

**COMMUNICATION STRATEGY ON THE
NATIONAL ACTION PLAN FOR THE PREVENTION AND
ERADICATION OF VIOLENCE AGAINST WOMEN AND CHILDREN**

2007 - 2015



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INTRODUCTION

Gender violence remains a complex and cross-cutting phenomena in the Southern African region. In an effort to redress this scourge, Tanzania became one of the first countries in the region to develop a multi sector National Plan of Action for the Eradication of Violence against women and children in Southern Africa with an implementation timeframe stretching from 2001 to 2015. With the vision, to have a society free of physical, psychological, emotional and sexual violence against women and children, the plan of action uses the 1998 SADC Addendum on the Prevention and Eradication of Violence as a framework.

In 2006, government and other stakeholders acknowledged that the plan of action has not been widely disseminated so it was reprinted. What remains is a concerted effort to continue popularising the plan with a cross section of the Tanzanian society as well as accelerate implementation in order to meet the targets set out. To achieve this strategic communications training workshop on running sustainable gender justice campaigns was held. This led to the development of a communication strategy for the national plan of action.

Background

The National Plan of Action in Tanzania was developed in compliance with the 1998 SADC Addendum on the Prevention and Eradication of Violence Against Women and Children which contains the following elements;

- The recognition that violence against women and children is a violation of fundamental human rights.
- An identification of the various forms of violence against women and children in SADC.
- A concern that the various forms of violence against women and children in SADC continue to increase and a recognition that existing measures are inadequate
- Recommendation for the adoption of measures to be taken in Legal, social economic cultural and political; Services, Education, training and awareness and that all work to end gender violence be implemented in an integrated manner with a budget allocated to it.

The National Plan of Action was thus crafted in a manner that addresses priority areas stipulated in the Addendum. The vision is to have a society free of physical, psychological emotional and Sexual violence against women by the year 2015. The goal of the plan is to have a sustainable development, which address gender equality and equity, between women and men in Tanzania, and provide a frame work of action to be undertaken by all stakeholders, to prevent and eradicate violence against women and men

DEVELOPING THE CAMPAIGN

Focus

Participants identified key issues contained in the National Plan of Action that need to be communicated to the public, that is;

Legal

- ✓ SOSPA of 1998
- ✓ Law of marriage
- ✓ Affiliation Ordinance, Cap 278 (Act. R.E. 2002)

Social, Economic, Cultural and Political

- ✓ Elimination of FGM and femicide and unsafe male circumcision
- ✓ Poverty
- ✓ Early Marriages
- ✓ Gather baseline data on attitudes of women, men , boys and girls on gender based violence and disseminate this

Services

- ✓ Services available to Victims and survivors of Gender Violence
- ✓ Reporting Gender based Violence to police
- ✓ Legal Aid Services

Education, Training and awareness building

- ✓ Capacity building for service providers
- ✓ Raising awareness on laws that address gender violence

Targets

The communication strategy needs to speak to the following targets identified:

- Messages specifically for men
- Messages specifically for women
- Survivors of gender violence
- Law enforcement officials
- Service providers: police, health personnel, counselors,
- Traditional leadership
- Legislators
- School children
- Boys and girls outside school system

COMMUNICATION STRATEGY ON THE PLAN OF ACTION TO END GENDER VIOLENCE

Aim: To develop a communication strategy which is sustainable and measurable for the eradication of gender violence in Tanzania through sensitisation of the public and lobbying for reviewing of laws that infringe gender equality and equity. The strategy will run for eight years and is subject to periodical review.

Vision: A Tanzania society free from gender violence.

Goal: To have a sustainable development, which address gender equality and equity, between women and men in Tanzania, and provide a frame work of action to be undertaken by all stakeholders, to prevent and eradicate violence against women and men

Key issues

Key issues are highlighted in the table below:

Key provisions/issues	What needs to be communicated?	To whom?	Key message	What communication tool should be used?
LEGAL				
SOSPA of 1998	Provision of SOSPA and how the victims/survivors of sexual violence can use this Act and how it relates to other pieces of legislation	Public -	Existence of the law Rape concepts e.g. What is rape?	Fact sheets, radio and TV programmes, brochures, strategic community meetings
	*Lobby for maintaining of the minimum sentence contained in SOSPA, Other constituencies feel that it is too harsh	Legislators, Relevant government departments	Minimum sentence acts as a deterrence to would be offenders, acts of rape have increased	Strategic seminars, Radio and TV programmes, Newspaper articles
	There is need for effective and efficient implementation of SOSPA	Law enforcers	All prosecutions should go to full trial	Strategic seminars, Radio and TV programmes, Newspaper articles
Law of Marriage Act, 1971	Lobby for amendment Of the LMA, 1971	Legislators, Relevant Government Departments	Age for contracting marriage to be changed, Constructive rape in matrimonial life, Imprisonment as a ground for divorce	Petition, Research findings, Articles published in mass media,

Key provisions/issues	What needs to be communicated?	To whom?	Key message	What communication tool should be used?
Affiliation Ordinance, Cap 278 (Act. R.E. 2002)	Lobby for repeal or amendment of the law in relation to maintenance for children born out of wedlock	Legislators, Law enforcers	Increase the costs for maintenance of children born out of wedlock,	Petition, Research findings, Articles published in mass media
SOCIAL, ECONOMIC, CULTURAL AND POLITICAL				
Elimination of FGM and femicide and unsafe male circumcision	FGM and Femicide and unsafe male circumcision have a negative impact on women and men respectively	Men, women, policy makers, planners, media, children	FGM, Femicide and unsafe male circumcision are harmful traditional practices, violate human rights	TV programmes e.g. talk shows, documentaries, Advertorials in TV, Radio, print media
Poverty	Women should be engaged into income generating activities	Government, women policy makers and financial institutions	Empowering the women economically will help in eradicating gender violence.	Posters, leaflets, Tv/radio programmes e.g. talk shows, features,
Early Marriages	Amendment of provisions of Marriage Act of 1971 that contradict the Constitution will help safe guard the well being of women	Law Reform Commission, Policy makers, civil society, media	Early marriages affect the girl child reproductive health, economically, socially	Consultations/Meetings with stakeholders (e.g. ministry of CDGC, Law Reform Commission, Civil Society Organizations, Community Based Organizations, Faith Based Organizations, media); Report on recommendations, multimedia products on recommendations
	Implications of early marriages especially the negative	Grassroots (leaders, women, men, children)	Early marriages has negative implications to girl child socially, economically, spiritually, mentally and physically	Outreach through role plays, 1000 leaflets, 1000 posters, 4@week on radio/TV programmes, Debates.
Data on violence against women and children	Lack of data on violence against women and children are the key factors that hamper efforts to eradicate of violence and poverty	Police, Prevention and Combating Corruption Bureau (PCCB), Hospitals,	Data on violence against women and children is essential for advocacy	Report, Multimedia products on report: 100 CD Roms, 500 copies handbooks

Key provisions/issues	What needs to be communicated?	To whom?	Key message	What communication tool should be used?
		Legal Aids Clinics, Crisis Centre, Court, learning institutions		
SERVICES				
Services available to Victims and survivors of Gender Violence	What Services available and where to get them	Public (Women, Men, Children)	Available services	Directory of services to Gender Violence Survivors, Database of services
Reporting Gender based Violence to police	Protection of victims, Taking action against offenders,	Public (Men and Women), Parliament	Prosecute the offenders, Medical Treatment (PF3) where necessary	Posters, SMS, Phone calls, Media
Legal Aid Services	Availability of services	Men and women, Survivors of Gender Violence	There is legal aid available	Radio, TV, Brochures, Posters, Mobile phones (SMS), Emails
	Need for resource mobilization	Relevant government departments, NGos , Donors	Need for resource mobilization to fund organizations and government to provide budget that provide legal aid.	Project proposals, Donor meetings
EDUCATION, TRAINING AND AWARENESS BUILDING				
Capacity building for service providers	Changing mind set of service providers dealing with survivors of gender violence	Police, magistrates,, probations officers, teachers, health workers, community and religious leaders	Gender equality is a basic human right	Training manual Training sessions Brochures, pamphlets, Reports on Gender Violence, Laws, Protocols, Declarations
Zero tolerance for GBV	Changing mindsets	Messages specific for different groups of people: men, women, boys, girls, etc	Cultivate zero tolerance for GBV in communities	Multi-media products: billboards, radio, TV, print media, Flyers, stickers, brochures
Media coverage of	Increased reporting	Media	Advocate for	Meetings with media

Key provisions/issues	What needs to be communicated?	To whom?	Key message	What communication tool should be used?
GBV	of GBV by mainstream media	practitioners, media NGOs	increased reporting of GBV that is gender sensitive	houses including editors, fact sheets based on research of media performance
INTEGRATED APPROACHES AND BUDGETARY ALLOCATIONS				
Fighting gender violence requires a concerted effort	There is need for all stakeholders to work together with the communities to	All communities, social institutions, workplaces, government institutions, politicians,	Together gender violence can be reduced and eventually eliminated. It all starts with each individual taking a step and then as a collective form synergies	Multi-media products; school curriculum, etc
Resources for fighting GBV need to be in place; currently they are scarce	Need for government which has an obligation to protect its citizens to commit resources – both financial and human.	Relevant government institutions such as Min of Health, Min of Gender and Welfare, Min of Justice, Police, etc	Where is the money for ending GBV	Meetings, pressure using print and electronic media, lobbying and advocacy kits, etc
Documentation on gender violence work not readily available	Promote documentation of gender violence by all stakeholders	NGOs working in GBV sector, Min of Community Development and Gender	Document gender violence work	Workshops with NGOs in the sector and the Min of Gender

Timeframe

The campaign will run parallel to the timeframe set out in the National Plan of Action but is subject to change as new issues emerge and as the plan continues to be under review.

COMMUNICATION AND ADVOCACY PLAN AROUND THE NATIONAL PLAN OF ACTION ON THE PREVENTION AND ERADICATION OF VIOLENCE AGAINST WOMEN AND CHILDREN: 2007 – 2015

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
LEGAL						
To raise public awareness on the existence of SOSPA of 1998 and how survivors of sexual violence can use this Act	Develop information brochures on provisions for SOSPA and how it relates to other pieces of legislation	Public especially survivors of sexual violence; civil servants	2007 – 2010 Ongoing	Financial and human resources	Information brochures on provisions of SOSPA of 1998.	Min of Community Dev, Gender and Children; Min of Justice; NGOs working in legal services for survivors of gender violence
	Develop media programmes for TV and radio	Public especially survivors of sexual violence	2007 - 2010	Financial and human resources	Programmes on provisions of SOSPA of 1998 aired periodically; at least once every three months	Min of Community Dev; Min of Justice, Tanzania public broadcasters
Lobby for maintaining the 20 years minimum sentence for sexual offenders contained in SOSPA of 1998	Develop campaign materials such as posters, brochures, petitions for maintaining the	Legislators, Min of Justice, Law Reform Commissions	Ongoing	Lobbying tool; dossier on justifying the need for the minimum sentence	Consensus on maintaining the minimum sentence reached	Min of Justice, Law Reform Commission; Min of Community Development

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
	minimum sentence outlining the reasons why					
Educating service providers on minimum standards to ensure effective and efficient implementation of SOSA	Training seminars, Radio and TV programmes,	Law enforcers	Ongoing	Training manuals on implementation of SOSPA;	All prosecutions should go to full trial	TAWLA, WLAC, TGNP, Police
Lobby for the amendment of the Law of Marriage Act of 1971 for: i) The age for contracting marriage act to be changed; ii) Constructive rape in matrimonial life to be recognised; iii) Imprisonment as grounds for divorce to be recognised	Launch petitions, Publish research findings, Campaign articles to be published in the media to serve as source of pressure on law makers	Legislators, relevant government departments	By 2015	Petitions crafted; Personal to drive campaign, financial resources	Campaign materials; Number of media articles	WLAC, GEMSAT, TAMWA, MISA-TAN, L&HRC
Lobby for the repeal or amendment of the Affiliation Ordinance Cap 278 (Act R.E. 2002 in relation to maintenance for children born out of wedlock	Launch petitions Campaign materials such as information pamphlets, research on impact of law	Legislators, law enforcers	By 2015	Petition crafted, Personal to drive the campaign, Financial resources	Petitions launched successfully with good response from public; Research findings shared; Law repealed or amended by 2015	WLAC, TAWLA, TGNP
SOCIAL, ECONOMIC, CULTURAL AND POLITICAL						
Campaign for the elimination of Female Genital Mutilation and femicide; unsafe male	Launch a mass media campaign; lobby for legislation against	Men, women, communities where its prevalent,	November 2007 – December 2008	Multi-media products: brochures, posters, stickers, bill borads, radio and tv	Mutli media campaign materials produced; advertorials,	GEMSAT, TGNP, WLAC

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
circumcision by making them crimes	FGM	traditional leadership, policy makers, media children		programmes		
Lobby for women empowerment and how this has a direct link with reducing levels of gender violence	Strategy meetings, launch campaign on women empowerment	Government, women, policy makers, financial institutions,	2007 - 2015	Multi media products, TV and radio programmes	Campaign launched; number of strategy meetings held	Policy makers, media, financial institutions, President's/ Prime Minister's offices, NGOs, FBOs
Lobby for amendment of provisions of Marriage Act of 1971 that contradict the Constitution with the aim of reducing and eventually eliminating early marriages	Hold consultative meetings; report on recommendations from the meetings, multimedia products on recommendations ; publicise implications of early marriages	Law Reform commission, relevant government departments, women and men	2007 - 2012	Multi-media products; concept paper for consultations, etc	Report on national consultations, multi – media campaign launched	NGOs, FBOs, Min of Gender, UNFPA
Baseline data on violence against women and children	Conduct a baseline study on violence against women and	Policy makers, inform NGO interventions, Police	2007 - 2011	Research methodology; field researchers, personal, financial	Baseline data on violence against women and children – report, mutli-media	Development partners, MCDGC, NGOs

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
	children to gauge attitudes	Prevention and Combating Corruption Bureau		resources	products on report: CD Rom, 500 copies books	
SERVICES						
To provide a directory of services for Victims and survivors of Gender Violence and general public on services available and contacts of service providers	Develop and publish a directory of services; construct a database of services	Victims and survivors of gender violence, general public	2007 - 2009	Human resources to do the audit of services and document contacts, financial resources	2008	GEMSAT, WLAC, TAWLA, TGNP
EDUCATION, TRAINING AND AWARENESS BUILDING						
Cultivate a zero tolerance for GBV	Launch of the zero tolerance for GBV campaign	General public	18 November-1 December 2007; Ongoing	Data from MMP, Legal Aid And Human Rights Centre, Commission For Human Rights, FBOs, CBOs and Police	The Press, Public Meetings And Rallies. Posters And Billboards	GEMSAT Members, Media Personnel, Religious Leaders and CBOs, MCDGC

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
To relaunch the campaign after completion of reviewing the action plan	Strategic networking meeting with key stakeholders to begin planning of launch	Stakeholders in fighting VAW	September end	Venue Correspondence to NGOs, government, media Transport	No. Of NGOs, government and media officials. Minutes of the meeting Smooth co-ordination of the campaign	GEMSAT, TGNP, Min of Community Dev, Gender & Children
	Develop materials for campaign	The public, government	September – October	Financial resources, personnel, media	Multi-media products produced	GEMSAT, TGNP, Min of Community Dev, Gender & Children
	Launch of the campaign during the Sixteen Days of Activism	Media General public	2007 16 days campaign period Nov – Dec 2007	Venue, correspondence to media, NGOs; officials, brass band, police permit, placards and banners	No. of media reports	
INTEGRATED APPROACHES AND BUDGETARY ALLOCATIONS						

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	INPUTS	OUTPUTS/ INDICATORS	BY WHO
Promote an integrated approach in dealing with gender based violence	Launch a multi-sector campaign	General public, government, NGOs	Ongoing	Campaign materials, National Plan of Action on GBV	All role players working together in a coordinated way	MCDGC
To pull resources together for fighting GBV	Costing GBV	MCDGC, Min of finance, NGOs	2007 - 2010	Strategy to pull resources together	Adequate resources spent on GBV provided and distributed in a coordinated way	NGOs