



THE REPUBLIC OF UGANDA

MULTIMEDIA STRATEGY AGAINST GENDER BASED VIOLENCE

**“Everyone deserves to live free
from violence:
Stop Gender Based Violence”**

**Ministry of Gender, Labour and Social Development
2016**



MULTIMEDIA STRATEGY AGAINST GENDER BASED VIOLENCE

**Ministry of Gender, Labour
and Social Development**

2016

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ACRONYMS

BCC	-	Behavior Change Communication
CDO	-	Community Development Officer
CDW	-	Community Development Workers
CBOs	-	Community Based Organizations
GBV	-	Gender Based Violence
GBVPC	-	Gender Based Violence Prevention Champions
IEC	-	Information Education Communication
IPC	-	Interpersonal Communication
FGM	-	Female Genital Mutilation
MGLSD	-	Ministry of Gender Labour and Social Development
SACCOs	-	Savings and Credit Co-operatives
SEM	-	Social Ecological Model
TV	-	Television
TVCs	-	Television Commercials
UCC	-	Uganda Communication Commission
UDHS	-	Uganda Demographics Health Survey
UNFPA	-	United Nations Population Fund

FOREWORD

The Ministry has developed the Multimedia Strategy against Gender Based Violence in consultation with the stake holders involved in prevention and response to GBV. The media and the private sector are key stakeholders with whom the Ministry will partner to implement the Strategy. The Strategy will guide the campaign to prompt communities as well as those in positions of authority, to change their behaviors and improve their knowledge, attitudes and practice related to GBV. The Strategy is part of the overarching National Policy on Action Plan to Eliminate GBV in Uganda, 2016. It is aimed at contributing to the reduction in the prevalence of GBV and ensuring that GBV survivors access services and are protected from further harm. The Multimedia Strategy against GBV addresses both individual and societal needs in a phased out approach using a variety of media channels to communicate tailor made messages to specific audiences. I would like to appreciate our stakeholders' input during the development of this Strategy. In a special way, I wish to thank our partner, UNFPA for their financial and technical support to produce this publication.

I look forward to effective collaboration with the media and private sector to achieve the expected outcome of the strategy that will contribute to government's development agenda outlined in the National Development Plan (NDP) II and Vision 2040.

Pius Bigirimana
PERMANENT SECRETARY

1.0 Introduction

Gender Based Violence (GBV) is an umbrella term used to describe any harmful act that is perpetuated against a person's will on the basis of unequal relations between women and men, social cultural identities that include roles, expectations, limitations, status as well as abuse of power. Statistics from Uganda Police Force (UPF) Annual Crime Reports (2006-2014) as well as Uganda Bureau of Statistics Annual Statistical Abstracts (UBOS), 2010-2015, the Uganda Health and Demographic Survey (UDHS, 2011) et al., continue to show increasing levels of GBV.

The Sustainable Development Goals (SDGs) seek to address the structural causes of gender inequalities which are the underlying causes of GBV. In response therefore, the Ministry of Gender, Labour and Social Development (MoGLSD) has come up with a 5 year Multimedia Strategy for elimination of Gender-based Violence (GBV).

There are several manifestations of GBV that occur at all levels, namely the family, community, and work places, and state institutions. Women, girls, men and boys can be perpetrators and victims of GBV. The different forms include though not limited to the following;

- Physical violence which includes; battering and beating.
- Sexual violence which includes; rape, marital rape, child sexual abuse, defilement and incest, sexual assaults, sexual harassment, forced prostitution and trafficking in women.
- Harmful traditional practices such as Female Genital Mutilation (FGM), early and forced marriages and dowry related violence.
- Economic violence such as denial of assets and economic livelihoods.
- Emotional and psychological violence such as verbal abuse, humiliation, confinement.
- Social violence - denial of education especially for the girl child

1.1 Social Economic Cost of Domestic Violence

Costs of domestic violence are widespread throughout society, whether it is direct or indirect. Direct costs refer to out of pocket expenditures for accessing rehabilitation as well as legal redress. Indirect costs have imputed monetary value such as lost income or reduced profits.

To simplify understanding of these different costs, the types of costs can be combined into four categories: direct and tangible, indirect and tangible, direct and intangible and indirect and intangible.

- Direct tangible costs are actual expenses paid, representing real money spent. Examples are taxi fare to a hospital, medical bills and salaries for staff in a shelter. These costs can be estimated through measuring the goods and services consumed and multiplying by their unit cost.
- Indirect tangible costs have monetary value in the economy, but are measured as a loss of potential income. Examples are lower earnings and profits resulting from reduced productivity. These indirect costs are also measurable, although they involve estimating opportunity costs rather than actual expenditures. Lost personal income, for example, can be estimated by measuring lost time at work and multiplying by an appropriate wage rate.
- Direct intangible costs result directly from the violent act but have no monetary value. Examples are pain and suffering, and the emotional loss of a loved one through a violent death. These costs may be approximated by quality or value of life measures, although there is some debate as to whether or not it is appropriate to include these costs when measuring the economic costs of violence against women.

- Indirect intangible costs result indirectly from the violence, and have no monetary value. Examples are the negative psychological effects on children who witness violence which cannot be estimated numerically.

In Uganda, the cost of domestic violence is estimated at UGX 22 billion annually for those who report to authorities dealing with the after effects. Domestic violence also costs the duty bearers and this is estimated at UGX 56 billion (EPRC, 2013).

1.2. Government Commitment

Government of Uganda is committed to end GBV through the provision of a conducive legal and policy framework that includes the Constitution of the Republic of Uganda, The Domestic Violence Act (2010), Prohibition of Female Genital Mutilation (2010), Prevention of Trafficking In Persons Act (2009), The Penal Code Act, Cap 120, The Children's Act Cap 59, The Employment Act (2006) and Sexual Harassment Regulation (2012), Uganda Gender Policy and the National Policy on Elimination of Gender Based Violence in Uganda, 2016.

Despite the conducive legal and policy environment, GBV is still unexpectedly high in Uganda. The Uganda Demographic and Health Survey (UDHS 2011) revealed that 55 percent of women aged 15 to 49 years have experienced domestic violence, compared with 26 percent of men, while 28 percent of women and 9 percent of men have experienced sexual violence. The Police Crime Report 2013 states an increase in defilement from 8,076 cases in 2012 to 9,589 indicating an increase of (15%) and domestic violence cases 2,793 in 2012 to 3,426 cases indicating an increase of (18.4%) reported in 2013.

Although Uganda has made various efforts and interventions to end GBV, engagements with the media have been inconsistent. This has been exacerbated by the high turnover of personnel in different media houses which greatly

undermines continuity and sustainability of all the efforts by MGLSD to bring them on board hence the development of this multi media strategy.

2.0 Rationale

Despite the progress that has been made in the fight against GBV, the prevalence of GBV remains high. Many forms of GBV continue to be perceived as private, relatively unimportant, or a normal part of life.

An integrated behavior change campaign is therefore necessary to prompt communities, as well as those in positions of authority, to change their attitudes and practices related to GBV. An intensive multimedia campaign is critical in galvanizing the achievements of government efforts and will go a long way in contributing to the reduction in the prevalence of GBV and ensuring that GBV survivors access services and are protected from further harm.

The multimedia strategy will address both individual and societal needs in a phased out approach using a variety of media channels and communicating tailor made messages to specific audiences. The strategy is based on the Social Ecological Model (SEM) of behavioral change whose two key components state that behavior affects and is affected by multiple levels of influence and that individual behavior is shaped by the social environment. All the levels of behavior influence under this model will be tackled in relation to GBV as follows;

Intrapersonal

– These will highlight individual characteristics that influence behavior: knowledge, skills, self-efficacy

Interpersonal

- Interpersonal processes and groups providing identity and support. They include family, friends and peers. These relationships in a way influence GBV.

Organizational - Rules, regulation, policies, structures constraining or promoting behaviors for example the weak sanctions against violence.

Community social networks influence GBV-this for example will tackle the extent to which the community norms condone violence.

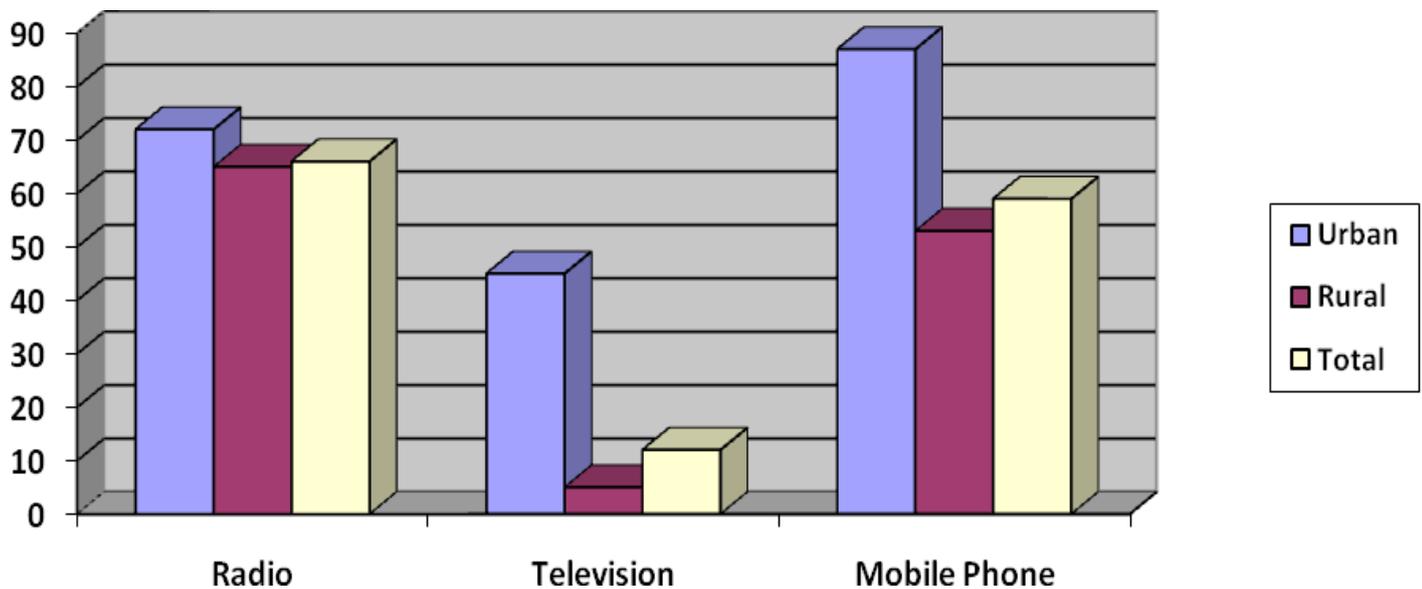
Public Policy – this deals with policies and laws that regulate or support healthy practices/actions.

Since the psychological and social processes that prompt behaviour change depend on many factors (SEM), the campaign will have a common theme that will act as a thread linking the different components of the campaign together.

The primary mandate of the media is to inform, educate and entertain the public. Through this multifaceted mandate, the media can reinforce or contribute to the improved status quo. Due to this critical role that the media plays, it is imperative to engage it strategically in order to address the root causes and the effects of GBV in society. The media has a comparative advantage of reaching the hard to reach areas and persons. Messages in the media are perceived as “gospel truth” and with translations to local languages; the media reaches a wide range of people and fosters non-formal education which supports behavioral change. The Multimedia campaign will therefore offer a broader platform to reach out to different segments of people in the society.

The illustration of different media platforms accessible by households below supports the justification of a media campaign in Uganda:

Media penetration in households.



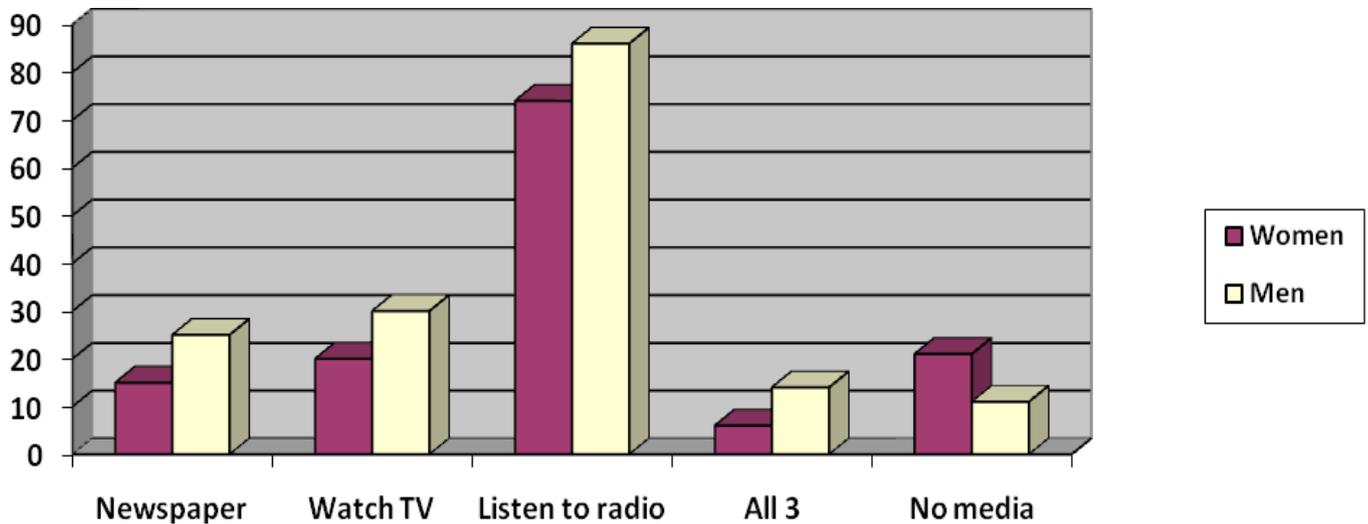
Analysis:

- Radio ownership is 71% in urban areas and 64% of rural Ugandans, average radio ownership is 66%.
- Television ownership is 45% in urban and 4.9% in rural areas, on average 12.4 Ugandan own a TV.
- Majority of Ugandans, 87% in urban and 59.4% in rural areas have mobile phones

EXPOSURE TO MASS MEDIA AT LEAST ONCE A WEEK

The analysis of exposure to mass media at least once a week shows that:

- Over 70% of men and women listen to radio.
- The item on “No media” can be reached through other foras i.e. electronic media, IEC materials, theatrics among others.



3.0 Goal

The goal of the multimedia campaign is to promote and sustain community participation in the prevention of GBV.

3.1 Objective

- To enlist the support of media in creating awareness among men and women, boys and girls about GBV
- To increase awareness and utilization of the available GBV services (prevention, response and management)
- To promote zero tolerance to GBV among communities

3.2 Strategic Outcomes

1. Positive change in beliefs, behavior and practices regarding GBV.

This will be manifested in:

Knowledge

- Communities demonstrating knowledge about different forms of gender based violence.
- Survivors knowing and utilizing the available sources of support.

- Community members stopping to blame victims and the perpetrators getting punishment/convictions.

Behavior

Behavioral change will be demonstrated by:

- Perpetrators stopping gender based violence
 - Survivors seek assistance after an incident of GBV
 - Community members giving support and assistance to survivors.
 - Community members reporting incidents of GBV.
 - People with power using it carefully and respectfully and not abusing the powerless.
2. Reduced incidents of GBV prevalence will be demonstrated through:
- Significant and consistent decrease in GBV cases reported to authorities
 - Violence free homes and communities

4.0 Target Audience

Ending GBV requires change at every level: personal, interpersonal, community and institutional/structure levels. The strategy therefore targets different audiences at different levels. These are the people that actually have the power to make the change that is needed and they include:

4.1 Primary audience

1. **Men and boys.** These are targets because of the power they hold in society and can easily influence change. Given this power, they are also the major perpetrators of GBV.
2. **Women and girls.** These are usually the primary victims due to unequal power relations. Important to know however, is that they too, can be perpetrators of GBV though to a limited extent compared to their male counterparts.

3. **Media.** The media has the power to influence and change the status quo since messages in the media are perceived as “gospel truth”. The media has a comparative advantage of reaching the hard to reach areas and persons.

4.2 Secondary audience

These will include:

1. **Duty bearers/service providers.** Duty bearers include the police, health workers, family, community development workers, teachers, judicial officers, counselors to mention but a few and they play a big role in GBV prevention and response.

2. **Private sector.** GBV is a social problem, and the private sector particularly has a corporate social responsibility to offer support for prevention and response to GBV survivors and victims.

3. **Community leaders** – These too influence and command high respect among community members so are capable of causing change.

4. **Faith based organizations** – these leaders have the authority needed to decrease the acceptance of gender based violence, and their voices are particularly important when it comes to reaching out to the people

5. **Cultural leaders/Institutions.** These are an influential force among the communities in Africa. They are considered the custodians of culture from one generation to another and are therefore in a position to address any harmful cultural practices that contribute to GBV.

6. Local celebrities – these have a huge following and most of the community members look up to them as role models hence can easily influence change among their followers.

7. Schools (teachers, school matrons and senior women) & Institutions of higher learning provide an entry point in creating a critical mass of change agents.

8. Employers and employees.

4.3 Tertiary Audiences:

These are people in positions of authority or who can influence a large group of people. Among others will be politicians, policy makers and practitioners.

5.0 Audience profiling and key messages

To be effective and sustainable, the Multimedia Strategy will target different groups of people in their different environments where they live and work. They will be reinforced across a range of settings and engage different groups of people (such as men and boys, women and girls, parents and children) at the individual, organizational, community and societal levels.

Behavioral Analysis of the primary target audience

What we are, think and do is a product of gender socialization and gender stereotypes. And this begins from the time we are born with a simple question – is it a boy or a girl? This shows that boys and girls, later on men and women exhibit different behaviors later in life as dictated by society. For example men are expected to be independent, assertive, and competitive while women are expected to be more passive, sensitive, submissive and supportive. This contributes to their perceptions towards GBV where girls/women think that because of their submissive positioning, they are not supposed to accept harmful acts perpetuated by men who are expected to be assertive. On the other hand, the male stereotypes of being aggressive gives them power over women which they abuse through GBV.

Violence is normally blamed on the women instead of those who have committed violent acts.

The messages throughout the campaign will rotate on the above to promote GBV prevention, response and ending impunity.

Audience	Key Messages	Communication objectives	Strategic approach
GBV Prevention			
Women & girls	<p>Domestic Violence</p> <ul style="list-style-type: none"> - Domestic violence is everyone's concern. Report it. - Domestic violence is destructive, affects everyone and impedes development. - Family negligence and desertion are forms of domestic violence - You can hide the bruises on your body, but what about the damage to your soul? Speak out to prevent GBV 	<p>Increase the proportion of women and girls, who are aware of GBV and are willing to end the vice by speaking out and reporting any intentions or/and acts of violence.</p> <p>Increase the number of women and girls, who identify family negligence as a form of domestic violence.</p> <p>Increase the proportion of women & girls who support campaigns to end gender based violence</p> <p>Increase the number of girls and women who report cases of sexual violence Increase the number of girls and women who report cases of sexual violence</p>	<ul style="list-style-type: none"> - Radio campaign - TVs - Community drama shows - Film shows - Poster campaign - Billboards - Social media

Audience	Key Messages	Communication objectives	Strategic approach
	<p>- Break the silence: Report all cases of sexual violence</p> <p>- You have the right to say no to unwanted sex</p> <p>- Report any acts of sexual violence within 72 hours so that medical evidence is not lost</p> <p>- Rape, marital rape, child sexual abuse, sexual assaults, sexual harassment, forced prostitution are all forms of sexual violence so stop them</p> <p>Violence related to custom and tradition</p> <p>- Break the silence and confront the hidden crimes of FGM, widow inheritance, land grabbing, incest and child and forced marriages.</p> <p>- Don't wait until morning to see if he respects you. Use a latex condom consistently and correctly for protection against HIV&AIDS</p>	<p>Increase the proportion of women and girls, who are aware of GBV and are willing to end the vice by speaking out and reporting any intentions or/and acts of violence.</p> <p>Increase the number of women and girls, who identify family negligence as a form of domestic violence.</p> <p>Increase the proportion of women & girls who support campaigns to end gender based violence</p> <p>Increase the number of girls and women who report cases of sexual violence</p> <p>Increase the number of girls and women who report cases of sexual violence</p> <p>HIV/AIDS and Gender</p> <p>- A woman has control over her body and right to negotiate for safe sex</p>	<p>-Radio campaign</p> <p>-TVs</p> <p>-Community drama shows</p> <p>-Film shows</p> <p>-Poster campaign</p> <p>-Billboards</p> <p>-Social media</p>

Audience	Key Messages	Communication objectives	Strategic approach
Men and boys	<p>Domestic Violence</p> <ul style="list-style-type: none"> - Domestic violence is everyone's concern. Report it. - Violence against women and girls is destructive, affects everyone and impedes development. - Family negligence and desertion are forms of domestic violence therefore avoid them - You can hide the bruises on your body, but what about the damage to your soul? Speak out to prevent GBV - Your strength is not for hurting but supporting - Real men never hit their women and they raise a family not a fist - Men of quality do not fear gender equality 	<p>Increase the proportion of men and boys who are aware of GBV and are willing to end the vice by speaking out and reporting any intentions or/and acts of violence.</p> <p>Increase the number of men and boys who do not abuse their power but use it to protect especially the vulnerable.</p> <p>Increase the proportion of men & boys who support campaigns to end gender based violence.</p>	<ul style="list-style-type: none"> -Games and sports -Debating clubs -Film shows -News papers -Bill boards -TV -Radio -Social media

Audience	Key Messages	Communication objectives	Strategic approach
Men and boys	<p>Sexual violence</p> <ul style="list-style-type: none"> - Break the silence: Report all cases of sexual violence - You are not a man if you rape a woman - Rape, defilement, marital rape, child sexual abuse, sexual assaults, sexual harassment, forced prostitution are all forms of sexual violence so stop them - Women need enough time to heal after child birth before having sex with them - Men need enough time to heal after circumcision before having sex <p>Violence related to custom and tradition</p> <ul style="list-style-type: none"> - Break the silence and confront the hidden land grabbing and incest, child and forced marriages 		

Audience	Key Messages	Communication objectives	Strategic approach
Men and boys	<p>HIV/AIDS and Gender</p> <ul style="list-style-type: none"> - A woman has control over her body and right to negotiate for safe sex. Your strength is not for hurting but supporting 		
School children	<ul style="list-style-type: none"> - No one has the right to touch you or demand any sexual actions from you. - Do not accept money or other things from strangers. - Your body is a temple of God, respect it. - Do not go to Teachers houses. - Teachers are educators not lovers -Senior men and women are your mentors, approach them without fear. 	<ul style="list-style-type: none"> -School events -Film shows -Radio & TV programs -Poster campaign -Talking compounds -Notice boards -News paper pullouts 	<ul style="list-style-type: none"> -School events -Film shows -Radio & TV programs -Poster campaign -Talking compounds -Notice boards -News paper pull-outs

Audience	Key Messages	Communication objectives	Strategic approach
School children	<ul style="list-style-type: none"> - If you are approached by a stranger and feel uncomfortable, speak up and ask for help immediately. - Report any acts of GBV 	<ul style="list-style-type: none"> - Increase the number of school children who are aware of sexual violence - Increase the number of schools that conduct awareness programs and activities on GBV 	<ul style="list-style-type: none"> -School events -Film shows -Radio & TV programs -Poster campaign -Talking compounds -Notice boards -News paper pullouts
Survivors of GBV	<ul style="list-style-type: none"> - Your experience is not the end, seek help - Be champions of change by speaking out and advocating for prevention of GBV 	<ul style="list-style-type: none"> - Increase the number of GBV survivors as change agents who advocate for prevention/ end of GBV and take part in activities to end the vice 	<ul style="list-style-type: none"> -Film shows -Radio & TV -Self testimonies -Social media
Religious leaders	<ul style="list-style-type: none"> - Be champions of change and examples to your followers. - Support your followers to seek appropriate services for GBV related cases. - Use the Holy books to condemn GBV 	<ul style="list-style-type: none"> - Increase the number of religious leaders who can preach against GBV 	<ul style="list-style-type: none"> - Meetings - Workshops - Church out reaches

Audience	Key Messages	Communication objectives	Strategic approach
Community leaders	<ul style="list-style-type: none"> - Violence free families lead to happy and productive families which contribute to community development - Be a champion in your community by advocating for prevention of GBV 	<ul style="list-style-type: none"> -Increase the number of community leaders who support GBV prevention activities -Increase the number of local community leaders who report any forms of GBV to high authorities 	<ul style="list-style-type: none"> -Radio campaign -TVCs -Community drama shows -Film shows -Poster campaign -Newspaper articles -Strategic seminars - Community meeting/functions
Cultural leaders	<ul style="list-style-type: none"> - Encourage communities to avert from cultural beliefs and practices that perpetuate GBV. - Acts of violence are not cultural values 	<ul style="list-style-type: none"> -Increase the number of cultural leaders who support and participate in GBV prevention community activities 	<ul style="list-style-type: none"> -Radio campaign -TV commercials -Poster campaign -Community events -Newspaper articles -Strategic seminars -Cultural meetings/ events -Clan meeting
Private Sector	<ul style="list-style-type: none"> - It's the people, who build your brands. Giving back to the community is good enough a reward. Support the fight against GBV. - We need a violent free society to build a strong nation. 	<ul style="list-style-type: none"> - Increase the number of private sector companies which support the fight against GBV 	<ul style="list-style-type: none"> - Producing messages against GBV on your products -Identify entry points for supporting the campaign in line with their mandate

Audience	Key Messages	Communication objectives	Strategic approach
<p>Tertiary audience (politicians, policy makers, Local celebrities)</p>	<ul style="list-style-type: none"> - Spearhead efforts to address GBV - Lobby for funds to support GBV activities - Support and promote programs that aim at preventing GBV - Mobilize communities to support and take part in activities that prevent GBV 	<ul style="list-style-type: none"> -Increase the number of policy makers, politicians who support the fight against GBV -Increase the number of local celebrities that participate in activities to prevent GBV 	<ul style="list-style-type: none"> -Radio campaign -TV commercials -Newspaper articles -Strategic seminars -Cultural meetings/ events -Clan meeting Radio campaign -TV commercials -Cultural meetings/ events
GBV Response			
<p>Survivors/ Victims</p>	<ul style="list-style-type: none"> - Report any cases of GBV to the nearest GBV prevention and response service providers especially the Police and health workers, local council chair persons, Community Development Officers (CDOs), community counselors, etc so that evidence is not lost. 	<p>Increase the number of victims/survivors who immediately report GBV cases</p>	<ul style="list-style-type: none"> - Radio campaign -TV commercials -Poster campaign -Community events -Newspaper articles -Strategic seminars

Audience	Key Messages	Communication objectives	Strategic approach
Community members	<p>- Report any cases of GBV to the nearest service providers especially the Police and health workers, local council chair persons, Community Development Officers (CDOs), community counselors, etc so that evidence is not lost.</p> <p>- Refrain from cultural and community practices that promote gender inequality e.g. forced marriages, FGM, Child marriages</p>	<p>Increase the number of community members who immediately report GBV cases</p> <p>Increase the number of community members who renounce cultural practices that promote GBV</p>	<p>Radio campaign -TV commercials -Poster campaign -Community events -Newspaper articles -Strategic seminars</p> <p>Radio campaign -TV commercials -Poster campaign -Community events -Newspaper articles -Strategic seminars</p>
Police, medical workers	<p>- Handle the victims/survivors with utmost urgency and confidentiality</p>	<p>Strengthen the capacity of police and medical workers to handle/treat the GBV survivors professionally</p>	<p>-Radio campaign -Poster campaign -Community events -Newspaper articles -Strategic GBV response seminars</p>

Audience	Key Messages	Communication objectives	Strategic approach
Referral and follow up			
<p>Community members, police, CDW</p>	<p>- Refer any victims/survivors to the medical worker, police, psychosocial support officer, GBV shelters and spiritual leader for attention, help and support.</p> <p>- Visit the survivors/victims to find out how they are healing from the traumatic event and provide economic support where possible.</p>	<p>community members who refer victims for help and support</p> <p>Increase the number of community members who follow up on victims</p>	<p>-Poster campaign</p> <p>-Community events</p> <p>-Newspaper articles</p> <p>-Strategic seminars</p>
<p>Victims & all community members</p>	<p>- Do not fear to report. You will be listened to because your opinion matters.</p> <p>- All GBV cases will be dealt with according to the laws, so report them.</p>	<p>Reduce the number of perpetrators who go unpunished.</p>	<p>-Radio campaign</p> <p>-Poster campaign</p> <p>-Community events</p> <p>-Newspaper articles</p> <p>-Strategic seminars</p>

6.0 Strategies

The strategies will include:

a) **MULTI MEDIA PRESS LAUNCH**

The multimedia strategy will be kick started with the launch targeting representatives of major media houses, performing artists and the private sector in Uganda. The purpose of the launch will be three fold:

- Raising awareness on GBV and their expected roles
- Disseminating the press kit.
- Identifying areas of interest within their mandate.

b) **CAPACITY BUILDING**

- Training for media.

This will target selected media houses that will constitute the Gender Based Violence Champions (GBVC). The team will undergo an orientation on GBV to enhance their skills in gender responsive reporting including the use of appropriate language and positive portrayal of women and girls.

- Capacity building for Community FM Radio Presenters as GBV Champions.

Community radios reach the grass root and appeal to the masses. Representatives of selected 140 community radios will undergo orientation in GBV prevention and response. The purpose of the orientation is to build their capacity in designing good GBV messages and delivering them in an empowering manner. It is envisaged to amplify GBV messages and demystify myths associated with GBV.

At operational level, the capacity building will involve the following specific activities:

1. Identification and registration of 140 community radio presenters as GBV champions
2. Organizing GBV orientation workshops
3. Developing and simplifying GBV messages for prevention and response
4. Organizing and hold periodic discussions on GBV prevention and response
5. Carrying out a quarterly review and assessment of community radio programs to track progress in GBV prevention and response.

- **Simplifying GBV messages.** This will involve translating messages into user friendly language with relevant examples.

- **Dissemination of GBV information to different consumers.** This will focus on all the target audiences to enlist their support, ownership and commitment.

c) **AUDIO VISUAL**

- **Community FM Radio dialogues**

This is a live radio broad cast conducted from the community with an aim of “getting the community talking” about GBV. Monthly interactive Community radio dialogues will be held in communities to discuss pre-determined topics/themes on gender based violence. A mapping of the Radio stations with the highest listenership will be conducted. These radios will each identify a presenter with interest in preventing GBV- “GBV champion” who will moderate all community radio dialogues.

- **Preparation:**

In line with the pre-determined themes, the media consultant together community radios should identify the most compelling story from the community, which will be promoted on the radio a week prior to the dialogue. Panelists will be identified and communities will be mobilized to take part in the monthly gender based violence prevention dialogues. Community radios will greatly be utilized for this activity.

Dialogue:

The duration of the dialogue will be for 60-90 minutes and will be broadcast live in the heart of the community. The panelist will debate the story in line with the theme, and the moderator will invite the audience to participate in the dialogue, thereafter, telephone lines will be opened to engage listeners from the community.

Post dialogue:

At the end of the dialogue, the moderator will pass on key messages, and advocate for prevention of gender based violence and encourage people to always speak out and report any GBV Acts.

Activities:

1. Identify and procure radio services
2. Develop a guide for the community dialogue sessions (to include monthly discussion themes)
3. Mobilize panelists and communities for the dialogue sessions
4. Hold monthly community dialogue sessions

TV Chat Rooms

Like the above mentioned radio dialogues, a series of TV dialogues will be conducted on a weekly basis to discuss and share views about GBV. This TV chat room will draw participants from as many parts of the targeted community as possible to exchange information face-to-face, share personal stories and experiences, honestly express perspectives, clarify viewpoints, and develop solutions to community concerns. It will also involve citizens in decision making on issues of GBV. This is because dialogue brings together a diverse mix of people with a range of views and values, and relevant policy makers and experts, to discuss, reflect and come to conclusions on complex and/or controversial issues especially GBV. The Ministry will use this strategy to advance its cause in the fight against GBV. Through this process, people are learning to work together to reduce GBV prevalence rate. This will be a pre recorded dialogue which will be aired later to avoid the high costs and technical glitches associated with a TV production.

Preparation:

In line with the pre-determined themes, the media consultant together with community radios will identify the most compelling story from the community, which will be the subject for the dialogue. Moderators and panelists will be identified and communities mobilized to take part in the weekly gender based violence prevention TV dialogues.

Dialogue:

The duration of the dialogue will be for 60 minutes and will be broadcast live in the heart of the community. The panelist will debate the story in line with the theme, and the moderator will invite the audience to participate in the dialogue.

Post dialogue:

At the end of the dialogue, the moderator will pass on key messages, and advocate for prevention of gender based violence and encourage people to always speak out and report any GBV Acts.

Activities:

1. Identify and procure TV stations
2. Develop a guide for the community dialogue sessions (to include weekly discussion themes)
3. Mobilize panelists and communities for the dialogue sessions
4. Hold weekly community dialogue sessions

Radio and TV spots

Spot messages are brief and timely in delivering clear and distinct messages. These messages are particularly directed to time constrained consumers. These targeted audiences consist of duty bearers, rights owners and survivors of GBV. These spots messages will be aired at prime time in local languages for easy message recording and utilization. Specific activities will include:

1. Developing radio and TV spot messages and translating them into local languages
2. Identifying and establishing a working relationship with media houses
3. Dissemination of messages to the respective media houses

DJ Mentions

These are very strategic in utilizing ongoing discussions to introduce a new subject matter of interest. The purpose of the DJ mentions is to utilize the ongoing popular program and its presenter to introduce a GBV specific message to the listeners. They will be utilized to inform listeners about existing services, upcoming GBV events, referral systems and brief messages of interest.

Entertainment

This will involve unique and innovative Radio and TV drama mini-series developed and aired on selected stations. They play a key role in educating masses through entertainment. This is expected to increase community members' knowledge on GBV in order to influence their attitudes, behaviors and practices. This will involve planning and implementing the following key activities:

1. Developing the radio/TV drama series scripts
2. Identifying and selecting the talents
3. Producing the drama series
4. Distributing the drama series to selected radio and TV stations

Film shows/Documentaries

A film show will be conducted in different locations in the heart of the community. Films or documentaries about GBV usually provoke emotions. The community members will be expected to have a discussion about the film during and after the show which helps them share their views about the vice.

d) PRINT MEDIA

These are paper publications which are circulated in the form of physical editions of newspapers, magazines, and newsletters. Print media brings out messages in detail and creates an engagement. Print especially in the dailies controls over 80% of print advertising will also be utilised to run features and stories on GBV. This will involve the following actives:

1. Identifying potential writers from within selected print media houses
2. Identification of different themes to be run in a specified period of time
3. Securing space in different print media houses

IEC materials

These are materials that are designed with the aim of communicating messages to the GBV target audiences. The IEC materials will include posters, fliers, stickers among others. Therefore in order to supplement other forms of multimedia, IEC materials about GBV will be developed and positioned in strategic locations. These will be distributed by change agents, and will reinforce the Public Service Announcement (PSA) on radio by giving more information about GBV. Posters will be placed in busy places that attract huge and various audiences. These among others will include; markets, saloons, trading centers, health facilities, bars, sub-county and district offices among others. This will involve the following activities:

1. Designing generic posters with GBV prevention and response messages.
2. Printing and distributing IEC materials to various communities.
3. Writing of letters of introduction and clearance to where IEC materials are to be distributed.

- Billboards, road signages, transit advertising on taxis and buses with messages on GBV will also be utilized to raise more awareness on GBV prevention and response.

e) SOCIAL MEDIA

Social media has a wide coverage, is cost effective and gives timely messages. In addition, it appeals to some sections of society particularly the young generation. Accounts of various social media platforms will be opened and managed for posting periodic themes and topics for discussions. Duty bearers could use these platforms to generate, analyze and disseminate GBV information to guide policy and planning for various levels. On the other hand, survivors can use the platforms to share their experiences and voice out their grievances for action.

f) HOTLINE

GBV is characterized by under-reporting due to self-blame, fear of reprisals, mistrust of authorities, fear of re-victimization, and a lack of awareness on the available GBV response services. Which include, medical, psychosocial and legal. Acts of GBV evoke shaming and blaming, social stigma, and often rejection by the survivor's family and community. Stigma and rejection can be especially severe when the survivor speaks about or reports the incident. Any available data in any setting about GBV, including reports from police, legal, health, or other sources, will represent only a very small proportion of the actual number of incidents of GBV.

In order to increase the rate of GBV reporting, awareness on existing hotlines will be raised to increase their usage. In addition, a needs assessment will be conducted to identify existing gaps to inform planning and programming for these hotlines.

Important to note however, is the fact that the multimedia campaign cannot stand alone on the communication component. There is need for the inter play of various components in BCC in order to make the campaign effective and successful. While mass media will disseminate the messages on GBV to the community, this alone will not result into the desired change and sustainability of that change. Interpersonal channels through mass and social mobilization are required to reinforce mass media hence the following activities are also recommended.

g) INTERPERSONAL COMMUNICATION (IPC)

This is an approach which involves a one to one communication. It enhances interactive engagement of end users and the change agent. It is effective in educating and communicating issues of interest and urgency.

Road show activations

A road show is an activation conducted in high traffic places like markets and trading centres with the major aim of mobilizing people and creating awareness about a brand or services or campaign. It's done on a big rig that is well branded and mounted with a public address system.

All the elements for the road show will be employed among which will be;

Education:

Product education and knowledge is so crucial for every successful campaign. The experiential team will be in position to create awareness on GBV. Among others, they will talk about the different forms of GBV, the causes, effects and what can be done to prevent and or stop it. In addition, they will talk about different existing services for survivors and the referral pathway.

Interaction:

For increased message retention, forum theatre will be used as a mode of communication to allow increased participation with the audience. A question and answer session will be carried out to aid recall.

Give-aways:

Give-aways will be availed to people who actively participate in the activations. This is a token of appreciation for their support to the campaign – These among others will include branded t-shirts, bags, pencils, pens and caps.

Entertainment.

This acts as a mobilisation tool and also provides a favorable environment that retains the audience and concentration for the execution of the activities.

Male engagement sessions

Men are usually the perpetrators of GBV. Engaging them as change agents therefore is critical for prevention and response. Market places, bars and trading Centres are a strategic location to meet them. This will involve organizing games and competitions. During such sessions, one of the players will be a GBV change agent who will start a discussion on GBV in the community, giving space for men to ask questions and being responded to by the change agent. At the end, the change agent will discuss the upcoming TV chat rooms and the community radio dialogues.

Activities:

1. Conduct mapping for market days.
2. Procure board games and other market outreach promotional materials, to be used in market game competitions and mobilization
3. The change agent makes 16 monthly community drives during which he/she stages the van in the market using the Public address system to sensitize communities about GBVs
4. Change agents distribute materials for GBV sessions (generic posters, and IEC materials).
5. Organize board game competition at the market and reward the five winners with GBV awareness promotional materials. To target at least 30 men per game.

Music dance and drama

Music dance and drama act as a mobilization tool. It is easily understood, accessible and usually depicts the reality in a given community. These will include: performing artists such as drama actors, musicians/ singers, dancers and dancing troops, music galas, school festivals and competitions, poetry among others all giving out messages on GBV prevention and response.

h) SCHOOL CAMPAIGN

Schools are a good forum for addressing GBV because of their bigger audiences. It is an entry point for creating a critical mass of change agents in addressing the vice. Most school activities like music dance and drama festivals are periodic and could provide an opportunity for meeting key duty bearers such as parents, school leadership, teachers, school matrons and senior women etc. Partnerships with schools can increasingly transform school culture to one of equality, nonviolence and respect.

An essay writing competition will be introduced in schools with the main themes focusing on GBV.

7.0 Strategy implementation

Duration

The Multi-media strategy shall be implemented in a period of 5 years (2017-2021). During the implementation process, a number of mechanisms shall be put in place to monitor every step towards meeting the desired change.

Resource requirements

Implementation of the Multi-media strategy requires resources in terms of funds, institutional capacity and human resources. The Ministry of Gender, Labour and Social development shall work with the existing government agencies and development partners to mobilize necessary resources for the implementation of the strategy.

Resource category	Specific
Funds	UGX
Institutional capacity incl. logistics	6,901,400,000
Human resources	300,000,000

Coordination arrangements

The Ministry of Gender, Labour and Social Development is the coordinating agency for the implementation of this strategy. The office of the Public Relations Officer (PRO) and the Information Scientist shall advise on the other different government agencies and other stakeholders at national, district and community levels.

8.0 Monitoring and Evaluation

The performance of the Multi media campaign will be assessed in the following ways;

a) Baseline survey.

This will be conducted before implementation of the multimedia campaign. This will target different sections of the public. The purpose of the survey will be to establish the current levels of GBV awareness, common sources of GBV information, perceptions of the vice, its forms and manifestations, knowledge of existing services among others.

b) Mid-term Review.

This will be conducted mid-way of implementation of the campaign. A reach and recall study will be done to determine the number of people exposed to the campaign effects and what they have done in response to campaign interventions and messages. The mid-term review will also help in the identification of good practices, documentation of lessons and identification of gaps. The results of the mid-term review will guide planning and implementation of the remaining campaign period.

c) Final evaluation.

This will be carried out at the end of the implementation/end of media campaign. The purpose will be to assess the effects and the overall impact of the campaign. The results of the final evaluation will be used in designing further media strategies, informing GBV planning and programming amongst stakeholders and informing the review of the National GBV policy.

Process indicators

- # Radio talk shows conducted
- # Radio spots aired
- # Community dialogues conducted
- # Number of drama shows done
- # TVCs aired
- # IPC sessions carried out
- # Road shows staged
- # IEC materials distributed
- # Print articles distributed
- # Duty bearers trained

Outcome indicators

- # Number of people reached with GBV prevention messages
- # Number of people who report any acts of GBV
- # Increased number of cases handled and resolved
- # Increased number of calls made to the child help line – 116
- # Increased number of media houses reporting on GBV
- # Number of duty bearers trained
- # Number of duty bearers actively involved in GBV prevention and response
- # Reduced number of GBV reported
- # Reduced prevalence of GBV

9.0 Annex

Annex 1: Glossary

Behavior Change Communication (BCC)

- An interactive process of any intervention with individuals, communities and/or societies (as integrated with an overall program) to develop communication strategies to promote positive behaviors which are appropriate to their settings.

Community Dialogues

– A platform that brings people – men and women, youths, individuals, institutions together to address social concerns

Community Radio

– These are radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting. Community radio stations serve geographic communities and communities of interest. They are legally licensed to operate by UCC.

Duty bearer

– This is a person or institution that has a duty to respect, protect and fulfill the rights of the victims/survivors of GBV. They include though not limited to the following; the police, health workers, community workers, prosecutors, judicial officers.

Economic abuse

– Deprivation of all or any economic or financial resources to which the victims is entitled under law or custom.

Emotional or psychological abuse

– Is anything that is said or done to the survivor that causes the survivor to be afraid, lowers the survivor's self esteem, or manipulates or controls the survivors feeling or behavior.

Female genital mutilation

– Refers to all procedures that involve partial or total removal of the external female genitalia, or other injury to the female genital organs for non medical reasons.

Gender

– Refers to socially constrained identities of women/girls, men/boys in a cultural and social setting as opposed to biologically determined identities. Gender is a dynamic concept and its different in each and every society, culture and ethnic group.

Gender Based Violence

- Refers to any act that results or is likely to result in physical, sexual or psychological harm or suffering, including threats of such acts or coercion or arbitrary deprivations of liberty in public and private.

Gender Based Violence Services

– Refer to social and legal services offered to support the victim/survivors of GBV

Interpersonal Communication (IPC)

- The process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication.

Perpetrator

– A person who commits an act of gender Based Violence

Physical abuse

- Any act or conduct which is of such nature as to cause bodily pain, harm or danger to life, limb or health or which impairs the health or development of victim and includes assault, criminal intimidation and criminal offence.

Referral

– Recommendation given to survivors for further care to other service providers.

Road shows

– An activation conducted in high traffic places like markets and trading centres with the major aim of mobilizing people and creating awareness about a brand or services or campaign.

Service provider

– Refers to public and private company or institution that provides to the victim/survivor of GBV and whose objectives include protection of the rights of the victim/survivor.

Survivor/victim

– Person who has directly or indirectly suffered from Gender based violence. Victim is usually used in legal medical sectors. Survivors is the term generally preferred in the psychological and social support sectors because it implies resilience.

Participant Communities

– People through whom we shall pass the communication in order to reach and influence the primary target audience.

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Annex 2: Radio script

TITLE: GBV

DURATION: 45 sec

SCENE: Inside House

CLIENT:

SFX: (Big knock on door, and hastily opens door and rushes in calling for help)

FVO 1: ..(panting) neighbor please help me..(hastily closes door behind herself)

FVO 2: ..Lord God..u people are fighting again?

FVO 1: ..(panting, almost crying)..yeah, but I was fast enough this time..I didn't let him touch me..

Sfx: Banging the door, we can hear him call from out.

MVO: ..neighbor open the door, she is my wife let us sort ourselves.

FVO1: (whisper)..ayaa..sshhh don't answer him, if the back door is open just let me escape..

FVO2: (whispering) uh Lydia, you keep running away from the problem, it's time to deal with it (to the man)..gwe neighbor if you don't stop this uncalled-for violence we shall take matters to the authorities. You and your wife have equal rights so, neither of you should violet the other's..try to always settle issues amicably. (to Lydia) See, simple, he has understood...

MVO: ..(**SFX:** bangs door again as he shouts)..opeen.

ANNOUNCER: There are many Gender based Violence Victims out there: are you one of them? Do u know any Perpetrators? Everyone deserves to live free from violence, report them to the nearest authorities. Me and you can stop Gender Based Violence if we Break the silence.

This Message is brought to you by

.....

Annex 3: TVC script

Please Note that the TVC is going to be an appropriate artistic Video graphic adaptation of this Audio. The distinct difference is that we shall have an authority (*police officer or otherwise*) to do the Announcer part.

Annex 4: Drama skit script

SYNOPSIS OF STAGE DRAMA SKIT:

PLEASE Note: This is the skit Synopsis. It's meant to span 5 to 8 minutes.

Location: Local Police Station Reception

*Skit starts with our GBV perpetrator Ochaya being rescued from Police custody by his friend Jabo. The Police officer is telling Jabo to help Ochaya understand that the next time he plans to beat her wife, he had better know the penalty...for now they can go and make peace. Officer leaves.

Ochaya is not listening to anything at this moment...he tells Jabo how he still can't believe that a simple slap could earn him a Police cell visit for the 1st time in his life. Ochaya says he has beaten her worse than this....why is it that today it has ended up at Police?

Jabo warns him about the possible consequences of GBV and assures him how the authorities are just being kind to him....otherwise it's not as small a matter as he thinks. Ochaya, the conservative drunkard won't take Jabo's non-sense and vows to send the wife back to her Parents...or they pick a dead body.

When Jabo tells him that the Wife loves him and is actually outside waiting to take him home, Ochaya hysterically charges. He wants to teach her a Lesson she won't forget in Years. He claims she could be here to make sure he is locked up for years.

They engage in a physical scuffle with Jabo who is stopping him from going out to resume the fight. Ochaya slumps in a seat and he is disgruntled by the fact that someone can stop him from disciplining his own wife who he paid heavy dowry for.

Jabo's shirt has lost a few buttons in the scuffle, he is not happy that he came to help but he is losing buttons off his Xmass shirt. Agitated, Jabo calls the police officer back. Jabo demands that Ochaya be kept in custody until he gets to his senses. Ochaya on hearing this, springs up and swears that he totally understands the grave danger of Gender based violence...and claims that Jabo miss-understood him...he just wanted to go out and hug and thank his wife for being a very understanding woman. He swears that this will never happen again. They realize he is trying to act smart.

At this point the Police Officer reveals the whole story to Jabo. Jabo learns that the fight happened when they separated with Ochaya after a 'good' drink up at the local bar...and he got home and found that the wife was long asleep and not ready to serve him supper...and that it's not the wife that alerted police but the neighbors who know how violent Ochaya gets when he drinks more than he can handle.

They call in the wife (a beautiful woman)...she is walking with a limp and is wearing a plaster bellow her left eye holding her right hand to the chest...Ochaya sees her and almost breaks down...he asks her if it was a Boda Boda accident. Jabo sits her down and positions himself between them to avoid any mess. Ochaya has visibly melted and moves to hug the wife. He had no idea how much damage he had caused.

This is the point where we get the Police officer to give us the A to Z about the bad and ugly of Gender based violence and how to go about it. Ochaya is visibly apologetic but being the male chauvinist he moves Jabo and Police officer aside and apologizes to them in a half whisper.

He demands to take the wife home. He is shuttered when the officer tells him he is spending another night in because they according to policy they can't release any one on a Sunday. Official authorization happens on a weekday. Jabo leads the wife back home.

Police Officer holding distraught Ochaya by the hand turns to the audience and quotes: "Everyone deserves to live free from violence...so stop GBV. You too can stop Gender Based Violence If you break the silence." Leads him in. (or could let him go)

Annex 5: Reference Documents

- The Uganda Gender Policy 2007
- Domestic Violence Act (2010) and its Regulations.
- Prohibition of FGM Act (2010), Regulations and Guidelines.
- National Standard Operating procedures and GBV Referral pathways.
- National guidelines for establishment and management of GBV Shelters
- Draft GBV Policy and Action Plan
- Uganda National Demographic Health Survey 2011

Annex 6: Budget Estimates

GBV Multi Media Campaign Budget				
Details	Quality	Frequency	Unit cost	Total
Radio /TV spots production				
Radio Spots production- Concept development, script writing and Art directing -Studio time & post production -Talents & Voices	3	1	2,100,000	6,300,000
TVC production - Concept development, script writing, art directing, Talents, studio and post production	1	1	3,500,000	3,500,000
Radio and TV air time				
Radio Spots	560	50	25,000	700,000,000
Radio mini drama series – production	8	12	3,000,000	288,000,000
Radio mini drama series - airtime	96	30	1,000,000	2,880,000,000
				0
IEC materials production				
Pens, posters, calendars, Billboards, banners, wrist bands, cups, caps, water bottles, bandanas, T/shirts etc				200,000,000
Print media				
Stories - 1/4 a page	6	8	2,200,000	105,600,000
Features - full page	6	8	9,500,000	456,000,000
TV				
Talk show - 1 hour	8	3	4,500,000	108,000,000
TVC	160	3	1,800,000	864,000,000

<i>Inter-personal Communication</i>				
Road shows (rig, PAS, permits, crew wages, fuel)	20	10	5,000,000	1,000,000,000
Male engagement forums	8	10	2,000,000	10,000,000
Media Consultant	1	1,200	250,000	3,000,000,000
	Total			7,201,400,000

Multimedia Campaign against GBV Implementation Matrix

Overall goal

The goal of the multimedia campaign is to promote and sustain community participation in the prevention of Gender based Violence

Objectives

Objective 1: To enlist the support of the media in creating awareness among men and women, boys and girls about gender based violence

- **Objective2:** To increase awareness and utilization of the available GBV services (prevention, response and management)

Objective3: To promote zero tolerance to GBV among communities

Strategic Intervention	Key action area	Indicators/success measure	Time frame	Means of verification	Target population
Multi Media press Launch	<ul style="list-style-type: none"> - Meeting on raising awareness on GBV and expected roles of key stake holders - Disseminating the press kit. - Stakeholders identifying areas of interest 	<ul style="list-style-type: none"> - Number of press kits disseminated - Number and type of commitments identifies 	2017	Report Minutes of the meeting. Dissemination sheet.	<ul style="list-style-type: none"> - Media houses - Private sector organizations - Performing artists
Capacity building	<ul style="list-style-type: none"> - Training the media personnel - Training Community Radio presenters - Simplifying GBV messages - Dissemination of GBV Information - Identification and registration of community radio presenters 	<ul style="list-style-type: none"> - Number of media personnel trained -Number of workshops held -Number of periodic discussions held on GBV -Number of quarterly review exercises undertaken 	2017 - 2018	Quarterly review reports	<ul style="list-style-type: none"> -Media personnel -Community radio presenters -Duty bearers -Community leaders

Strategic Intervention	Key action area	Indicators/success measure	Time frame	Means of verification	Target population
<p>Audio</p> <p>Visual</p>	<ul style="list-style-type: none"> - Mapping of community radios - Conducting interactive community radio sessions - Developing radio and TV spots - Dissemination of key messages - Airing radio and TV spots - Identify DJs of popular programs to air GBV messages - Support DJ to mentions GBV specific messages during their programs - Develop radio and TV drama mini series - Support to air on selected TV stations - Develop radio and TV GBV related jingles - Disseminate GBV prevention and response Jingles - Develop GBV prevention and response documentary - Disseminate the documentary <ul style="list-style-type: none"> - Filming GBV prevention and response films to different audience 	<ul style="list-style-type: none"> - Number of community radio dialogues - Number of community radios identifies - Number of interactive sessions held - Number of radio stations who receive the messages - Number of radio and TV spots aired - Number of DJs identified - Number of programs integrating DJ mentions - Number of radio and TV airing mini GBV drama 	2017/202	<p>Mapping reports</p> <p>Recorded discussion footages</p>	<ul style="list-style-type: none"> -Community leaders -Religious leaders -Men and women -GBV Radio champions -Radio DJs -TV stations -School children -Political leaders

Strategic Intervention	Key action area	Indicators/success measure	Time frame	Means of verification	Target population
Road show activations	<ul style="list-style-type: none"> - Organize a road show activations in high traffic places like markets and trading centres - Make presentations on various GBV topical themes. - Organize radio talk shows - Conduct a role play and hold discussions on the related theme - Distribute gifts to participants 	<ul style="list-style-type: none"> -Numbers of talk shows conducted -Number of role plays and discussions held -Presentations made 	2018-2021	Video clips	<ul style="list-style-type: none"> -Men & Women -Boys & Girls -School children -Duty bearers
Male involvement	<ul style="list-style-type: none"> - Identify men to act as change agents on GBV prevention and response - Train men on GBV prevention and response - Engage men as change agents in GBV prevention and response 	<ul style="list-style-type: none"> - No. of men speaking against GBV in their different for a - No. of men trained - No. of trainings conducted 		<ul style="list-style-type: none"> Male registers Training reports 	<ul style="list-style-type: none"> Men GBV change agents

Strategic Intervention	Key action area	Indicators/success measure	Time frame	Means of verification	Target population
School campaign	<ul style="list-style-type: none"> - Work out the MoU with Ministry of Education, Science, Technology and Sports - Organise essay competitions on predetermined GBV themes - Organise Music Dance and drama - Organise meetings for key duty bearers 	<ul style="list-style-type: none"> - No. of essay competitions organized - Number of meetings held - Number of MDDs organized 	2017-2021	MoU Campaign reports	<ul style="list-style-type: none"> - School leadership - Parents - Teachers - School children - Senior male and female Teachers
Social media	<ul style="list-style-type: none"> - Create media platforms for discussing GBV prevention and response - Share and disseminate GBV prevention & response messages 	<ul style="list-style-type: none"> - Number of platforms created 	2017 / 2021	Social media platforms created	<ul style="list-style-type: none"> - Community leaders - Cultural leaders - Duty bearers - Private sector - Media houses - Schools
Hotline	<ul style="list-style-type: none"> - Procure a hotline - Advertise the hotline number 	<ul style="list-style-type: none"> - No. of hotline numbers procured 	2018	Hotline Number	Women and girls Duty bearers

Strategic Intervention	Key action area	Indicators/success measure	Time frame	Means of verification	Target population
Music Dance and Drama	<ul style="list-style-type: none"> - Identify performing artists - Engage performing artists in organising GBV kits - Organize dancing troops 	<ul style="list-style-type: none"> - Number of performing artists identified - Number of dancing troops organized 	2017-2021		<ul style="list-style-type: none"> - Performing artist - MDD groups - School children
Games and Sports	<ul style="list-style-type: none"> - Organise games and sports events - Organize marathons 	<ul style="list-style-type: none"> - Number of marathons organized 	2018 / 2021	Activity reports	<ul style="list-style-type: none"> - Community leaders - Church leaders - Private sector organizations - Media personnel - Schools



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