

## This Issue's Theme:

### Communicating Our Ideas

This issue focuses on effective communication materials for GBV prevention – what does it take to create materials that inspire, provoke and foster positive change? We discuss how understanding change helps us create more effective materials and also suggest a checklist that organizations can use to assess their materials. Finally, we feature interviews from two member organizations discussing their perspective on the development of effective GBV prevention materials.

## Take Action!

### Bringing Issues to Life, Creating Materials for Preventing GBV

Communication materials play an important role in GBV prevention and as such, many organisations invest time and resources into producing them. Positive materials can go a long way in enhancing the prevention of violence against women. Sometimes, however these materials do not have the intended impact and end up compromising the safety of women. It is therefore important to think through implications of the words and images that we use in our materials.

From 11<sup>th</sup> – 15<sup>th</sup> April 2011, thirty members of the Network gathered in Kampala for an interactive learning event where we put away the power point presentations and picked up pencils and got to work! Over 78 members applied and those who most closely met the criteria were selected such as those with some experience in developing materials for GBV prevention organisations had earmarked funding for developing communication materials in 2011 and who were active Network members.

Key areas of learning included:

- theories of development communication
- evolution of communication strategies
- types of communication materials
- analysis of existing materials
- observation of different uses of the materials as program tools in the community
- creating our own materials



Importantly, this learning event was focused on the practical not the theoretical and participants learned the process of creating materials through developing their own! Using the process and principles learned, five communication materials were developed by the participants and each varied in theme and style. The group created three posters, a comic strip and a leaflet on the subjects of gender roles in society, power dynamics within the school environment; and post-rape services.

Participants created these materials from scratch, pre-tested them in the community, and worked closely with a professional artist to finalize the art and design. Key principles upheld in all the materials include: maintaining the dignity of the characters; portraying the positive; helping viewers engage by depicting characters that people can identify with; avoiding blaming and shaming; and, using the material to get people talking by injecting new and provocative ideas. These materials will be available for all Network members to download, translate and print from the Network website in June.

The training also provided an exciting opportunity for exchange with Network partners Intercambios in Latin America and

Positive materials can go a long way in enhancing prevention of violence against women efforts.

Partners for Prevention in Asia, who shared experiences in social and popular media from their regions.

As this training is in high demand, Raising Voices is currently developing a training guide in collaboration with the GBV Prevention Network so that others can conduct their own learning events on effective VAW communication materials.

Participants have already created a facebook page [communication4change@groups.facebook.com](https://www.facebook.com/communication4change@groups.facebook.com) to keep in touch and practise some of the skills they learned in the workshop! Please visit to make your contribution, find out what they are saying or simply have a look at some pictures.

Please visit our website on [www.preventgbvafrica.org](http://www.preventgbvafrica.org) to access all the workshop materials.

## Network's Evaluation Results!

We will use the next newsletter to share the results of the recent external evaluation of the GBV Prevention Network. More than 186 members, friends and strategic partners participated in the online survey and 26 in in-depth interviews. We will share what members feel is working well, what is not working well and ideas and recommendations for growth and change. We will also discuss the Network's annual 16 Days of Activism Campaign and how your organization can get involved! As always, there is space for Member News and ideas – if you would like to contribute, please write to us at [Lucie@raisingvoices.org](mailto:Lucie@raisingvoices.org).

## Member News

### Coast Women in Development Recognized

On 10<sup>th</sup> December, which is The International Day for Human Rights, Coast Women in Development (Kenya) was recognized as the best civil society organization in the coast province of Kenya. The organization was recognized for their vigorous effort in the prevention and awareness of GBV in their 16 Days campaign: 'How are you living your faith' campaign. The Award, titled 'Civil Society of The Year Award' was presented by Muslims for Human Rights (MUHURI) in collaboration with UN for Human Rights, Kenya. In July this year, Coast Women in Development will be starting a program together with the Prisons' Authority that will target perpetrators of sexual based violence.



### UAW Prevention Programing Expands in Uganda!

A new government program to address VAW was launched in December 2010. It is a five year joint partnership between the Government of Uganda and Irish Aid with the Center for Domestic

Violence Prevention (CEDOVIP), Uganda Women's Network (UWONET) and Mystic Multi-Media. The program's overall goal is "to contribute to improved quality of life and enjoyment of rights for all." CEDOVIP will be mobilizing communities with a particular focus on men's involvement as agents of change to prevent and respond to VAW. CEDOVIP will use the SASAI approach to support 45 Community Development Officers and their assistants in preventing VAW and HIV, as well as establish and maintain both female and male activist groups within the local communities. We look forward to learning from this!

### Promoting Positive Masculinity to Prevent GBV

Rwanda Men's Resource Centre (RWAMREC) trained 170 men from all over the country as GBV and MenEngage focal points during the last six months. Another 480 men working at sector level structures in the districts of Gakenke in the Northern Province, Kamonyi in the South and Bugesera in the East will conduct intensive awareness campaigns and handle GBV cases. In addition, 35 capacity building officers, 208 community based workers, and 160 students

from four institutions of higher learning were also trained. The trainees have expressed an interest in volunteering for activities in fighting GBV within their institutions, families and communities.

### Sex by Choice not Chance! Campaign

The National Union of Women with Disabilities of Uganda (NUWODU) has initiated a massive campaign, both at national and district level: Sex by Choice not by Chance! This campaign focuses on prevention of all forms of sexual violence against girls and women with disabilities (GWWDs) as well as promotion of their sexual and reproductive health rights, as women facing double discrimination. Aspects of the campaign include working with GWWDs to confront both internal and external barriers such as the feeling of powerlessness and a lack of information, as well as addressing societal stereotypes. Methodologies will include awareness creation, behavior change communication, and using men and prominent members of society as effective goodwill ambassadors.

# How Are We Communicating About GBV?

## Instructive? Inspirational? Persuasive?

**Communication materials are meant to communicate ideas to others – community members, policy makers, leaders, support providers and others. Yet often our communication materials end up communicating less and instructing more. Communication implies an effort to exchange, get an idea across, to engage others. In this article, the GBV Prevention Network discusses communication materials for GBV prevention – focusing on how we can further strengthen our communications to more effectively prevent GBV.**

### Starting at the Beginning: What are GBV Communication Materials?

Communication materials are a broad range of communications that attempt to share ideas with particular groups or communities. These materials can be used through various channels of communication including the use of print, electronic and popular materials (see box below). Various communications can be used for different groups, occasions and issues. They can also be used concurrently to reinforce the issues being raised.

### Why use communication materials?

Social transformation, or changing social norms, the beliefs, attitudes and practices that perpetuate GBV often seems like a daunting process, but this is the core of GBV prevention work. Well designed and strategically used communication materials can bolster our efforts in facilitating change. Materials can be used to give information,

but increasingly, activists are creatively using communications to inject new ideas, question the status quo, compel, persuade and encourage real change. We may want to think about communication materials for GBV prevention not as mediums to 'send messages' or 'give information' but materials that have the potential to push people beyond their comfort zones to think about violence as injustice, gender and gender roles as social constructs, to break the silence about violence, or to take action to reject norms and practices that encourage violence in their communities.

Effective GBV prevention communication materials are different from traditional educational materials as they are meant to spark social transformation by raising critical consciousness. As opposed to 'passing knowledge' from one group that 'has knowledge' to another that 'is ignorant' social transformation materials stimulate reflection and thinking by developing people's capacity to think, make judgments and change behavior.

Practically speaking, communication materials can also greatly assist activists when engaging groups or communities. They can help focus the discussion, spark debate, foster empathy or outrage, and, in the case of print materials, can be tangible pieces that

community members can take home, share with others, read again in personal time and use to open up discussion with others.

### Maximizing potential by understanding change

What brings about change? What emotions typically move change processes along? Are there typical components that if present, help move change along? Think about changes you have made in your own life, not ones thrust upon you by external events or people, but those you choose to make yourself.

#### 1. How did you feel?

Sometimes change comes about when we feel shamed but often these changes are short-lived or sporadic (only when others might see us doing what brought the shame). More often, meaningful and lasting change comes about when we see the benefits of a change at a personal level. A feeling of hope is essential. If we feel hopeful that we will

be able to make and sustain the change and that the change will bring about benefits to our lives there is great potential for change.

#### 2. Did you have support?

Changing is quite hard when we feel we are the only ones who might change, and therefore we will be different than our friends, colleagues or peers. Two ingredients are typically needed for change to happen:

- the support from others both emotionally and practically. Having people who believe in us, believe in the benefit of our change and our ability to make and sustain that change is very important.



**Explicit images may not start dialogue and thought alternatives, but rather laughter and jokes as people cover up the shame they feel. People simply turn away.**

**Consider moving beyond posters and brochures – There are many ways to communicate our ideas!**

**Print:** posters • leaflets • pamphlets • booklets • comic sheets • magazines • newspapers • newsletters • mugs • stickers • scarves • umbrellas • t-shirts • picture codes • flyers • banners • bags • leaflets • board games • card games • murals • information sheets • badges • key holders • comics

**Electronic:** internet • radio • blogs • soap operas • films • websites • social networking • TV • text messages • video • digital stories • pod casts

**Popular:** dramas • community dialogues • folk songs • dances • vigils • marches • protests • poetry • community meetings • storytelling • mime • forum theatre • public events • fairs • exhibitions • debates • competitions • games • puppets •

# Transformative? out GBV?



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### 3. Did you have alternatives?

Even when we know we want to make a change, if we don't have practical ideas or the skills necessary to make that change it will be very difficult to accomplish. Suppose a doctor said to you that you need to bring down your blood pressure but gave no ideas on how to do this through exercise, different diet, reducing stress, etc. Providing ideas (not prescribing solutions) for practical things that people can do is an essential part in

b) having others that are also making similar changes or living the change is a great support and motivator. Think about the last time you tried to break a bad habit or begin a new healthy habit in your life - having others who are doing the same thing can be a great boost toward successful change.

facilitating change.

How does thinking about personal changes relate to developing effective GBV prevention communication materials? Think about a material(s) that your organization uses. Ask yourself:

- *How does it make the viewer feel?* Shamed and scared or hopeful and inspired?
- *How is it fostering support?* Is it isolating, stigmatizing, embarrassing or encouraging, inclusive, supportive?
- *Does it provide some alternatives?* Are we boldly saying: Stop Violence against Women! Yet if we suggest no ideas for HOW to stop violence are we really helping bringing about change?

Recognizing key ingredients typically needed for change to happen in our communication materials can greatly increase their effectiveness.

## Core Components of Effective GBV Communication Materials<sup>1</sup>

### *Maintain the dignity of the characters:*

In order to project the reality of GBV we sometimes use graphic images of violence. While this may depict the reality of what is happening in our society, showing women experiencing rape or being battered with open wounds only strips women of their dignity and reinforces stereotypes of women as weak, powerless victims. Similarly, projecting images of men being highly aggressive or violent demonizes them. Explicit images may not encourage dialogue and thoughts about alternatives, but rather may evoke laughter and jokes as people try to cover up the shame they feel or make people simply turn away. If we want to stimulate reflection and dialogue we may want to portray women and men as reasonable people demonstrating the positive change we would like to see.

*Portray the positive:* Showing the benefits of non-violence, for example depicting a family sitting together and discussing family problems with a thought provoking question like 'I respect my wife; we talk about our problems together. Do you?' is usually more effective than focusing on violent acts. This kind of material role-models positive alternatives to violence and provides a question that could be used to facilitate reflection, dialogue and change with time.

### *Help viewers*

*engage:* Materials that show 'regular' community members helps others identify with the issue and how it affects us. It is worth considering the use of many different people in terms of age, size, economic level and ability. It is advisable to avoid using stereotypes.

### *Avoid blaming and accusations:*

While putting forward accountability for men's violence against women is very important, accusing men of violence and publically blaming them in materials typically leads to defensiveness, resistance and backlash.

### *Get people talking:*

It can be useful to spark controversy and debate so that people can begin to think about norms differently and reflect on their attitudes and behavior. Materials could be controversial with new ideas and questions, such as showing an image of a family with a man

carrying the baby on his back. While this is unusual in many communities and may be resisted, you could use the debate that such an image elicits to question cultural norms that predispose women to violence and get people reflecting on other issues that arise from this discussion.

Feel like taking a bold step to create materials for social transformation? Write to us, at [info@preventgbv africa.org](mailto:info@preventgbv africa.org) we want to hear from you! Please share with us your materials produced for GBV prevention.

Also download the report, all handouts and some session guides for creating effective GBV prevention materials from the Network's Communication Materials Skill Building Workshop in which 30 activists and practitioners put their thoughts together and shared skills and practical tips for creating effective communication materials for GBV prevention at <http://www.preventgbv africa.org/content/2011-training-developing-effective-communication-materials-gbv-prevention>

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## Communication Material Checklist<sup>2</sup>

Use this checklist to help you develop more effective GBV prevention communication materials.

### Content

Does your communication material . . .

- ☐ raise a controversial or thought-provoking issue?
- ☐ avoid telling people what to think and encourage people to think differently?
- ☐ avoid stereotyping?
- ☐ maintain the dignity of the characters?
- ☐ encourage viewers to think for themselves?
- ☐ avoid showing women as powerless victims?
- ☐ reinforce the concept of human and women's rights?
- ☐ encourage personal reflection?
- ☐ use characters and situations that viewers can identify with?

### Language

Does your communication material . . .

- ☐ avoid blaming or accusations?
- ☐ use language that is informal and familiar to the community?
- ☐ have a design that is accessible to low-literacy viewers?
- ☐ use language that is simple and straightforward?
- ☐ make provocative statements or ask provocative questions?
- ☐ use an attention grabbing caption, slogan or question?

### Illustrations

Does your communication material . . .

- ☐ avoid graphic images or those that provoke fear?
- ☐ use images that community members can and want to identify with?
- ☐ show characters being active and thoughtful?
- ☐ use images to enhance the information?
- ☐ use images to help low-literate viewers understand the ideas?

### Design

Does your communication material . . .

- ☐ have organized information so that it looks appealing on the page (not too crowded or wordy)?
- ☐ have large enough writing to be read at a distance (if appropriate)?
- ☐ place the attention grabbing caption, slogan or question in a prominent location on the page?
- ☐ use creative and easy to read fonts?
- ☐ avoid using all capital letters, underline, shadowed text?
- ☐ use bright and vibrant colors?
- ☐ use a consistent style?
- ☐ identify your organization's contact information and logo?

<sup>1</sup> Adapted from SASA! Activist Kit for Preventing Violence against Women and HIV, 2009, Raising Voices, Kampala, Uganda

<sup>2</sup> ibid

# Network News

## New Thematic Working Group

We are excited to announce a new Thematic Working Group - GBV in Emergencies. Thematic Working Groups are part of the Network's leadership structure and open to all members! These are groups are semi-autonomous and exist to serve member's specific thematic interest within the broad range of GBV. The groups are member led and members of each group are guided by group leaders to discuss activities and plan and implement these. The GBV in Emergencies group, led by International Rescue Committee (IRC), seeks to promote quality GBV response and preparedness through shared resources, expertise and learning. Details about the group can be accessed at <http://www.preventgbvafrica.org/content/thematic-working-groups>. If you would like to join this group write to us at Gina Bramucci ([gina.bramucci@rescue.org](mailto:gina.bramucci@rescue.org)) and Jean Kemitare ([jean@raisingvoices.org](mailto:jean@raisingvoices.org))

## Speaker Event

Twenty four Network members in Kampala, Uganda met on the 21st March 2011 in one of the member gatherings - Speaker Event. These are half day events that bring together members in one city to share experiences with someone visiting from another country. In Kampala Ms. Maiga Djingarey the Executive Director of Women and Human Rights an NGO in Mali, West Africa who is also the Coordinator of the African Network for Medical Abortion (ANMA), shared with members about FGM and its prevention in West Africa. Participants learnt very much from her presentation and as a follow up have now formed a coalition against FGM in Uganda. Contact [lucie@raisingvoices.org](mailto:lucie@raisingvoices.org) next time you are traveling - you can be hosted by Network members for a Speaker Event!

## Adaptation of 'In Her Shoes' Toolkit

The Network's Communication's Materials Thematic Working Group is adapting the In Her Shoes Toolkit for Sub-Saharan Africa. In Her Shoes is an interactive, educational tool originally developed by the Washington State Coalition on Domestic Violence to raise awareness among service providers and community members about the day-to-day reality for women experiencing abuse. The Toolkit was then adapted to represent the diverse experiences of Latin American women by PATH, activists and survivors from all over Latin America. A meeting of the Communication Materials TWG was held in Kampala with 28 members and friends and development is underway. Read more at <http://www.preventgbvafrica.org/content/adaptation-her-shoes-sub-saharan-context>

**WHAT'S NEW ON  
WWW.PREVENTGBVAFRICA.ORG**

Sonke Gender Justice Network Newsletter, Issue 8, March 2011.

Boys Network Campfire Conference 2011: Nelson Banda, Zambia; National Women's Lobby, Zambia

Socially Accepted Forms of Gender Violence and the Corporate Institution; 2011; Ken Otieno; RECONCILE Kenya.

Draft Document on The Global Youth Summit on HIV/AIDS -Mali 2011, William Kambasha, Pacesetters Youth Network, Zimbabwe

Assessment Report for Gender-Based Violence in Somalia, 2011, Somali People Displacement and Development Organisation, Somalia (SOPDDO)

Draft Document on The Global Youth Summit on HIV/AIDS -Mali 2011, William Kambasha, Pacesetters Youth Network, Zimbabwe

# Perspectives from Members

In this issue we learn from two members experiences. The Network interviewed Kennedy Otina Odhiambo the Coordinator of the Regional Men-to-Men program in FEMNET about his experience creating communication materials for GBV prevention and sought the views of Zubeda Dangor the Executive Director of Nisaa Institute for Women's Development in South Africa regarding issues to consider when developing communication materials. Below are their insights.



Zubeda Dangor highlighted the following salient points to consider when developing communication materials:

- You cannot include too much information on a poster / billboard
- Messages need to be succinct - brief and to the point
- Messages need to grab people's attention and therefore they need to be catchy
- We have learned that it is important to look at developing positively framed messages that do not necessarily blame people but which invite them towards the desired change
- For us at Nisaa, the use of colour and design is important especially when used in a professional way
- It is also important to test the communication material with the intended beneficiaries.

## Kennedy Otina Odhiambo

*How have your materials changed over time? What do you take into consideration when developing them?*

Our materials are now different because we are mobilizing people towards positive thinking instead of the traditional name and shame approach. Through this, the information has been appealing to people who ordinarily do not have interest on issues of violence against women.

We consider values such as human dignity, restoring hope on matters that seem insurmountable and positive thinking; we are non-judgmental and promote individual action. Other issues we take into consideration are, use of short and easy to remember messages, simple and appropriate language and text, testing the materials with the second eye and the intended audience to ensure that the message is well understood and appreciated. We also provide contact information for follow up and responses.

*Tell us about a communication material you created but felt you could have done better? Or one where you think it did not work?*

Recently we developed three communication materials for the *We Can Campaign* to commemorate the 16 Days of Activism 2010. They included branded mugs, short sleeved jackets for touts and drivers in the matatu (public taxi) industry and stickers for the We Can Campaign. The branded drivers' jacket did not work well for the campaign.

*Why do you think so?*

The branded matatu drivers' jackets did not work because the drivers were always seated and the message on the back could not be seen easily by the passengers in the shared taxi who were our target.

*Any other thoughts you would like to share with members about developing communication materials?*

In addition to taking the above into consideration while developing materials, there is need to consider new frontiers and people who are often ignored yet they have a lot of potential in reaching a wider audience. In Kenya, the Matatu industry provides transport to over five million people every day. If this platform is used proactively, there is a possibility of reaching the same number of people if not more. We tested this intervention and were able to get a good response from the intended audience.



## member news continued

### COVAW Conducts Community Assessments

A community assessment in 3 districts in Kenya by the Coalition on Violence against Women in Kenya (COVAW-K), has noted an improvement in the way GBV cases are handled and a better referral system for victims reporting to the police. This community assessment on GBV will inform a bigger GBV survey which will guide interventions like paralegal committees. However, the survey also demonstrated gaps in the networks among GBV service providers, particularly in integration of services, networks, and committees. There is a need to create a holistic and integral referral mechanism in Kenya among all GBV services providers.

### Women's Right's Activist Recognized as the 2011 Tanzania Woman of Courage

Ms. Maimuna Kanyamala, Executive Director and founder of Kivulini Women's Rights Organization in Mwanza has been recognized as the 2011 Tanzanian Woman of Courage! The award was



bestowed upon her by U.S. Ambassador Alfonso E. Lenhardt for her tireless efforts to promote women's rights in Tanzania. Ms. Kanyamala has advocated for women's rights with special emphasis on mobilizing communities to prevent violence against women and girls in the Lake Victoria Region. She has faced harsh criticism and attacks from opponents locally and across the region, often at a personal level. Despite this, Ms. Kanyamala continues her efforts, and her leadership has transformed minds, established a dialogue with her critics, and engendered a new respect for women. Congratulations Maimuna!

### Addressing GBV among Refugee Communities in Kenya

Care International in Kenya has recently completed a project addressing GBV among the refugee community in the Dadaab refugee camps in Somalia. Since 1998, Care has been carrying out livelihood support for GBV survivors, building and equipping a GBV Recovery Center within the GTZ Hagadera Health Center, institutional capacity building, and addressing GBV through local radio programs. Some key findings indicate that community knowledge, attitude and behavior on FGM have improved by 81.6%. There has also been an increase in capacity of response and referral systems to GBV cases.

### Changing Social Norms in Corporate Institutions

Resource Conflict Institute (RECONCILE), has recorded a breakthrough in their campaign against socially accepted forms of violence in the society. After two years working with stakeholders in flower growing companies of Naivasha Kenya, an executive from May Flower Corporation is quoted as saying: 'we have increased the company

profit as a result of the campaign creating gender awareness'. The actual campaign involved the recruitment of over 5,000 changemakers (who committed to publicly renounce all forms of violence against women and to reach out to and recruit 10 other people) and 15 alliance organizations. They hope that a critical mass of over 50,000 people will be created by the end of this year. This campaign is part of a global drive by the UN to end violence against women.

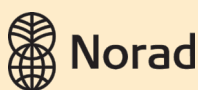
### Using Poetry to Address VAW in Botswana

Using creativity to raise awareness about VAW, Women against Rape (WAR), partnered with a local poetry group called Poetavango to organize a poetry competition for students. The poems were mainly focused on the connection of VAW and HIV/AIDS, effects of men's use of power over women and other aspects of women's struggles. 50 poems were received from students, from which 26 were selected for a recitation stage. Ten performers were selected to compete in the finals and then the winning poem was selected. Find the poem on [www.preventgbvafrica.org](http://www.preventgbvafrica.org)

### The Thursdays in Black Campaign

The Diakonia Council of Churches in South Africa launched the Campaign in November 2008 - during the 16 Days of Activism Campaign. To date they have distributed approximately 10,000 buttons and flyers (in English and isiZulu) - mainly at workshops, seminars, synods, conferences and processions for peace in the city of Durban, South Africa. Other activities include participating in the Methodist Women's Manyano Convention in KwaDabeka (Kwazulu-Natal) where almost all the delegates were dressed in black to remember and show solidarity with women who have died at the hands of their partners and with those who are in abusive relationships.

Perspectives on Prevention is a newsletter for activists and practitioners committed to preventing gender-based violence in the Horn, East and Southern Africa. It is the newsletter of the GBV Prevention Network. The GBV Prevention Network aims to: provide member organizations with regional and international resources on GBV; strengthen the discourse and practice of rights-based GBV prevention; increase skills in GBV prevention; and, foster cohesion, collaboration and increased activism within the region. The network is currently coordinated by Raising Voices and supported by HIVOS.



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