New Times* with national circulation throughout Rwanda. SAMGI published the article in their newsletter, *Making Waves*.

Many other organizations were able to publish their own articles on GBV, or get significant media coverage for their events. UNFPA reports that *Sudan Vision*, a reputable English language daily, allocated a full page for coverage of their VAW Conference. *Akhbaralyoum*, a national paper, also published messages on VAW and HIV from the Campaign. AIDS Legal Network published an article on HIV in the *Cape Times* and Liverpool VCT published in *The East African*, both on World AIDS Day.

CEDOVIP used its existing relationships with reporters to encourage coverage of their 16 Days events. They report extensive positive media coverage on television, radio, and in newspapers on the link between VAW and HIV/AIDS. SOS Femmes published an article in the national afternoon paper, *Le Mauricien*, on the issues of violence against women. The same paper also carried an article on women's rights as human rights for the occasion of Human Rights Day on December 10.

SAfAIDS used its in-house journalism expertise to highlight issues of gender based violence for a wider audience. The SAfAIDS Media Resource Desk was able to publish numerous articles in newspapers and on websites. An article on the female condom was published in *The Herald*, with a readership of 80,000 people per day. An article titled, "No Justification for any Violence" appeared in *The Standard* as well as the website Kubatana.com. Another article, "Violence by any other Name is Still Violence," was posted to the Genderlinks website and published in *The Sunday Mail*, which has a circulation of about 50,000 readers per week. Two television broadcasts on gender based violence in local languages reached a national audience.



MHRRC activists discuss the Domestic Violence Act in Malawi

SAfAIDS also used the web to facilitate discussion by creating a web log, which reached over 3,000 people. Between November 21 and December 10 structured discussions were conducted through the web. A total of nine messages on gender based violence issues were posted over this period, which generated an average of three responses each day. The e-forum known as Af-AIDS has 3,500 subscribers. Key SAfAIDS staff also conducted cyber dialogues with seven Zimbabwean journalists during the Campaign.

Other organizations reported successful radio coverage. CREAM hosted radio talk shows in English and Kiswahili on Kenya Broadcasting Company on November 25 and December 5, respectively. The talk shows gave listeners the chance to call in and express their views, ask questions, or seek clarification on issues of violence against women and HIV/AIDS. WAFNET also hosted a successful radio talk show on gender based violence with the local radio station, Radio Lake Victoria. UNFPA aired a quiz on local radio

in Sudan on issues of violence against women. Kivulini hosted a radio show in Tanzania on young women's right to say no to sex.

MEGEN reports that their Men's Travelling Conference received extensive radio coverage by FM stations including, Waumini (Catholic station), Baraka, Hope, and the Kenya National News Agency. KEFEADO's Executive Director was invited to participate in a radio forum on Radio Lake Victoria, where she presented information from the Campaign. This reached over one million listeners in the Nyanza region of Kenya.

Partners also mentioned using the newspaper article in creative ways when they were unable to publish it. ALN used it as an advocacy tool, Namibian Voices for Development posted it on radio newsroom boards and requested radio presenters to read it on the air, and WiPSU read it at their community meetings as an information sharing exercise.

COMMUNITY DRAMA SKETCH

The Action and Advocacy Kits also included a Community Drama Sketch to help facilitate focused discussions in the community. The Drama focused on the theme of transactional sex how it increases girls' and women's risk for violence and HIV infection. Each scene was followed by questions for a facilitator that can be discussed during or after the performance. The Drama was used in communities, schools, markets, workshops and trainings, and as an advocacy tool, which helped the NGOs reach out to over 20,000 people.



People excited to receive Network posters at the SAfAIDS stand on World AIDS Day

UNFPA in South Darfur performed the drama eight times in schools, at an IDP camp, and at Nyala Stadium. The drama was performed for 6,000 students at schools in Nyala and for 3,000 in Nyala Stadium. Over 5,000 students at Buram and Dein schools enjoyed the performances. The shows were also popular in Sesrif Camp, where 800 people attended.

KEFEADO's Forum Theatre Outreach Team performed the Drama in the Mt. Elgon district, where FGM and gender based violence towards young girls and women are key issues. A TV crew was on hand filming some of the organization's work in the area, and the drama was a useful tool in relaying information and provoking discussion on how practices like FGM are violations of women's human rights. WAFNET noted that the drama made people more aware of different types of violence. "Most people reached were not aware that GBV can be psychological too but after the activity they were convinced that psychological GBV is the one that is experienced most by women."

Many organizations used established drama groups to focus on the Campaign theme of young women's vulnerability to violence and HIV/AIDS. MHRRC hosts three popular drama groups that have been in existence for two years. These groups performed the Drama during the launch of the Campaign. Dramas were performed in eight districts in Malawi and each was attended by between 300 – 500 people. MEGEN also incorporated parts of the Drama Sketch into dramas performed in markets and community seminars by the artists of their Men's Traveling Conference. Kivuluni Women's Rights Organization used two community theatre groups, Harakati and Chapakazi, to perform the drama during World AIDS Day and the Young People's Conference. SHARE hosted four drama shows, which were attended by approximately 1,500 people.

Partners also reported using the Drama as a case study in community meetings (WiPSU), as part of upcoming lobbying and advocacy activities (ALN), and as an information tool to explain how women's rights are violated (WAFNET).

ADVOCACY AND CAPACITY BUILDING

A key focus of the 2006 Campaign was advocacy and activism. Many organizations worked to increase involvement by government and lawmakers. In Zimbabwe, WiPSU empowered communities to demand the passage of the Domestic Violence Bill by the Upper House as a direct result of 16 Days Campaign activities.

The Deputy Speaker of Parliament in Uganda participated in CEDOVIP's 16 Days Campaign Activities and the Ministry of Gender Labour and Social Development publicly supported the need for an effective government response to domestic violence. SHARE trained police officers on appropriate strategies to manage domestic violence cases and improve police response. Namibian Voices for Development invited the Prime Minister of Namibia to launch their 16 Days Campaign with a pledge to combat the issue.

Capacity building activities were also part of many organization's Campaigns. ALN launched a training manual on links between violence and HIV in South Africa. In Malawi, MHRRC educated communities on their rights under the newly passed Prevention of Domestic Violence Act. FIDA trained Kenyan lawyers on how to use the newly enacted Sexual Offences Act to protect women's rights in court and offered free legal advice to victims of violence. SOS Femmes attracted crowds and generated discussion in Mauritius with their film on violence against women.

REGIONAL CAMPAIGN SUCCESSES

The activities conducted with the Posters, Ribbon Campaign, Newspaper Article, and Community Drama Sketch, resulted in many positive outcomes.

While each organization reported different impacts from their 16 Days of Activism Campaigns, some major successes of the regional campaign included the following.

AIDS LEGAL NETWORK (ALN), SOUTH AFRICA

The two-day National Roundtable Discussion on Stigma and Discrimination in Service Provision was one of the main successes during the 16 Days of Activism. This event brought together a wide range of stakeholders committed to providing services that are free of stigma and discrimination. Further, participants developed Action Points as practical steps on how to facilitate and maintain stigma free service provision.

CENTER FOR DOMESTIC VIOLENCE PREVENTION ((EDOVIP), UGANDA

The public dialogue on young women's vulnerability to HIV/AIDS conducted at Kampala International University was a successful event, attracting over 800 participants including members of parliament, academia, students, activists, CSOs, police, and local leaders. The event was facilitated by the Deputy Speaker of Parliament and Head of Department for Women and Gender Studies at Makerere University. When the call came for students to begin debating the issues of violence against women, HIV, and women's vulnerability, over 200 hands went into the air. Men were as equally engaged as women were in the lively discussion.

CENTER FOR RIGHTS, EDUCATION AND AWARENESS ((CREAW), KENYA

During the 16 Days CREAW hosted radio talk shows in English and Kiswahili, which were aired live on KBC radio. The shows allowed listeners to call in to express their views, ask questions, and seek clarification on the issue of GBV. CREAW's community-based activities reached over 10,000 individuals living in Nairobi slums and Naivasha.

COALITION ON VIOLENCE AGAINST WOMEN ((COVAW), KENYA

COVAW reports successful awareness creation around issues of violence against women, enhanced institutionalization of the Campaign at the national level, and enhanced networking among partner organizations through their activities which included a campaign and tribunal for women survivors of GBV, community dialogue forums, and caravan awareness forums.

COMMUNICATION FOR DEVELOPMENT FOUNDATION UGANDA (CDFU), UGANDA

CDFU displayed posters on notice boards and meeting places to facilitate discussion of violence against women, HIV/AIDS, and women's vulnerability. They conducted campaign activities in five districts of Wakiso, Luwero, Masaka, Kampala, and Rakai in conjunction with the already successful "African Transformation" Toolkit that focuses on gender roles for men and women. The Toolkit uses modules that feature video documentaries of successful female and male role models.

FIDA, KENYA

FIDA hosted discussion forums on sexual violence with police, community, and religious leaders to share strategies for combating this issue. They also conducted a workshop for the lawyers association to assist lawyers in using the newly enacted Sexual Offences Act. "Legal Open Days" provided free legal aid services to victims of violence in Kericho District, Kenya.

FORUM FOR ACTIVISTS AGAINST TORTURE (FACT), RWANDA

A one-kilometer Public March in Kigali was well attended and all participants wore purple ribbons. FACT also had successful media coverage including a telecast showing the Campaign materials and three radio talk shows, many of which reached nation-wide audiences.

KENYA FEMALE ADVISORY ORGANIZATION (KEFEADO), KENYA

KEFEADO established a successful information sharing desk at the front office where visitors to the organization were given information, guided and counseled on the issues of gender based violence. KEFEADO also hosted an information tent on the grounds of the Kenya National Library, which targeted young female and male professionals who were inquisitive about strategies of bringing up families free from human rights violations. KEFEADO staff noticed men turning up for information in large numbers for the first time.

KIVULINI WOMEN'S RIGHTS ORGANIZATION, TANZANIA

Youth were engaged in Campaign activities through a Young People's Conference for in-school and out-of-school youth that focused on young women's vulnerability to HIV and violence. A young people's parade was also held on World AIDS Day.

LIFELINE FREE STATE, SOUTH AFRICA

Reported reaching a large number of people through campaigns and awareness talks at schools, church groups, and street gatherings. There was a lot of interaction with diverse community groups answering questions and raising issues.



Kivulini's Harakati Bulola Drama Group performing

LIVERPOOL VCT, KENYA

Sensitizing community leaders on available post rape care services was one of the most successful elements during Liverpool VCT's Campaign, which focused on health care. Increased media attention from three radio slots on Simba, KBC, and Transworld Radio also helped increase awareness of the negative health effects of sexual violence in the community.

MALAWI HUMAN RIGHTS RESOURCE CENTER (MHRR), MALAWI

MHRR reports successfully raising awareness about the newly passed Prevention of Domestic Violence Act with key decision makers such as traditional leaders and the media. The act protects young women from GBV and HIV/AIDS through legislation. Communities are now aware that if they engage in GBV they will have to face this law on issues of defilement and rape for young women and girls who are often abused by community members themselves.

MEN FOR GENDER EQUALITY NOW NETWORK (MEGEN), KENYA

The Men's Travelling Conference reached over 100,000 people as it moved through three routes in Western, Central, and Coastal Kenya. More than 78 people participated in conducting the activities, which included lectures, community seminars, and participatory theatre in market places.

NAMIBIAN VOICES FOR DEVELOPMENT, NAMIBIA

The 16 Days Campaign featured many successful events with excellent coverage by the print and electronic media. The Prime Minister of Namibia launched the Campaign, with a commitment from the government to combat gender based violence. A Fun Walk organized by the Ministry of Works distributed educational materials on HIV/AIDS. The week also featured cyber dialogues in Southern Africa on prevention of GBV and a story writing workshop for survivors which will be published and launched in March for International Women's Day.

SHARE PROJECT, RAKAI HEALTH SCIENCES PROGRAM, UGANDA

SHARE conducted four community fairs that attracted over 800 participants. These events included marches, educational presentations, music, and dramas, and were organized by peer groups of in-school and out-of-school youth. Campaign activities reached over 3,000 individuals, including a newly developed network of 100 men interested in partnering with SHARE to prevent domestic violence in their communities. The men, who represent four communities, pledged to meet often to discuss GBV issues and reach out to fellow men.

SOS FEMMES, MAURITIUS

A film titled, "Matrubhoomi," – A Nation without Women, attracted both men and women in two towns and three villages. Seminars on the issues raised by the film, including the elimination of female fetuses and the killing of baby girls in the context of cultural and religious teachings, practices, and values, were held. Even people who attended the film simply interested in leisure time were shocked and moved; hence some important questions were raised during the debate.

SOUTHERN AFRICA AIDS INFORMATION AND DISSEMINATION SERVICE (SAFIDS), ZIMBABWE

The key success recorded was stepping up use of the media. Through utilizing SAFIDS media expertise and ensuring mainstream media coverage of the GBV Prevention Campaign, SAFIDS highlighted the key issue to a wider audience regionally and nationally. Other successes included conducting a discussion forum on the linkages between domestic violence, GBV, and HIV.

SOUTHERN AFRICAN MEDIA AND GENDER INSTITUTE (SAMGI), SOUTH AFRICA

SAMGI hosted a three-week workshop in the rural communities of Atlantis and Mamre along the West Coast of Cape Town. Participants included youth and women from the communities who learned how to organize and manage events during the 16 Days of Activism. The participants planned a successful event, which took place on the 9th of December 2006 in Mamre to celebrate International Human Rights Day, and gained valuable skills in community activism.

UNFPA, SUDAN

In Khartoum the VAW conference mobilized the active involvement of CBOs, women's groups, and women activists. Outcomes of the conference included an effort to engage Imams and religious leaders in the fight against GBV, such as integration of GBV in Quranic studies, and conducting forums to sensitize Imams and women leaders in the IDP camps. Workshops for women leaders in five IDP camps in Sudan resulted in information sharing seminars with young women on their vulnerability to HIV/AIDS. In South Darfur a march through the town and a football match also called attention to the cause of GBV.

WOMEN ACTION FORUM FOR NETWORKING (WAFNET), KENYA

WAFNET managed to reach more than 150 women, 200 men, and 130 youth directly during its activities including an exhibition and radio talk show on issues of GBV and HIV/AIDS.

WILDAF, ZAMBIA

WiLDAF organized a march through the city center, which was attended by over 1,000 people. Organizations such as the Human Rights Commission and Zambia National Broadcasting Company, and government officials participated in the event, all wearing purple ribbons. WiLDAF also published a newspaper article on the Gender Violence Bill.

WOMEN IN POLITICS SUPPORT UNIT (WIPSU), ZIMBABWE

WiPSU facilitated 11 community meetings, which were attended by over 1,500 people, the majority women. The women opened up and talked about the abuses and violence that they go through in their homes. The Community Drama Sketch was used as a case study to start discussion. Women and men shared their experiences and struggles and were encouraged to strategize collectively about ways to stop violence and increase the effectiveness of the Campaign.

Partner organizations used different themes, activities, and strategies to tailor the messages of the 16 Days Campaign to best reach their communities.

Through communication materials, media, advocacy, and drama, partners achieved significant successes that will serve to advance the goals of the Campaign and the ultimate aim of preventing violence against women and HIV/AIDS.



WiDAF's march through the city center

(CHALLENGES)

There were several challenges for partners in implementing the 16 Days Campaign. The most common challenges centered on lack of funding or resources and logistics of the events. SFAIDS reported that their key challenge was the volume of activities taking place simultaneously. "While most of the activities were valuable it was difficult to get all the necessary stakeholders to attend." FACT, CDFU, and CEDOVIP reported that the demand for materials was greater than what they had available. FIDA, MHRRC, Namibian Voices for Development and COVAW cited inadequate finances as the main challenge to carrying out planned activities or meeting the existing need.

Other logistics issues including events being cancelled or poorly attended due rain, school holidays or examinations, or, as one NGO noted, general fatigue about gender based violence programming. ALN reported that they could not find a venue large enough to accommodate all interested participants in their National Round Table Discussion. Some organizations noted that staff were busy on other projects and were unavailable to facilitate events. SAMGI struggled to communicate with its volunteer event organizers, particularly in rural areas.

FACT, SHARE and UNFPA were challenged by the materials, which were provided in English, a language not familiar to their local communities. MEGEN also cited illiteracy in some communities as a barrier to effective use of the posters and ribbons. In Sudan, UNFPA also struggled with the issues of translation and lack of resources. OCHA loaned them a vehicle and WHO provided fuel in order to make it possible to cover the distances necessary to reach audiences in North and South Sudan.

CREAW, WAFNET, WiPSU, and MEGEN found men's resistance to the idea of equality with women to be the most challenging aspect of their work. CREAW reported difficulty in mobilizing men as partners in combating GBV and the spread of HIV/AIDS. MEGEN also noted "resistance from men who view gender equality as compromising their god given power." WAFNET and WiPSU both report that men were vocal in their resistance to the theme, arguing that they are the true victims of violence, and blaming women for initiating it. According to WAFNET, "most men reached did not agree with the theme and they argued that the rate at which men are experiencing GBV is increasing and this should be noted, hence the theme should be, 'creating a culture that says no to violence against men.'" Both organizations reported that GBV itself remains an obstacle to women's full participation in their 16 Days Campaigns.

COLLABORATION WITH THE NETWORK

Overall, members were very positive about their collaboration with the Network.

Most commented on how the materials enriched and enhanced their Campaigns.

WiPSU reported that the materials helped to draw a crowd and enabled them to use a participatory training style that made people more open to discussion. SOS Femmes noted the materials helped to show, "that violence against women and HIV/AIDS are global issues and that women in the region and the world are campaigning and working around these issues."

FACT and MEGEN appreciated receiving the materials with enough time to distribute them to partner organizations before the 16 Days. Liverpool VCT and FIDA commented that the materials saved them the time and resources it would have cost to produce them independently. Liverpool VCT reported, "sharing of information and resources on GBV prevention greatly enriches our programs and knowledge base. The IEC material really made us concentrate on other activities thereby saving us time and resources that would have gone into the production process."

SHARE commented on how the 16 Days Campaign itself helps build the Network. "Collaboration with the GBV Network has helped the project to gain popularity within other regional network members. This has opened up doors for sharing experience in the area of GBV prevention. Through visiting the Network website we have been able to access information on how others have conducted such events. The information acquired has enabled us to incorporate similar activities that have yielded a lot of success in the areas of raising awareness, building capacity, and advocacy."

Other organizations appreciated the support of the Network as an essential part of their success. ALN stated that, "since the links of violence, HIV, and women's greater vulnerability is one of our focal areas the collaboration and advocacy material received will enhance and compliment our organizational activities beyond the 16 Days of Activism 2006. It is therefore anticipated that some advocacy material will become an integral part of our ongoing lobbying and advocacy activities during 2007."

CREAW commented that, "the communication materials are great," and appreciated, "the strong partnership with the GBV Prevention Network, the commitment and solidarity among the partners." MHRRC commended, "the effort made by the secretariat in Uganda to publish all out logos and also the communication and understanding from the side of the secretariat convinced me that this is really a partnership approach."

LifeLine Free State and MHRRC felt that the standardized message helped consolidate their relationship with the Network and with their own partners. LifeLine Free State noted the 'clarity of message, consistency, and support' as the most useful aspects of their collaboration with the Network.

CONCLUSION

The Regional 16 Days of Activism Campaign is an inspiration and a testament to quality GBV prevention activism. With just 25 participating organizations, over a span of 16 days, over 15,000 people in Southern and Eastern Africa were directly engaged using the Community Drama Sketch alone and an estimated 70,000 people around the region wore the purple ribbon. In addition, countless other people were reached through the messages of the posters, radio and television broadcasts, newspaper publications, and website postings.

Collaborating NGOs used creative strategies to adapt a common message to the unique needs of their communities and countries. Outreach included such diverse efforts as community fairs, drama performances in schools and IDP camps, marches, football matches, and a travelling festival, yet all were united in striving to engage stakeholders in the essential work of preventing violence and HIV/AIDS.

	Excellent	Very Good	Good	Fair	Poor
Poster	13	8	1	1	
Ribbons	12	7	3	1	
Flyers	5	10	4	1	
Newspaper Article	3	6	5	1	
Community Drama Sketch	2	8	4		
Overall Kit	4	10	5		
Process of Application for Collaboration	10	5	3	1	

COLLABORATING ORGANIZATION EVALUATION SUMMARY

POSTER

- Message was clear and picture appropriate – size is average.
- Simple yet powerful.
- Please provide more next time.
- Needed some in local language.
- Were attractive but most people did not understand the information prompting us to do a lot of explanations.
- Liked the strong message and the logos on the poster.
- Message was precise to the issue at hand, though the colors were a bit dark.

RIBBONS

- Message was brief but could have added, “to prevent HIV infection.”
- Communicated clearly.
- The material was fine.
- Were the most reliable since people would walk with them pinned on their clothes.
- Ideal and easy to pin.
- Nice color and print but could not last for days.

FLYERS

- Appropriate message but size was small.
- There were few.
- Needed translation in Kinyarwanda.
- Very precise.
- Beautifully designed and briefly and precisely explained the relevance of the purple ribbon.
- The flyers are very plain and more information could have been printed.

NEWSPAPER ARTICLE

- The article was very good but due to the lack of funds to pay for it I could not publish it in the newspaper.
- Was not used.

COMMUNITY DRAMA SKETCH

- Did not use them.
- Very educative and entertaining to the communities all over the country. Some had to be translated into Kiswahili to reach more people.

- Due to too many activities we did not use it but for the ongoing 365 Days Campaign it is still useful to use during community based workshops.
- Very effective means of communication.

OVERALL KIT

- Contained all materials and was portable.
- Well equipped and useful.
- It was useful and empowering.
- It had everything for one to engage in a meaningful campaign.

WOULD YOU LIKE TO SEE ANYTHING DONE DIFFERENTLY FOR THE 16 DAYS ACTION AND ADVOCACY KITS IN 2007?

- There is a need to diversify on the communication materials.
- Need the posters done in more bright colors.
- Can the focal NGOs participate in giving feedback to some of the kit tools before they are finalized? This may further enrich the tools.
- The current information materials and Kits are ideal, but should funds be available more materials should be sent for wider sharing.
- Not particularly, but it might be good if the advocacy material would include items such as postcards, which initiate a more interactive response and also travel much further. Thus the information could be distributed much further and reach many more communities in different parts of the world.
- We would love to have more stickers, posters and ribbons.
- All the materials were useful and acceptable however there is a need for more different materials such as head scarves, caps, T-shirts, bags, badges, and umbrellas, funds permitting. This would ensure that the message continues to be reinforced long after the 16 Days, as these items have an everyday utility.
- Materials can easily be carried around and shared with other people in the community.
- Provide a banner with the theme of the campaign. The banner should be hanged two weeks to the campaign in strategic locations.
- If possible sponsor partners to run radio spots based on the theme.

PLEASE TELL US WHAT YOU FOUND MOST USEFUL IN THIS COLLABORATION.

- Harmonization of campaign materials and messages.
- Easily accessing information relevant to the theme made it very easy for us to engage stakeholders on the issue.
- The collaboration will help unify CSO's voices on the issue and this will take the process of preventing GBV forward and we shall increasingly see results.
- The ribbons were most useful since participants displayed them right from reception on their attire, which also influenced other community members to be inquisitive about GBV.
- Gain strength with local partners in the fight against women violence in the region.
- The posters and ribbons really helped to keep the message visible. Also, it is nice to feel a part of a larger effort and to be connected to members around the region.
- The whole Kit and overall collaboration.
- The people reached were also convinced that GBV was a worldwide issue and many organizations are trying to campaign against it.
- The Community Drama Sketch was most useful, as it is easy to pass messages through drama.
- The ready to use materials were very helpful.
- Learning from each other's experiences and sharing our plans before the campaign enabled us to have an effective campaign where efforts were not duplicated.
- Strengthened network on VAW prevention, the Network's commitment to increasing action and advocacy on GBV prevention.

PLEASE TELL US ABOUT ANY PROBLEMS OR CONCERNS YOU HAVE ABOUT THE MATERIALS, THE PROCESS OR COLLABORATION.

- The tools mainly focused on engaging individuals and communities, is there a way in which you can have tools specifically for institutions such as the police and health care workers?
- While acknowledging existing resource constraints the one recurrent concern or problem we have with the material is that it never seems to be enough to cater for all and everyone who requests additional material.
- Material distribution costs can be very high especially if postage is used. Future campaigns can take into account funding for distribution of material.
- The only major problem that we had was some men not accepting the ribbons claiming that they were meant for women only.
- The reporting period comes at a time when many partners are either planning or reporting to donors. I would propose the use of mobile SMS during the activity, which would be better for us and would give a real time report.
- If possible to share the content before production for feedback or any comments that may add to the good utilization of the materials.
- In addition we would also appreciate graphic material that speaks to the illiterate and material that is shocking as opposed to subtle to ensure that the message is driven home.
- None, but in the future I hope we can make it an ongoing campaign beyond the 16 Days of Activism.
- Organizations that belong to the network do not update their details when moving to new premises, which makes it difficult to send vital information to them.
- Posters and flyers were few compared to the demand. Most people wanted to take posters to hang in their houses because it gave a clear message to men to stop violence against women.



Newspaper Article

Imagine you are Sara, a 12-year-old girl whose parents have died of AIDS. You now live with your Auntie and her five children. Since Auntie's husband disappeared last year, she has been struggling to pay school fees for the two eldest boys. Before your father died you loved school and made very good grades, but now you must help your Auntie with the housework and babies. Auntie says she wants to send you to school but she has no money, and that God will create a way for you.

The next day Sam, a business partner of your late father's, greets you. He tells you what a beautiful young woman you are becoming. When he finds out you are not in school he becomes upset. He tells you that he made a promise to your father before he died to help with your education. Sam tells you to meet him at his house tomorrow evening to collect the money for your school fees.

At first you are so happy and thank God for answering your prayers! Later, you begin to have some doubts. Sam is your late father's colleague so you should trust him, but why all of sudden is he paying you so much attention? You remember a friend who told you she had to have sex with her neighbor to get her fees paid. You don't want to owe Sam anything but you need the money for school and feel like you have no other choice.

Sara's situation is not uncommon. Young girls across Africa are forced to make such choices. Practices such as transactional sex, marriage of young girls to much older men, and male infidelity put our young women at increased risk for HIV and even violence.

Transactional sex, or the exchange of money or favors for sex, puts Sara at risk in many ways. Because of his age, Sam likely has a longer sexual history with more chance of exposure to HIV. The fact that Sara's body and reproductive system is still developing, and the fact that she does not really want to have sex with Sam, will mean that there is a greater likelihood of tearing during sex, making her chances of getting HIV from Sam even higher.

Sam clearly has more power than Sara. He has the money that she needs, status in the community, and more experience that comes with age. This makes it very difficult for Sara to say no or to negotiate with Sam about safe sex practices like condoms. When young girls are married to much older men, they face similar risks due to their lack of control over sex. When husbands have sex outside the marriage their risk of contracting HIV increases. Young wives who have limited financial options and nowhere to go cannot easily speak up to protect themselves -- even when they know the risk.

Once young women test positive for HIV, studies show that they are very often at increased risk for violence from their partners. A study in Tanzania found that HIV-positive women were more than two-and-a-half times more likely to have experienced violence by their partner than HIV-negative women. Women are in danger of being beaten, abandoned or thrown out of their homes if they reveal an HIV-positive status, a fact which often prevents them from accessing treatment.

No one wants this to be the story of the young women we know, so make a decision to take action! There are many small things that you as an individual, parent, teacher, or community leader can do that can make a big difference. Parents can talk to their children about transactional sex, HIV and how to say no. Fathers in particular can be positive role models for their children by modeling a non-violent relationship where decision making and communication is shared. Women and men can form groups that mentor and support youth that are at risk. Teachers can commit to be aware of warning signs among their students, talk to them and offer support. Community leaders can form counseling and discussion groups so that men and women can begin to communicate about the issues of HIV, relationships, power imbalances, and violence. Each one of us can confront men we see and know who are exploiting young women. Young people themselves can counsel friends about the risks and help connect them to supportive adults.

Join us from November 25 to December 10 for the 16 Days of Activism Against Violence Against Women. This year, men and women of all ages across Africa will be focusing on ways to make our communities safer for young women so they can stay free from violence and HIV/AIDS. Change starts with you -- will you take up the challenge?



Community Drama Sketch

Take home idea: Transactional sex increases girls and women's risk for violence and HIV infection.

Opening Remarks

Facilitator can welcome participants and introduce the drama group. Set the stage for the drama by explaining that the key idea behind the drama is that transactional sex increases girls' risk for violence and HIV infection.

Scene One

Margaret is fifteen, she is walking to the well to fetch water. On her way she passes friends going to school. They greet her but Margaret hears their whispers and giggles as they walk away. She sees a former teacher who has been away on maternity leave, the teacher greets her and is surprised to see that she is not in her uniform going to school. Margaret explains that she has been out of school for 4 months now, after her father died, her family is no longer able to pay her school fees. The teacher is very sorry and tries to console Margaret.

After getting water, Margaret starts walking home. A man walking by slows down next to her, it is Daudi, an acquaintance of her father, they used to work together. He gets out and begins talking to Margaret, asking how she is doing. Margaret explains her situation. He empathizes with her and gives Margaret a little money. Margaret thanks him, goes home and starts her chores.

Facilitator

In your community is it common that girls have to leave school early because of lack of fees?
Does this usually happen to boys as well? Why or why not?

Scene Two

Margaret is at the market buying food for dinner, she sees Daudi again. They chat for a while and then Daudi buys meat for Margaret's family saying they shouldn't only be eating beans. Margaret tries to decline but he insists she take it for her family. He tells Margaret she looks very beautiful and grown up. He says he hopes to see her again.

At home Margaret tells her mother that she saw Daudi. Margaret's mom is grateful for the meat but tells Margaret to be careful, that they shouldn't take too many gifts from others. Margaret is just excited about eating the meat and teases her mom that she is being silly. When the other children get home they are all excited – they praise Margaret for getting them a feast!

Facilitator

How do you think it makes Margaret feel to be able to give something to her family?
Why do you think Margaret's mom was a bit worried when she told her where she got the meat?

Scene Three

The next morning at the well, Daudi is waiting for Margaret near the well. He complements her and says he feels bad that she is not able to go to school and offers to help. Margaret is so excited! He gives Margaret some of the money needed for fees and asks her to stop by his house on her way home from school tomorrow. He will give her the rest then.

Margaret rushes home and tells her mom that Daudi is willing to sponsor her for school. Margaret's mom feels worried but Margaret is so excited and she feels so guilty that Margaret has had to leave school that she reluctantly agrees. Together they prepare for Margaret to go back to school the following day.

Facilitator

What would you do if you were Margaret?

Do you think Margaret's mom is doing the right thing? Could she have done anything else to make sure that Margaret would be okay?

Scene Four

Margaret has a wonderful day back at school. Her teachers and friends are so happy to see her. One friend, Anna, whose parent's died last year and also has a 'sponsor' was the only one who looked worried for Margaret.

Margaret went to Daudi's house after school. He was the only one home. Margaret thanked him so much for the support, she told him what a great day she had at school. Daudi is glad Margaret is happy, he also tells her there is another way to thank him. Margaret doesn't know what he means. Daudi takes her hand and leads her to the bedroom. Margaret all of a sudden realizes what he means and becomes very scared. She tells Daudi she doesn't want to do this. She says she'll give the money back. Daudi comforts her and tells her it will be fine, that she is now grown up and will have a bright future now that she is getting an education.

Facilitator

Do you think other girls face what Margaret is facing?

Why do you think older men coerce girls to have sex with them?

What do you think this is violence?

What risks is Margaret now exposed to?

Summarize the key points of the discussion and emphasize the take home idea: that girls are at increased risk for violence and HIV as a result of transactional sex.