



REPORT

Workshop on Strategic Communications –
National Action Plans to End Gender Violence & IT Capacity Building
3-5 November 2008, Gaborone, Botswana



Prepared by: Gender Links - Botswana
Plot 19823
Gaborone, Botswana
+267 75078569
alliance@genderlinks.org.za
www.genderlinks.org.za

Contents	Page
Synopsis	3
Key Note Speech – Permanent Secretary Ministry of Labour and Home Affairs	3
Case Studies on Successful Campaigns	4
Concept and Model on Communications for Social Change	6
Exercise in Strategic Communications	7
Targeted Messages and Slogans – Campaign to End Domestic Violence	8
Strategic Communications – Planning for 16 Days of Activism and 365 Days of Action	9
IT for Capacity Building	9
Annexes	
Participants' List	
16 Days of Activism Calendar (2008)	
365 Day Communications Strategy and Plan	
365 Calendar to end Gender Based Violence	

1.0 Synopsis

This report highlights the outcomes of the workshop on 'Strategic Communications, National Action Plans to End Gender Violence & IT Capacity Building'. This workshop took place from 3-5 November 2008, in Gaborone, Botswana, in the build up to the 2008 Sixteen Days of Activism campaign period. This period provides an opportune time to heighten awareness on the action plans as well as align national action plans to key gender based violence targets in the SADC Gender and Development Protocol.

The workshop in which 28 institutions, organisational representatives and individual experts participated (Annex 1), was aimed at providing participants with a framework for collaborative action and emphasised the importance of education, training and awareness building outlined in the national action plans.

The workshop focused on developing a targeted campaign using the National Action Plan to End Gender Violence as an example and designing a communication strategy for popularising the national strategy. Furthermore, the Sixteen Days of Activism Campaign was used to develop a communication strategy and action plan for the Domestic Violence Action Plan.

Another important component of the training was the exposure of participants to the use of IT tools for advocacy. This takes forward ongoing work by Gender Links and the Gender and Media Southern Africa Network (GEMSA) in training gender activists on how to use IT for gender justice using the IT for advocacy manual co-produced by both organisations. In this regard participants were trained in using new tools of communication, such as cyber-dialogues and designing their own means of communication, to reach wider audiences and create more interaction with stakeholders.

2.0 Key Note Speech by Mrs Segakweng Tsiane

The morning sessions were Chaired by the BOCONGO Gender Sector Coordinator, Ms Chigedze Chinyepi, and the Executive Director of the Kagisano Society Women's Shelter, Mrs More. After outlining the main objectives of the workshop, Pamela Mhlanga, the Coordinator of the Gender Links Office in Botswana pointed out to the participants that in November 2007, the stakeholders who developed the National Action Plan came together to consolidate their ideas into the draft plan which would be a key document fanning the discussions during the workshop.

The key note speech was given by Mrs Segakweng Tsiane, Permanent Secretary (PS) in the Ministry of Labour and Home Affairs. She highlighted the importance of unity in fighting gender based violence and raising awareness on its underlying causes. Mrs Tsiane identified the workshop as an important platform to discuss increasing gender based violence in Botswana and to come up with urgent responses to deal with the challenge. She stressed the importance of changing the culture of violence, especially in the presence and upbringing of children, who harbour the effects of witnessing violence. In these cases family focused interventions are required.

The PS noted that now that the government had enacted the Domestic Violence Act in 2008, it was time to familiarise the public on this law and take action against perpetrators. She went on to mention the fact that violence is a characteristic of an undisciplined society and takes away the dignity of the survivor. This raises the question on how can we work together to eradicate violence from our society. Some suggestions by the PS included the use of technology to achieve equality, to share knowledge and experiences with other countries on what worked and what did not work within their societies. In this regard, the media is also a crucial player to promote a strong movement.

Mrs Tsiane stated that she was looking forward to the outcomes of the workshop and the strategies that the participants will come up with. She also pointed out that she had just arrived from a workshop in Namibia, where representatives of Commonwealth Member States were also addressing the issues of social development, of which GBV is a critical aspect. In this regard, she noted that the fight against GBV can be regarded as a struggle on a world wide scale.

In response to the keynote speech, questions rose about the difficulty of achieving behaviour change and to what extent this is a cultural or societal problem. A participant responded to this by stating that dignity and morality go hand in hand, that Batswana have high moral standards but that change starts with the individual.

The point regarding the conceptualisation of gender was raised, basically what is meant when we are talking about gender and how this is communicated to the public. The absence of men in the fight against GBV is obvious, and it was suggested that more should be done to include men in acting against GBV. The issue of being sensitive to the male ego was brought up, how to communicate to them in such a way that they remain willing and open to hear the core messages.

There was a consensus that GBV is a complicated issue and that in general it is a challenge to bring in men when working against gender based violence. Cultural traditions still seem to dominate the majority's response to the issue, which is why an intergraded approach to change mindsets is necessary.

Pamela Mhlanga responded by pointing out the need to focus on the root causes, and shift from the 'bandage' approach, so that society works towards not getting any wounds at all. The PS added here that it remains a long term process and that is of great importance of addressing the causal issues and their effects. Another important element is the multi level way of dealing with GBV, as action is required from a family, to community, to governmental levels. However, the PS noted that we should always keep asking ourselves what we can do to eradicate gender based violence.

3.0 Presenting Case Studies on Successful Campaigns

Mr C Mbulawa – Case Study on Itshereletse TV Docudrama by the Botswana Police Service

In his presentation, Mr. Mbulawa shed some light on the endeavours of the Botswana Police Service (BPS) to deal with gender based violence. He outlined to the participants that the issues concerning gender based violence are very complex and wanted to correct the view that the police has a solution to every problem. Mr. Mbulawa also warned about the limitations of using absolute figures in trying to build a case, as sometimes statistics have proven to not give a realistic view of the situation, which has to do with the scarcity in data collection and the fear of speaking out about certain issues.

In his presentation, Mr Mbulawa pointed out that the BPS decided to embark on an educational campaign, as they found that prevention is better than cure. This resulted in a public relations (PR) Unit, which conducts research and gathers information, runs a radio programme on radio Botswana, and produces a magazine. They are also producing a 30 minute docudrama on TV, which they found is the best way of reaching out to the public. It aims to bring the message of 'protect yourself', that individuals have a responsibility to protect their own lives and protecting their property. In these docudramas the cast are all police officers and they work without a script. They come up with all the ideas themselves. A snapshot of the docudrama about gender based violence was later showed to the participants.

Mrs C Okello Wengi – Popularising the Domestic Violence Act by the Women's Affairs Department in the Ministry of Labour and Home Affairs

In her presentation Ms Okello Wengi explained that the Penal Code criminalises acts of violence irrespective of whether such an act of violence has occurred in a domestic setting or outside a domestic setting. Therefore, the Domestic Violence Act does not create new offences nor seeks to criminalise an act of domestic violence. The Act seeks to compliment the criminal law by providing civil remedies to enable survivors of violence to have greater protection under the law while simultaneously the criminal justice system takes its course. The bill was passed by the parliament of Botswana on 8 February 2008, and became enforceable in August 2008.

The Act provides for the protection of survivors of domestic violence and for matters connected therewith. The Act has three parts;

-) Part I contains the preliminary provisions;
-) Part II makes provision for the issuance of court orders; and
-) Part III contains general provisions, including property rights.

Ms Okello Wengi also discussed the controversial issues not addressed in the current Domestic Violence Act such as the criminalisation of the act of domestic violence, and the failure to recognise marital rape. She pointed out that the Domestic Violence Act only deals with offences under the Penal Code, and if the Penal Code does not recognize marital rape, then domestic violence does not include marital rape.

Regarding popularising the Domestic Violence Act, and the current work that WAD is doing to design a leaflet to inform the public about its content, a Committee was asked to make recommendations on its design and content, and a draft has now been

developed. The participants were provided with this draft to analyse and advice on its content and presentation, and give feedback on this later during the workshop.

A debate started on how much of the communication efforts should be targeted to the victims/survivors and how much to the perpetrators, as some participants felt the latter should be addressed more frequently. In communicating social change, the question was raised as to how one segments target groups. It was noted that to accomplish change, communication has to stretch beyond merely providing information, to engaging people in educating them.

One participant observed that there is need to look into the way marriages are conducted. For example the idea that when two people marry they become one person, makes it difficult to make the case for violation of the other, which also makes abuse in the name of conjugal rights difficult to challenge. One participant related an anecdote, where even lawyers are saying that a wife has little rights within the marriage, which is important to consider in designing the communication strategy.

In response to a question regarding measuring impact and change on the ground as a result of their programmes, Mr. Mbulawa explained that the ideas for their educational programs are often initiated by the public. Through the radio program people are telling them what concerns them and what they would like the police to do about it. He stated that the BPS does not have empirical evidence on the impact of their programs yet, as they only started in 2006.

Regarding the communication efforts concerning the Domestic Violence Act, Mrs Okello Wengi explained to the participants that WAD had formed a working group to develop a plan of action. They are designing two booklets; one is for the public and one for the service providers. To develop an integrated approach they worked with the Attorney General's Chambers, counsellors across the country and local authorities in disseminating information on the Act. As WAD was aiming to use the booklets during the 16 days campaign and comments were still being widely solicited, copies were distributed to all participants with the request to share their views and comments.

4.0 The Concept of Communicating for Social Change

Pamela Mhlanga presented on the concept of communicating for social change. She explained that communication for change is not a one way system; it requires a base strategy underpinned by a clear set of principles to inform the intended audience. The communication should result in actual behaviour change, which change should be measurable. Communication for development should be people driven and aiming to heal people and healing the nation. The idea of people having agency and pulling grassroots people into the process should be a primary focus. If this is looked at in the context of popularising the Domestic Violence Act, this presents a big challenge as it would mean engaging with the intended audience in everyday language without losing the message.

The Five Pillars for 'Communications for Social Change' were outlined as follows:

- Community participation and ownership
- Sensitivity to language and cultural relevance
- Generation of local content
- Use of appropriate technology
- Network and convergence.

In this regard, it was pointed out that it is essential to check what the best and most effective medium to reach one's audience is, and which networks are most appropriate for the issue being communicated.

A good checklist is the 'Key considerations in design' which has been developed by Gender Links, which includes:-

- Situation analysis
- Framing the issue
- Medium of delivery (interactive, written, audio, visual)
- Attitude of recipient
- Facilitating the feedback.

5.0 Exercise in Strategic Communications – Reviewing the Pamphlet Simplifying the Domestic Violence Act

The participants were asked to analyze the draft pamphlet developed by WAD on the Domestic Violence Act, based on the 'communication for social change' model, and to use the check list that determines whether the approach to its development is aligned to the model.

Feedback group 1

A key point raised in the feedback was that the pamphlet was not interactive enough and it paints too much of a picture of women too as victims. It was also noted that the language can be difficult for some people to understand. A suggestion was made to put a 'definition of words' at the beginning of the pamphlet, so people will have a better understanding of the terms being used. There was also a question raised as to whether Batswana are more comfortable reading English or Setswana, and there was a suggestion to also translate the leaflet into Setswana.

More suggestions included the following:-

-) use more bullet points or reduce sentences
-) simplify the information further, and have a better flow
-) the excerpt under 'Penal code' is too complicated and needed some clarification.
-) add pictures to the leaflet, to attract and keep the attention of the reader.

Feedback group 2

The group found the pamphlet not interactive enough and suggested space for feedback. They also proposed that the content of the Act could be presented in 'discussion form', such as going to the community, discuss the Act with them and to interact with them in the form of role plays. Other suggestions were as follows:-

-) publish the content in 'magazine form', with cartoons accompanying the text.
-) the terminology in the text should be less complicated
-) some sensitive terms needed to be unpacked, for example 'head of family'
-) clarify concretely what the Act can do to help people, for example 'with this Act the abuser can be removed from the house hold' etc.

6.0 Targeted Messages for a Campaign to end Domestic Violence

Participants were asked, in group work, to develop messages and slogans to support the campaign to end domestic violence using a planning tool that segmented the target audiences, and the following was the outcome:-

What needs to be communicated	Slogan
To the abused woman or man: Raise awareness that abuse is a crime they are responsible for their children's safety	'Don't be a victim'
Abusive men/women: See slogan	'Be driven by love, not hatred'
To parents or guardian: Responsibility to protect children (+ give lessons on parenting)	'Lead by example – reject abuse'
On the community level: Violence should not be an option to solve problems	'Zero-tolerance to violence' 'Development is a life free of violence'
Religion The church is not immune to violence	'Rise and shine – stand against abuse'

7.0 Strategic Communications – Developing Plans for the 365 Day Calendar or Events, 365 Day Communications Plan, and 16 Days Calendar

Prior to the development of the plans, some learning points raised by the participants included the following:-

-) Good information on the Domestic Violence Act, which some participants were not familiar with.
-) New ways of communicating the information on the Domestic Violence Act
-) Learning about the concept and model of communications for social change and how this can be applied in their work
-) Good information on the mandate of the Botswana Police Service and some of the issues relating to how they discharge this mandate as regards gender based violence
-) Good basis for preparing for the 16 Days of Activism to end Gender Based Violence
-) The use of statistics, and the need to go beyond the numbers in order to get a better and fuller picture of the magnitude of a problem; there is need to balance quantitative and qualitative information
-) A male participant shared that he had learned more about how long women have been struggling to have the Domestic Violence Act enacted, and that there is need to stand together to make a difference.

Participants worked together to produce the following:-

- ✓ Calendar highlighting pre planned and potential activities for the 16 Days of Activism to end GBV in Botswana for 2008 (Annex 1)
- ✓ 365 Day Communications Strategy and Plan to popularise the National Action Plan to end GBV (Annex 2)
- ✓ 365 Calendar to end Gender Based Violence (Annex 3)

8.0 IT Capacity Building

During the IT Capacity Building training, Mr. Fortune Sibanda the GEMSA Regional Coordinator introduced the participants to using the internet and search engines to support their organisation's advocacy and campaigns to end GBV. He explained how to use Microsoft Publisher to design means of communication, like a newsletter, calendar or flyer.

The participants were introduced to the concept and objectives of cyber dialogues and were showed how to create an account and log-in to a cyber dialogue. As the internet connection was too slow to hold a 'mock' dialogue at that time, the participants were informed about the planned dialogues during the 16 days of Activism campaign this year, and were invited to join. It was indicated by participants that this training was very useful in developing IT skills to support their organisation's activities and some participants asked for a follow-up to this training to further develop their IT skills.

ANNEX A - Participants Workshop on Strategic Communications,
National Action Plans to End Gender Violence & IT Capacity Building, 3-5 November 2008,
Gaborone, Botswana.

Organization	Name	Sex	Phone	Fax	Email
Women's Shelter	Kgomotso More	Female	3900516	3907659	kswp@info.bw
BOCONGO	Chigedze Chinyepi	Female			
Lifeline Botswana	Eddy Makiwa	Male	3911270	3911646	kioskie@hotmail.com
WLSA	Omphemetse Motshegwa	Female	3923346	3923346	wlsa@info.bw
MISA	Mpho Motlhabani	Male	3971972	3161196	info@bw.misa.org
YWCA	Loatile Seboni	Female	3953681	3957783	ywca@botsnet.bw
Botswana Media Women Association (BOMWA)	Tsogo Bonang	Male	3924657	3900939	
WAD – Ministry of Labour & Home Affairs	Patricia M. Masasa Emmah Mmerek Catherine Sello Geoffrey Masico Caroline Davids Ow Kelly Dumbuzo Misani Kombani	Female Female Female Male Female Female Female	71344508 71835741 72972892 / 4630246 6597629 3912290 3912290 3912290	2614112 4630392 6597628 3911944 3911944 3911944	Box 1385 Selebi-Phikwe Cadisezo@gmail.com Cokello-wengi@gov.bw kdambuza@gov.bw kdambuza@yahoo.com mmisani@yahoo.com
Botswana Network of AIDS Service Organisations (BONASO)	Thabo Mphothwe	Female	3170582	3908436	bonaso@botsnet.bw tmphothwe@bonaso.org.bw
Botswana Council of Churches	Edith Kego Phirie	Female	3915921 71845844 3951981(BCC)	3951981	ephirie@info.bw
Botswana Network on Ethics, Law and HIV/AIDS (BONELA)	Lenah Baitirile Doris Kumbawa	Female Female	3932516 / 71985447 3932516	3932517 3932517	lenahbaitirile@yahoo.com media@bonela.org
Botswana Police Service	Mr Chris Mbulawa Onkemetse Mahatile	Male Female	72102686 3605439 71277194	3972402 3922743	Chmbulawa@gov.bw Mahatltheo@yahoo.com

	Kenneth Nkomo	Male	75065245		kbnkomo@gov.bw
Educational Broadcasting – Botswana Television	Ms T Gombalume	Female	71818156		tgombalume@gov.bw
WLSA Researcher	Ms Warona Tlamelo	Female	72543225	-	-
GPPC, UB, SADC Protocol Alliance	Mrs E Alexander	Female	72146887	3959161	Alexander@mopipi.ub.bw
	Mrs M Moses	Female	74140696		tukunu@yahoo.com
BOMWA	Ms GL Madikgetla	Female	74339668		dilollz@yahoo.com
BNYC	Tinah Molatlhegi	Female	71307745		Tinahm74@hotmail.com
Botswana Press Agency	Esther Mmolai	Female	5390115	5390126	kelmmol@yahoo.com
UNICEF	Kimberly Gaston	Female	3951909 Ext 111	3951233	kgaston@unicef.org

Annex B - Framework
SIXTEEN DAYS CALENDAR AND ACTION PLAN 2008

Overarching themes

Reduce by half gender violence by 2015; ending gender violence in our life time
Peace begins at home

PROPOSED DATE/TIME	THEME	SLOGAN	ACTIVITIES	CYBER DIALOGUE	VENUE	LEAD AGENCY	PARTNERS
Friday 14 Nov, 13:00-14:00	Media	'Women are pillars of the nation: Report wisely'	-media workshop/training -briefing	Media part of the problem or of the solution	BTV Amphitheatre	Women's Affairs Department	Emang Basadi Women's Shelter Gender Links GEMSA/BOMWA WLSA BONEPWA Botswana Police Women Network WAR
Thursday 20 th November 12:00 – 13:00	Financing SADC protocol provisions on GBV			Financial implications of the protocol			
Tuesday 25 Nov 10:00 – 13:00	Int'l day of no violence against women	'Defending woman defending rights' 'Violating rights, degrading the nation's dignity' 'All are equal' 'Equality is a right for all'	-talk shows -ladies football tournament -use cyber dialogue as a post event feedback -woman of the year award (FNB)	Regional dialogue on speaking out – with survivors of gender violence	Ikageleng Kagiso Botshabelo kgotla	WAD Selebi-Phikwe	Local authority (dikgosi) Ward development committee NGO's (Child & Project, Children, woman and HIV/AIDS) BOPA Schools LEA (Local Enterprise Authority) Business Community

Wednesday 26 – Friday 28 th Nov	Domestic Violence & Sexual violence	'You don't love them if you hurt them' 'Violence can not solve problems' 'Peace begins at home' 'Stop violating me'	-talk shows -media/press (tv,radio) -drama on TV -performing and visual arts -candle light for domestic violence -forum for sharing	Dialogue on domestic violence act (interactive website on domestic violence)	Thapong Visual Arts Centre Mobile talkshows / road trips -Tshofelo park -parliament square	WAD	Botswana Music Union Botswana Society of Arts Thapong Visual Arts Centre Media/press
Thursday 27 Nov	Gender violence and sexual orientation - LGBT	'Man or woman – love is love'	-march in support of LGBT's -Commissioning an artist to compose a song -talk show (radio call- in)			BONELA Ditshwanelo (Gay and lesbian organisation s of Botswana, UB movement)	Botswana Law Society Selected performing artist Community
Friday 28 Nov	Human trafficking	'Don't trade them, save them'	-march -bill boards, along high ways, airport -TV shows -awareness programme	Dialogue on human trafficking; discuss cyber crime and how it exacerbates the problem		Human rights organisation s, like Ditshwanelo , WLSA, BONATIPE	Botswana Police Service Ministry of transport Ministry of Labour & Home Affairs
Saturday 29 Nov	Gender violence and youth			-			
Evening	Take Back the Night			-			
Monday 1 December 12.00-13.00	World Aids Day	'Unite and fight against AIDS'	-march – town center -exhibition art museum -update on HIV/AIDS issues by minister through the radio(e.g. whether there is progress or not, how are country is doing in comparison to other	Dialogue on HIV and AIDS, provision of PEP in the region		BONELA BONPWA	Ministry of Health NACA WHO

			countries) -voluntary testing - candle light vigil				
Tuesday 2 December	Making IT work for gender justice			How IT can empower women			
Wednesday 3 December	International day of the Disabled						
Thursday 4 December	Taxi violence, public transport violence			Dialogue on gender based violence encountered when using public transport			
Friday 5 December	Violence and elections			Cyber dialogue on gender dimensions of election violence			

Saturday 6 December	Men as partners	'We – men to women'	<ul style="list-style-type: none"> -role swapping for the whole day(an event) What men can do: <ul style="list-style-type: none"> -bring salads -send please call's -love letter in English and Setswana -Spa on side; wax-body, facials & massage What women can do: <ul style="list-style-type: none"> -braaing meat -send airtime -send flowers -car wash / valet -opening doors for men Sponsored event can be recorded for TV, radio & promotional video -music female 'tinto' -presentations -fun MC's -Poet 	-			
Sunday 7 December	Religion			-			
Monday 8 December	GBV at the workplace			-			
Tuesday 9 December	Gender Based Violence and xenophobia			Regional dialogue on xenophobia			
Wednesday 10 December	International Human Rights Day, Wrap up: From 16 days to the next 365			Cyber dialogue on way forward – what priorities for 2009 should be			

Annex C: 365 DAYS COMMUNICATIONS ACTION PLAN

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
GENERAL						
To publicise the fact that discrimination based on sex is unconstitutional.	Drama, workshop, poetry, song and dance, radio jingles, community dialogue, organising talk shows	Youth, men and women, different professionals and service providers	International Women's Day and 16 Days of Activism (yearly)	WAD, Attorney Generals Office, NGO's / CBO's, FBO's	Number of workshop Attendants Number of community dialogue attendants Number of those who attend the talk shows.	
THE INDIVIDUAL/HOUSEHOLD						
To ensure that women are aware of their rights	Conducting Kgotla meetings Community Dialogues, Radio Programmes, Talkshows, school clubs	Women/girls	On going	WAD, NGO'S, CBO'S, FBOs (e.g BCC), YWCA, Child Line, School Clubs	Kgotla meeting attendants Radio programmes listeners	
To increase the rate of reporting of GBV cases	Botswana Police television programme [Itshireletse] Kgotla meetings, use of IEC Materials	Women, men and the community at large	On going	Botswana National Police Service, Botswana Local Police, WAD, NGO's. CBO'S and FBO'S.	Increased awareness Increased reporting of cases.	
To reduce the rate of withdrawal of cases	Strengthen sensitisation programmes Botswana Police Service programme, Introduction of IEC materials	Women and men	On going	Botswana Police Service	Analysis of statistics from Botswana Police Service	

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
Provide information on existing services to communities	Development of IEC materials	Schools (secondary), Kgotla Meetings	During school days	Emang Basadi, Churches	Follow up programmes	
Provide empowerment (support, education e.t.c) to survivors and victims of gender violence in a coordinated way	Development of IEC materials Conducting workshops and community dialogues, provide psychosocial support to survivors	Victims, Survivors, women, men students	On going	Service Providers, e.g. WAD, NGO's, CBO's and FBO's.	Workshop held	
Raising the profile and mobilising resources for the prevention of GBV	Conducting kgotla meetings. School clubs Parents and Teachers Associations	Women, men, students	On going	WAD, NGO's, CBO and PTAs	Activities held	
Create a critical mass of boys and men involved in ending gender based violence.	Community dialogues	Men and boy-girl	On- going	Men sectors	Activities conducted and number of attendants	
Using Special Dates in the Calendar						
Using the 16 Days campaign to measure progress, demand accountability and raise awareness of GBV	Conduct an audit of progress made in implementing this plan using the score card at Annex A. Mount collective campaign activities for maximum impact amongst stakeholders	General public	16 days of activism	WAD, NGO's/CBO'and FBO's	Activities conducted	

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
Making use of special dates in the calendar to stretch the campaign to 365 days	Drama,	Children, Women and men	June 16, Valentine's day, mother and father's day	WAD, NGO's	Activities conducted and number of participants	
Share knowledge, research and best practices to end gender violence	Relevant stakeholders share user friendly and appropriate targeted publications for ending gender violence.	General public, with specific focus on Dikgosi	16 days of activism	All stakeholders	Activities conducted and number of participants	
COMMUNITIES						
Promote safety in public spaces	Use of IEC materials, use of posters and radio jingles	General public	On going	Neighbourhood watch, Botswana Police Service, local government authorities	Activities conducted and number	
Create awareness on the link between GBV and HIV and AIDS	Holistic and transformative education and awareness campaigns on link between HIV and AIDS and gender violence	General public	Sept – Dec, and ongoing 16 Days	Ministries of Health, Local Government, the Women's Sector, WAD, UNIFEM, Youth Health Organisations	One high profile campaign held each year	
	Conduct workshops for policy makers on intersection of GBV and HIV and AIDS	Policy makers	On going	Governmental organisations and NGO's	One high profile workshop held	

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
	Conduct workshops and mobilise civil society organisations to lobby for the enactment of laws and buy in on intersection of HIV and AIDS and gender violence: Inclusion of PEP in Sexual Offences Bill. Advocacy, public education and awareness on this.					
	Training for sex workers in gender and HIV and AIDS					
Promote cohesion and have a shared vision for communities.						
Schools						
Safety in schools programme						
Increase awareness of GBV by boys and girls in schools						
Increase awareness on dangers of alcohol and drug abuse and the intersection between HIV and AIDS and Gender Violence						
Ensure message of ending gender based violence reaches to children out of school						
SOCIETY						
Media						

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
Promote balance, fairness, sensitivity and compliance with ethical standards in media	Conduct workshops on gender sensitisation (GBV) Implement code of ethics	Media practitioners Media houses	Quarterly Continuous	MISA, BOMWA/GEMSA, Media houses, Press council WAD, Gender Based Orgs MISA	Gender Balanced reporting Informed media practitioners	
Media Literacy	Develop innovative sensitisation programmes to create public awareness to respond effectively and promptly to gender insensitive media reporting and advertisements	Public Media	Continuous Continuous	Botswana Press Council MISA, GEMSA/ BOMWA, Media houses	Public reports on insensitive reporting Prompt response to public complaints by the media	
Use multi-media products to for prevention of gender violence	Use a man as talk show host on GBV issues, Sports Personalities and other high profile persons	Public	Continuous	BTv		
Ensure involvement of survivors of gender violence in ending GBV	Print life stories of the experiences and conquest of GBV	Public	Continuous	Media, e.g The Voice	Public awareness	
Political						
To involve public officials and royal family to be bearers of messages of condemning GBV utilising the media and public spaces throughout the year	Kgotla meetings, council forum, sports personalities and Itshireletse cast	Dikgosi, politicians	Continuous	District Development Committees, District Extension Teams, Church Ministers Fraternity	Effective involvement of political leaders	

OBJECTIVE	ACTIVITIES	TARGETS	TIMEFRAME	WHO RESPONSIBLE	OUTPUTS	BUDGET
Increasing women's representation in decision making bodies in a manner that is effective so they can influence policy	Conducting research on increasing representation of women Press briefing Conduct workshops with central committees and women's wings of political parties, aspiring women politicians	Women in politics Media houses Quarterly		WAD, Women's Caucus, Emang Basadi, GEMSA Same as above Same as above	Research conducted to understand obstacles of women to participate	
Criminal justice system						
To ensure legal aid is made accessible and affordable to victims and survivors of gender violence	Set a fund and legal assistance for assisting the GBV survivors	Victims of GBV Public	By March	WAD, Legal Clinic, BONELA, Emang Basadi	To have fund in place	
COORDINATION						
Promote regular information flows amongst sectors working on gender violence in Botswana	Conduct a consultation workshop Conduct a feedback and evaluation on service providers	Stakeholders Stakeholders	March Quarterly	Gender Links, WAD, BOCONGO Gender Links, WAD, BOCONGO	Effective partnership Effective partnership	
MONITORING AND EVALUATION						
To measure whether attitudes are changing so as to target campaigns more effectively	Establish targets and indicators; conduct regular surveys, impact assessments	Public	By September 2009	WAD, BOCONGO, Gender Links, BONEPWA	Report on attitudes change and campaign success	

ANNEX D - 365 Day Calendar to end Gender Based Violence (Botswana)

MONTH	THEME	SPECIAL DATES		SLOGANS
January	Turning this year into a year of unity	1	New Year's Day	Together we can stop violence
February	Protecting our loved ones	14	Valentine's Day	True love cares
March	Youth, the light of the nation	The whole month	Month of Youth Against AIDS	Empower the youth, stop Gender based violence
March	Women, the foundation in challenging obstacles that hinder a violence free society	8	International Women's Day	Appreciate the strength of a woman
March	Carry a cross against Gender based violence	21	Good Friday	Together we can fight gender based violence
April				
May	Creating a violence free workplace	1	Labour Day	A stress free workforce, a productive workforce
May	Responsible reporting, a weapon against gender based violence Media, a powerful tool To fight gender based Violence	3	World Press Freedom Day	Expose gender based violence, save the nation
		25	Africa Day	
June	Making the protection of our children against abuse a priority	16	Day of the African Child	Parents lead by example, reject abuse
July	Promoting a culturally Positive nation, our defence against gender based violence	18	Culture Day	Uphold culture that upholds human rights
August				
September	A nation free from gender based violence, a developed nation	30	Independence Day	Fight gender based violence, free the nation
September	Prayer, a tool to fight gender based violence and AIDS	Whole month	Month of Prayer Against HIV and AIDS	Lock out abuse
October				
November	Violence against women, a hindrance to achieving sustainable development	25	International Day of No Violence Against women	Say No to abuse, break the silence
December	Working towards winning the war against the two pandemics	1	World AIDS Day	Stop Violence, Stop AIDS
	Disability is not inability to fight gender based violence	3	International Day for the Disabled	Fighting gender based violence begins with you

	Fighting spite killings, an effort to achieve gender equality	6	Day of the Montreal Massacres	Say no to spite killings
	Stepping up the campaign on human rights	10	International human Rights Day	Stand up against abuse

