

STAGE SEVEN & EIGHT WORKSHOP REPORT

Country: Zimbabwe
Council: Rushinga Rural District Council
Dates: 4-7 August 2014
Venue: Pandhari Hotel, Harare



Participants at the Bindura, Gokwe, Rusape, Rushinga Stage 7&8 COE workshop Photo: Tapiwa Zvaraya



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Executive Summary

This is a report on the proceedings of the Centres of Excellence for Gender Mainstreaming in Local Government Stage seven and eight workshop held jointly on 4-7 August 2014 at Pandhari Hotel, with Bindura Rural District Council, Gokwe Town Council, Rusape Town Council and Rushinga Rural District Council.

The purpose of the programme was to:

- Introduce the Strategic Communications module-how to use IT for advocacy and media literacy

See the full workshop programme attached at **Annex A**.

Council officials and councillors attended the workshop. In total 56 participants (40 men and 16 women); see **Annex B** for the full workshop participants list.

The participants evaluated the workshop as having been helpful and enlightening workshop. A summarised version of the evaluation forms is attached at the end of this report as **Annex C**.

Welcome & Opening

GL Country Manager, Priscilla Maposa thanked the councils for once again working with GL. She explained that the current workshop was being held in preparation for the impending 16 Days of Activism. She enlightened the councils that GL would be visiting their councils during the 16 Days of activism so that they can participate in the GL 16 Days activities. Over and above those councils were urged to start thinking on the activities they would like to undertake in their councils during the 16 Days commemorations.

Gender & Media literacy

Participants went through the provisions of the SADC Protocol in regards to the media. They highlighted that the media should be seen reporting events factually without a bias. Participants reiterated that this module was meant to analyse how the media reports on men and women alike. Participants were able to differentiate between blatant and subtle stereotypes. They defined subtle stereotypes as terms or sayings that belittle people in a manner that looks as if they are being praised e.g. "Prophetess Makandiwa the wife of Prophet Makandiwa". On the other hand they described blatant stereotypes as direct statements that belittle people without making any effort to hide the fact.

Finding Women and Men in the news

Participants analysed different articles in the various newspapers. Their analysis showed that in articles to do with politics more men are interviewed than women. Images depict women as marketing agencies and some of this adverts are blatantly stereotypical. Participants also highlighted that the placing of women's stories in the media was inconsistent. There was need for men to give women



GL Country Manager Priscilla Maposa explaining the Gender and Media Concept Photo: Tapiwa Zvaraya

enough encouragement so that they talked to the media. Participants highlighted the following as the reasons why women sources were minimal in the media:

- Fear.
- Culture.
- Lack of education.
- Religion.
- Attitudes. Women have low self-esteem thus they cannot speak to the media.
- Misconception that the media construes men to be very powerful and public figures participating in politics while women are more confined to the home, church and private life.

Observations were that women in the media field shun the profession to go into public relations fields as it is cited that there is a lot of sexual abuse and other inhibiting factors especially the fact that the domain is mostly for men. The very few women that are left as journalists have to adapt to the male environment.

Portrayal of Women In Politics and the Media

Participants alluded that female politicians were seldom listened to or even interviewed on some issues. Participants felt that women were deprived of running for political office because the media takes advantage of the vulnerability of women. Female politicians are often viewed as prostitutes, thus when a woman gets into politics men tend to believe that should make sexual advances to these women and they shall not deny their advances. The media also attributes the success of female politicians to their spouses.



Identifying stereotypes about women in the media Photo: Tapiwa Zvaraya

Gender and Communication

Definition of Terms

Communication

Participants defined communication as the transmission of a message through a medium from a convener to a recipient. It is usually dialogue between two or more individuals. They stated that the ability to encode and decode a message made it effective. Communication was important because of the following reasons:

- It makes the world a global village.
- So that production is enhanced.
- So that people can share ideas.
- It enhances understanding of issues.

Participants undertook the broken communications exercise. They noted that communication often broke down because of lack of understanding of the message, language barriers, length of the message as well as the fact that it was not written down. There tends to be a bias when a message is transmitted from one source to another by word of mouth.

Approaches to communication

Participants highlighted the different techniques they used to communicate with people in their jurisdictions. These were:

- Water bills.
- Ward Development Committees.
- Advertisements placed in newspapers.

Participants went through the approaches to communication i.e advocacy, campaigning, lobbying and networking. They also went through which mediums to use for communicating like newspapers, pamphlets, social networking and face-to-face communication.

IT for Advocacy including the use of Cell phones

Information Communication Technology

Participants were introduced to the module on Information Technology (IT). Participants defined Information Communication Technology as tools or ways that are used to move media and information through the use of technology like email. In regards to IT, participants highlighted that they were using IT in the form of email to do their day to day business.

Participants identified the following IT and internet tools that can be used for advocacy.

- Internet.
- Email.
- Facebook.
- Whatsapp.
- Cellphone.

Discussions were centred on how to create an email (gmail) and facebook account. In addition participants were shown how to use the genderlinks cyber dialogue chat portal as well as how to access the COE pages. It was encouraging how some councillors had already mastered the use of the internet by creating email addresses. This portal was going to be used for advocacy during the 16 Days period. Participants identified that they could use some of these technologies like facebook for advocacy. They stated that in the case of facebook, one could create a group account and invite friends to participate in the the group activities. They alluded that this could be done during this time of the 16 Days of Activism to advance the cause for a GBV free town. They also identified that communities and people could use other social media like twitter as a means for advocacy.

Participants stated that the cellphone was one of the most important tools to use for advocacy for a transformation and change in attitudes. The group reiterated that they could use the cellphone for advocacy through sending bulk text messages. They highlighted that, unlike the internet which was not readily available in the town, the cellphone was accessible and easy to use. The ability to send SMSs was the major advantage of the cellphone. Others reiterated that, with the advances in technology the cellphone has also evolved as it can now be used to access the internet. They also stated that whatsapp had become so popular and could be used for advocacy. These were media was essential in advocating for the reduction of GBV in communities. It was imperative that councils embrace the digital age as the global world was changing to a paperless society. It was explained that even GL had moved on with the technological advancements as an organization that operated in many countries. It was essential for the organization to minimize costs that came with use of traditional modes of communication

Application of Media, Communication and New Media Skills-Example of The Sixteen Days of Activism Campaign

What is the Sixteen Days of Activism on Gender Violence?

Participants were introduced to the 16 Days of Activism campaign module. Participants read the fact sheet on the 16 Days of Activism campaign before defining it as an International campaign that runs from 25 November to 16 December meant to advocate for the reduction in all forms of violence. Participants answered the exercise on the 16 Days of Activism Campaign, with most being able to identify the special days during the 16 Days period. Participants were advised that Gender Links would be running Cyber Dialogue sessions as a way of advocacy during the 16 Days period that runs from 25 November to 10 December 2014.

Closing Remarks

Participants highlighted that their expectations had been met. It was their hope that they would use the lessons from this workshop to continue with good gender practices. They expressed their gratitude to the councillors for their political will. GL country manager Priscilla Maposa thanked all the participants including the District Administrator for Mashonaland Central. She thanked all the councillors for the political buy-in of the COE programme and for the work they put in to ensure that the workshop was a success. She stated that this workshop had given GL platforms to not only share their experiences but also to learn from the councils present. She urged councils to go and sensitize the majority of people who had been left at council urging them to participate in the 2015 District and National Summits, which will be very educational as some of the best practices already exhibited in the workshop were unique.

The chairperson of **Rusape Town Council**, councillor Chawasarira thanked GL for the workshop. He highlighted that before the council came to the workshop, he thought that gender issues would be about women's issues only. He stated that the council would be going back to council and improve on the issues that needed to be improved. He stated that going forward the council will gender mainstream all service delivery issues.

Gokwe Town Council Secretary, Mr Ramakgaphola thanked GL for the programme. He stated that when council received the invitation, he had a different mind-set. He thought that this COE programme was just a GL programme. However, through the duration of the workshop 'we have learnt a lot and realised that this programme is for the benefit of our community', he said. He added on by saying the council would share their experiences with Gokwe North and South councils.

Bindura Rural District Council chairperson, councillor Chinyakwetu thanked everyone for their contribution to the workshop. He stated that council had learned a lot of things which will help the council to develop. He stated that the council would be participating at next year's summit.

Rushinga Rural District Council Chairperson, councillor Chiwarange stated that the council had learnt a lot through this workshop. He encouraged everyone to undertake their responsibilities and work as a team so that service delivery would be improved.

ANNEXES

Annex A: PROGRAMME

STAGE SEVEN AND EIGHT: STRATEGIC COMMUNICATIONS AND IT FOR ADVOCACY



DAY/TIME	ACTIVITY	TIME	WHO
DAY ONE:			
8:00-8:30	Registration	30 min	GL
8:45 – 9:00	Introductions and objectives <ul style="list-style-type: none"> - To provide background and agree on objectives for the workshop - Expectations from participants - To develop guidelines of participation - Eyes and Ears 	15 min	GL
Gender and media literacy			
9:00 – 10:00	Media monitoring, findings of the GMBS, taking up cases	1 hour	GL
10:00 – 10.15	<i>TEA</i>		
10.15 – 11.00	Profiles and mock interviews	45 min	GL
Gender and communications			
11:00 – 12:00	Broken telephones; what is meant by communications; different forms of communication Campaigns and different elements of campaigns	1 hour	GL
12:00 – 12:30	<ul style="list-style-type: none"> - Understanding the internet - Creating an email account - Online petitions - Cyber dialogues and online chats - Social media – Facebook 	30 mins	GL
12:30-13:00	<ul style="list-style-type: none"> - Using cell phones advocacy, Designing mobile campaigns 	30 mins	GL
13:00 – 14:00	LUNCH	1 hour	
IT for advocacy, including the use of cell phones			
14:00 – 14:30	<ul style="list-style-type: none"> - What is the Sixteen Days of Activism (or other campaign to be taken up) 	30 min	GL
14:30 – 15:00	<ul style="list-style-type: none"> - Group work on various aspects of the campaign 	30 mins	GL
15:00 -15:15	<i>TEA</i>		
15:15 – 17:00	<ul style="list-style-type: none"> - Consolidation of plan 	1 hour 45 mins	All
17:00 – 17:30	<ul style="list-style-type: none"> - Closure and way forward 		All

ANNEX B: REGISTRATION LIST**Event: Stage 7&8 COE Workshop****Country: Zimbabwe****Venue: Pandhari Hotel****Date: 4-7 august 2014**

NAME	SEX	DESIGNATION	ORGANISATION/ COUNCIL	E-MAIL ADDRESS	FAX	CELL PHONE
Chiwange Spencer	M	Chairperson	Rushinga RDC	sparange@gmail.com		+263774396100
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NAME	SEX	DESIGNATION	ORGANISATION/ COUNCIL	E-MAIL ADDRESS	FAX	CELL PHONE
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Goto PC	M	Councillor	Rusape Town Council			+263778087908
Govere S	M	Civil Engineer	Rusape Town Council	silasgovere@yahoo.com		+263772308706

Attendance by Gender

No	Number of	Number of	Total	% M	%W
	Males	Females	46	67.39	32.61
31		15			

ANNEX C: EVALUATION

Date: 26 – 28 June 2014

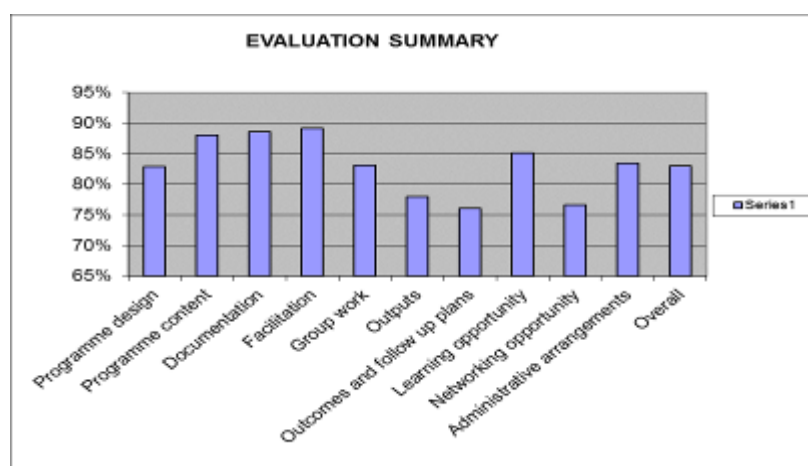
Venue: Montclair Nyanga

35 Evaluations received

	1	2	3	4	5	6	7	8	9	10	Total
Programme Design				3	1	2		10	9	10	35
Programme Content						1	3	11	7	13	35
Documentation					1	2	2	7	7	16	35
Facilitation						3	3	7	3	19	35
Group Work				1	1	2	6	6	10	9	35
Outputs					1	6	4	16	4	4	35
Outcomes & Follow Up plans					2	7	12	6	7	1	35
Learning Opportunity					1	2	5	7	10	10	34
Network Opportunity			1	3	2	2	5	7	5	8	34
Administrative Arrangements					2	3	5	8	5	12	35

WORKSHOP EVALUATION SUMMARY

	Evaluation area	Rating
1	Programme design	8
2	Programme content	88%
3	Documentation	89%
4	Facilitation	89%
5	Group work	83%
6	Outputs	78%
7	Outcomes and follow up plans	76%
8	Learning opportunity	85%
9	Networking opportunity	77%
10	Administrative arrangements	83%
11	Overall	83%



COMMENTS

1. Which session did you find most useful? Why?

- All.
- Gender responsive Budgeting, because it encompassed aspects of policy appraisal
- IT as a communication tool, lower admin costs
- GBV
- Communication & media because most of the people do not record information
- Action Plans, M&E
- Gender, Government & transformative leadership
- Conflict Resolution
- Gender Policy & planning concepts
- Gender & the economy

2. Which session did you find least useful? Why?

- None. All were useful.
- Gender, Climate change & sustainable development, not much was resolved
- Presentation, main thrust was on women emancipation & feminism, too emotional
- Gender & the economy, understanding not clear
- Conflict resolution

3. How will you apply what you have gained from this engagement?

- Budget, doing budget consultation issues on gender to be addressed
- By implementing in the workplace as well as the community
- I will help other women on GBV issues.
- Mainstream gender in planning, budgeting, provision of services
- Share my knowledge on the SADC protocol with the community.
- Mind-set change

4. Any other comments?

- Well organised and covered a lot of helpful issues
- Design of module should accommodate men ad focus on uplifting women than being radical feminist.
- More workshops on gender which involve men, cascade information to community & follow up trainings.
- To ensure community understands gender balance.
- The workshops need to be done timeously to promote current information into local bodies.
- Funds be sourced for purchase of IT equipment.
- If it can be done locally with entire council.