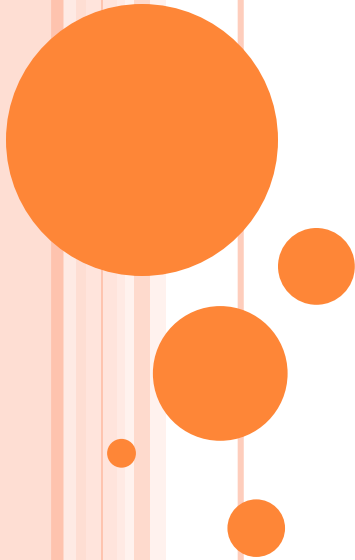


Success & 'Failure' Stories in Communication and Development:

What experts and journalists need for greater relevance?

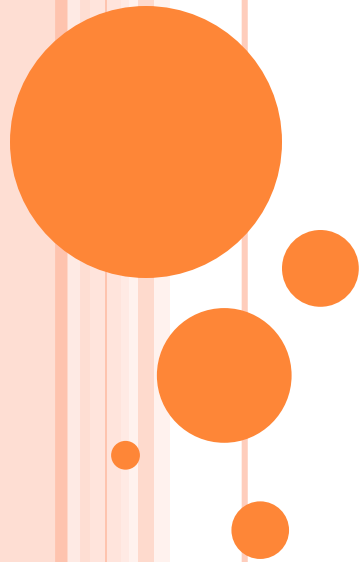
*Adebayo Fayoyin PhD
UNFPA*

*ACSPN Empowerment Series 10
Lagos, Nigeria*



Warm up exercise - 5 mins

1. List one 'fear' and one 'expectation' from the session.
2. Compare your ideas with two participants.



Scope of presentation – Part One

1. Introduction - Reflections on Comms & Society

- Public communication today
- Issue attention today
- Role of comms in society
- The need for ongoing discussion on the relevance professional comms in society

2. Contemporary Development context

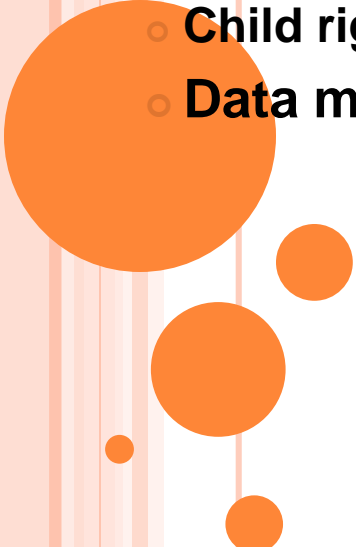
- The development environment

• **Development issues of our time**

- - The global development frameworks MDGs, SDGs
- - The Africa Agenda 2063
- Communication for Dev (30 + years of UN resolution on comms for development)

Scope of Presentation - Part Two

3. Five case studies illustrating success and failures

- **Global HIV campaign**
 - **FGM eradication**
 - **Mobilizing men and boys for social change in SA**
 - **Child rights promotion in Nigeria**
 - **Data misuse and abuse**
- 

Scope of presentation – Part Three

4. Way forward – recommendations

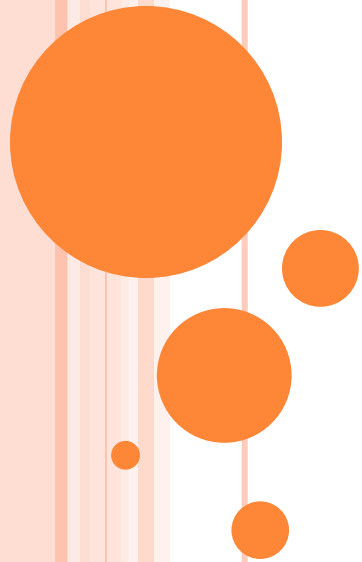
- i. Issues/recommendations for comms experts
- ii. Issues and recommendation for journalists
- iii. Issues and recommendations for development organisations
- iv. Issues and recommendations for comms training institutions

5. Final session -

- Q&A
 - Quiz
 - Commitment
 - Evaluation
- 

Part 1. Introduction ...

- **Public communication today...**



Public communication today..

- We are living in a age of information density
- “Everybody” is a publisher, citizenship journalism has taken over
- The number of channels of communication has increased phenomenally

Social media is creating a new eco-system of communication

The volume of information is doubling in shorter periods than in the past.

- www. Makes social issues, data, and information more accessible to all
- All these have implications on how we communicate health and development issues

Issue communication today ...

- Yet, there are many social issues and problems to address
- Health issues compete for attention with others and only issues that achieve “celebrity” status get attention (media policy and political)
- Level of attention is not correlated to objective reality of issues - impact of maternal death in society
Even within the development domain attention is not evenly devoted to public health and social issues
e.g HIV vs NCDs
- Global attention to human rights violation is: “turn on, retweet, turn off”
- If you want to market a social issue, it is important to perfect the art and science of framing, issue positioning and social construction.

DIFFERENT ACTORS TO BE ENGAGED FOR SOCIAL CHANGE...

- government decision makers (executive, legislature, judiciary)
- supra national governmental
- non-governmental institutions
- the mass media
- policy communities including policy consultants and policy entrepreneurs networks
- private sector institutions
- non-state actors
- Influential advocates
- Activists
- Technical professionals
- Beneficiary/clients



YET ... OPPOSITION EXISTS

Diverse forms/context/basis:

- Cultural
- Political
- Ideological
- Intellectual
- Religious
- Personal
- Language differences
- National sovereignty/pride

Regardless of the source of opposition:

- It affects the realization of development results/outcomes
- It turns issues into controversies (good or bad???)
- Development advocates also want to neutralise, manage, overcome, control and achieve their goals of social change



MEDIA RELEVANCE TODAY?

- **How relevant are our comms experts in helping to achieve social change today???**
- **How relevant are media professionals in using their professional skills and knowledge for change today?**
- **Edelman Trust Barometer 2017 study says**



DECLINING TRUST IN INSTITUTIONS ..

- **Media declines the most.** Media is distrusted in 82 percent of countries. In only five—Singapore, China, India, Indonesia, and the Netherlands—is media trust above 50 percent
- **Trust in NGOs drops.** For the first time, trust in NGOs has fallen to nearly the same level as trust in business. In the GDP 5—the U.S., China, Japan, Germany and the U.K.—trust in NGOs fell below 50 percent.
- **Trust in government further evaporates.** Government is now distrusted in 75 percent of countries.
- **Business is on the brink of distrust.** In 13 of 28 countries, business is distrusted



DECLINING TRUST IN INSTITUTIONS

- **Fueling the cycle of anxiety and distrust is the emergence of a media echo chamber that elevates search engines over editors and reinforces personal beliefs while shutting out opposing points of view.**
- Within this climate, for the first time ever, “a person like yourself” is now as credible of a source for information about a company as a technical or academic expert. Meanwhile, credibility of CEOs has dipped to an all-time low of 37 percent—a 12-point decline



Scope of C4D ...

- Conceptually, Communication for development is the deployment of communication principles, approaches, and methodologies for achieving development outcome

○ According to UNICEF this include

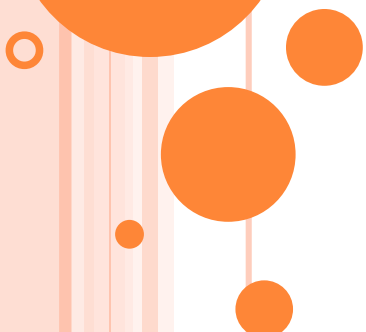
Advocacy

- Social mobilisation, and
- Behavior change and communication

○

Context...

- Response to the 'inappropriateness' of the Western/foreign of communication theories
- Attempts to respond to the development needs of development countries
- Provides an alternative perspective paradigm to communication philosophy



United Nations C4D Declaration 1996

- Recognizing the pivotal role of communication in the successful implementation of development programmes within the United Nations system and in the improvement of the interaction among actors in development, namely, the agencies, organizations, funds and programmes of the United Nations system, Governments and non-governmental organizations,




United Nations C4D Declaration 1996

- Recognizes the important role of communication for development programmes in the United Nations system in enhancing the transparency of system-wide coordination within the United Nations system, inter alia, for the development of the developing countries;


United Nations C4D Declaration 1996

- Emphasizes the need for the relevant agencies, organizations, funds and programmes of the United Nations system to develop a systematic approach to capacity-building in the development of communication capacities, particularly with respect to the training of field workers and development workers and technicians as well as communication planners and specialists, especially in the developing countries; etc

C4D uses communication to ...

- Shape public policies, political statements, or government decisions in favor of a social issue - constitutional change, legislative reform, budgetary allocation and other instruments of governance.
 - Influence decision makers, influencers and other players to advance a social cause, strategy, policy, and programme for public good.
 - Persuade the media to promote specific social issues, government policy, instruments of community governance, and other stakeholders in support of public good.
- 

C4D uses communication to ...

- Elicit supportive public attitude from different influential groups to effect changes in norms, culture, traditions, conventions, beliefs, behaviors and social practices that affect various populations in the society.
 - Promote positive disposition of influential decision makers and other relevant constituencies to a social, economic, political or administrative issue of significance to the public.
 - Mobilize specific individual and institutional to address social determinants and structures that predispose specific groups in the society to social injustice and disempowerment.
- 

Conceptually the mass media ...

- ❑ Inform public agenda, public opinion
 - ❑ Various groups depend on media for information
 - ❑ Policy makers get information from the media
 - ❑ The mass media play a crucial role beyond acting as secondary sources of news created in the scientific arena
 - ❑ The mass media play a central role in provision of health information to the public.
 - ❑ Media can stimulate debate, dialogue, diagnosis of the problem or even “controversy” around an issue.

RELEVANCE - EMPIRICAL CONTEXT OF ENGAGING WITH THE MEDIA

Various studies affirm the power of the media in influencing social agenda.

- Taroni & Grili (2008) underscore the power of the media in promoting public health and population issues.
- Castell (2008) argues that the mass media have become a 'battle-ground for social campaigns'
- Tong *et al.*, (2008) media communication is critical to public discourse and policy change on prevention of chronic heart disease
- Olorunisola & Brindle (2013) found that new media has doubled the capacity of citizens as creators and disseminators of news and information.
- **It is critical for researchers to understand this important media context in any society.**



AID AGENCIES USE MEDIA TO...

INFLUENCE PUBLIC OPINION, MOBILIZE COMMUNITY ACTIVISTS, AND INFLUENCE DECISION MAKERS TO CREATE A CHANGE IN POLICY.

ADVANCE SOCIAL OR PUBLIC POLICY INITIATIVES. ITS GOAL IS TO STIMULATE DEBATE, DIALOGUE, DIAGNOSIS OF THE PROBLEM OR EVEN “CONTROVERSY” AROUND AN ISSUE.



HOWEVER ...

THERE IS NO DIRECT CORRELATION BETWEEN POLICY CHANGE
AND CULTURAL TRANSFORMATION AS A RESULT OF F MEDIA
ENGAGEMENT

EVEN WITH THE ENTHUSIASM ON THE SOCIAL MEDIA



...

WE NEED TO QUESTION THE UNDERLYING ASSUMPTIONS OF THEIR IMPACT TO AVOIDING THE TENDENCY OF 'MAGICAL EFFECTS' SYNDROME THAT CURRENTLY CHARACTERISES THE DEPLOYMENT OF SOCIAL MEDIA FOR PUBLIC HEALTH.

WE CAN CELEBRATE THE POTENTIAL AND IMPACT OF SOCIAL MEDIA IN HEALTH COMMUNICATION, BUT WE MUST NOT ARROGATE "UNLIMITED - UBER-EFFECT" TO THEM.



DevComm Relevance Discussion today -

- Ongoing consultation by Communication Initiative on the relevance of C4D
- Questions being asked on the scope, terminologies, approaches, models, and approaches

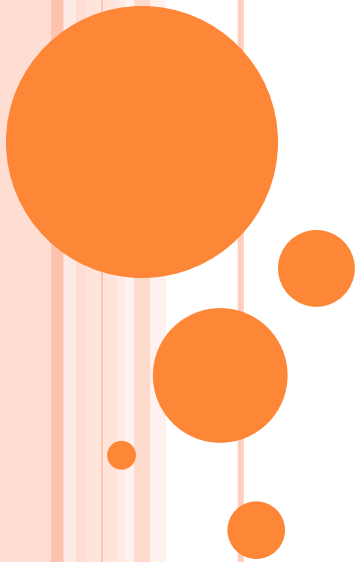
JHU online discussion on SBCC and EE

All discussions on the relevance must be aligned

- Must integrate scholars and professionals
- Must relate to the 'wicked' nature of the development issues

Relevance today...

Personal reflection ...



Part 2. Development context

Development issues include

- Deep poverty
- Poor health
 - - HIV and AIDS
 - - Non communicable diseases
- Inequity, vulnerability of populations
- Social practices that affect society – human rights, child rights, women rights

Part 2. Development initiatives

- Global -
 - Water for all by 2000
 - Education for all by 2000
 - Housing for all by 2000

- Regional initiatives

- National initiatives

- Mamser

- OFN

- Etc

How effective... Results????

Then the MDGs...2000-2015



1

**REDUCE POVERTY
AND SOCIAL
EXCLUSION**



2

**ACHIEVE UNIVERSAL
PRIMARY EDUCATION**



3

**PROMOTE GENDER
EQUALITY AND
EMPOWER WOMEN**



4

**REDUCE
CHILD MORTALITY**



5

**IMPROVE
MATERNAL HEALTH**



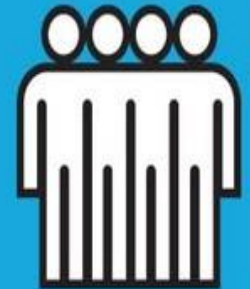
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**COMBAT
HIV/AIDS AND TUBERCULOSIS**



7

**ENSURE ENVIRONMENTAL
SUSTAINABILITY**



8

**PARTNERSHIP
FOR DEVELOPMENT**

The chorus – we can ...

WE CAN
END POVERTY
2015 **MILLENNIUM**
DEVELOPMENT
GOALS

The logo consists of several lines of text. The top line is 'WE CAN' in a red, hand-drawn, brush-stroke font. Below it is 'END POVERTY' in a bold, black, sans-serif font. The next line is '2015' in a large, bold, black, sans-serif font, with a red globe icon integrated into the zero. To the right of '2015' are the words 'MILLENNIUM', 'DEVELOPMENT', and 'GOALS' stacked vertically in a smaller, bold, grey, sans-serif font.

Did we?

As we reach the end of the MDG period, the world community has reason to celebrate. Thanks to concerted global, regional, national and local efforts, the MDGs have saved the lives of millions and improved conditions for many more.

The data and analysis presented in this report prove that, with targeted interventions, sound strategies, adequate resources and political will, even the poorest countries can make dramatic and unprecedented progress. The report also acknowledges uneven achievements and shortfalls in many areas. The work is not complete, and it must continue in the new development era.

Now - THE 17 GOALS OF THE SDGS



Link to report:

<https://sustainabledevelopment.un.org/post2015/transformingourworld>

#EVERYCHILD 2030



unicef 

Now - THE 17 GOALS OF THE SDGS

- Videos

Link to report:

<https://sustainabledevelopment.un.org/post2015/transformingourworld>

#EVERYCHILD 2030



Africa Agenda 2063 ...



Agenda 2063 – 7 Aspirations; 15 Goals

- 1. A prosperous Africa based on inclusive growth and sustainable development
- 2. An integrated continent, politically united and based on the ideals of Pan Africanism and the vision of Africa's Renaissance
- 3. An Africa of good governance, democracy, respect for human rights, justice and the rule of law
- 4. Africa as a strong, united and influential global player and partner.

Agenda 2063 - Aspirations

- 5. A peaceful and secure Africa
- 6. An Africa with a strong cultural identity, common heritage, values and ethics
- 7. An Africa where development is people-driven, unleashing the potential of its women and youth

Then 15 goals for development!

Africa Agenda 2063...



Devcom – MGDs... poor design or no design

- UNDP is not directly aiming to reach out to mass public opinion. Its target groups are policy-makers, civil society in developing countries and industrialised countries (to a lesser extent), opinion leaders, the private sector, development studies students and the development community.
- The general public and youth do enter the picture by way of, for example, soccer TV commercials and UNDP documentaries with BBC. There is also a pan-African TV initiative using African stars.

My reflection....

- Our analysis demonstrates the absence of a collective media engagement strategy aligned with the overarching global and continental development goals among development agencies. Drawing on insights from contemporary development frameworks such as the United Nations Sustainable Development Goals – (SDGs) and Agenda 2063 of the Africa Union, the paper calls for a rethink of existing media engagement approaches in achieving social change in Africa. It also recommends actions to enhance issue positioning and advocacy journalism.

Part 3 - Case Studies

1. HIV
2. FGM
3. Engaging men for social change in SA
4. Promotion child rights in Nigeria
5. Use and misuse of data



Its both success and failure ...



Success and failure ... 2 sides of the same coin



Case Study 1

The Global HIV Mobilisation programme (videos)



The world of AIDS ...

When the HIV pandemic hit the global community in early 1980's, there was generally little interest at all levels: private and public, individual and institutional, donor and business, and social and political (UNAIDS 2011b).

There were significant controversies on its origin and twisted arguments on its scale (Okigbo, Yu, Napakol 2013, Pissani 2008).

At best the disease was denied by various governments and at worse disbelieved at the population level.

Media coverage was uninformed and fractured. HIV stories received limited or sensationalized attention because both reporters and editors had a poor grasp of its science and impact (Population Council, 2012).



The world of AIDS ...

Global messaging lacked coherence and there was limited agreement on a framework for its communication (UNAIDS 1999).

As an evidence of its poor communication approach, an assessment by PANOS after 20 years of the pandemic described HIV positioning as “missing the message”, due in part to the unsatisfactory involvement or total exclusion of the ‘voice of the voiceless’ or their interlocutors in the policy and public decision making processes (PANOS 2003).



The world of AIDS ...

But after 30 years, HIV has been positioned at the global level, regional and national spheres and has been made a media, public and political issue.

It has moved in many parts of the world from a health issue to a story about arts, culture, taboo, sexuality, religion, celebrity business and politics on the national and global stage (Brodie et al, 2004).

Political commitment has been mobilized at the continental, national and even subnational levels (UNAIDS 2011b).

Vibrant advocacy coalitions have been established in various locations and are continually advocating for different aspects of the HIV narrative (UNAIDS 2011a).



The world of AIDS ...

Global and regional business coalitions have been formed providing a private sector insight to the response (The World Bank, 2004).

Diverse media initiatives have been established which promote HIV stories and narratives on countless media platforms.

In many African countries, AIDS stories have been covered in the media *ad nauseam* resulting in media fatigue (Inter Press Service, 22 December 2014).

The population in most endemic countries has been bombarded with so many HIV stories that it has become oversaturated (Esipisu 2014, 2013).



Shiffman 2009

Q: Why do some global health issues (HIV/AIDS) attract attention from international and national leaders and other diseases that have high morbidity and mortality remain neglected?

A:

1. Commitment of policy community (network of individuals, organizations)
2. Establishment of institutions that sustain its portrayal.
3. Power of ideas – creative framing/portrayal

Conclusion: Strategic public health communication can no longer be secondary in global health policy



HIV framing and positioning - PISSANI (2008)

UNAIDS 'beat up' the arguments to 'inspire action', 'presenting a compelling picture of the devastation left behind,'

'Inspiring people with the horrors that were in stock', 'getting more creative' with information use, 'playing with the numbers' and translating 'truth into something that government might care about'.

Although UNAIDS did not 'make up' the story, it only 'beat it up' with 'purple prose' and 'manipulative gymnastics of the Global Reports' which resulted in 'cooking up an epidemic', that finally 'hit the headlines'.




HIV POSITIONING - ADVOCACY GROUP

Champions for an HIV-free generation

This is an independent group of former African presidents and other well-known personalities in who are individually and collectively committed to the cause of HIV. Members are:

- HE Festus Mogae Former - President of the Republic of Botswana
- HE Dr. Kenneth D Kaunda – First President of the Republic of Zambia
- HE Joaquim A Chissano – Former President of the Republic of Mozambique
- HE Benjamin William Mkapa – Former President of the United Republic of Tanzania
- HE Speciosa Wandra – Former Vice President of Uganda
- His Grace Desmond Tutu- Archbishop of Emeritus South Africa and Noble Laureate
- Justice Edwin Cameron – South Africa Supreme Court of Appeal Judge
- Professor Miriam Were – Former Chairperson of the Kenya National Aids Commission
- Liya Kedebe – Maternal and Child Health activist and former international model
-

ADVOCACY GROUP CONT.

- Their role is to rally support of national and regional leadership of sub Saharan Africa to move the agenda and response to HIV and AIDS forward.
 - They use political capital, high visibility, clout and moral authority to influence national and regional leaders to prioritize high-impact interventions.
 - Tactics include single champion country visits, phone calls to African Heads State, strategic use of the mass media, linkages with other initiatives related to HIV and social change.
 - Since inception constructive dialogue have been undertaken with countries leaders South Africa, Swaziland, Malawi, Kenya and Lesotho around specific HIV issues,
 - Carried out regional advocacy during international conferences, used the power of the mass media for awareness creation prevention and regularly produced communication materials such as booklets, blogs, fliers, newsletters, editorials, and reports.
- 

HIV POSITIONING - THEMATIC CAMPAIGNS

- Annual *World AIDS Day* commemoration
- UNAIDS/Sida photo exhibition entitled 'Not Me Not Mine: Women, Girls and HIV in Eastern and Southern Africa' shown at 17th ICASA Conference from 7-11 December in Cape Town.
- Comprehensive photography essay that intimately explores the lives of women living with HIV in the region.
- Exhibition of storytelling approaches on HIV using photographs :
- Standard Bank Gallery, Johannesburg, South Africa (May–June 2012) Alliance Française, Windhoek, Namibia (July–August 2012)
- Constitution Hill, Johannesburg, South Africa (November 2012–January 2013) Tshepana Primary School, Orange Farm, Johannesburg, South Africa (24 September 2013)
- Parliament of South Africa, Cape Town, South Africa (22 October–7 November 2013)



HIV POSITIONING – TAC TACTICS

- *Activism by Civil Society Organizations:*

South Africa has a strong tradition of political activism which has been transferred to the health and development arena.

- *Protest marches:*

A coordinated set of protest marches (popularly called “Toyi Toyi”) was organized to generate public attention. TAC organizes public events hospitals, schools, shopping centres, bars in support of their demand for a prevention of mother to child transmission programme.

- *Litigation:*

A powerful technique in the advocacy efforts of TAC to influence government actions was litigation. In partnership with the AIDS Law project, which has become **Section 27**.

- *Iconic messaging:*

An iconic element of social advocacy on HIV treatment was the use of a branded T-shirt “**HIV positive**” which became a strident element of local activism.

MEDIA MOBILIZATION

Activities to improve HIV coverage in the region include:

1. Capacity building of media professionals
2. Sponsored field project visits
3. Development and distribution of targeted information packages
4. Establishment of media network for HIV
5. Engagement with media gatekeepers



MEDIA PARTNERSHIP

In 2008, UNICEF and UNAIDS established a regional partnership with the Media Institute of South Africa.

Mobilisation of regional and international - Reuters, Plus News, AP, News Agency of Nigeria, SABC, MTV, MISA, PANOS South Africa HIV and AIDS Information

Establishment of Southern Africa Editors forum, and partnership with Africa Broadcast Media Partnership, ABMP resulted in 33 broadcast institutions in the region pledging support for effective coverage and production of materials on HIV prevention.

Establishment of the Southern Africa AIDS information network.



AGGRESSIVE STORY PITCHING

- ❑ Increased visibility through aggressive media pitching around specific issues and events including AU Summit, AFCON, UNAIDS/CSPRISA science symposium and regional report launch, secured over 230 articles.
- ❑ communication support for EXD missions;
- ❑ Protect the Goal Campaign and other events –
- ❑ Production and placement of UNAIDS advertorials in key newspapers (Ethiopia - Fortune; Kenya - The Nations; Mozambique - Noíticas; South Africa - Mail and Guardian) to highlight Africa's progress during the AU 50th Anniversary Summit;
- ❑ Op-eds avalanche by aid agencies
- ❑ Together with UNICEF and civil society established a communication working group which developed a joint advocacy and communication strategy.



LESSON IN HIV SOCIAL CONSTRUCTION

- ❑ Aid agencies used social data, statistics & evidence to frame issues
- ❑ UNAIDS framed HIV for public acceptability and global policy change.
- ❑ Emotive language and arguments (purple prose) used to shock the public with the horrors of the disease and was creative with its message projection.
- ❑ The language of securitization and globalization was used to evoke international response.
- ❑ HIV has gone through different forms of framing to be kept on the development agenda in 30
- ❑ After 30 years of the pandemic, evidence indicates a plummeting of media and public attention at all levels. HIV is a 'tired' story because it has been told over and over again, resulting in media fatigue.
- ❑ For Post MDG it is now framed



FRAMING HIV FOR POST 2015 AGENDA

- For Post MDG it is now framed – ‘keep the momentum’
- The GAP report (UNAIDS 2014) affirms the need to keep up the momentum on HIV despite global achievements. The report identifies 12 different groups that have been left behind and areas where more action is still needed. It presents overwhelming evidence for a new level of engagement and mobilization.

UNSG says “Now the world has reached a crossroads. The number of people becoming infected and dying is decreasing, but international resources needed to sustain this progress have declined for the first time in 10 years, despite tremendous unmet needs.

We have a long way to go to prevent new HIV infections, and end discrimination and zero AIDS-related deaths” (UNAIDS 2011a: 7)



NORMATIVE LESSONS IN MEDIA ADVOCACY

- Studies have shown that the mass media confer salience on issues through issue attention. But they are not the only tools of agenda setting.
- Continuous engagement with media gate keepers is critical especially in view of the need to improve reporting of social development issues
- Advocates need to recognize the value of framing and be able to adopt appropriate framing methods to attract the needed attention to health and development issues.
- The media landscape has changed with the emergence of new media and the Web 2:0 media. This development has resulted in increased digital journalism, online advocacy, and cyber-advocacy.
- Getting the best from the media would require creative media advocacy rooted in a sophisticated insight of media operations.



And the fatigue

After 30 years of the pandemic, evidence indicates a plummeting of media and public attention at all levels.

Esipisu (2014, 2013) posits that HIV is a 'tired' story because it has been told over and over again, resulting in media fatigue and a general unwillingness among editors to approve another HIV story.

Chalk (2014) reports a reduction in media attention as follows:

- “While media coverage of HIV issues is now less stigmatizing, in some countries, this is no longer a story which engages journalists or the public. In broadcasting, there is lack of innovation and often the quality is poor, comprising no more than studio discussions which are uninteresting and have little human interest” (p.9)

And the rebound...

Increasing HIV infection in the face of treatment
No longer a death sentence

Back to fatalism... I will infect more before I die
(video)

•



Case study 2

The global FGM eradication campaign



THOSE AFFECTED...



BACKGROUND

- Female Genital Mutilation (FGM), excision or female circumcision - refers to a number of practices that involve the cutting of a female's external genitalia.
- FGM is estimated to have affected over **130 million women and girls worldwide** and **2 million in Africa**
- The procedure is generally carried out on girls between the ages of 4 and 14, it is also done to infants women who are about to be married and,
- It is often performed by traditional practitioners, including midwives/traditional birth attendants and doctors using knives, scissors, razor blades or broken glass... any sharp object



WHAT IS FGM?

- “All procedures involving partial or total removal of the external female genitalia or other injury to the female genital organs whether for cultural or other non-therapeutic reasons.”

World Health Organization. Female Genital Mutilation: a joint WHO/UNICEF/UNFPA statement Geneva: WHO, 1997.



ORIGINS

- No definitive evidence documenting when or why this ritual began
 - Some theories suggest that it was practiced in ancient Egypt, as a sign of distinction
 - Other theories suggest its origin in ancient Greece, Rome, Pre-Islamic Arabia, and Russia
- FGM is unrelated to Islam
 - It is not mentioned in the Qur'an, or the Hadith.
 - FGC is not required by any religion
 - FGC is practiced by members of Jewish, Christian, Muslim, and indigenous religions



FGM IS A HUMAN RIGHTS VIOLATION

- FGM/C is one of the manifestations of gender-based human rights violations that exist in all cultures that aim to control women's sexuality and autonomy.
- FGM/C is part of many forms of social injustice that women suffer.
- FGM is a complex human rights issue, requiring a comprehensive response.



FGM IS A THREAT TO

- Right to *life*
- Right to *health*
- Right to *physical and mental integrity*
- **Sexual** Rights
- Right to *choose/decide*
- Right to *be free from discrimination*



WHY FGM?

- To control woman sexuality where virginity is prized and to ensure “marriageability”.
- Rite of passage from Childhood to Womanhood
- The removal of the clitoris and labia is viewed by some as the “male parts” of a woman’s body
- Hygiene : in some FGM-practicing societies, un mutilated women are regarded as unclean and are not allowed to prepare food and fetch water.
- Religion: Muslims, Christians, Jewish, Animists...
- Myths : the clitoris is unattractive, causes infertility and death of the new born.....



TYPES OF FGM

- The WHO has classified FGM into 4 types
 - Type 1 - Excision
 - Type 2- Excision
 - Type 3- Infibulation
 - Type 4 - Other



TYPE 1 CLITORIDECTOMY

- **Clitoridectomy:** partial or total removal of the clitoris (a small, sensitive and erectile part of the female genitals) and, in very rare cases, only the prepuce (the fold of skin surrounding the clitoris).
- This practice is extremely painful and distressing, damages sexually sensitive skin and is an infection risk.



TYPE 2 : EXCISION

- Partial or total removal of the clitoris and the labia minora, with or without excision of the labia majora (the labia are the 'lips' that surround the vagina).
- This practice is extremely painful and distressing, damages sexually sensitive skin and is an infection risk.



Type 2 FGM

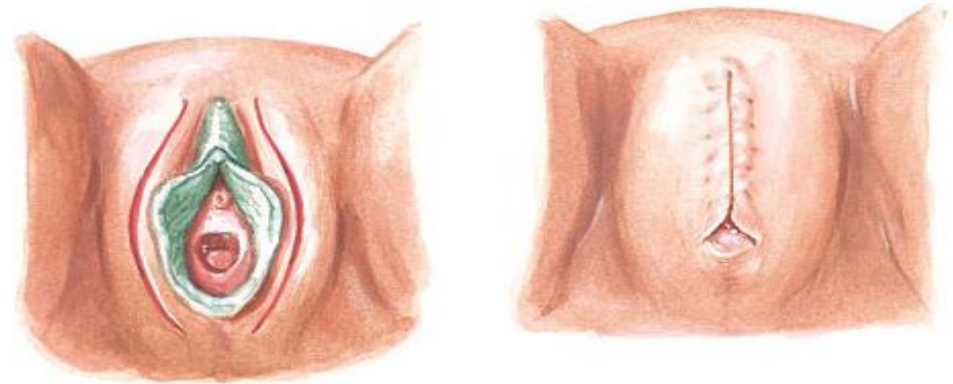


Courtesy of National Committee Against Excision, Burkina Faso, © RAINBO



TYPE 3 INFIBULATION

- Narrowing of the vaginal opening through the creation of a covering seal. The seal is formed by cutting and sewing over the outer labia, with or without removal of the clitoris or inner labia.
- This practice is extremely painful and distressing, damages sexually sensitive skin and is an on-going infection risk.
- The closing over of the vagina and the urethra leaves women with a very small opening in which to pass urine and menstrual fluid.



- The opening can be so small that it needs to be cut open to be able to have sexual intercourse.
- Cutting is also needed to give birth and can cause complications which harm both mother and baby.

TYPE III FGC



Courtesy of Nawal M. Nour, MD, MPH



TYPE 4

- All other procedures that involve pricking, piercing, stretching or incising of the clitoris and/or labia; introduction of corrosive substances into the vagina to narrow it.



LONGER TERM CONSEQUENCES

- **Urinary tract infections** can ascend to the kidneys, potentially resulting in renal failure, septicaemia and death.
- **Keloid**: Excessive scar tissue may form at the site of the cutting.
- An increased **risk for bleeding during intercourse**, which is often the case when defibulation may increase the risk for HIV transmission..
- **Quality of sexual life**: Removal of, or damage to highly sensitive genital tissue, especially the clitoris, may affect sexual sensitivity and lead to sexual problems, such as decreased sexual pleasure and pain during sex.
- **Birth complications**: The incidences of caesarean section and postpartum haemorrhage, Obstetric fistula is a complication of prolonged and obstructed labour.
- **Danger to the newborn**: Higher neonatal death rates due to the birth canal obstruction that leads prolonged labour and consequences such as still birth babies or asphyxia.
- **Psychological consequences**: fear of sexual intercourse, post-traumatic stress disorder, anxiety, depression and memory loss.

ISSUES/CONTROVERSIES

- 2000 women in Kenya protested recently for continuation of FGM
- Some girls in Bourkina faso who have not been circumcised insist they want to be circumcised
- 1000 cuts effected in Senegal on the day FGM was outlawed in Senegal
- Some men in Senegal insist they wont marry uncut girls
- It is mutilation or cutting: the linguistic problem (FGM or FGM/C)
- Men say its our culture, but it is outlawed, it is unfair



Massai women who support FGM..



REFLECTION - WHEN CULTURE HARMS THE GIRLS - THE GLOBALISATION OF FEMALE GENITAL MUTILATION.....

○ . Reports

- - BURKINA FASO: "I saw the knife and knew" - one girl recalls her circumcision16
- - BURKINA FASO: Dial SOS Circumcision and stop girls being cut.....16
- - BURKINA FASO: "Satan was stronger than me" - a circumciser's tale18
- - ETHIOPIA: Fistula hospital continues services for young women.....19
- - KENYA: FGM among the Maasai community of Kenya.....21
- - KENYA: Justifying tradition: why some Kenyan men favour FGM24
- - SIERRA LEONE: Five years old and learning to circumcise other girls25
- - SIERRA LEONE: Female circumcision is a vote winner.....27
- - TURKEY: FGM still largely an unknown quantity in Arab world



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REFLECTION - ...

- FGM - By women against women for men. True???
- Theoretical and Practical Implications: Which SBCC theory will apply and why?



CASE STUDY FROM EGYPT

- FGM practice in Egypt dates back to the Pharaohs (thousands of years) and
 - Entrenched in the social and traditional fabric of the country.
 - Infibulations which was known as “pharonic procedure” predated Islam, Christianity and Judaism.
 - It is generally believed that FGM practice in Egypt is universal and cuts across religious and tribal divide.
 - In the past, most parts of the country had between 90 to 97% prevalence rate
 - FGM has been a subject of intense advocacy in the country and has experienced significant changes both in government directions, actions and public opinion over the years.
- 

SOCIAL CHANGE ACTIONS

- Campaign against FGM started in early 1920
- 1994 ICPD declaration urged government to prohibit female genital mutilation wherever it exists
- Mass media have been used as critical channels for public sensitization and influencing public opinion
- *Positive deviants as influentials*: One of the groups of influentials that played a critical role in the FGM campaign in Egypt was positive deviants
- Targeting of religious community
- *Role of First Lady*: Susanne Mubarak former First Lady was a champion of the campaign for FGM abandonment in the country
- Intensive social mobilization played a critical role in the social activism for the movement.
- At least 60 community based organizations have been involved in social mobilisation campaign



SOCIAL CHANGE ACTIONS

- International partnership: International stakeholders supported the campaign. This included UNFPA, UNICEF, UNDP, World Bank, European Union, CEDPA, USAID, UNIFEM, Planned Parenthood Federation, Family Planning International
- *Use of international instruments*: Special events and international instruments were used to pressure the influentials for supportive decision against the practice
- *Use of evidence*: Various organizations provided a raft of qualitative and quantitative evidence that guide the advocacy work. This included evidence on the health impact of the practice, qualitative studies on the relationship between Islam and FGM, and several knowledge, attitude and practices surveys of opinion leaders.
- *Government advocacy*: The Egyptian government also played a major role in the anti FGM campaign.



RESULTS

- Increased public discussion of an issue which was initially a taboo in Egyptian culture. FGM was moved from an issue of only private discourse to an issue of public discourse/debate.
- Enactment of laws against FGM. In 1997, a law was put in place which banned FGM, but allowed medical personnel to carry it out in exceptional cases.
- This caveat was adjudged as being too wide as to make the law irrelevant.
- In 2007, another law was put in place which completely banned the practice.
- Many Imams who were supportive of FGM changed their attitude. Senior Imams issued religious injunction (Fatwa) that supported the abandonment.
- A grand coalition of different stakeholders and advocates evolved which developed into a movement for anti-FGM.
- Public declarations of some communities as a tool of collective engagement and influence. This is one of the lessons from the anti-FGM strategies.



ISSUES FOR SBCC THEORY AND PRACTICE

- Entrenched practice with conflicting dimensions,
- Multiple levels of influence are needed: key target traditional and religious influentials.
- In addition, legal reform, decrees or statements alone cannot result in lasting change.
- Despite the laws on abandonment, the practice was still being practiced
- the British colonial government came up with a law against FGM, the practice continue till today
- an understanding of the power structures is necessary in effectively dealing with entrenched issues like FGM in any society
- Some medical students favour its medicalization despite existence of a supportive legal framework.
- While the battle to stop FGM is still raging, RCTs came up with evidence that male circumcision is good for a number of reasons. So male circumcision is good for men, but circumcision is bad for women.
- Lessons from other countries useful - Senegal has tried organised diffusion of innovation
- Harmonization of norms required



BEYOND RHETORIC –

UN Resolution to end FGM:

On 20 December 2012, following sustained leadership from the African Union Member States, the 67th UNGA adopted Resolution 67/146 “*Intensifying global efforts for the elimination of female genital mutilations*” which provides a clear political call to action to strengthen efforts aimed at the elimination of female genital mutilations.



“On the International Day of Zero Tolerance for Female Genital Mutilation, let us take a stand together against FGM. The health, rights and well-being of millions of girls depend on it!” –

Dr. Babatunde Osotimehin, UNFPA, Executive Director

UN Photo/Eskinder Debebe

#endFGM





QUESTION

EndFGM. Is it a case of getting more of what you don't want?

Any innovative project to eradicate/abolish FGM in ?????? Years.

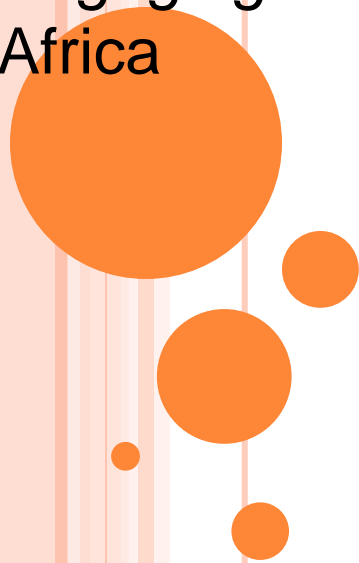
Discussion/Recommendations



Case study 3

Brothers for Life:

Engaging men and boys for social change in South Africa



INTRODUCTION TO BROTHERS FOR LIFE

- Brothers for Life is a national Men's campaign targeting Men aged 30 + with messages and education on HIV Prevention , Healthy Living and Healthy relationships.
- The Campaign is joint initiative by the South African National AIDS Council, the Department of Health, USAID/PEPFAR, Johns Hopkins Health and Education in South Africa, Sonke Gender Justice, UN System in South Africa, Danish Development Assistance and more than 100 South African partners.
- The campaign utilizes Mass Media , Interpersonal Communication and Advocacy as its Community Education and Mobilization strategies.



BROTHERS FOR LIFE

THE CAMPAIGN IS BASED ON THE NSP DIRECTIVES:

- Accelerate programs to empower women and **educate men** and women on women's rights and human rights
- Support national efforts to strengthen **social cohesion** in communities and to support the **institution of the family**
- Introduce programs to mitigate the impact of **alcohol and substance abuse**
- Develop a comprehensive package that **promotes male sexual health** and which addresses gender and gender-based violence
- Expansion of existing PMTCT services to include: contraception fertility services, reducing unwanted pregnancies **and involving men**, HIV prevention services in uninfected pregnant women



THE CAMPAIGN AT A GLANCE



Mass Media

Television PSA's

Radio PSA's

Community Radio Talk shows

Daily Sun Monthly Full Page Features

WEB and Social Networks



Social Mobilization

- Community Partnerships
 - Community Dialogues
 - Toolkit Training and Workshops
 - Workplace Programmes
- Men's sector capacity development and Support

Advocacy Activities

Media Advocacy using Television ,
Radio and Print Media

2011 Focus on availability of services
for Men

Provincial Men's sectors – Focus on
GBV, MMC

Partnerships and Referrals

Mass Media Partnerships – SABC, Media
Owners

National and Provincial level Partnerships –
DOH, Men's sector

Community Formations CBO's, FBO's
Aids and GBV Help lines

Community Based services- FAMSA, SAPS

THE CAMPAIGN TO DATE - LAUNCH PHASE

(August 2009 – March 2010)

- At the launch phase of Brothers For Life the campaign focused on:
 - **HIV Prevention Messages**
 - **Male involvement in PMTCT**
 - **Multiple and Concurrent partnerships**
- Each of these reached over 80% of our target audience or over 2 million men aged between 30- 60



WORLD CUP PHASE

(April – August 2010)

- With support from UNICEF, Brothers For Life PSA were filmed in three countries SA , England and Spain
- Ambassadors included sports personalities such as Matthew Booth, Teko Modise, Graeme Smith , John Smit , Tiger Mangweni & international stars such as Lionel Messi , Thierry Henry and Ryan Giggs
- The communication messaging focused on :
 - **Promotion of Testing**
 - **Responsible Alcohol use**
 - **Partner Reduction**
 - **Condom use**



WORLD CUP TELEVISION

MEN 30-60 LSM 3-7

UNIVERSITY (AMPS 2019)

Condoms

- # Spots: 38
- AR's: 594
- Reach: 75%
- AvFreq: 8
- Reach 000's: 2,543,430

Testing

- # Spots: 8
- AR's: 109
- Reach: 53%
- AvFreq: 2
- Reach 000's: 1,689,930

Alcohol

- # Spots: 42
- AR's: 672
- Reach: 77%
- AvFreq: 9
- Reach 000's: 2,618,538

MCP

- # Spots: 21
- AR's: 360
- Reach: 72%
- AvFreq: 5
- Reach 000's: 2,461,494



WORLDWIDE OUT OF HOME



48 Sheets



Large Format



Gap Sites



Taxi's



Citilight rotational AV Package



Airports



Consumer Ads



Border sites



Street Signs Ads



Bus's



Supersigns



Total # Sites: 800
Daily Traffic count:
Estimated at 4
Million
NATIONAL COVERAGE

GENDER BASED VIOLENCE PHASE

OCTOBER 2010- MARCH 2011

- The GBV campaign phase was launched by the Minister of Health and former minister of Women Children and person with Disabilities.
- The Television PSA features the story of Patrick Shai, a well know South African actor and the radio features true stories from other Men
- 171 spots of the PSA were placed on SABC and DSTV reaching over 3million men aged between 30 and 60 an average of 9 times
- 69 Community dialogues and other activities were held on GBV reaching over 20 000 people
- More than 1 million people reached through community radio talk shows



KEY SUCCESSES

- The campaign is supported by the Deputy President of South Africa and the Minister of Health
- The campaign listed as Best Practice Model in the *COUNTRY PROGRESS REPORT ON THE DECLARATION OF COMMITMENT ON HIV/AIDS 2010 REPORT*
- The total amount of people reached across the total population in 2010 is over 27 million through Television and Radio
- Through the Daily sun newspaper Brothers reaches over 6 million people with targeted messaging per month
- Over 100 organisations/ formations are utilizing the Brothers For Life campaign in their mobilization of Men
- More than 1000 Facilitators have been trained on the Brothers For Life Toolkit



- Through our Social Mobilisation Activities we have reached over 350 000 men with BFL Messages.
- 13% increase in calls from Men on the National Gender Based Violence helpline since launch of the GBV campaign
- UNICEF and other Johns Hopkins Country offices exploring the replication of the campaign in five other countries
- Over 40 000 units of material have been downloaded from the Brothers For Life website
- There are 8000 members of the Brothers For Life email group , 50 000 on the cell phone messaging and 2000 on facebook
- The campaign has been nominated for two loerie awards and one (South African Advertising Awards) and has won two silver awards on campaign identity and Public relations activation.



WE ARE RESPONSIBLE

WHICH CONDOMS GIVE YOU A RISE, MZANSI?

SOME CONDOMS are flavored, others give in the dark and sometimes even "prolong" pleasure – but one thing is for sure: condoms add a lot of fun in the bedroom.

"They're fun to use and safe," said Jodi Gordon, store manager at the Sex-Health store at the Sandton Mall. "I've seen a lot of guys use them during foreplay."

Gordon argues with a smile that, contrary to popular belief, condoms need not be "passive killers" – in fact, if they are used with a little imagination, they can add excitement to sex's love life – especially during foreplay.

"There is a wide variety of condoms on the market that are designed to make sex more fun and pleasurable," she said.

"They get ribbed ones, studded ones, flavored ones – such as banana, strawberry, orange, blueberry and even passion fruit... would you believe?"

"There are also the ultra-thin 'feels like nothing' ones, the ones that feel real on the skin, ones that heat up during foreplay...

ing, and of course condoms that help the man to last longer..." Gordon said.

Flavored condoms are made of latex, but for people who are allergic to this substance, there are latex-free condoms available too.

All condoms are lubricated, but Gordon warned that oil-based lubricants – such as massage oils, Vaseline or baby oil – must NEVER be used. They cause the condom to weaken and break. Instead, use only water or silicone-based lubricants together with condoms.

"Condoms have an important function by protecting a couple from HIV, sexually transmitted infections and unwanted pregnancy – but they don't have to be boring. They can go a long way to making people's sex lives more exciting and intimate, not to mention a whole lot more fun," said Gordon.

For more information, visit www.sexhealth.co.za or you can call 020 120 2288.



- There are some tips for making condoms an exciting part of foreplay:
 - Buy a variety of condoms – plain, ribbed, flavored – to keep things interesting.
 - Keep condoms at your bedside, so that you don't lose the passion of the moment by searching for them.
 - For extra fun – but still for – sex, try using flavored condoms during foreplay.
 - Let the women put the condom on – this can be a highly erotic experience for both sexes.
 - There are lubricants on the market that can be put on the condom, but make sure you test it with their teeth!

Condoms that get celebs' groove on



Phumelela Dhlali



Moresa



Mpho Maboi

There are many types of condoms on the market – and many have personal charms. This is what celebrities told us their favorite condoms are: it's time to get jiggy with their lovers.

- **Real personality** - Mpho Maboi
- **My favorite condoms are**

Durex – especially the Chemical presenter - Chemo Flava

"There's nothing better than a ribbed condom in the middle of the night. It makes sex so sexy, and puts the fun element into an otherwise all ready exciting sex."

"My favorite condoms are the ones that have a little bit of something in the air, something that makes you feel like you're in the middle of something. It's not just the fun, it's the way it makes you feel during the best of times."

"But I also like the ones that are ribbed and have a little bit of something in the air, something that makes you feel like you're in the middle of something. It's not just the fun, it's the way it makes you feel during the best of times."

These were spontaneous ideas.

- **Single minded and extra** - Moresa
- **My favorite condoms are**

"I like the ones that are ribbed and have a little bit of something in the air, something that makes you feel like you're in the middle of something. It's not just the fun, it's the way it makes you feel during the best of times."

The hit parade

THE SEX SHOP has many types of condoms available. It's time to get jiggy with their lovers.

- **My favorite condoms are**

"I like the ones that are ribbed and have a little bit of something in the air, something that makes you feel like you're in the middle of something. It's not just the fun, it's the way it makes you feel during the best of times."

There are many types of condoms available. It's time to get jiggy with their lovers.

- **My favorite condoms are**

"I like the ones that are ribbed and have a little bit of something in the air, something that makes you feel like you're in the middle of something. It's not just the fun, it's the way it makes you feel during the best of times."

Test and win!

TEST AND WIN! Get a chance to win a prize by testing our new condoms. Visit our website for more details.



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25 NOVEMBER 2010

'Protect our women'

By Mandlenkosi Mxengi

Violence against women remains extremely high in the Eastern Cape, according to a conference on Gender Based Violence and HIV/AIDS Prevention held in East London recently.

Speaking at the conference, Men's Sector provincial chairperson Pastor Mbulelo Dyasi said this

was a cause for grave concern, adding that poorer relations and certain cultural and religious practices were contributing to the violation of women's rights.

Today marks the start of the annual 16 Days of Activism for No Violence Against Women and Children which runs until 10 December.

The campaign focuses primarily on generating increased awareness of the negative impact of violence on women and children.

en and young girls in the province," said Dyasi.

Dyasi urged men to "be a brother for life and do not hurt your partner in the name of love".

Peddle Women's Support Centre (PWSC) director Fezeka Mantakana echoed Dyasi's sentiments, saying domestic violence was still rife in Peddie.

"I think more education is still needed and unemployment, abuse

would be hosting 150 children in commemoration of the 16 Days of Activism campaign.

The centre was established in 1997 following several cases of abduction and sexual abuse of young girls and the



VOCAL ABOUT ABUSE: Peddle Women's Support Centre director Fezeka Mantakana, right, has called for more education in the fight against violence against women and children. Men's Sector provincial chairperson Pastor Mbulelo Dyasi and his wife Chuma, left, who are vocal advocates of gender empowerment, have called on men to become "brothers for life" and to refrain from harming their partners.



of drugs and alcohol are major

high rate of domestic violence in

times and runs programmes aimed

WIN R100

each week in our
**SPOT THE
GOLD POT
COMPETITION**



You will find goldpots lurking throughout this issue. Count the number of goldpots, excluding the one on this advert, mark your correct answer on the entry form on page 4 and drop it off at EC Today KWT, 87 Cambridge Road, King William's Town

RULES

1. Only one entry per person.
2. Only the original entry form will be considered.

STOP VIOLENCE AGAINST WOMEN AND CHILDREN

- Decide today NOT to look away, NOT to be a bystander and NOT to be silent.
- If you are emotionally, physically or sexually abusive to your partner and or your children, contact the Stop Gender Based Violence helpline (0800 150 150).
- If alcohol makes you more likely to commit violence, start drinking less, or stop entirely.
- Provide support to women and children who you suspect are being abused.
- If you witness violence and abuse, report it to the nearest police station as soon as possible.
- Help survivors to report abuse to the police and discourage them from the pressure of withdrawing the case.
- Try to understand how your own attitudes and actions might perpetuate sexism and violence.
- Be respectful to women and be a role model to younger boys in your community.
- Talk to your friends, colleagues and relatives and encourage them to actively take a stand against the abuse of women and children.
- Learn about the services in your community that provide assistance to women and children who experience violence and abuse.
- Support women in your community and actively participate in their initiatives to address issues of violence and child abuse.
- Talk about violence against women and children. Organise community

dialogues, speak to people at your workplace, your church, your community policing forum and the like.

- Be aware of the signs and symptoms of violence and abuse, bruises, scratches, cuts and burns, as well as emotional signs such as withdrawal, anxiety, fear and sadness.
- If your relative, neighbour, friend, colleague is abusive to his partner and children, try to talk to him about it, urge him to seek help.
- If a woman has been raped, help her to access health services quickly and to test for HIV.
- Be a Brother for Life, play your role and share this information with as many of your acquaintances as you can.

Boks tackle gender vio

THE SPRINGBOKS have teamed up with Brothers for Life, the national campaign in which men in South Africa say "no" to violence against women and children.

Captain John Smit said the Boks and SA Rugby (Saru) believed that as men, brothers, fathers and sons they could help mobilise other men not to be silent on abuse.

"I support Brothers for Life specifically because I believe that I have a role to play in positively influencing men to make correct and responsible life choices," said Smit.

"I am delighted that Saru has decided to partner with the movement, and I am especially proud that my teammates in the national side are taking a stand with me against the scourge of violence against women and children."

The participation of the Springboks and Saru adds to a growing number of organisations that are supporting the efforts by Brothers for Life to improve the health and wellbeing of all South Africans. These include the SA National Aids Council Men's Sector, the Department of Health, the National Prosecuting Authority, USAID/PEPFAR, Unicef, Manchester United, FC Barcelona and many NGOs across the country.

Studies show that most men do not commit violence against women and children, but the idea is to mobilise men not to ignore violence they may see.



Bok captain John Smit with his children Tyron and En stand against violence against women and children.

"This campaign says there is no excuse for violence towards women and children," said Bafana Khumalo, of Sonke Gender Justice, one of the partners in the Brothers for Life campaign.

This campaign has identified

16 things pe
gender-based
actions are
Days of Act
gence Agains
dren, which
campaign.

CAMPAIGN EVALUATION

- Evaluations affirmed the outputs.

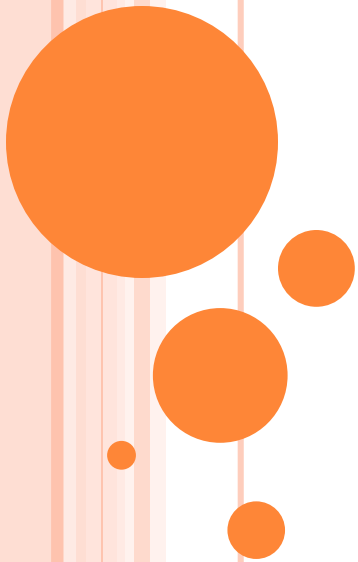
But



Questions?

Are all SA women free from violence?

Are all pregnancies protected?



On one indicator covered in the campaign 4 years after

○ **Blow the Whistle** says:

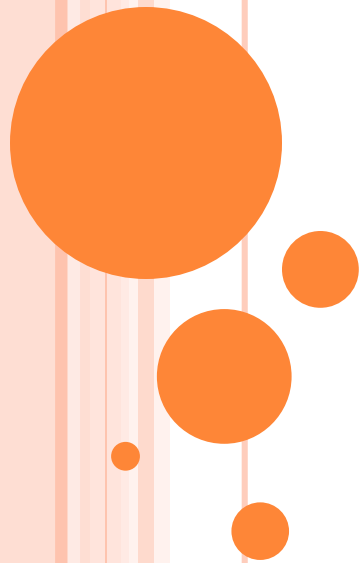
- One woman is raped within every 36 seconds in the country.
- Estimated number of 74, 400 women were expected to become victims of rape in the country in August 2014.

The website of the organisation had a clock which showed that a rape occurs in the country every 36 seconds.

- These statistics were published by the *Times Live* newspaper in South Africa and was picked up by other local media organisations.

Case study 4

Promoting child rights in Nigeria



Child rights overview

From the 2013 Nigerian Census figures, children and youth constitute over 47% of the 167 million population of the country.

At least 100 million Nigerians are under 30 years and in the next 20 years, it is argued that they will be changing the demographic dynamics of the nation.

However, they are largely romanticised as 'leaders of tomorrow' (Muhammed 2014, Yakubu 2013, p.1) while experiencing many disempowering situations and conditions today (UNICEF, 2007, 2008).

Many of them are victims of violence, abuse and other forms of exploitation that undermine their holistic development.

As demonstrated below, this demographic group is characterised by issues which require considerable media, public and policy attention for the nation to achieve any form of development.

Comms campaign for child rights

- *Capacity building of media professionals:*

This takes the form of training, orientation and workshops to capacity journalist to understand issue affecting children and youth.

The essence of capacity building is for the media professionals to have an indepth knowledge of UNICEF programme of cooperation in order to be able to report effectively and help position such issues in the public agenda.

Such capacity building sessions may involve training workshops of different durations depending on the issue and package.



Media activities

Examples include media training on children and women rights, effective reporting humanitarian contexts, child survival and development.

During the various capacity building sessions, project experts are invited to present current trends and issues on such topics.

Training sessions and workshops were held with various level of media professionals to facilitate their understanding of children rights.

Media advocacy for implementation of the Act was also carried out in Kano and Ibadan in 2010.

Media partnerships ...

- *Formation of media alliance for children:*


Development agencies have supported the formation of media alliance for children from a set of thematic groups working on children issues – such as health correspondents, children editors, education correspondents, art and life writers at the national and sub-national levels.

The objective is to identify a dedicated core of **journalists** and media professionals interested in reporting and advocating for various children rights issues.

Other media tactics ...

- Development agencies also use various forms of alternative media to position the various issues that affect these population.
- For example, Fatusi and Jimoh (2013) observe that in promoting HIV issues, advocates have resorted to the use of PSAs, posters and music.
- Different development agencies also use edutainment to promote such issues.
- Nollywood has also become a tool of promoting various children of child abuse, HIV and other issues associated with children and youth rights and development.

INFLUENCING POLICY AGENDA

- The CRC and African Charter on Children rights represent the body of norms on children rights.
 - Nigeria is a signatory to both treaties. Before the advent of the Convention on the Rights of the Child, (CRC) Nigeria did not have a consolidated children's act.
 - Provisions on children are scattered in various legal instruments such as the criminal code, traditional laws and other thematic laws
- 

INFLUENCING POLICY AGENDA

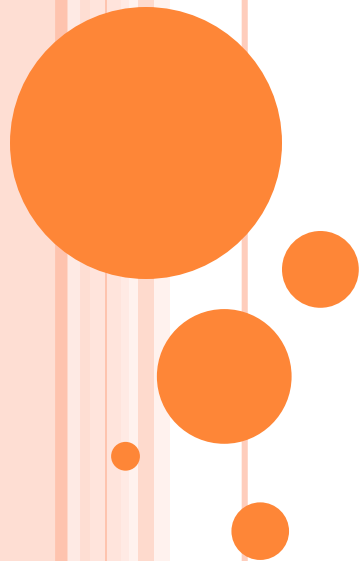
- Between 1991 and 2003, lots of advocacy efforts were put in place to reform the children act and come up with a child development policy.
- Several versions of the bill were sent to different groups including extant military leaders, the former President, and to the national assembly.
- Critical influencers ranging from the President/ Head of State, to the national Assembly, State assemblies, the media, social VIPs (Very Important Persons), academia and the legal community.

LEVERAGE THROUGH INTERNATIONAL INSTRUMENTS AND REPORTING MECHANISM

- One of the major instruments that directly or indirectly influenced all partners and the process of legal and policy reform was the international instruments and the reporting obligations.
- The CRC, Africa Charter on child Rights and the 2 Optional protocols provided the regime for influence.
All the instruments require that the country report on the extent of legal and policy reform.
- All state parties were expected to align their national instruments to the international one.

Any lasting results -

1. Are children surviving
2. Are children being protected
3. Are children fully participating?



POLIO CONTROVERSY IN NIGERIA

- Nigeria is a polio endemic country and vaccination is one of the foremost medical inventions for polio eradication.
- In 2003, many state governments led by Kano State boycotted the immunization drive by WHO to immunize 15 million children in the country based **on rumors that the vaccines were laced with anti-fertility drugs intended to reduce** the population of northern Nigeria of supportive environment by employers and peers



POLIO CASE STUDY



POLIO CONTROVERSY IN NIGERIA

- In 2008 some states in Northern Nigeria rejected polio vaccination due to concerns raised by Islamic leaders on the likelihood of the vaccines being deliberately infected with HIV by Western countries to harm Muslim

“There were strong reasons to believe that the polio immunization vaccines were contaminated with anti-fertility drugs, contaminated with certain virus that cause HIV/AIDS, and contaminated with Simians virus that are likely to cause cancer.” (BBC News, 2003)



POLIO – COMMS ISSUES

- Existence of rumor, misconceptions on polio immunization, and anti-vaccination information machinery.
- Inadequate risk communication to make the public recognize the public health benefit and gain of vaccination
- Mistrust of Western companies and their health interventions in Nigeria and especially in the Muslim areas. **Pfizer issue**
- Trust in political and Islamic leaders as sources of information and willingness of parents to act on their messages
- Lack of a robust rebuttal of anti-vaccination propaganda at all levels, especially at the community level



POLIO – COMMS ACTIONS

- Advocacy to influence religious and political leaders
- Involvement of international organisations
- Social mobilization of local influential
- Use of evidence
- Media Advocacy

The combination of different communication activities at various levels of influence and with various agencies and stakeholders resulted in the resuscitation of the polio immunization programme.



Case study 5

- **Use and misuse of data in development**



Use and misuse of data in advocacy -

- The use of quantifiable evidence is critical for advocacy because of its capacity to present issues and causes in a compelling way.
- Most advocates agree that measurements, numbers and statistical evidence are helpful to prove or disprove a belief, assertion or proposition.
- For example, Fayoyin (2013) found that the strategic use of evidence is a major tactic of argumentation and positioning in advocacy

THE DELUGE OF SOCIAL DATA

- Health/development is replete with data and social statistics
- Sources of data include population census, demographic and health surveys, sentinel surveys, surveillance systems,
- Big data is a phenomenon of the digital age



Use and misuse of data in advocacy

- Various types of data can be used
- E.g. Policy/economic data include: budgetary allocation analysis, expenditure information, and comparative data across countries, country status reports,
- facility utilization/data, bottleneck analysis, investment cases, return on investment analysis, cost benefit analysis, policy or programme impact analysis, or strategic modelling approaches.
- Performance ranking tool persuaded decision makers to take action on specific issues because they could see how their States were performing in relation to others.

Use and misuse of data in advocacy

- But ever heard of lying with data/statistics???
- Advocates are intentional in their use of data
- Data/Statistics - not usually used with neutrality in mind but with a deliberate and planned intention.
- Best (2001) says advocates may skew the use of evidence and data.
- Overestimation of the AIDs situation has been a subject of recurring controversy and, in 2007 UNAIDS agreed that AIDS in Africa was overstated.

Use and misuse of data in advocacy

- *How to Lie with Statistics* over 60 years published by Huff (1954). Examines various dimensions of wrong use of statistics such as sample bias, data manipulation, dredging, and misreporting and recommends different approaches to avoid being caught in a web of bad statistics.
- Two important works by Best (2001, 2004) with interesting titles *Damn Lies and Statistics* and *More Damned Lies and Statistics* catalogue some of the major uses of bad statistics by politicians, journalists and activists.
- Other challenges identified by the authors are data fabrication, use of wrong statistical basis and data mutation.

THE SOWETAN AND HIV DATA AMONG YOUNG PEOPLE IN SOUTH AFRICA:

A case study in data misrepresentation and implications for agenda setting.



THE CASE

1. SA Minister of Health said that a small number of schools in Natal Midlands were particularly hit by HIV.
2. Of a group of children tested, 28% of girls were found to infected compared to 4% of boys.
3. There are no national statistics.



THE COVERAGE

- The Sowetan ran a story that 28% of young girls in SA are HIV positive
- The South Africa Press Agency relayed the story
- International news media – Reuters, Al Jazeera, Chinese agency, BBC, CNN picked the story
- The story gained momentum on the social media Facebook, Twitter – became viral and informed private discussion
- Popular radio and TV programmes went to town with the story



DAMAGE CONTROL

- Minister sent a correction and appeared on various programmes to correct the situation
- Africa Check – a fact checking organization indicated the report was a misrepresentation
- A couple of media organisations picked the corrected version



RESULTS

- The correction was not carried by most international media
- Minimum attention given to the new data
- Social media discourse did not substantially pick on the corrected data
- Some twitter and facebook discussion thought government correction is mere propaganda



Group work/Discussion

From the presentation so far:

- 1. What are the main issues in communicating development issues that require serious attention?**
- 2. What are the issues/concerns for communication institutions?**

SECTION 7 ... ISSUES AND RECOMMENDATIONS

1. Issues/recommendations for media professionals



RELATIONSHIP BETWEEN SCIENTISTS/JOURNALISTS

- Inadequate and inappropriate skills in reporting science, data, health and population issues
- Inadequate access to, and health and scientific information
- Negative attitude and lack of supportive environment by employers and peers



FINDINGS ON HEALTH/SCIENCE REPORTING

- Representation of health in print and broadcast media is full of distortion, unreliable, inaccurate and exaggerated
- Errors in science reporting include omission of critical information and context, misquoting, simplification or sensationalisation of headlines
- **Health journalist: mistrusted or sensationalist or important allies for researchers**



FINDINGS ON HEALTH/SCIENCE REPORTING

- Lack of opportunities to disseminate research
- Negative attitude to science communication
- Lack of skills
- Misconception about what and whether to communicate research



RECOMMENDATION FOR JOURNALISTS

1. Improved skills in data journalism

- It is necessary to bring sense to the ever flowing of data
- It is important to package data in a visually attractive and intelligible manner
- Data is critical variable in government and political decision-making.
- It helps in moving journalism from personality sources of news to issue based reporting



IMPORTANCE OF DATA-BASED JOURNALISM

- It is necessary to bring sense to the ever flowing of data
- It is important to package data in a visually attractive and intelligible manner
- Data is critical variable in government and political decision-making.
- It helps in moving journalism from personality sources of news to issue based reporting



DATA MIND SET FOR THE JOURNALIST

- Data appreciation
- Validation and verification
- Skepticism of data
- Contextualisation



HOW TO IMPROVE DATA JOURNALISM

- Gathering
- Filtering
- Visualize
- Inteprete
- Contextualise
- Present



DEEPER KNOWLEDGE OF DEVELOPMENT ISSUES

- Journalists to show more interest and value for research, health and science communication
- More interaction between media and development agencies and scientists - journalists and scientists to work together
- Increase access to information
- Initiative by journalists to access and communicate social data/statistics



CONCLUSION

- Media practitioners need to be adequately equipped to hold development agencies accountable for the promised results of development
- Investigative journalism around social and health issues should be encouraged rather than regurgitating press releases and reports churned out by development agencies.
- Media organisations need to exercise normative journalistic principle of professional integrity in dealing with aid agencies with clout and not bow to pressure from development agencies.



SECTION 7 ...

- **2. issues and recommendations comms experts**



Putting people at the centre of development agenda ...

- We must put people at the centre of everything we do” says **‘We the Peoples’** one of the forgotten reports on the role of the UN in the 21st century.
- The report argues that no shifts in the way we think or act is more critical that ensuring that people are at the heart of development interventions.
- **The People** - human beings, men, women, young people, children - represents the most important actor in advocacy.
- Without the population and the corresponding issues to be advocated, there cannot be advocacy.

Normative Lessons in policy advocacy

- Recognition of the **multiple determinants** of policy process and political agenda.
- In reality, policies are influenced from various dimensions and for a multiplicity of reasons.
- Many competing issues require the attention of a decision maker. **Issue attention is key.**
- Globalization of social issues has made policy making and policy change more complex.
- **Politics is the core of policy** and political change. Decision making in the political context end up being a political game.
- **Different actors** manifest different levels of influence and operate with different levels of actors on different types of issues.



Normative lessons in social change

- Compliance is a weak form of achieving change. Therefore, advocates should avoid strategies that attempt to convince people against their opinions.
- Effective norms change takes place within a platform of coordinated change, rather than fragmentary approach to change.
- A critical understanding of the role of gatekeepers in any society is essential for achieving social influence. Specifically, cultural leaders such as opinion leaders, community heads, and religious leaders cannot be glossed over in any form of collective social change



Normative lessons in decision change

- Most public decisions are not based on a comprehensive logical approach, but on optimizing basis.
- Internal and external environments exercise significant pressure on the decision maker in government or even at the community level in their decisions.
- Group norms and expectations may affect group or organizational decision. Although we may expect individuals in groups to operate on the principle of objective decision making, this is not always case.
- In contemporary decision making, data (big or small) play a significant role in all settings. Advocates need to take advantage of the role of big data in the process of influence. But decisions are not based on hard data and numbers alone.



We can market human development like cocacola

- New theories
- Approaches



M&E CHALLENGES -

- Complexity: social change outcomes do not lend themselves adequately to objectification.
- Role of external factors: Some of the actors are putting external pressure while others are exercising power from different dimensions.
- Time frame: efforts to influence decision makers and mobilize support take a much longer time sometimes longer than the duration of funding.
- Shifting strategy and milestones: influence the policy process demonstrates engagement at various levels of public governance,
- Attribution: it is difficult to establish a linear cause and effect with advocacy, thus making attribution difficult and costly.
- Limitations on lobbying: Difficulty in assessing the value of the distinct work (e.g. lobbying) carried out by specific officials



Advocacy M&E -Outcome-based measurement

- Start with a theory of change:
- Identify outcome categories
 - Shifts in social norms
 - Strengthened organization capacity
 - Strengthened alliances
 - Strengthened base of support
 - Improved policies
 - Changes in impact
- Select practical and strategic approach to measurement



Improved Issue analysis

- Issue are central to development comms work
 - Deconstructing an issue, unpacking its ramification, determining why it is an issue
 - Developing a detailed perspective of its inter-dependent constituents
 - Issue analysis fosters deeper insight into the nature of the problem or issue,
It provides the contextual background,
why it is important and actions that can be taken by relevant actors.
 - Many issues are not new, but when advocates identify, analyze and position them, they become problems that require public and policy attention.

Issue framing

- Framing is like branding in marketing, giving an issue identity, image, or life.
 - It involves highlighting certain features and attributes of an issue and neglecting others
 - Framing helps to transform a social problem into a social issue with the right language and 'effect' to attract attention and expected result

Many issues do not enter public discourse or form part of public agenda because they have not moved from random 'occurrences' to social issues for public discourse and agenda

- Done correctly, framing can raise an issue to agenda status.

Detailed stakeholder mapping ...

- Mapping of key policy makers, officials, technocrats that are critical for any issue, policy, programme, legislation or practice in question
- Mapping of strategic individuals, coalitions and networks that can influence primary opinion leaders and decision makers
- Mapping of relevant institutions, public and private sector, civil society, relevant agencies stakeholders, interest groups and opponents that are critical to specific issues
- Mapping of social and political power structures and how they impact public issues
- Mapping of the level of interest and power base of critical individual and institutions.

SECTION 7 ...

- **3. issues and recommendations for Development agencies**



IMPLICATIONS OF MEDIA ENGAGEMENT

- Media advocacy by aid agencies results in competition for media attention and promotion of institutional image.
- Every agency wants its 'noise' around specific issues heard through the media.
- Aid agencies have become powerful PR outfits with many of their media advocacy intended to enhance their image and funding-raising.
- High transaction cost for media organisations in terms of covering a multitude of similar events with limited resources.



CRITIQUE OF MEDIA AID AGENCIES...

- Media advocacy by aid agencies results in competition for media attention and promotion of institutional image. The Lancet (2010: 1) alludes to this phenomenon.
- “Media coverage as an end in itself is too often the aim of their activities. Marketing and branding have a high profile. Perhaps worst of all, relief efforts in the field are sometimes competitive with little collaboration between agencies, including smaller, grass-roots charities that may have better networks in affected counties and so are well placed to immediately implement emergency relief.”



CHANGE FROM UN AGENCIES

- Development agencies are providers of public good, but many of them are driven by a strong desire for corporate marketing and branding
- Development agencies should avoid influence the 'agenda' of agenda setters for agency visibility
- Aid agencies need to move from information delivery to media professionals to more effective communication.
- Media advocacy should prioritise citizenship or civic journalism which has been noted as critical to shaping opinions through the voice of programme beneficiaries.



SECTION 7 ...

- **4. issues and recommendations for communication institution**



AREAS FOR FURTHER RESEARCH

What is the impact of the multiplicity of aid agencies on journalism practice?

What is the perception of aid agencies by media practitioners and how is this affecting news management and gatekeeping functions?

How could the media agencies hold aid agencies accountable?

What is the impact of the frames used by development agencies on media presentation of social issues?

Journalism curricular should strengthen skills and knowledge for effective reporting and communication of health and development issues.



CHANGE FROM COMMS INSTITUTIONS

- Communication education in a social media age needs to consider their implications for:
 - communications theory, practice, policy, research and training.



Conclusion

1. Development problems are wicked problems

1. Multidimensional
2. Multiple stakeholders
3. Multiple causes
4. Multiple symptoms
5. Multiple solutions
6. Constantly evolving

2. Communication for Development response must

Develop new tools, approaches, methods of engagement to enhance our relevance.

2. Needs correct diagnosis and mapping of problems
3. Involve an integral and coherent communications agenda
4. Contribute to long term and sustainable change

THANK YOU!

