



**SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) CAMPAIGN PLAN –  
SEXUAL EDUCATION AND SERVICES  
ZIMBABWE  
8 NOVEMBER 2018**



**GUIDANCE ON MESSAGES:**

- The group should first decide on and record the specific objectives for the country/council.
- Who are these targeted at?
- What messages/slogans are appropriate to these target groups?
- What are some of the hashtags in country you can leverage on or create? This includes in local languages
- How can they link to regional/global hashtags
- What are some of the Twitter handles you will tag – refer to the Alliance social media handles

<b>SPECIFIC OBJECTIVES</b>	<b>TARGET GROUPS</b>	<b>MESSAGES/SLOGANS</b>	<b>HASHTAGS – LOCAL</b>	<b>HASHTAGS – REGIONAL/ GLOBAL</b>	<b>Social media tagging</b>
To provide comprehensive sexual education at schools and tertiary institutions by December 2018	Youths in Schools, teaching staff, Adolescents, Parents and guardians SDC, Ministry of Primary and Secondary Education, Ministry of Tertiary education Sciences and Technology	Sex education for everyone  Schools matter in sexual reproductive health	#mybodymyright  #protectingmyvirginity  #girlsnotbrides  #boysnotbentons	#VoiceandChoice	@GenderLinks
To provide accurate information on sex education to young people	Youths in Schools, Youths out of schools, teaching staff, Adolescents, Parents and	Accurate sex information is my right  VIVA abstinence is key  HIV is not a curse	#waitfortherighttime  #nomeansno  #HIVisnottheendoflife	#SADCGenderBarometer10	@GenderProtocol

	guardians, Ministry of Primary and Secondary Education, Ministry of Tertiary education Sciences and Technology, Prisoners, Reformatorie s, Mental Insitutes, street kids		#STI'sarereal		
To ensure screening and treatment to all by December 2018	OVC MoHCC PLWD Sex workers, Vulnerable groups, All population groups	Sexual Health is my right	#Earlyscreenin gearlytreatment	#SheDecidesSADC	@SAfAIDS

**GUIDANCE ON PLANNING FRAMEWORK:**

- Specific objectives should be recorded in the planning framework.
- Actions and activities are suggestions. Please customise as appropriate. Please be very specific about the activities to be undertaken.
- Delete any suggested activities that are not relevant to your campaign
- Which members of your consortium will be responsible for each activity?
- By When?
- What will be the main outputs?
- What resources will this require, human, financial, other? What synergies can be forged with existing activities? Are there fund raising possibilities?

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<b>Strategic objective</b>	To ensure universal access to sexual and reproductive health and reproductive rights in accordance with the Programme of Action of the International Conference on Population and Development, the Beijing Platform for Action, the SDGs and the SADC Protocol on Gender and Development.				
<b>Specific objectives:</b>	Are SRHR services freely available in your country? Is there Comprehensive Sexual Education (CSE) in schools? Are these youth and gender sensitive? What needs to be done?				
1	To provide comprehensive sexual education at schools and tertiary institutions by December 2019				
2	To provide accurate information on sex education to young people by December 2019				
3	To ensure screening and treatment to all by December 2019				
<i>1. Obtain buy-in from key stakeholders</i>					
	1.2. Meetings with parliamentarians (who?)	Councillors, CEO/TC's/TS's, CSO's, DHO's PMDs, PA, DA	March 2019	Signed MOU document	\$1000
	1.3 Meetings with statutory bodies – eg law reform commissions – who?)	Councillors, Legislators, Judiciary, Chamber secretary	March 2019	Policy, resolutions	\$1000
	1.4 Meeting with social actors – eg religious groups – who?	SSO,s, NGO's GFPs, Junior Councillors	April 2019	Capacitated social actors	\$1500
<i>2. Launch the campaign and gain maximum publicity for it</i>	2.1 Agree date and venue for launch, ensuring synergy with other campaigns	SSO,s, NGO's GFPs, Junior Councillors	May 2019	Launch programme	\$500
	2.2 Logistics and planning for the launch	SSO,s, NGO's GFPs, Junior Councillors	May 2019	Logistics Plan and budget	\$500
<i>3. Develop and disseminate campaign materials</i>	3.1 Pamphlets explaining XXX/ where to get help; disseminated through XXXX	SSO,s, NGO's GFPs, Junior Councillors	May 2019	Posters and pamphlets	\$500
	3.2 Posters disseminated through XXX networks and put up in strategic places, eg police stations; courts; all gvt. offices; hospitals	SSO,s, NGO's GFPs, Junior Councillors, village heads other stakeholders(	May 2019	Posters and pamphlets	\$500

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		companies within the district/town, pastors fraternity , traditional leaders , ZINATA and Various Association operating within the area of influence			
	3.3 Billboards located at strategic points to reach the broadest possible audience eg football stadiums	DDF, MINISTRY of Roads, Council SSO and Engineering DEPT, Department of physical planning	June 2019	Erected billboards	\$10000
	3.4 Radio: Docu/ drama disseminated via radio and taxis through the taxi association. Use of radio listening clubs to ensure maximum dissemination.	Youth clubs, SSO, IT Department, Local Broadcasting corporation ie Montrose Studio, power FM, ZFM	June 2019	Information dissemination	\$5000
	3.5 Adverts using prominent entertainers eg soccer stars	ZIFA, MoSports youthd and Arts and recreation	Dec 2019	Written adverts	
	3.6 Video				
	3.7 Gathering/ disseminating materials produced outside	N/A			
4. <i>Engage key stakeholders and the general public in interactive public education encounters</i>	4.1 Workshops in regions/ systematically- ensure all regions covered	N/A			
	4.2 Drama using local actors, followed by discussion, that is systematically performed in all districts	Youths , School Children, Teaching staff, local women, PLWD and OVC	During school term		

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		groups			
	4.3 Workshops with specific target groups Traditional leaders Local councillors Schools debates Medical and social worker	GFP s, Women affairs, Partners,DA, RDDC	December 2019	Workshop report Capacitated traditional leaders	\$6000
<i>5. Leverage on special dates in the calendar for promoting the campaign</i>	Sixteen days of activism	GFP s, Women affairs, Partners,DA, RDDC	December 2018	Report on 16 days event	\$10000
	10 December- International Human rights day			Report on 10 \$10December event carried out	\$2000
	1 March- Zero Discrimination Day				
	8 March International Women’s Day	GFP s, Women affairs, Partners,DA, RDDC	March 2019	Report	\$8000
	7 April- World Health Day	GFP s, Women affairs, Partners,DA, RDDC	April 2019	Report	\$1000
	25 May- Africa Day	GFP s, Women affairs, Partners,DA, RDDC	May 2019	Report	\$3000
	11 October-International Day of the Girl Child	GFP s, Women affairs, Partners,DA, RDDC	October 2019	Report	
	15 October - International Day of Rural Women	GFP s, Women affairs, Partners,DA,	October 2019	Report	

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		RDDC			
	21 October-Africa Human Rights Day	GFP s, Women affairs, Partners,DA, RDDC	October 2019	Report	
	1 November- Africa Youth Day	GFP s, Women affairs, Partners,DA, RDDC	October 2019	Report	
<i>6. Engage with the mainstream media in obtaining space/ air time for the campaign as well as increasing media coverage</i>	6.1 Meetings with editors / Breakfast briefings	GFP, HOD's NGOs			
	6.2 Research on coverage of menstrual health in the media	Universities , polytechnics, schools staff and students			
	6.3 Training for journalists in coverage of menstrual health	IT Technician, GFPs, Gender Links , Partners			
	6.4 Letters/ opinion/ radio talk shows	Councillors, partners, GFP, Spokes and Hub			
<i>7. To launch a social media campaign</i>	7.1 Twitter	IT Technician, GFP			
	7.2 Facebook	IT Technician, GFP			
	7.3 Instagram	IT Technician, GFP			



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	7.4 Website	IT Technician, GFP			
	7.5 GL Community of practise	Gender committee			
	OTHER				
<i>8. Initiate greater involvement of men in the struggle for women's human rights</i>	8.1 Engaging with male champions	Councillors, traditional leaders, community leaders, MoHCC	December 2019	Report on engagement meetings	\$500
	8.2 Engaging with men for change networks	Councillors, traditional leaders, community leaders, MoHCC	December 2019	Report	\$1000
	9.2 Reports on all workshops and dissemination exercises	Gender Committee members	Quarterly	Report	\$500
	9.3 Media monitoring				
	9.4 Speeches	Local Councillors, MP.s Traditional leaders	At every Fuction	Written document of speeches	\$300
	9.5 Feedback from the public	Local authority and stakeholders, NGO's MoHCC, MoPSE, MoTE	Ongoing	Minutes of feedback meeting	\$200

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<i>10. Prepare best practices for the 2019 SADC Protocol@Work #VoiceandChoice Summit</i>	10.1 Access summit call	Local Authority	February 2019	Response to the summit	\$1000
	10.2 Document case study	GFP and Partners	April 2019	Documented case study	\$2000
	10.3 Present case study at the summit	GFP	May 2019	Case study presented	\$3000

<b>MONITORING AND EVALUATION</b>
English: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/</a>
French: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/</a>
Portuguese: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/</a>