

STAGE SEVEN WORKSHOP REPORT

Country: Zimbabwe
Council: Zvimba Rural District Council
Dates: 18-19 July 2013
Venue: Pandhari Lodge



Participants at the Zvimba 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 workshop held jointly on 19 July 2013 at Pandhari Lodge, with Goromonzi RDC, Hurungwe RDC, Karoi Town, Manyame RDC, Shurugwi Town and **Zvimba RDC**.

The purpose of the programme was to:

- Introduce the Strategic Communications module.
- See how the media portrays and reports on men and women.

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

Council officials and councillors attended the workshop. In total 46 participants (23 men and 23 women); see **Annex B** for the full workshop participants list.

The Zvimba Rural District Council Campaign Communications Strategy that the participants produced is attached at **Annex C**.

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 D**.

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 council that GL was currently undertaking a GBV relationship survey in collaboration with the Ministry of Women Affairs, Gender & Community Development as well as Musasa Project who are collecting 'I' Stories from survivors and perpetrators of Gender Based Violence (GBV).

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. "Vice President Joyce Mujuru, the wife of the late General Solomon Mujuru". 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 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 related 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 are regarded as "men". Participants likened this to councils where there are very few women managers with the exception of the post of Director of Housing which is becoming occupied by women in urban councils of late.

Participants stated that as councils they could use the media for coverage and exposure of council activities by inviting the media to cover their events and profile the councils. Other participants even highlighted the need for councils to tell the journalists what they wanted covered and written in regards to the activities. The general norm is that the media only covers council activities when there is something bad to talk about councils.

Portrayal of Women In Politics and the Media

Participants alluded that female politicians were seldom listened to or even interviewed on some issues. In particular reference to the Hilary Clinton image, 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.

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. They stated that the ability to encode and decode a message made it effective. They highlighted that communication was important because of the following reasons:

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

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. 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.

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

2012. Other activities included the collection of "I" Stories and Take Back the night marches where possible to reclaim areas that were prone to violence.

Outcomes

- Zvimba Rural District Council Communications Strategy plan.

ANNEXES

Annex A: PROGRAMME



Stage 7 and 8

DAY/TIME	ACTIVITY	TIME	WHO
DAY ONE:			
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	
Gender and media literacy			
9:00 – 10:45	Media monitoring, findings of the GMBS, taking up cases	1 hr 45 min	
10:45 – 11:00	<i>TEA</i>		
11:00 – 13:00	Profiles and mock interviews	2 hours	
13:00 – 14:00	<i>LUNCH</i>		
Gender and communications			
14:00 – 15:30	Broken telephones; what is meant by communications; different forms of communication	1 hr 30 min	
15:30 – 15:45	<i>TEA</i>		
15:45 – 17:00	Campaigns and different elements of campaigns	1 hour	
DAY TWO:			
8:00 – 8:30	Reflections, Eyes and ears		
IT for advocacy, including the use of cell phones			
8:30 – 10:45	<ul style="list-style-type: none"> - Understanding the internet - Creating an email account - Online petitions 	2 hrs 15 min	
10:45 – 11:00	<i>TEA</i>		
11:00 – 13:00	<ul style="list-style-type: none"> - Cyber dialogues and online chats - Social media – Facebook 	2 hours	
13:00 – 14:00	<i>LUNCH</i>		
14:00 – 15:30	Using cell phones advocacy Designing mobile campaigns	1 hr 30 min	
15:30 – 15:45	<i>TEA</i>		
Application of concepts to developing a campaign, e.g. the Sixteen Days of Activism			
15:45 – 17:00	<ul style="list-style-type: none"> - What is the Sixteen Days of Activism (or other campaign to be taken up) - Group work on various aspects of the campaign 		
17:00	CLOSURE		

ANNEX B: REGISTRATION LIST

Event: Stage 7&8 COE Workshop

Country: Zimbabwe

Venue: Pandhari Lodge

Date: 18-19 July 2013

NAME	SEX M/F	ORGANISATION	DESIGNATION	PHONE	E MAIL
Zuva Gabriel	F	Karoi Town Council	Acting HR Officer	0779 829 451	mbuyasimba@gmail.com
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S.T. Chimbindi	M	Manyame RDC	Admin& HR Manager	0772 811 002	tarirochimbindi@yahoo.com
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P Mukono	M	Hurungwe RDC	Treasurer	0772 843 447	phillmukono@gmail.com
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Attendance statistics by gender:

Females	23	50%
Males	23	50%
TOTAL	46	100%

ANNEX C: ZVIMBA RURAL DISTRICT COUNCIL COMMUNICATIONS STRATEGY PLAN

COMMUNICATIONS STRATEGY

ARENA FOR ACTION	WHAT NEEDS TO BE COMMUNICATED TO OR BY THESE GROUPS	SLOGAN	WHAT COMMUNICATION TOOL SHOULD BE USED
INDIVIDUAL			
Abused woman or man	Advise the abused individual to report immediately	Say no to gender based violence. peace begins with you	Bill statements ,forms reports ,correspondence ,minutes, posters on bins notice boards
Abused child	Educate them on the forms of abuse, teach them to speak out	No to abuse of children	School notice boards ,drama ,message to the school attire eg sporting
Abusive men	Educate them on the gender based violence Acts etc and its consequences	Maoko nerurimi haafunge	Lobby for these messages to be put on beverages eg beer ,cigaratess ,meetings on public gatherings, posters all over
FAMILY/ HOUSEHOLD			
Mother, father, guardian	Positive parenting	Your child is your future	Posters ,publication of council newsletters ,Council calenders ,minutes
Parenting			
COMMUNITY			
Community	Gender based violence free district	Zero tolerance to violence	Ward meetings, posters
Schools	50 / 50 opportunities	Catch them young	Notice boards ,lessons from various originations ,books ,pamphlets
Religion	Select what is good for you	God is one	Communications , pamphlets
Sports	Unity and peace is the key to the development of our district	Play it safe	Messages on the uniforms ,banners ,
Society			
Political leadership	A leader is the father	Leaders leading by example	Banners,
Criminal justice system	Stiffer penalties to perpetrators	Justice for all ,Mhosva hairrove	Posters
Media	Dissemination to correct information	Say it as it is	Communicate through ZUJ ,letters through

ARENA FOR ACTION	WHAT NEEDS TO BE COMMUNICATED TO OR BY THESE GROUPS	SLOGAN	WHAT COMMUNICATION TOOL SHOULD BE USED
			district information officers
Culture	Different cultures one district	Respect each other's culture	Pamphlets, posters

ANNEX D: EVALUATION

Date: 19 July 2013

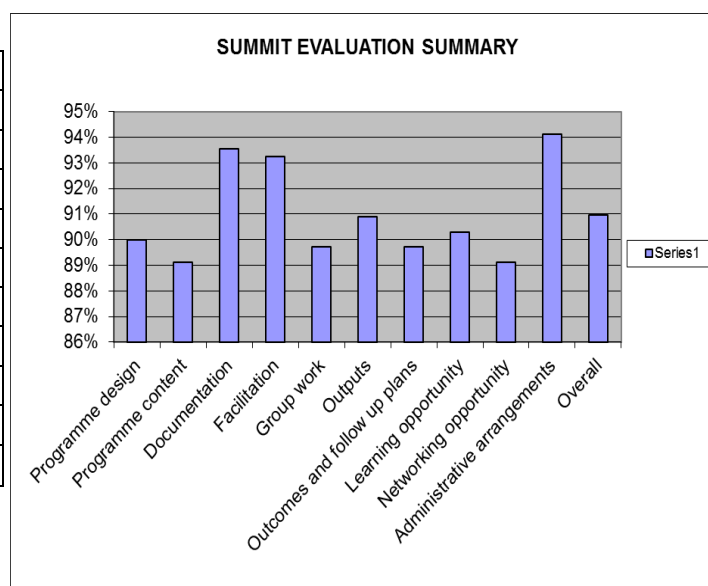
Venue: Pandhari Lodge

34 Evaluations received

	1	2	3	4	5	6	7	8	9	10	Total
Programme Design					1	0	3	9	2	19	34
Programme Content							4	10	5	15	34
Documentation							3	5	3	23	34
Facilitation						1	3	4	2	24	34
Group Work						2	5	4	4	19	34
Outputs							4	7	5	18	34
Outcomes & Follow Up plans						1	4	8	3	18	34
Learning Opportunity						1	3	9	2	19	34
Network Opportunity						1	6	6	3	18	34
Administrative Arrangements							2	5	4	23	34

WORKSHOP EVALUATION SUMMARY

	Evaluation area	Rating
1	Programme design	90%
2	Programme content	89%
3	Documentation	94%
4	Facilitation	93%
5	Group work	90%
6	Outputs	91%
7	Outcomes and follow up plans	90%
8	Learning opportunity	90%
9	Networking opportunity	89%
10	Administrative arrangements	94%
11	Overall	91%



COMMENTS

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

- All sessions.
- Gender & Media Literacy. It involved all people and an action plan was set.
- Gender & Media Literacy. I realised how women are portrayed and the existing stereotypes. We learnt a lot from it.
- Gender & Communication. It teaches councils how to communicate.
- Gender & Communications because it keeps people abreast with rapidly changing ICTs environment

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

- None. All sessions were educative and productive.
- Group work. There was no order.
- The role of the media. They are there to make sure the message will sound as they want.

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

- Use the information to help reduce GBV.
- We are going to sit down as council and try to implement the lessons from here.
- Through committees of council and management meetings.
- Formulate gender sensitive policies in council activities.
- Advice fellow workmates on gender and its merits.
- During the budget process, I will advocate for a gender sensitive budget.

4. Any other comments?

- Gender organisations should hold more workshops.
- To help promote human rights.
- Everything was well planned and very educative.
- This program is important. It should reach all parts of the country.
- Gender Links is doing a great job in educating people about gender issues in SADC.