

CHAPTER 6

PREVENTION AND PARTICIPATION



Men leading from the front in the fight against VAW: a gender activist in Chiredzi during the Sixteen Days of Activism campaign.
Photo by Colleen Lowe Morna

A safer environment for women and girls entails the creation of an enabling environment for individual and community behavioural transformation. Strategies include targeted empowerment of women, raising overall community awareness, community mobilisation to discourage patriarchal societal norms, providing support for evidence-based advocacy and conducting mass media campaigns that improve knowledge, attitudes, and practices of community members²¹.

This study places emphasis on documenting primary and secondary prevention initiatives in Zimbabwe in the different spheres for action. VAW prevention campaigns implemented in the Zimbabwean context include the 4Ps campaign, the Sixteen Days of Activism, the 365 Days Campaign, and other locally based initiatives.

The chapter outlines a compendium of prevention initiatives implemented in the Zimbabwean context and their effectiveness. The interventions fall into three categories²², namely:

- **Primary prevention:** These are interventions that are aimed at addressing VAW before it occurs, in order to prevent initial perpetration or victimisation. These include targeted actions aimed at changing behaviour and attitudes. Interventions are also aimed at changing risk producing environments.
- **Secondary prevention:** These interventions happen immediately after the violence has occurred to deal with the short term consequences for example, treatment, and counselling.
- **Tertiary prevention:** These interventions focus on long term interventions after violence has occurred, in order to address lasting consequences. Examples of these are perpetrator-counselling interventions.

Primary prevention

Primary interventions for VAW aim to address the root causes at an individual, relationship, community and societal level. Strategies include:

- Public awareness programmes;

- Local government initiatives to prevent VAW;
- Mass media campaigns and gender sensitive reporting; and
- Political will and commitment to address VAW.

Public awareness campaigns: The 4Ps and Sixteen days of Activism Campaign

Each year the Sixteen Days of Activism campaign has provided a rallying point for governments, NGOs, CBOs and other stakeholders in the region to mount events aimed at raising awareness, influencing behavioural change and securing high level political commitment to end VAW. The campaign takes place annually between 25 November and 10 December.

Key dates include:

- 25 November: International Day of No Violence Against Women
- 1 December: World AIDS Day
- 3 December: International Day for the Disabled
- 10 December: Human Rights Day

The prevalence and attitude survey for this study asked women and men about their knowledge and participation in VAW campaigns.

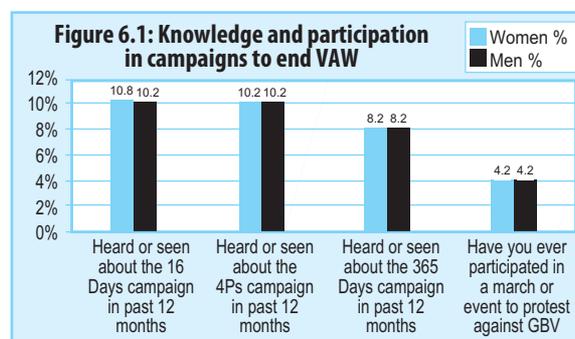


Figure 6.1 shows a general low awareness of campaigns by women and men. One in ten men and women had heard of the 16 days of Activism. Almost similar proportion of women (10%) and men (10%) had heard about the 4Ps campaign. A lower proportion of women (8%) and men (8%) had heard

²¹ National VAW strategy.

²² Centre for Disease Control and Prevention. Sexual Violence Prevention: Beginning the Dialogue. Atlanta, GA (2004) p. 3.

about the 365 Days Campaign. One in twenty-five (4%) women and men (4%) ever participated in a march or event to protest against VAW.

These findings indicate the need for greater outreach efforts in VAW campaigns. They also indicate a somewhat equal access to campaign information between women and men.

Source of information of events or VAW awareness campaigns

Participants who had heard about the campaigns were asked about their source of information.

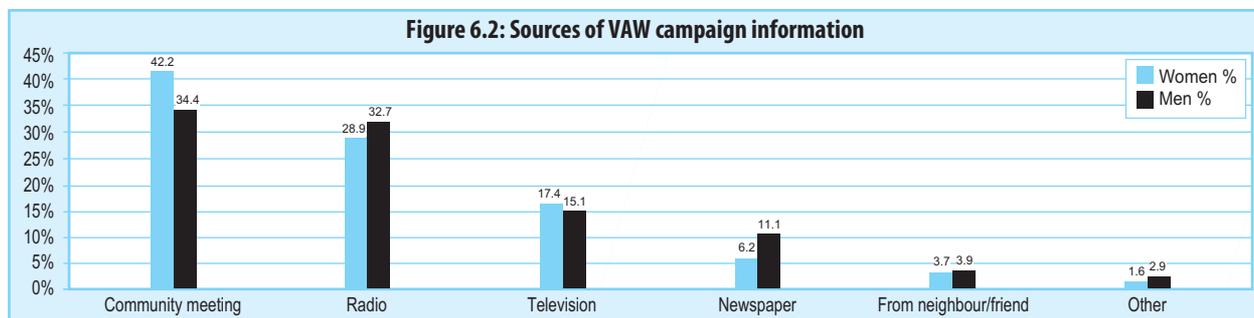


Figure 6.2 shows that the majority of women (42%) and men (34%) heard about the campaigns through community meetings. Twenty nine percent of women and 33% of men heard of the campaigns through the radio. Seventeen percent of women and 15% of men heard about campaigns through television. Co-ordinators of campaigns need to develop strategies

that centre on community mobilisation and use of the electronic media. The print media needs to improve its coverage of campaigns.

Participants in the survey were also asked about their feelings about the VAW campaigns.

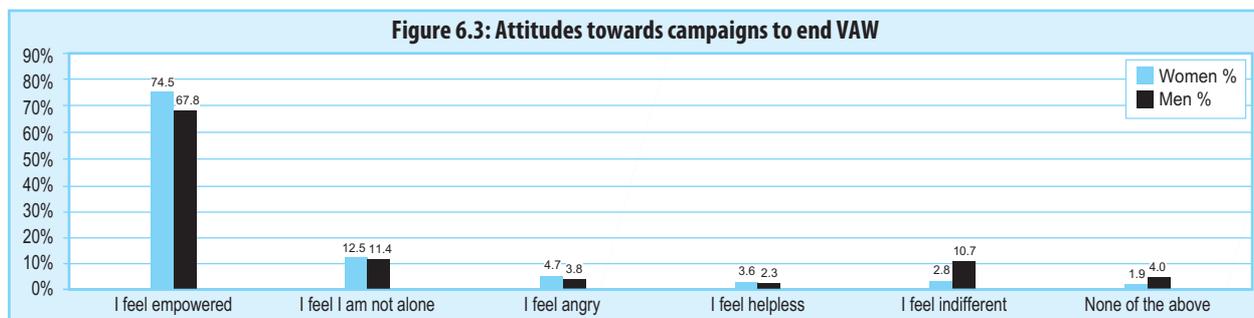


Figure 6.3 shows that the majority of women (75%) and men (68%) found the VAW campaigns empowering. However a greater proportion of men (11%) than women (3%) felt indifferent towards the

campaigns. There is need for more concerted effort to change attitudes of men in general but also to make them more receptive of campaigns and campaign messages.

Case study 6.1: MWAGCD champions the national 4Ps campaign



MWAGCD officers facilitate a 4Ps campaign community event.

Photo courtesy of MWAGCD

The MWAGCD organises awareness campaigns in both rural and urban areas to educate the general public about the Domestic Violence Act and also to promote the reduction of VAW. Such activities are coordinated throughout the year through the 4Ps (Prevention, Protection, Programmes and Participation) campaign on zero tolerance to domestic violence. The implementation of the 4Ps campaign is an ongoing exercise and the activities are integrated into the 16 to 365 days campaign.

The ministry has undertaken several successful activities to publicise the campaign since its inception to the implementation

of this research. These include strategic meetings with provincial and district development officers, awareness meetings were held in every ward throughout the country. The MWAGCD also holds targeted meetings across the country with community leaders, social institutions including churches and traditional leaders. The MWAGCD is extensively using the media. This is evident through production and distribution of IEC material on domestic violence in vernacular to all ten provinces, production of radio and television VAW sensitisation programmes. The ministry also launched a musical CD on domestic violence.

While much has been done to roll out the campaign to date, MWAGCD continues to widen its outreach to previously unreached rural and urban centres. The campaign needs to be publicised since this research shows that about a tenth of the population have heard or seen the campaign. The findings also show that the main source of campaign information is community meetings. MWAGCD needs to use the media but also harness the potential of targeted community involvement.

Engaging men

Successful efforts to build gender equality or end violence against women must involve men and address masculinities. This concept is increasingly accepted in violence prevention circles largely because of the premise that it is men who perpetrate this violence against women. While this is not to say all men are violent, according to Berkowitz (2002), "all men can have an influence on the culture and environment that allows other men to be perpetrators." Men thus have an important role to play in assisting to stop violence against women.

Case study 6.2: *Padare/Enkundleni Men's Forum on Gender*

Padare is a men's forum on gender founded in 1995. The organisation works with men and boys for the advancement of a gender just society in Zimbabwe. Through a system of community dialogues, *Padare* seeks to mobilise and inform men to contribute towards the elimination of discrimination against women and girls in society.

Outreach

Since 2005 *Padare* has managed to set up 65 active men networks. A network is formed by more than one chapter of men. A chapter consists of 30 or more men. The men meet regularly, once every month or more for discussion forums. There are men's chapters too in secondary schools, colleges and in workplace settings. *Padare* currently works in Harare, Epworth, Chitungwiza, Mashonaland West, Mutoko, Rusape, Manica Bridge, Dora, and Shamva.

Strategies

Padare promotes gender justice through awareness campaigns and community dialogues. Several methods are used to reach out to communities. These include encouraging dialogue at family level; use of community icons; talk shows; road shows; theatre; and drama. *Padare* also offers counselling services to male survivors of domestic violence. About 5 to 8 men are counselled every week at the centre in Belvedere.

Achievements

Padare has produced print and electronic publications which include:

- Report on knowledge, attitudes beliefs and practises of men on VAW and its interface with HIV and AIDS in Zimbabwe, (2007).
- Short multi-media digital storytelling DVD on Men as Partners programmes (2006).
- A musical CD on *Varume chaivo, Amadoda Oqobo/ Real Men, VAW* (2007).
- Men as Partners Training of Trainers Gender Manual (2007).
- Report on Sexuality, and Reproductive Health Rights and its link with VAW, HIV and AIDS in Tertiary Institutions, (2007).



Padare Men's Forum banner.

Photo courtesy of MWAGCD

Challenges in engaging men

According to *Padare*, there are several challenges to engaging men in Zimbabwe. Some of these include being despised for championing the women's agenda; being forced to continuously reschedule meetings because of politically related challenges; and scarcity of platforms in the country for men to discuss VAW.

Mobilising communities

Community leaders have an active part to play in combating VAW and creating an environment in which there is non-tolerance of VAW. Such an environment

is also conducive for men to be actively involved and women to be economically empowered to protect themselves as well as to deal with the consequences of VAW²³.

Case study 6.3: The Fatherhood Peace Project

The Fatherhood Peace Project (Fatherhood) mobilises, raises awareness, empowers men and build social safety nets for rural girls with the full participation/involvement of women and girls. Fatherhood is promoting a culture of communication between men, women, and children on how to end all forms of violence against women and girls. The Fatherhood Peace Project hosts Village Dialogues Forums on Girls' Rights to mobilise men in churches and communities to accept the responsibility of promoting, protecting and defending women and girls' rights. It also facilitates the establishment of community based intergenerational VAW prevention interventions and social safety nets for those most affected.

Activities

The dialogue forums bring together girls, women, men, NGOs, Traditional leadership, churches, the business community, caregivers, clinics, schools and government departments to the negotiating table to develop home-grown practical solutions to challenges being faced by local girls. Girls are groomed to demonstrate capacity to stand up for their rights, defend their rights and negotiate for their rights. Girls share challenges they face and want addressed. Open discussions and debate provide platforms to find collective, practical solutions.

Outputs

Fatherhood identified 15 Village Heads, 40 men, 15 boys, 40 women and 40 girls. They organised training workshops on Child Rights, Gender, Community Facilitation, Community Advocacy and Pressure Groups Management. After the intensive training, 15 Village Defenders of Girls' Rights (VDGR) were established and they operate more as pro-active vocal groups to raise awareness and develop targeted solutions to local problems.

Outcomes

The dialogue forums are a platform for strategic partnership among stakeholders. They also provide an opportunity for sharing good practices and lessons learnt in policy programming. The dialogue forums have also sought to engage men and boys. Some men participating in the project have pledged to stand up and defend girls rights, call for a VAW free generation and lobby for a preventive approach to VAW programming.



Men participating at the GBV fair.

Photo courtesy of MWAGCD

²³ National VAW strategy.

Developing local level action plans to end gender violence

The UN Secretary General's report on VAW calls on states to build and sustain strong multi-sectorial strategies, coordinated nationally and locally. The Centres of Excellence (COE) in gender mainstreaming in local government process arose from the realisation that the only way to have real impact at the local level is to work at council level. While policies and strategies at national level are important, these can become rhetoric if they are not translated into action on the ground. Similarly it has become clear that the lofty targets of the SADC Protocol on Gender and Development need to be localised.

GL, in partnership with the Urban Councils Association of Zimbabwe (UCAZ) and, Association of Rural District Councils (ARDC), is working with 23 councils across the country and have chosen to be part of the Centres of Excellence for Gender Mainstreaming in Local Government. These councils have committed to devise and implement local level action plans for attaining the SADC Gender Protocol targets.

The COE concept seeks to ensure that councils mainstream gender in their agenda. Key stages in the process include getting buy-in at decision-making level; conducting a baseline gender mainstreaming situational analysis; gender and action plan workshops that localise national and district gender policies and action plans. After the action planning workshops, council officials and politicians are assisted to apply these new skills through running major



campaigns, including the 365 Days to End Gender Violence and the 50/50 campaign.

During the past two years GL extended campaigns beyond urban centres to reach communities that were previously not targeted. This was carried out through supporting local councils that have been part of GL's COE process to undertake Sixteen Days Campaigns. The aim was to include communities within various localities to participate in campaigns. The approach relied on local councils and communities to plan and facilitate the Sixteen Days campaigns whereas the normal approach is to undertake campaigns on behalf of the localities.

Ending GBV in localities: The number of case studies presented during the 2013 SADC Protocol@Work summit showed commitment by councils to reduce GBV prevalence. For example in Gweru, the upgrading of Mtapu flats to family style units is envisaged to reduce overcrowding and subsequently GBV prevalence. Councils are holding education campaigns on GBV through cyber dialogues and marches against GBV.



Community members who attended focus group discussions on Chegutu's council's efforts to address GBV.

Photo by Tapiwa Zvaraya

Case study 6.4: Gweru housing project empowers women, reduces violence



Better water and sanitation bring smiles to residents of Mtapa township, Gweru.
Photo by Colleen Lowe Morna

Mtapa is the oldest suburb in Gweru, the third largest city in Zimbabwe. Built in the 1930's it comprised overcrowded hostels with up to four families occupying a room. The housing units, water and sewer systems initially designed for a smaller population failed to cope with the increasing demand for services.

Speaking at the Zimbabwe and regional SADC Protocol@Work summits, acting Gweru Director of Housing Unity Jaji described how, in 1981, the Council resolved to upgrade Mtapa and convert the houses to homeownership. The exercise is now in the final phase. Upgrading of Mtapa suburb has reduced over-crowding, improved hygiene, encouraged families to stay together, and contributed to economic development as individuals are homeowners and can plan

with and contribute to the growth of Gweru through self-help projects. They can educate their children, participate in council's service delivery business, and work in the industry.

The process directly relates to the national housing, health, economic development, poverty alleviation and gender empowerment goals. There are several gender dimensions. For example, women and girls have different privacy requirements compared with men. The absence of toilets forces them to use bushes on public spaces and they can only do this in the shelter of darkness. Security issues arise as women and girls are more vulnerable to violence, sexual harassment and other types of crime during the night.

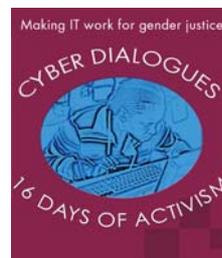
The project aimed to decongest the Mtapa suburb and reduce overcrowding through the homeownership scheme and to improve hygiene through the water and sanitation project. Each household would finally have individual water connection and a toilet. A monitoring and evaluation system was put in place to track progress. Signed contracts formed the legal basis of the rights and obligations of the various parties involved. They also formed the control mechanisms and guidelines. The contractors were supervised on the site by the building control officer, who acted as the site manager. Monthly progress payment certificates were agreed upon between council's project management team and the contractors. These certificates were verified and approved by the council's audit department before they were passed on to the director of finance for payment. The evaluation of the project was undertaken by the council's management team to the satisfaction of the officials from the government's national housing fund. When the needed infrastructure was in place, the director of housing and community services was then given a go ahead by council to sell the housing units to the existing tenants.

There is a total face lift of Mtapa suburb, with good houses. The people no longer queue for water, a toilet or for a bath so more time is saved for economic benefits. People are now early for work, children go early to school, and women have more time for vending and flea markets. They also have more time to attend meetings that have to do with development of their community. Improved hygienic conditions mean a reduction in the outbreak of water borne diseases such as cholera, dysentery and malaria.

Making IT work for gender justice

ICTs have the potential to improve the ability of marginalised groups to participate in national and global governance. During the Sixteen Days of Activism, GL hosts and facilitates cyber dialogues -

online discussions - designed and intended to mobilise people across the region to participate in online discussions about VAW and gender equality.



Case study 6.5: Bulawayo uses IT for advocacy

Bulawayo City Council is one of the Centres of Excellence that participated in the cyber dialogues that are hosted on the internet annually by GL. Councillors, management, staff and members of the community were involved in the cyber dialogues as a way of increasing awareness about VAW. This was the council's first attempt at cyber dialogues. Bulawayo joined the over 3000 organisations from different countries that have participated in the GL IT for Advocacy campaign since its inception.

Objectives

The main objectives of the campaign included raising awareness about GBV, highlighting the effects of VAW on every intersection of the community and empowering survivors to speak out.

Process

Stakeholders were sensitised about this regional activity which was conducted during weekdays from the 26 November to 10 December 2012. The council participated in the cyber dialogues held on the 3rd December and 4th December.

Emerging issues from the dialogues

Participants were of the view that persons with disabilities suffered VAW which went unreported in most cases. Society is not tolerant to people with disabilities, they are usually discriminated against and stigmatised. However it was noted that government was making inroads in integrating persons with disabilities into society. For example, schools and public buildings are being upgraded and renovated so that they can accommodate persons with disabilities. Lack of campaign materials in formats that can be comprehended by people with

disabilities, the blind, dumb and the deaf, means that this group of society does not have access to information about their rights when they have been abused.

In the case of the role of culture and religion, participants pointed out that women and child abuse takes place in the guise of tradition. Participants suggested that campaigns need to be taken to the custodians of culture that is chiefs and headmen.

Participants expressed that the dialogues brought people together. They appreciated the fact that VAW cuts across all types of people and that they had an opportunity to hear other people's view-



Priscilla Maposa and participants cyber dialoguing to raise awareness on VAW.
Photo by Tapiwa Zvaraya

points on VAW. One of the participants said by being in the cyber-dialogues, she became more aware of how rife VAW is in society. Other participants shared that the activity enhanced their computer skills and how to use the internet as an empowering tool. Another participant also said that gender advocacy can be done by just wearing the T-shirt received.

Challenges

Commemoration of the Sixteen Days of Activism against gender violence has usually been spear-headed by the responsible ministry and non-governmental organisations such as Musasa. One of the main problems the council encountered was to do with change, where one council official queried the relationship between VAW activities and service delivery, since the council's core business is service delivery.

Lessons learnt

- The cyber dialogues are a very powerful way of increasing awareness about VAW. They have potential to change people's lives
- Joining the cyber dialogues as part of the Sixteen Days of Activism against gender based violence can be done by anyone who has access to a computer connected to the internet.
- Government departments, local authorities and civil society organisations can set up centres where members of the public can visit during the Sixteen Days of Activism against gender violence to participate and let their voices be heard.

Political commitment to addressing VAW



Hon Dr Olivia Muchena, current Minister of Higher Education Science and Technology, former Minister of Gender & Women Affairs at the VAW Fair and Launch of Zimbabwe 16 Days of Activism, Africa Unity Square, Harare, Zimbabwe. Photo by Tapiwa Zvaraya

For a violence prevention strategy to be successful it has to be unified, coordinated, scientifically informed, well-resourced and directed across all sectors of society, government departments and civil society.²⁴

Political leadership at its helm should be committed to ending VAW and consistently publicly denounce VAW. Leaders should also facilitate and support necessary changes in community norms that influence VAW-related behaviours of boys and men²⁵.

Politicians reach wide audiences as they speak to large crowds, their speeches enjoy media attention, and the public takes note of what they say. Most ministries have official websites where the public can access the speeches although some websites are still a work in progress.

Overall, the study accessed 123 speeches through websites and official sources issued between 2011 and 2012. Of these, only 4% of all the speeches made by political leaders mentioned VAW. Forms of VAW addressed include sexual offences, domestic violence, gender violence, child abuse, rape, physical violence, IPV and sexual harassment. Missing from the discourse are the key forms of emotional and economic violence. Given the findings reported in chapter three that

²⁴ Jewkes, Abrahams, Mathews, Seedat, et al, 2009.

²⁵ UN General Assembly. 2006b. Rights of the Child: Report of the Independent Expert for the United Nations Study on Violence against Children. New York: UN.

show that emotional and economic IPV were predominant in the past 12 months, politicians ought to address these more in public addresses. There is minimal reference to the effects of VAW on women's health with only four of all speeches making the link between VAW and HIV.

Media: Part of the problem or part of the solution?

The SADC Protocol on Gender and Development calls for SADC member states to halve the prevailing levels of gender-based violence by 2015. The Protocol also acknowledges the specific role that the media must play to halve levels of violence against women.



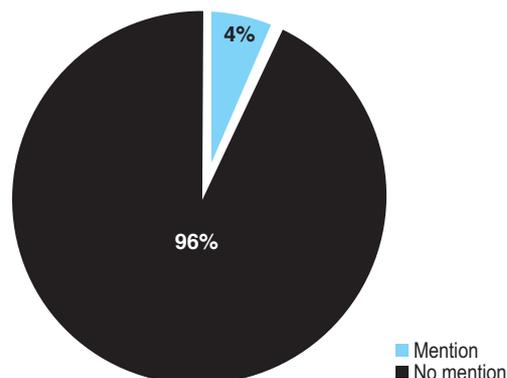
The Protocol calls on the media to take appropriate measures to encourage the media to play a constructive role in the eradication of gender-based violence by adopting guidelines, which ensure gender-sensitive coverage.

The media has a role to play in changing attitudes, perceptions, and mind-sets where gender violence is concerned. Over the last decade, GL has conducted training workshops with the media in 12 SADC countries and all nine provinces of South Africa. GL and GEMSA have trained gender activists on strategic communications making use of the 16 Days of Activism campaign.

While targets are in place for the reduction of violence against women, indications are that it is escalating in some communities. This research has shown that about a quarter (26%) of women interviewed experienced some form of violence (psychological, emotional, economic, physical or sexual) perpetrated by an intimate partner in the period 2011-2012. Thirteen percent of men in the country admitted to perpetrating some form of violence against their intimate partners during the same period.

Monitoring reveals common patterns: Coverage of gender violence has been monitored in regional and global studies. GL has also worked with GEMSA chapters in conducting periodic monitoring of the 16

Figure 6.4: Proportion of speeches mentioning VAW



Days of Activism campaign. Key findings emerging from these studies include:

- To the extent gender issues are covered, gender violence tends to get more coverage. In the GMPS, GBV constituted 4% of the topics covered;
- However, gender violence is often treated as relatively minor compared to other kinds of crime;
- Certain types of gender violence get much higher coverage, e.g. sexual assault;
- There is very little coverage of where those affected can get help;
- There is very little coverage of those who protest against gender violence;
- Much of the source information is from the courts. This has a heavy male bias;
- The voices of those affected are not heard;
- Experiences of women are often trivialised;
- Coverage is often insensitive, for example in the use of images and names that could lead to secondary victimisation;
- Women are often portrayed as victims rather than survivors;
- Women are often portrayed as temptresses who asked for it to happen;

- Men are portrayed as being unable to control their sexual urges;
- There is a tendency to exonerate the perpetrators;
- There is a tendency to sensationalise; and
- Men/court reporters write most gender violence stories.

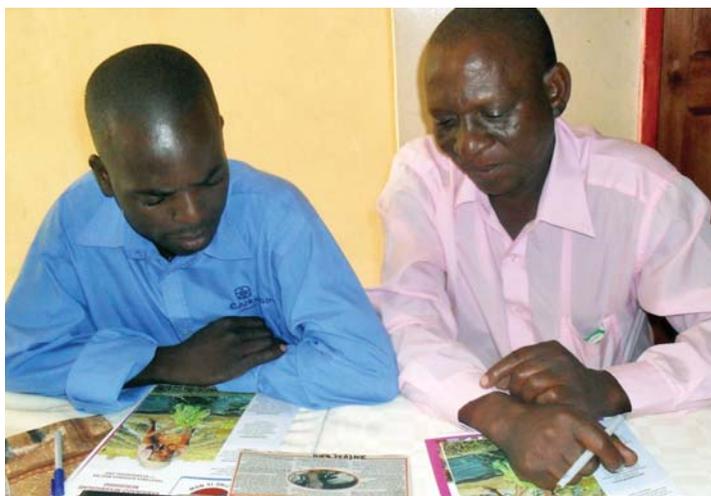
The media must not be part of the problem, but part of the solution in ending violence against women. It has a huge potential in changing attitudes, perceptions, and mindsets where gender violence is concerned. Mass media, especially radio, reaches people across the country. Increasingly social media such as Facebook and Twitter is reaching mass audiences. Social media is available on middle and higher-level mobile devices. These tools should be effectively used by campaign coordinators to ensure that women and men get messages about VAW.

The Gender and Media Progress Study (GMPS)

In 2010, GL conducted the GMPS in Zimbabwe. A total of nine media were sampled for the GMPS, but 11 media houses took part in the research. Seven public media, four print (*Chronicle, Herald, Sunday Mail, and Sunday News*), two radio (Radio Zimbabwe and Spot FM) and one television station (ZTV) were monitored. All the public media, except *The Sunday News* and *Sport FM*, participated in the GMPS, a baseline on who speaks in the media undertaken in 2003. Three private media (*Financial Gazette, The Standard, Zimbabwe Independent* and *The Zimbabwean*) were also sampled in the GMPS and only *The Standard* and *The Zimbabwean* did not participate in the GMPS. Therefore, the study took stock of the progress made by the government-owned media and private media over the past seven years (2003-2010).

Some of the findings that came out of the media monitoring (2998 news items) and qualitative analysis around gender based violence in the media are:

Stories about gender-based violence and stories that mentioned GBV accounted for 3% of total



Participants analysing media clippings in Kariba, Zimbabwe.

Photo by Priscilla Maposa

coverage, compared with 4% in the region. This was despite the fact that there was political instability in Zimbabwe during the monitoring period.

Women make up 28% of sources on GBV. This means that women speak less on GBV, an issue which affects them most.

Survivors constitute more than a fifth (22%) of all sources on GBV. The main sources of GBV stories are the police and sources in the legal system (27%) while in the region experts (23%) and NGOs (17%) are the major sources of GBV stories.

Rape and economic abuse received the most coverage in Zimbabwe, each making up 25% of the total number of stories. They were followed by domestic violence at 22%. There were no stories on femicide and about men killed in abusive relationships.

There is no gender parity in the coverage of GBV in Zimbabwe. Men reporters (90%) cover the topic more than women.

GL examined the media's coverage of gender based violence (GBV) compared with other topics. This included GBV sub-topics, considering who speaks on them, their function and who reports on these topics.

Figure 6.5: Proportion of stories on GBV

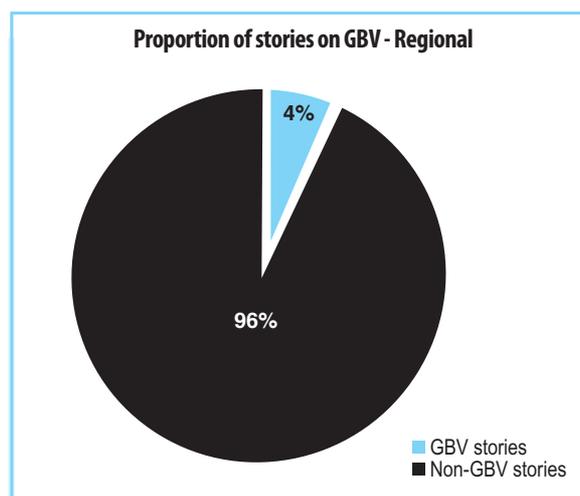
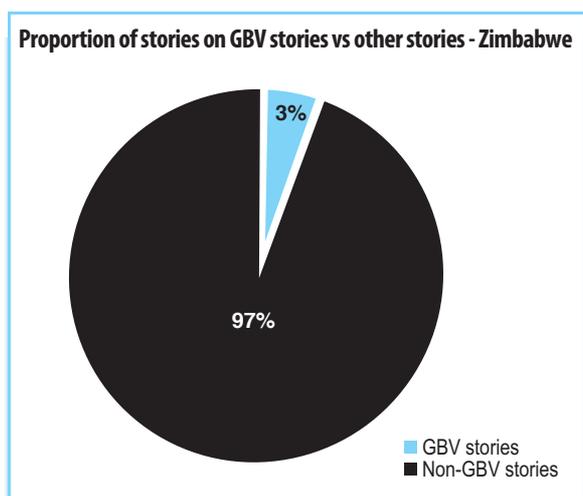


Figure 6.5 shows that GBV stories, and stories that mention GBV, constituted only 3% of total coverage in Zimbabwe, slightly lower than the regional average of 4%. This is despite the high levels of GBV in the country and in the region.

Child abuse (25%), rape (25%) and domestic violence (20%) received the highest proportions of coverage of GBV. The regional coverage of these topics is significantly lower than in Zimbabwe. For example, domestic violence constitutes 13% of stories, followed by legislative/political response at 12%. There was no coverage in Zimbabwe of femicide and men killed in abusive relationships.

The major sources of GBV stories in Zimbabwe originate from the police and/or judges and the legal system (27%), victims/survivors (22%) and relatives (16%). In the region, experts (23%) and NGOs (17%) are also major sources of GBV stories.

Women make up 28% of sources on GBV. This means that women speak less on GBV, an issue which affects them most. Survivors constitute more than a fifth (22%) of all sources on GBV. However the main sources of GBV stories are the police and sources in the legal system (27%) while in the region experts (23%) and NGOs (17%) are the major sources of GBV stories.

Another gap is that there is no gender parity in the coverage of GBV in Zimbabwe. Men reporters (90%) cover the topic more than women.

Media monitoring for the VAW Baseline Study

GL conducted qualitative media monitoring as part of the VAW Baseline study. Newspaper articles published between 1 January and 31 October 2012 were collected and analysed from five newspapers. The newspapers included *Sunday Mail*, the *Herald*, the *Daily News*, *The Chronicle* and *The Standard*. The spot monitoring identified 58 stories in five editions of each newspaper on GBV. The key findings are:

GBV coverage perpetuates negative gender stereotypes

Several of the stories on GBV had headlines and content that trivialise the experiences of GBV survivors. *Why are young girls rushing into marriage?* is a story about child marriages in *The Chronicle* of 22 October 2012. The article addresses the serious issue of child marriages. The headline and indeed the content in the article place the responsibility for marrying early with young girls. There is little or no reference to the adult men who marry the girls, rather it says that “marriage has for some time been the ultimate goal for many young girls which together with lack of basic

skills means that girls take it as an alternative means of survival.”

An article titled *Male sexual harassment rampant ... Only that they suffer in silence* appeared in the Sunday Mail on 16 December 2012. The headline suggests that male sexual harassment is happening at a massive scale. The article does not include any statistics to support the claim.

Rather it states that “one reason why there has been an increase in male sexual harassment is due to the breaking of the 'glass ceiling' over the past two decades, where a number of females have made it into managerial positions.” The uncorroborated statements in the story fuel the argument that women should not occupy positions of power. It does explore the levels of sexual harassment women face in the work place.

GBV survivors' voices largely absent from coverage

There is deafening silence of GBV survivors' in the 58 stories monitored. Most of the sources are officials, UN agencies, civil society organisations and academics. The stories often emanate from meetings, memorial events and launches of reports. A male survivor is quoted in the story titled *Men must report violent women* in the 25 August 2012 edition of *Sunday Mail*.

The absence of women's voices means reporters and experts are speaking for them. The most powerful voice is always the person who is the subject of the story. GBV coverage in the five newspapers often lacks depth. This promotes the idea that GBV is a private matter. To address the high levels of GBV it must move into the public space.

Quality of journalism on GBV

Statistics are used in many of the stories on GBV. The statistics are not interpreted or linked to people's lived experience. For example the following article in *The Standard*, 15 August 2012.

The article alongside leaves the reader reeling with a multitude of statistics presented in a way that makes little sense. Some of this data requires interrogation and explanation.

In other articles, there is complete absence of supporting evidence. There are examples in many stories of missed opportunities. The stories raise issues relating to GBV services and responses but fail to provide any information on where survivors can get help. The article entitled *Women lobby groups castigated in the Daily News*, 11 November 2012, focuses on the 16 Days of Activism campaign. The article posits the view that women are ultimately responsible for women's safety and development.

GBV is a societal problem that requires the will and power of all its members. It does provide a clear explanation of the Domestic Violence Act but fails to say where people can receive help.

The adoption of gender-responsive editorial and employment policies is an important step towards changing the gender biases, gender stereotypes and sexism that permeate media content and newsrooms. There is need for a stronger gender and media lobby to serve as an external monitoring mechanism focused on the development of a media in Zimbabwe that is accountable to the public's interests in all of its diversity.



Media Institute of South Africa Zimbabwe Director, Nhlanhla Ngwenya training media monitors.
Photo by Gender Links

The following case study discusses the GL Gender Mainstreaming in Media Centres of Excellence project

that aims to integrate gender into all aspects of institutional and editorial practice.

Case study 6.7: GL training journalists on gender sensitive VAW Coverage



Over the past decade, GL has conducted training workshops with the media in 12 SADC countries including Zimbabwe. GL has trained gender activists on strategic communications, making use of the Sixteen Days of Activism campaign which extends from International Day of No Violence Against Women on 25 November to Human Rights Day on 10 December.

The process aims to help media houses mainstream gender equality in policies, programmes and editorial content. Media houses undertake thematic training at stage seven on different topics including gender based violence. The GBV training helps journalists to:

- Understand the different forms of violence.
- Focus on the voices and views of survivors as central to GBV stories.
- Increase the depth in GBV reporting and go beyond court reporting.
- Realise how the media can be part of the solution to ending GBV.

Zimpapers has signed up for the Gender Mainstreaming in Media Centres of Excellence process. The ten stage process involves working directly with the media house to devise a gender policy, action plan and monitor their implementation using a self-monitoring tool. Stage seven of the project involves capacity building for journalists based on the ten thematic areas of the SADC Gender Protocol. In the future, as part of advocacy efforts for this research, GL will work with journalists from the Zimpapers stable on reporting violence against women. This is one way of taking action to reduce levels of gender based violence.



Zimpapers editors at a GL Gender Mainstreaming in the Media workshop.
Photo by Gender Links

Getting the balance right

Although a lot still needs to be done to end GBV, the media is slowly reporting responsibly. Media houses presented several case studies of gender aware coverage on gender-based violence at the SADC Protocol@Work summit. Out of the 672 case studies submitted for the summit, 590 made reference to the media targets and 510 made reference to the gender based violence targets.

Thandeka Moyo recently graduated from the National University of Science and Technology in Bulawayo with a journalism and media degree. At the SADC Protocol@Work summit, she won the first prize on

media content in print for her articles on gender based violence. Moyo's articles on Gender-Based Violence, and especially spousal violence, draw attention to an escalating and underreported problem not only in Zimbabwe, but throughout the region. By giving voice to the voiceless, the powerless - sometimes even the dead - Moyo helps to document the human suffering caused by abusive men. She also shows the role that economic dependence plays in forcing women to remain silent, urging them to report any sort of GBV - unlike Miriam Nyoni, who remained in an abusive relationship until she was chopped into pieces.

Moyo had this to say about her six articles in relation to the SADC Gender Protocol:

Why I write about GBV



Thandeka Moyo, News Reporter, The Chronicle, Zimbabwe.
Photo by Tapiwa Zvaraya

“The stories mirror the environment that Zimbabwean women survive in, with less than three years before the SADC protocol and MDGs deadline. The soaring statistics of Gender-Based Violence (GBV) show that it might be impossible for Zimbabwe to achieve the target of adopting integrated approaches with the aim of reducing the current levels of GBV by half by 2015.

Cases are increasing of women who are not only assaulted but also murdered in cold blood by their spouses, for example the late Miriam Nyoni, and the increase hinders achieving many targets of the protocol. Victims of GBV are unlikely to strive towards equality, because in experiencing abuse, their health is also compromised. Women are still finding it difficult to report cases of GBV because of economic dependence, indicating that government has also failed to adopt policies and enact laws, which ensure equal access, benefits and opportunities for women in trade and entrepreneurship.

I wanted to empower women with information, and with the experiences of other women. The stories were targeted at women, policy-makers and men as well. After I wrote Nyoni's story, citizens responded by sending messages to *The Chronicle*. They aired their views about the case and thanked me for covering the story and keeping them updated” - *Thandeka Moyo, in her submission to the 2015 SADC Gender Protocol@Work Summit.*

Secondary Prevention

Survivors of VAW require comprehensive care and support from multiple service providers. This includes health, legal, social services, education, economic and social support. Secondary VAW interventions empower those charged with the responsibility of addressing VAW with the skills to promote prevention and the ability to deal sensitively with the issue. Strategies include training key stakeholders: police; health personnel; traditional leaders; prosecutors and faith-based organisations.

In order to address this, and in line with the recommendations of the CEDAW Committee that Zimbabwe should provide mandatory training to service providers, the MWAGCD embarks in conti-

nuous capacity building of service providers who include, the police, judiciary, and medical practitioners.

Current initiatives involve training in child abuse, counselling, referrals and case management. In addition the MWAGCD engages key stakeholders like traditional leaders, religious leaders, and parliamentarians in fighting VAW.

Realising the need for uniformity in VAW service provision, MWAGCD is developing a standardised handbook on community mobilisation and social transformation on VAW, targeting different sub-community groups .

²⁶ www.women.gov.zw

Case Study 6.8: Engaging Traditional Leaders

The Women's Action Group (WAG) took a facilitating role in implementing an inter-agency coordinated response to ending VAW that was funded by UNFPA in 2010. MWAGCD co-ordinated this campaign to help stakeholders establish a common understanding of VAW and consolidate national efforts. An important element of the campaign was social transformation through involving traditional leaders in VAW prevention programmes and challenging harmful cultural practices embodied in patriarchy.



WAG engaging traditional leaders.

Photo courtesy of WAG

Outreach

Eight district workshops were conducted in Mashonaland East and Manicaland provinces. The workshops were attended by a total of 382 leaders. The participants were made up of chiefs and their aides, headmen and their aides and village heads. It was noted that the traditional leaders were mostly male except in Mudzi district where there were female court assessors. Some of the participants were representatives from various government ministries such as Local Government who included the District Administrator's office, MWAGCD, the Ministry of Home Affairs (MHA) and the Zimbabwe Defence Forces.

Process

The workshops focused on engaging traditional leaders in responding to VAW using the 4Ps campaign on zero tolerance against domestic violence as the standard approach. More specifically, the workshops aimed to strengthen relationships between traditional leaders and the people in communities with the aim of reducing VAW; strengthen multi-sectoral responses to government's 4Ps Campaign from the local community, and to enhance traditional leaders' capacity to deal with cases of domestic violence using the DVA.

Participatory methodologies were used throughout the workshop. These included group discussions and feedback sessions as well as role playing. Recap sessions were conducted at the beginning of each day to test how much the participants had learnt the previous day. The recap assisted the facilitators to identify the areas that needed further elaboration.

Opportunities

The traditional leaders had an opportunity to role play their court trials and discuss the court verdicts. This provided a platform for the leaders to share the challenges that they meet in attending to the cases reported to their courts.

Challenges

- The traditional leaders raised concerns over the manner in which the judgments passed at their courts were not being respected. They stated that when they take the perpetrator of violence to the police, the police accept bribes from the perpetrators. Consequently the perpetrators get released and the traditional leaders feel betrayed because these perpetrators will then mock them undermining their authority.
- The traditional court is regarded as the lower court hence people do not take seriously the judgments passed by traditional leaders. The fact that the traditional court is the primary court makes it a less important court. There is need to educate the communities on the importance of the traditional court.

- The sessions on religion and culture were not well accepted. Some traditional leaders viewed this discussion as undermining their way of life as a result of the infiltration of the western culture.
- Some traditional leaders expressed negative attitudes towards the DVA. They viewed it as a western concept unknown to them and said that some aspects of the Act had the potential of brewing divisions among the population.

Recommendations and follow-up

- The workshops were a good platform for the traditional leaders to engage on the 4Ps campaign strategy in their communities. A continuous programme for engaging leaders on VAW is necessary beyond the two provinces as opposed to a once off project. If possible, all traditional chiefs should enrol on the programme at least once and get basic training on the Domestic Violence Act.
- Campaigns to change attitudes should also target traditional leaders who often reinforce negative patriarchal attitudes within their communities.
- The traditional leaders should be educated on the laws that protect survivors of VAW. They expressed little knowledge on how these laws function.
- While there are many laws that protect women and girls there is need to translate these to local languages understood by the local people.
- There is need to target traditional leaders when disseminating information on gender and HIV. This will help them to pass judgments taking into consideration HIV issues and gender sensitivity.

Adapted from Women's Action Group 2012 Programme Report

Conclusion

Several campaigns are held throughout the year to educate the public on VAW. The 4Ps campaign, Sixteen and 365 days of activism against violence, International Rural Women's Day, exhibitions at the annual Zimbabwe International Trade Fair, and the VAW service providers fair are some of the efforts by government and non-governmental organisations towards the realisation of women's rights. Sustaining these activities is one way of increasing awareness of the DVA as well as reducing the extent, drivers and effects of VAW in the country.

Women and men are relatively unaware of VAW campaigns that are being implemented. Those that are aware about campaigns have mostly heard about them from community meetings. MWAGCD needs to prioritise and expedite the development of community mobilisation resources and capacity building. Based on these findings government needs to heavily invest in and scale up prevention efforts to end VAW in the same way as preventing HIV and AIDS has been done. More financial resources and collaborative efforts are urgently needed to seriously

engage men if any significant reduction in VAW is to be achieved.

There are societal factors that may be associated with the high incidences of VAW. The political leaders need to begin to tackle the subject of VAW in their speeches and put it on the political agenda. Addressing VAW in public discourse should not only be carried out by MWAGVD, but leaders in other portfolios for example, Justice, Home Affairs, Health and Police need to speak more about ending VAW and the services they are providing. Journalists are improving in VAW coverage but more still needs to be done.

Although various initiatives are being implemented there is poor monitoring and evaluation of systems and data collection. There is need for capacity building and the development of indicators for monitoring the different initiatives.

Scaling up of secondary prevention initiatives to sensitise service providers and the media down to district level is necessary in combating VAW and avoiding secondary trauma to survivors.

