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CATEGORY: SEXUAL REPRODUCTIVE HEALTH & HIV/AIDS

NAMIBIA SADC GENDER PROTOCOL SUMMIT

3-4 APRIL

POLYTECHNIC OF NAMIBIA

GENDER EQUALITY BY 2015, YES WE MUST!

BRIEF DESCRIPTION OF **MEDIA HOUSE**

- Windhoek, Namibia(urban)
- Type: Wire/ Online Service
- Circulates news to 95% of media houses.
- Proportion of women sources(erratic representation sources)
- Employees: 14 Female and 16 Male
- Not part of the COE Process

Your submission

The submission is an article written about a social problem Baby Dumping that has become a widespread problem in the country.

- The article gives alternative options provided by the British High Commission in partnership with the Legal Assistance Centre on a poster campaign conducted in the country for the first time.
- The article highlights struggles that women go through or are faced with.
- The article is a good example of gender in the media context as the media can give an equal voice to both women and men.
- The media can also play a constructive role in the eradication of baby dumping in Namibia.
- The article has a 100 per cent female source who are either experts or representatives of their respective organisations.

HOW DOES YOUR SUBMISSION CONTRIBUTE TOWARDS ACHIEVING THE 28 TARGETS OF THE SADC GENDER PROTOCOL?

PROTOCOL TARGET	ACTIONS
<p>Article 26: Health- Develop and implement policies and programmes to address the mental, sexual and reproductive health needs of women and men.</p> <p>Reduce the maternal mortality ratio by 75%</p>	<ul style="list-style-type: none"> • That as journalists we continue to report on health, HIV and AIDS as well as Education and Training issues for both women and men.
<p>Article 32 – 36: Implementation – These articles make provision for gender sensitive budgets and resource allocations.</p>	<ul style="list-style-type: none"> • Articles such as this informs law makers and makes them aware that all budgets be at local government level or the central government should be gender sensitive.

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Background

- I produced the article to see that baby dumping is completely eradicated in Namibia, if not at least lessened.
- I also produced the article to raise awareness that there are alternatives to baby dumping.
- The article is responding to teenagers or young women who are dumping babies as a cry for help maybe due to the fear of being first time mothers and many other reasons attached to their actions of dumping their babies.
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Objectives

- OBJECTIVES: WHAT DID YOU HOPE TO ACHIEVE WITH THIS COVERAGE?
- The article just gave more strength or muscle to the campaign that the campaign British High Commission in partnership with the Legal Assistance Centre already embarked upon.
- The acceleration of the Child Care and protection Bill by the Ministry of Gender Equality and Child Welfare.
- To provoke or increase discussions amongst teenagers both male and female, women and men (readers) in finding solutions to baby dumping.
- To touch the hearts of men that their female partners need their support in deciding the future of their baby.
- Reinforcement of adolescent friendly health facilities in the country at all health facilities.
- To see multi- sectoral efforts in terms of the Ministry of Education introducing counselling departments at schools.
- For parents to create a more conducive environment at home for teenagers to express themselves freely about issues of reproductive health and HIV and AIDS,.

Targets

- With this article I hoped to reach female teenagers between 13 and 19 years.
- Young women from the age of 20 to 35 years as they are most vulnerable or most likely to dump a baby according to data collected from the Namibian Police Force.
- I also hoped to reach men of all ages
- I also hoped to reach community activist groups, law makers, civil society organisations as well as church leaders and traditional leaders.

Process

- **I interviewed the British High Commission and the Legal Assistance Centre when they announced the launching of the first ever poster campaign on baby dumping.**
- **I spoke to the Representative of the World Health Organisation in Namibia to share light on the problem of baby dumping in the country.**
- **I also spoke to the Namibian Police Force who engaged me on the process that is followed when a baby is rescued and gave figures.**

Feedback

- **The article was aired on radio stations but I did not receive specific feedback on it.**
- **I would like to however believe that campaigns such as the one by the British High Commission was prompted by media reports.**

Follow up

- Approach the British High Commission and LAC to find out if the campaign reached its intended purpose.
- Speak to the Ministry of Gender Equality and Child Welfare on how far it is with the implementation of the Child Care and Protection Bill.
- Speak to the Namibian Police Force to see if the figures on baby dumping have dropped or is on the increase.
- This time around I will make sure that I have an equal voice of both men and women on the issue.