



STAGE EIGHT WORKSHOP REPORT

Country: Zimbabwe
Council: Chegutu Municipality
Dates: 24-25 October 2012
Venue: Kadoma Hotel & Conferencing Centre



Participants following proceeding at the Chegutu Stage 8 Workshop Photo: Tapiwa Zvaraya



UCAZ



ARDC

EXECUTIVE SUMMARY	3
WELCOME & OPENING	3
IT FOR ADVOCACY INCLUDING THE USE OF CELL PHONES	3
INFORMATION COMMUNICATION TECHNOLOGY.....	3
APPLICATION OF MEDIA, COMMUNICATION AND NEW MEDIA SKILLS-EXAMPLE OF THE SIXTEEN DAYS OF ACTIVISM CAMPAIGN	4
WHAT IS THE SIXTEEN DAYS OF ACTIVISM ON GENDER VIOLENCE?	4
OUTCOMES	4
CLOSING REMARKS	5
ANNEXES	6
<i>Annex A: PROGRAMME</i>	6
<i>ANNEX B: REGISTRATION LIST</i>	7
<i>ANNEX C: CHEGUTU MUNICIPALITY CAMPAIGN PLAN</i>	8
<i>ANNEX D: CHEGUTU MUNICIPALITY CAMPAIGNS COMMUNICATION STRATEGY</i>	12
<i>ANNEX E: EVALUATION</i>	14

of the Centres of Excellence for Gender Mainstreaming in Local Government Stage Seven workshop held jointly on 24-25 October 2012 at the Kadoma Hotel and Conference Centre, with Chegutu Municipality and Kadoma City Council.

The purpose of the programme was to:

- Introduce the IT for Advocacy and Application of Media, Communication and New Media Skills-Example of The Sixteen Days of Activism Campaign modules.
- Develop a Communications Strategy Plan.
- To identify the days which council will participate in Cyber Dialogues.
- To learn how the internet can be used for advocacy.

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

Council officials, councillors and stakeholders as well as the youth attended the workshop. In total 20 participants (15 men and 5 women); see **Annex B** for the full workshop participants list.

The Chegutu Municipality Campaigns and Communication Strategy Plan framework that the participants produced is attached at **Annex C** and **D**.

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 E**.

Welcome & Opening

The Mayor of Kadoma City Council, Councillor Matambo welcomed everyone to the workshop. stating that gender was a very sensitive issue and as such it was imperative that these issues be handled with care. He thanked GL for giving Kadoma the opportunity to work with them and for bringing the workshop into their town.



**Kadoma City Council
Mayor, Cllr Matambo giving
welcome remarks Photo:
Tapiwa Zvaraya**

GL Country Manager, Priscilla Maposa thanked the council 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).

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,



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are using IT in the form of email to do their day to day

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. Chegutu Municipality was classic in that, the council identified areas where people were being abused, and converted the area into a garden where people were now embarking on green ventures. This has seen a reduction in cases of violence in that specific area.

Outcomes

- Chegutu Municipality campaigns communication strategy
- Chegutu Municipality campaign action plan.



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g to participate in the GL Cyber Dialogues and ensure nted.

Closing remarks

Chegutu Municipality Mayor, councillor Wadzingenyama in his closing remarks said, the workshop had given everyone the opportunity to acquire knowledge, as is always the case when GL visits. He thanked GL for involving Chegutu Municipality GFP, Melania Mandeya in the co-facilitation, again a result of the GL Training of Trainers (ToT).



Stage 7 and 8

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/M. Mandeya
Gender and media literacy			
9:00 – 10:00	Media monitoring, findings of the GMBS, taking up cases	1 hour	GL/M. Mandeya
10:00 – 10.15	<i>TEA</i>		
10.15 – 11.00	Profiles and mock interviews	45 min	GL/ M. Mandeya
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/M. Mandeya
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: Chegutu Stage 8

Country: Zimbabwe

Venue: Kadoma Hotel and Conference Centre

Date: 24-25 October 2012

NAME	SEX M/F	ORGANISATION	DESIGNATION	PHONE	FAX	E MAIL
L. Gwanzura	M	Chegutu Municipality	Dep Mayor	+263776619828		gwanzuraleo@gmail.com
Marian Karukoche	F	Chegutu Municipality	Stakeholder	+263772406957		
Noel Wadzinyenyama	M	Chegutu Municipality	Mayor	+263777406099		
Alice Kunhlande	F	Chegutu Municipality	Councillor	+263776602310		kunhlandealice@gmail.com
Edias Ticharwa	M	Chegutu Municipality	Councillor	+263773274712		ticharwaedias@gmail.com
Takunda Chesa	M	Chegutu Municipality	Stakeholder	+263773152311		takundachesa@hotmail.com
Magenge Marshall	M	Chegutu Municipality	Stakeholder	+263736283129		mmagenge@gmail.com
Joshua Hondoma	M	Chegutu Municipality	Councillor	+263775358618		joshuahondoma@gmail.com
Edward Dzeka	M	Chegutu Municipality	Councillor	+263772625450		EDDZEKA10@gmail.com
Colleen Mangota	M	Chegutu Municipality	Councillor	+263772922341		mangota@yahoo.com
Eunice Chahwanda	F	Chegutu Municipality	Councillor	+263772280730		
Thomas Jani	M	Chegutu Municipality	Councillor	+26377294718		
M. Zimani	M	Chegutu Municipality	Councillor	+263773754823		
Johane Sonda	M	Chegutu Municipality	Driver	+263777428895		
Raymond Maganga	M	Chegutu Municipality	Councillor	+263773728407		
Patrick Tembo	M	Chegutu Municipality	Councillor	+263772734055		
Stephen Muziwayawo	M	Chegutu Municipality	Councillor	+263775097340		
Melania Mandeya	F	Chegutu Municipality	Dir Housing	+263		
Priscilla Maposa	F	GL	Country Manager	+263772735722		zimlocalgvt@genderlinks.org.za
T. Zvaraya	M	GL	Prog Officer	+263773955517		progzimbabwe@genderlinks.org.za

Attendance statistics by gender:

Females	5	25%
Males	15	75%
TOTAL	20	100%

CAMPAIGN PLAN

CHEGUTU MUNICIPALITY CAMPAIGN ACTION PLANNING FRAMEWORK

NAME OF CAMPAIGN	16 DAYS OF ACTIVISM FOR CHEGUTU MUNICIPALITY
CORE ISSUE	LOBBY AND ADVOCACY OF GENDER BASED VIOLENCE AND EQUAL REPRESENTATION
STRATEGIC OBJECTIVE	REDUCE GENDER BASED VIOLENCE BY HALF
CHANGE SOUGHT	REDUCTION OF GENDER BASED VIOLENCE BY 50% AND EQUAL REPRESENTATION
KEY MESSAGE	GENDER EQUALITY AND PARITY IN ALL DECISION MAKING LEVELS

OBJECTIVE	BASELINE	TARGET	INDICATOR	ACTION	OUTPUT	WHO	TIME FRAME	BUDGET
Planning								
To plan a strategic campaign that addresses issues that are relevant to the council and community at large	<i>Are there plans in the council to host strategic campaigns?</i>	12 Wards- Vendors, ward residents, churches and business persons.	No. of campaign's to be carried in 12 wards	Education through pamphlets, public address, participation approach.	All wards to be reached.	Gender Focal person, housing & finance departments and councilors	16 Days	US\$200.00
Launch								
To launch the campaign and gain maximum publicity for it	<i>Have campaigns been launched in the past?</i>	churches	Notices and programme to the stakeholders	Presentations	No. of stakeholders	G F P	1 DAY	US\$50.00

			INDICATOR	ACTION	OUTPUT	WHO	TIME FRAME	BUDGET
	<i>What have been the success rates of these launches?</i>	Community participation in all wards towards clean up services	Street cleaning processes	Storm water drains cleaning and streets cleaning	Cleaned surfaces	150 voluntary participants	One week	(US\$500,00) Paid up by council
Materials								
To develop and disseminate campaign materials	<i>Is there any type of materials available?</i>	Bunners, flyers ,Pamphlets	1 Big bunner pamphlets	Distribution of i. e c. materials	No. of pamphlets distributed	G F P and all councilors	16 Days	US\$200
Stakeholders								
To engage key stakeholders and the general public in interactive public education encounters	<i>Does the council have strategic partners and stakeholders relevant to the specific campaign?</i>	Vendors,churches, business people	No. of stakeholders	Public meetings and dialogue	Minutes of the held with stakeholders	G F P AND All councilors	5 Days	US\$300.00
Strategic days								
To capitalise on special dates in the calendar for promoting the campaign	<i>Has the council already identified special days to host special activities?</i>	16 Days	Gender based violence Awareness programmes	Door to door awareness programs	Number of housing units visited	Housing and finance department an all councilors	16 days	US\$200.00
Media								

			INDICATOR	ACTION	OUTPUT	WHO	TIME FRAME	BUDGET
To engage with the mainstream media in obtaining space/air time for the campaign as well as increasing media coverage	<i>Does the council have a relationship with the media?</i>	News day Herald ,The mirror	Presents of the news crew	Campaign record tracks	News paper and articles and pictures	Media crew and council	1 day	US\$300.00
New media								
To use new media tools like Facebook, twitter, etc. to enhance the campaigns effectiveness and awareness raising efforts	<i>Does the council make use of new media?</i>	Global communications	website	Creation of council website	Sms, e-mails,	ALL	16 days	`
	<i>Does the council have a facebook or twitter account?</i>							
Involving men								
To initiate greater involvement of men in the struggle for women's rights and to build networks for collaboration on the issue that the campaign addresses.	<i>Does the council work with any men's organisations?</i>	MEN	No. of men in attendance	Invitations to Men Organizations	Meetings	G F P	16 days	US\$50.00
	<i>Does the council have a database of men's organisations or forums working in the community?</i>							
Capacity								

			INDICATOR	ACTION	OUTPUT	WHO	TIME FRAME	BUDGET
To strengthen networking capacity - internally and externally	<i>Has there been any networking capacity building initiatives?</i>	Men and Women	Disaggregated data of participants	Capacity building workshop	Attendance register of participants	Men and women	1 day	US\$150.00
To build internal capacity in areas relevant to the campaign								
Sustainability								
To ensure the financial viability and sustainability of the plan	<i>Is there a long term budget for strategic campaigns in the council?</i>	12 Wards	No. of campaign's to be carried in 12 wards	CONSISTANCE	Minutes By G P F	Council Finance	All year round	US\$10 000) From council funds
Reporting, Monitoring and Evaluation								
To ensure proper and thorough reporting, monitoring and evaluation of on all aspects of the campaign for future reference as well as using the report/s a monitoring and evaluation tool	<i>Does the council have reporting mechanisms and tools in place?</i>	All Participants	M & E record	Completed M & E record	Computed M & E records	G F P	16 days	US\$50.00
	<i>Does the Council have tools for monitoring, evaluating and measuring change?</i>							

PAIGNS COMMUNICATION STRATEGY

CHEGUTU MUNICIPALITY CAMPAIGNS COMMUNICATION 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	<ul style="list-style-type: none"> - Report all cases of GBV. - Men & women alike to speak out and report all forms of abuse. 	<ul style="list-style-type: none"> - Name & expose them. - Speak out, expose all GBV. 	<ul style="list-style-type: none"> - Banners, T-shirts
Abused child	<ul style="list-style-type: none"> - Children to Speak out against all forms of abuse 	<ul style="list-style-type: none"> - Speak out, expose all GBV. 	<ul style="list-style-type: none"> - Banners, T-shirts
Abusive men	Stop rape, stop murder.	<ul style="list-style-type: none"> - Mhondi imboko, ngaisungiswe. 	<ul style="list-style-type: none"> - Banners, T-shirts
FAMILY/ HOUSEHOLD			
Mother, father, guardian	<ul style="list-style-type: none"> - The need to respect another's individual rights. 	<ul style="list-style-type: none"> - Unity, Love & Respect. 	<ul style="list-style-type: none"> - Banners
Parenting	<ul style="list-style-type: none"> - Reinforce family unity 	<ul style="list-style-type: none"> - Unity, Love & Respect. 	<ul style="list-style-type: none"> - Banners
COMMUNITY			
Community	<ul style="list-style-type: none"> - Need to mobilise community to create safer places 	<ul style="list-style-type: none"> - Chegutu, musha ngauchene. Musha ngauchene, Chegutu. - 	<ul style="list-style-type: none"> - Pamphlets - Print and electronic Media
Schools	<ul style="list-style-type: none"> - Educate on forms of GBV 	<ul style="list-style-type: none"> - Report the abuser. 	<ul style="list-style-type: none"> - Dramas, circulars
Religion	<ul style="list-style-type: none"> - Churches to preach the gospel of peace 	<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> - Church sermons
Sports	<ul style="list-style-type: none"> - Equal access to sporting activities 	<ul style="list-style-type: none"> - Regai dzive shiri mazai haana muto. 	<ul style="list-style-type: none"> - Pamphlets - Print and electronic Media

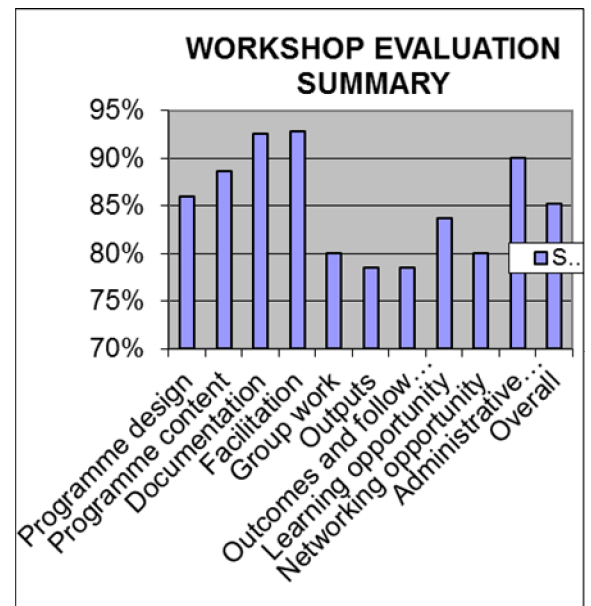
	COMMUNICATED TO OR BY THESE GROUPS	SLOGAN	WHAT COMMUNICATION TOOL SHOULD BE USED
Society			
Political leadership, Criminal justice system	- Stop rape, stop murder.	- Mhondi ngaisungiswe.	- Pamphlets - Print and electronic Media
Media	- Stop rape, stop murder.	- Mhondi ngaisungiswe.	- Pamphlets - Print and electronic Media
Culture	- Culture should be gender sensitive.	- Mhondi ngaisungiswe.	- Banners, T-shirts

Date: 24-25 October 2012
Venue: Kadoma Hotel
10 Evaluations received

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

WORKSHOP EVALUATION SUMMARY

	Evaluation area	Rating
1	Programme design	86%
2	Programme content	89%
3	Documentation	93%
4	Facilitation	93%
5	Group work	80%
6	Outputs	79%
7	Outcomes and follow up plans	79%
8	Learning opportunity	84%
9	Networking opportunity	80%
10	Administrative arrangements	90%
11	Overall	85%



COMMENTS

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

- All sessions.
- Group work. It involved all people and an action plan was set
- Communications Strategy. Communication is vital in the community.
- ICT. It showed how we can use technology for advocacy.

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

- None. All sessions were useful.



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What have you gained from this engagement?

in the society.

4. Any other comments?

- This is very important for the improvement of the community.
- As leaders we have been empowered to tackle issues on violence and rape on sex workers.
- Useful gathering and training.