



#HEARMETOO

ENDING VIOLENCE AGAINST WOMEN AND GIRLS

THE 5C'S STRATEGY - LESSONS
FROM THE FUULA 16 DAYS OF
ACTIVISM CAMPAIGN

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EXECUTIVE SUMMARY

2018 has been an incredible year! In June, 200 young African leaders convened in Johannesburg, South Africa for the inaugural Obama Leaders Africa Fellowship. 2 months later; the ideas shared and conversations that started at that meeting culminated in the formation of **Every Girl in School Alliance** (EGISA) in Malawi with the mandate to 'create a more gender-equal and inclusive society with equal opportunities for education, empowerment and health for both genders through the elimination of, existing barriers; harmful practices; negative mindsets and stereotypes'.

4 months later, I am proud of the work that we have done and the traction we have gained but even more, I am aware of the big task that lies ahead! When we started EGISA, ending violence against women and girls (EVAWG) was at the top of our agenda! This is why we formulated and implemented the **FUULA 16 Days of Activism against Gender based Violence Campaign** from the 25th November 2018 to the 10th December 2018. The campaign ran under the United Nations 16 Days of Activism against GBV 2018 theme: **#HearMeToo - Ending violence against women and girls in the workplace and tertiary schools.**

The rationale behind the campaign was the belief that 'women and girls still do not feel safe in their schools and workplaces' and we set out to find ways we could change this and create safer spaces for women and girls! To achieve this, we developed and implemented an intervention strategy, the 5C's strategy, underpinned by these 5 pillars: **Champions; Capacity building; Community; Conversations and Commitments.**

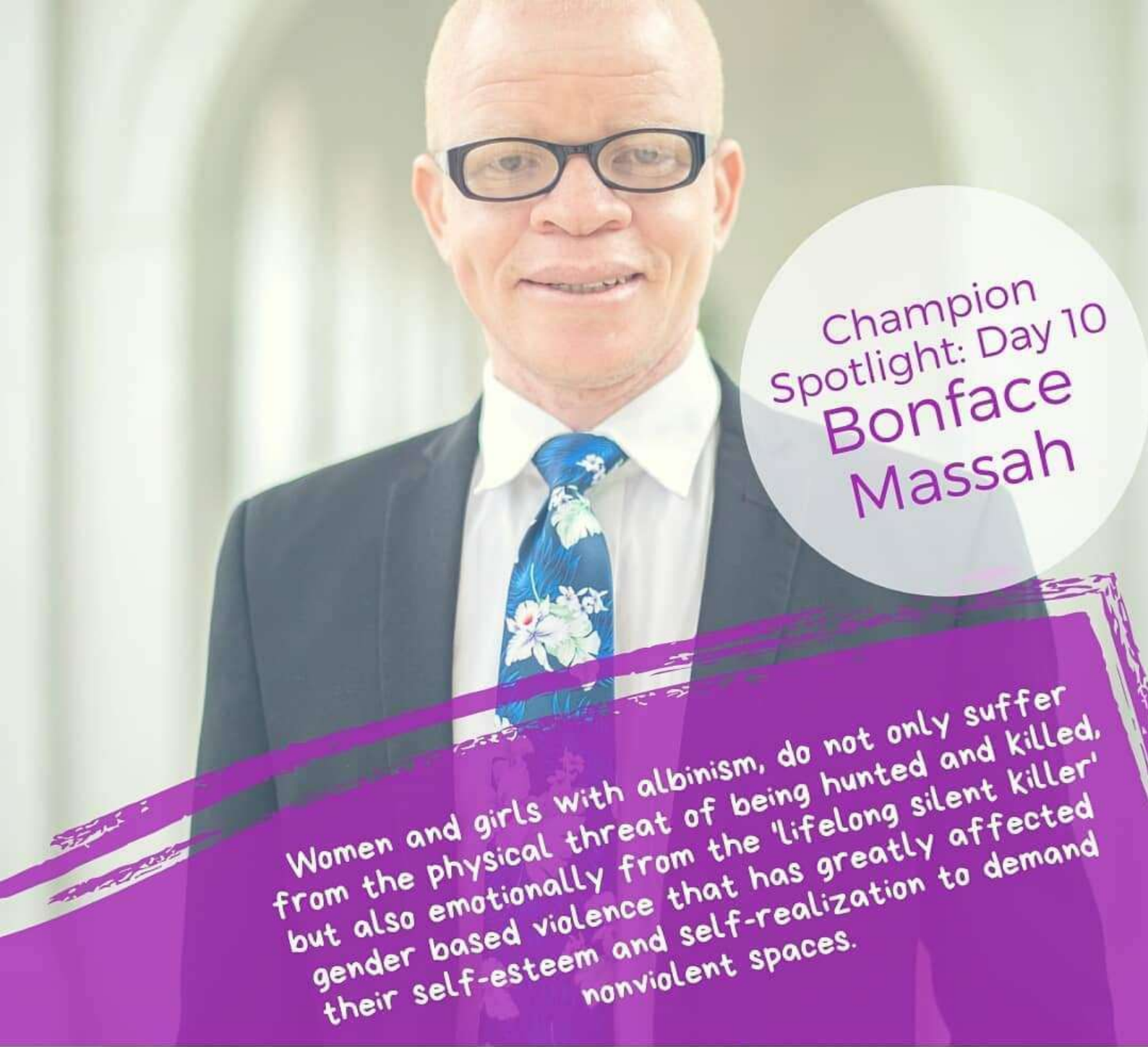
Following the impact of and feedback from stakeholders on the campaign, we took some time to reflect on the lessons we had learnt from the campaign. To do this, we analysed the 5Cs strategy we had implemented, feedback from the conversations we had with different stakeholders and the recommendations and ideas we received from the essay competition and focus group discussions held. **These reflections and thoughts are captured in this report and we are excited to share them with you.** As the saying goes, "There is nothing new under the sun". As you go through these pages, there may not be any 'new' or groundbreaking revelations but we believe that these simple yet proven lessons and interventions can help drive change wherever you are.

Together in the cause,

Willson P. Chivhanga

Co-Founder and Executive Director





Champion
Spotlight: Day 10
**Bonface
Massah**

Women and girls with albinism, do not only suffer from the physical threat of being hunted and killed, but also emotionally from the 'lifelong silent killer' gender based violence that has greatly affected their self-esteem and self-realization to demand nonviolent spaces.



1. CHAMPIONS

This section explores how you can utilise the stories, influence and work of champions to break the stigma culture of silence around VAWG and spark conversations

1.1 16 Champions, 16 Days

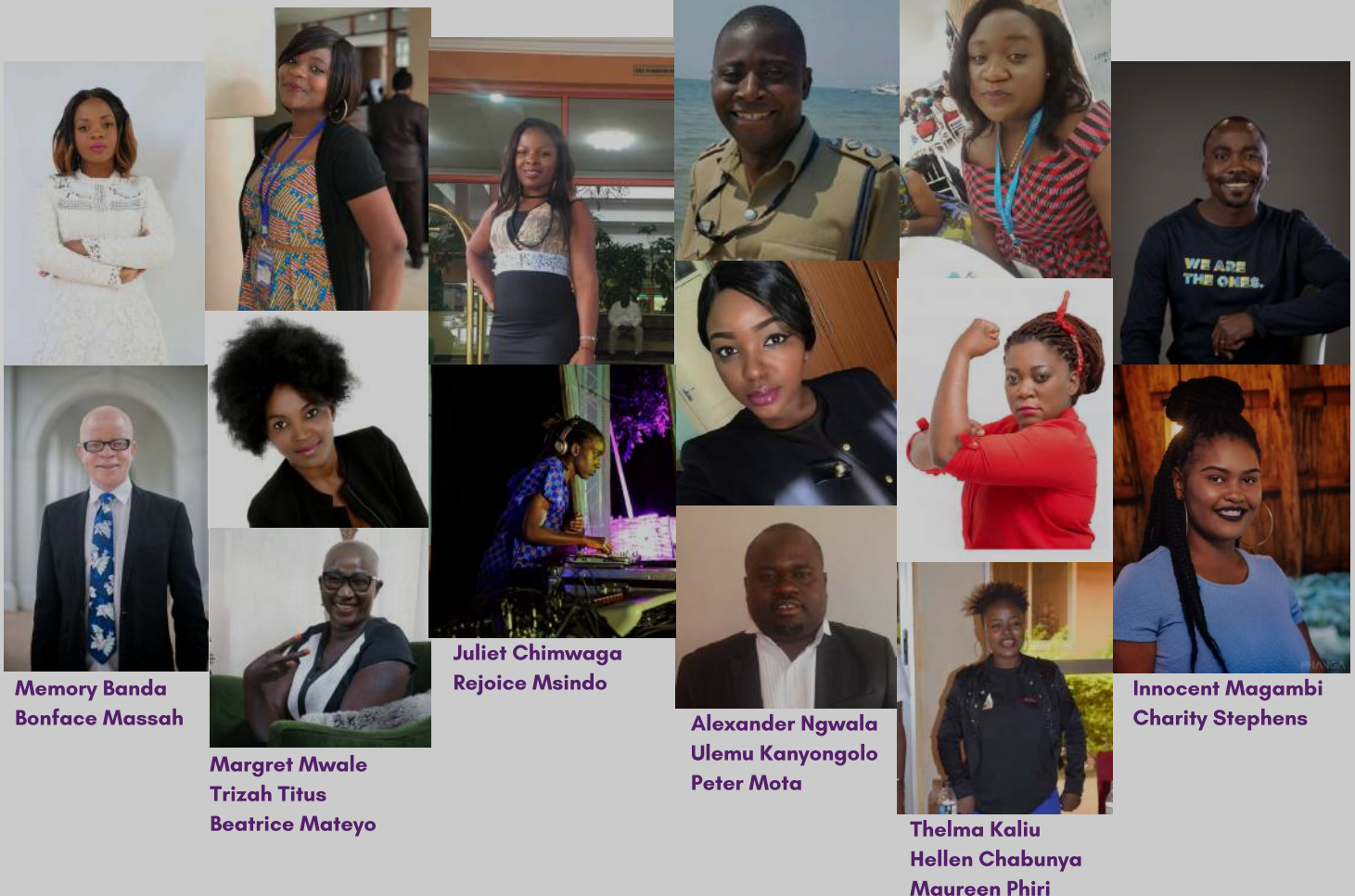


"Hearing first hand accounts from survivors; listening to and celebrating the work activists and human rights defenders are doing on the ground to fight VAWG and getting support from influencers for your cause are some of the strategies we employed to huge succes"

Willson Chivhanga, Co-Founder - EGISA

Spotlighting the stories of survivors and the work of activists and human rights defenders, engaged in the fight against VAWG helps break the culture of silence and stigma around violence against women and girls. It empowers and inspires women and girls to speak out and seek help! The campaign profiled 16 Champions, one for each day, sharing their stories and work via social media, Radio and TV interviews. Our survivor stories were also featured on a UN Women led documentary which was shot during the campaign.

Our Champions



Memory Banda
Bonface Massah

Margret Mwale
Trizah Titus
Beatrice Mateyo

Juliet Chimwaga
Rejoice Msindo

Alexander Ngwala
Ulemu Kanyongolo
Peter Mota

Thelma Kaliu
Hellen Chabunya
Maureen Phiri

Innocent Magambi
Charity Stephens

1.2 Stories move mountains



"Sharing my story has, allowed me to deal with the demons of my past, strengthened my resolve to fight for safer spaces for women and girls and inspired me to do more!"

Charity Stephens, Founder - New Beginnings

Survivors not Victims!

VAWG is more prevalent and thrives in environments of silence - communities, institutions and workplaces which do not encourage and have safe spaces for women and girls to speak out! When women and girls claim their power and voice and start speaking out against abuse (of any sort), change happens! Sharing of personal stories has proven to be the most effective means of sparking conversations and inspiring silent voices to be heard. When survivors share their personal stories, the ceiling and culture of silence is broken, inspiring and enabling more women and girls to speak out.

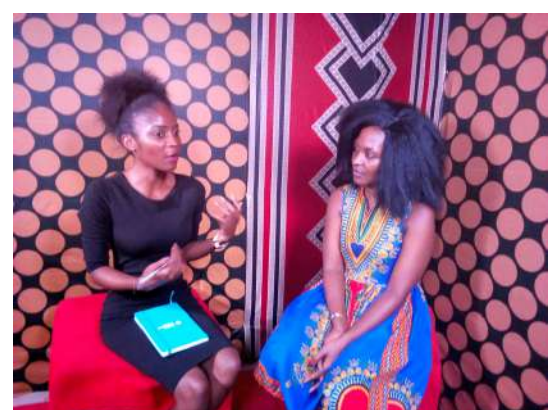
With the FUULA campaign, we were privileged to work with the amazing women who are survivors of GBV: **Maureen Phiri; Trizah Titus and Charity Stephens**. As they shared their stories through the various platforms - at the #PurpleMarch and #SHESummit; via Radio and TV interviews and on Social Media, we witnessed the power of authentic stories - how they can break the ceiling of silence and inspire movements. Following their talks, a number of women spoke out for the very first time and we have since witnessed the building of an informal 'victim support' community - women standing by each other!



Maureen Phiri sharing her story at the #PurpleMarch



Charity Stephens at the #PurpleMarch



Trizah Titus sharing her story at Timveni TV

1.3 Celebrating the work of activists & human rights defenders

Whilst there is still so much to do to end VAWG, there has been tremendous progress made and this is largely due to the grassroots activists and human rights defenders who are working tirelessly advocating for better policy frameworks and creating safer spaces for women and girls. Spotlighting the work these amazing champions are doing gave us a unique insight into the great work being done on the ground. However, we noted that whilst many individuals were doing great work, their impact was minimal because they were operating in 'silos'. This campaign and most specifically spotlighting these champions, created room and platform for the building and/or strengthening of relationships and community among these champions which leads to increased cooperation and synergies. The fight against GBV requires a united front – grassroots activists, human rights defenders, advocates, leaders etc working together, leveraging on each other's strengths and coordinating programming and interventions.

1.4. Leveraging on Influencers and Celebrities as Champions



Noel Chikoleka aka Physix



Fredokiss

The FUULA Campaign leveraged on the influence of celebrities such as Fredokiss; Physix; Suffix; KVG; RJ the DJ and so many others to raise awareness and thrust the campaign into the national spotlight. We utilised their platforms to share campaign messages and call people to action e.g. with the Safe School and Workplaces Pledge, which these artists signed and encouraged people to sign as well. With the help of these celebrity champions, our social media reach spiked by over 800% and within a week of getting Fredokiss's endorsement, over 1,000 pledges were signed.



Youth Activists Training workshop - Lilongwe Nov 2018

2. CAPACITY BUILDING

Engaging and utilising the strength, ingenuity and creativity of young people as drivers of change

2.1 Training Youth Activists



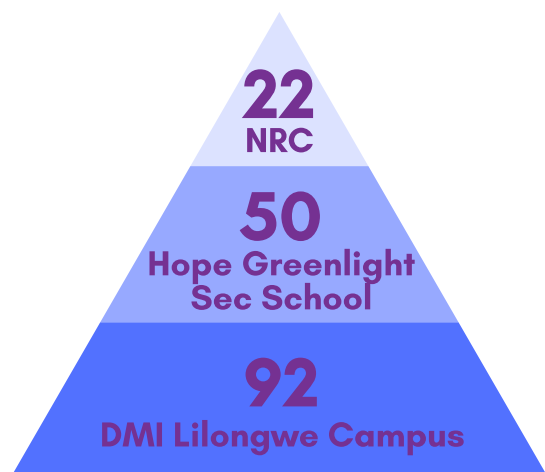
"Values and norms are formed during childhood and youthful stages of life. Educating young people on GBV and promoting gender equality is the best bet for faster and sustained progress on preventing and eradicating GBV"

Shalom Zimunya - EGISA Cofounder

Young people are drivers of change!

In line with our conviction that young people are drivers of change and ending GBV requires their participation as changemakers, we trained **34** Youth Activists as Peer Facilitators to facilitate trainings and conversations around GBV in Secondary and Tertiary Institutions using the EGISA developed co-educational curriculum. The curriculum is designed for youths between the ages of 12 and 25 and provides young people with tools and expertise to understand the root causes of violence in their communities, to educate and involve their peers and communities to prevent such violence, and to learn about where to access support if violence is experienced. The pilot programme was a huge success with our Activists training **164** Secondary School and Tertiary students in **3** institutions. These students were in turn encouraged to go back to their communities and spread the lessons learnt. The model has been a hit! We now have **62 active Activists** working in their communities and leading the conversation and fight against GBV.

Student Training in Numbers



Students Training in Pictures



DMI Lilongwe Campus



DMI Lilongwe Campus



Campus Ambassadors



Hope Greenlight Sec



Women marching together at the #PurpleMarch

3. COMMUNITY

Women and men standing together and speaking with one voice against VAWG

3.1 Speaking with one voice



There is strength in numbers! The **#PurpleMarch** brought together 350+ women, men, girls and boys from diverse walks of life to stand together and speak with one voice. One voice can be ignored but not hundreds of voices. The #PurpleMarch received nationwide media coverage including on all major Radio and Television networks. Ending GBV will require greater unity and coordination among all stakeholders and genders. This unity will also thrive in its diversity – the more diverse and inclusive the communities and movements we are building, the stronger they are!

3.2 Engaging men and boys as partners

Previously, men and boys have always been regarded as perpetrators and as such were not engaged in the conversations and actions to end GBV. However, studies and practice over the years have proven the impact that involving men and boys as partners in the fight against GBV has. Throughout the campaign, we deliberately involved and engaged men, bringing them into our community and conversations. By engaging men as partners, we created a platform for them to be, more informed about the issues and positioned as role models to their counterparts. Male allies in the fight are the 'X' factor in reaching other men and breaking negative masculinities and deconstructing patriarchy which propagates VAWG

3.3 Strength in Numbers - Coordinated CSO interventions

Civic society organisations have a critical role to play in ending VAWG – from ensuring that government legislation is enforced to helping develop policy frameworks, holding government accountable, ensuring alignment of local laws to international conventions and treaties, educating women and girls on their rights, raising awareness and breaking down negative masculinities, cultural norms and stereotypes, among many other things. Partnerships between local, national and international CSOs and agencies are crucial in building a critical mass of knowledge to interpret trends across global regions. Thus, global strategies would be informed by experiences and actions across the world.

The FUULA campaign was the biggest CSO coordinated 16 days of Activism campaign in Malawi with **10 partner organisations** working together. This helped us to leverage on each other's strengths, expertise and resources to deliver a cutting edge, relevant and impactful campaign. This coordinated approach multiplied to campaign's reach and impact, making it a truly nationwide campaign.



3.3.1 Intersectionality in ending VAWG

Women and girls are not a homogenous group – they are all different i.e. they live in different contexts, face different challenges etc. Violence against women and girls is also not homogenous. For instance, when forms of violence disproportionately impact Black and ‘minority ethnic’ (BME) women and girls, there is a tendency in policy, practice and media discourse to ‘otherise’ these issues and frame them as cultural phenomena rather than as occurring in the context of gender inequality (Imkaan & Rights of Women 2016a). Women and girls are also likely to experience multiple forms of violence and abuse that overlap, or intersect, within a broader pattern of control. This could include physical and sexual violence, stalking, female genital mutilation, trafficking or child abuse and child marriage.

The FUULA campaign intentionally instituted an intersectional approach. The diversity of the partner organisations and what they do allowed us to address VAWG in a holistic manner with each partner playing their unique role. Acknowledging that women and girls are subjected to multiple forms of VAWG helps to ensure that professionals are more alert to their vulnerabilities and support needs and are better able to respond appropriately.



Some of our Volunteer 'Pledge Ambassadors'

4. COMMITMENTS

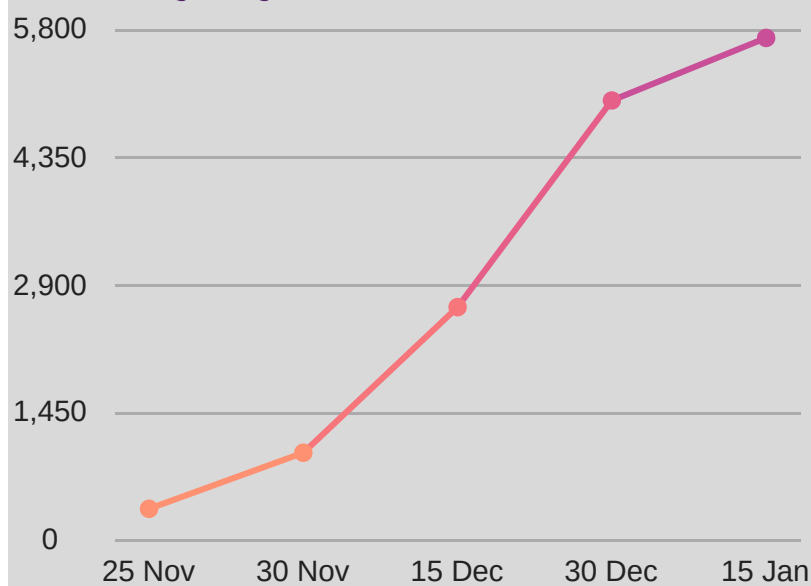
Campaigns that have a 'call to action' have greater impact. We sought for actionable commitments from all key stakeholders to create 'safe schools and workplaces'

4.1 Seek for actionable commitments

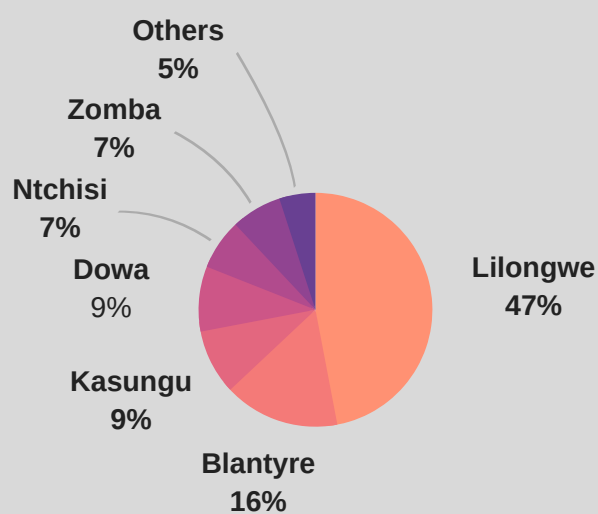
One of the goals of the FUULA campaign was to secure practical and lasting commitments from leaders, institutions and individuals. With the increase of VAWG cases in schools and workplaces, we launched the '**Safe Schools and Workplaces**' Pledge where we were seeking **10,000 commitments** from individuals and organizations to 'create safe spaces for women and girls'. Over 350 pledges were signed at the launch during the #PurpleMarch and by the 15th January 2019, **5700** signatures had been collected (3,000 through the pledge cards and 2,700 through sign up forms).

We commissioned a team of 50 volunteers, spread across the country to collect signatures/commitments from various stakeholders. However, we quickly learnt that this process was not just about the signatures but it created spaces and platform for conversations on wide ranging issues around VAWG. We found that people were more willing to take the pledge after they are more informed about the issues and are given platform to contribute to finding solutions.

Total Pledge Signatures Collected since 25 Nov



Signatures Collected by location



Results Analysis

The collection of signatures has been spearheaded by a team of volunteers spread across the country, with Lilongwe accounting for 47% of signatures secured. The immediate popularity of the pledge indicated that Malawians are concerned about the safety of women and girls and are yearning for platforms like this to get involved and take action. This is why, after the launch, we stepped up efforts to secure the 10,000 signatures needed. The pledge gained momentum through securing the support of influencers such as **Fredokiss; Phyzix; Suffocate** and **Miss Malawi 2018, Tionge Munthali**, who signed and endorsed the pledge. This accounts for the surge in signatures secured between December and January.



#SHESummit 2019

5. CONVERSATIONS

Create platforms and safe spaces for ongoing conversations that are inclusive - where the voices of the concerned are not only represented but dominate the conversations

5.1 Crowdsourcing solutions to end VAWG

Capturing the voices and thoughts of women, girls and men on how to create safer spaces for women and girls in schools and workplaces is key to designing programming and policy advocacy. This is why we ran the 'Safe Schools and Workplaces' Essay competition where we invited students and workers to share their ideas on how schools and workplaces could be safer for women and girls. The contest specifically sought creative and 'real life' ideas on how safer spaces could be created. Contestants would outline the VAWG challenges they have seen, heard or experienced within their context and propose solutions. This feedback was crucial to, helping us understand the real issues on the ground and engagement with stakeholders on policy and projects/campaigns. One great example is student from a tertiary institution who wrote about her personal story. Through the story and the ideas she shared, we managed to engage the institution and are now using this feedback to develop a sexual harassment policy at the school.

Student Contest



1st Prize: Daisy Mpando (CHANCO)



2nd Prize: Tapiwa Khutakumutu (Catholic University)



3rd Prize: Angella Jumbo (DMI - Mangochi)

Workplace Contest



1st Prize: Thoko Supayo (Dept of CECD)



2nd Prize: Isaac Mafuel (Theatrik Interventions)



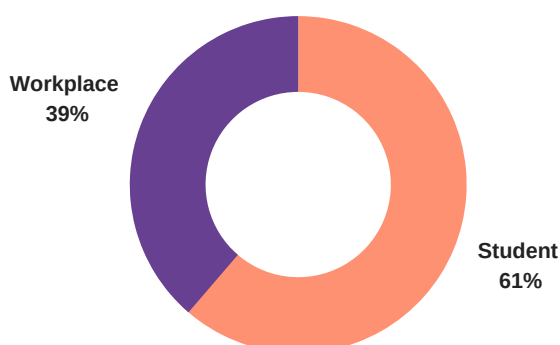
3rd Prize: Victory Kamthunzi (AFIDEP)

Competition in Numbers

Total applications received



Applications per Category



5.2 Creating safe spaces for dialogue & engagement

Safe Spaces for dialogue are shrinking everyday. Using the 'nothing for us without us' and 'leave no one behind' approaches, we hosted a national summit on ending VAWG, the #SHESummit on the 10th December at Crossroads Hotel in Lilongwe, Malawi. The summit created a safe space for women and girls to share their stories, encourage each other, build movement and chart a way forward in the fight against VAWG. Men also participated and spoke about their role as allies and sought to listen to women and girls.

5.2.1 Panel discussions



Instead of one sided talks, we opted to have panel discussions to allow for different views and greater engagement. We found these to be more interactive as they allowed for the audience to participate as well. The Summit featured 3 panel discussions on:

- **Education** – Envisioning schools free from GBV: using evidence for action
- **Workplace** – Creating safe workplaces, eliminating all forms of GBV: 21st century approaches
- **#HeforShe** – The role of men and boys in ending GBV

5.2.1 Focus Groups

Cluster/Focus group discussions create safe spaces for specific groupings to discuss issues that affect them directly without fear. By breaking into clusters, following the panels, we gave each grouping i.e. students, workers and men (#HeforShe) a chance to sit on their own and critically examine issues and come up with contextually relevant recommendations on ending VAWG within their sphere.



5.2.3 Using the Arts as a conversation tool



Hope Greenlight Secondary School Theatre Club performing a Drama on 'gender Equality – ending discrimination against women'



NRC LUANAR Campus Arts Group performed a number of songs specially composed and produced for the #16daysofActivism on ending VAWG

The arts remain one of the most effective tool of spreading messages and effecting mindset shifts. In a culture dominated by silence, it is imperative that we find and use creative means to break the silence and spark critical conversations. By incorporating drama and music into the #SHESummit, we created an avenue for harmful practises and cultural norms; negative masculinities and stereotypes and myths around VAWG to be laid bare, critically examined and challenged. By watching these harmful practises being theatrically portrayed, participants were able to connect these to their real life situations and experiences, leading to healthy dialogue.

5.2.4 Leave no one behind

How impactful our interventions will be in ending VAWG will depend on how inclusive they are! Policy frameworks on inclusivity and diversity should always be put in place to guide our interventions. Guided by our policy of 'not leaving anyone behind', we deliberately ensured that all stakeholders, and in particular students, were represented in all our activities, especially dialogue platforms. Instead of having a conversation about them without them, we ensured that 25% of our participants at the summit were girls from Secondary and Tertiary schools. We also created opportunities for them to interact with other participants and actively participate in the conversations. The outcomes of this campaign were definitely made stronger by this inclusive approach!





Focus Group Discussion at the #SHESummit2019

6. RECOMMENDATIONS

Impactful interventions employ a multi-stakeholder approach that allows for stakeholder input into programme design, future plans and solutions

6.1 The Case for stakeholder engagement



Focus Group Rapporteurs presenting their recommendations

Organisations and activists have to recognize the need to use more rigorous processes to ensure that ending VAWG recommendations are informed by the best available research evidence with input from appropriate stakeholders. Stakeholders are all those who have a legitimate interest in an issue and in our case, they included women, girls, men, boys, human rights defenders, activists, CSOs, government, religious and traditional leaders, healthcare professionals and the police. Their engagement was justified for several reasons, including limitations of evidence, principles of transparency and democracy, ownership, and potential policy implications.

Intentionality in engaging stakeholders can be difficult due to time and budgetary constraints. However, the gains far outweigh the costs. Through the focus groups, we encouraged each group to come up with recommendations on how VAWG can be eliminated in their spheres. By engaging all stakeholders in the dialogue sessions and development of recommendations, we gave the stakeholders ownership. This helps in the implementation of proposed interventions – they will have the buy in of the stakeholders since they helped in the development of these solutions.

6.2 Recommendations



Focus Group Rapporteurs presenting their recommendations

Each Focus Group was tasked to discuss the challenges they are facing and come up with recommendations and/or solutions to addressing the issues. We believe incorporating stakeholder feedback into programming is key to developing and implementing relevant, well thought out and impactful interventions.

6.2.1 Education Cluster

1. CSOs and government should provide technical support in the development, strengthening and implementation of policy frameworks in schools and tertiary institutions that ensure schools are safe for women and girls e.g. Sexual harassment and cyber-bullying policies
2. Increased awareness raising and civic education is needed in schools – girls do not know their rights and boys are ignorant of the law
3. Safe channels for reporting should be put in place in every school and institution and confidentiality policies must be implemented to protect victims' identities
4. School authorities should be trained and equipped to handle VAWG cases reported professionally with principles of transparency and accountability. This will help break the culture of institutional silence i.e. sweeping cases under the carpet
5. Schools should strive to create level playing fields by ensuring that girls have equal access and opportunities to be in student leadership positions so as to break male dominance which breeds negative masculinities that manifest in VAWG
6. An independent body(ies) should be setup top investigate cases and/or allegations of VAWG in schools which is usually perpetrated by teachers and authority figures
7. Translate and contextualize (into easily accessible, understandable and relatable formats such as cartoons for kids) key laws such as the Gender Equality Act

6.2.2 #HeforSHE Cluster

1. Establish #HeforShe Clubs in Primary and Secondary Schools and #HeforSHE Chapters in Tertiary institutions
2. Programming should prioritise engagement of men and boys
3. Messaging around VAWG should not only reflect men as perpetrators but also as partners in the fight.
4. Undertake community Roadshows and utilise the power of Arts as a means of luring and engaging men in conversation with the aim of breaking harmful practises
5. Engage traditional and religious leaders as gatekeepers - they are the custodians of culture and religion which are influential in shaping people's values, beliefs and practises
6. Pre-summit, targeted and nationwide consultative forums should be held with all key stakeholders so as to ensure that the conversations are ongoing e.g. campus based student consultative meetings; meetings with religious leaders etc. These deliberations will feed into the design of the 16 days activities and the SHE Summit as well.

6.2.3 Workplace Cluster

1. CSOs and government should provide technical support in development and implementation of workplace policies
2. Priority should be given to the informal sector, which is the biggest employer in Malawi, in the formulation of programming, development of policy etc. In the spirit of 'leaving no one behind' the informal sector has to be actively engaged
3. Workplace based civic education is needed
4. Safe channels for reporting and support are needed for victims in the workplace. There is a need for collaborative action with CSOs in the provision of such services
5. Government should regulate that each workplace has policies in place and those that do not comply should be brought to book.



Miss Malawi 2018, Tionge Munthali

7. MAKING THE DIFFERENCE

Together we can make the difference! We can end violence against women and girls in our lifetime!



JOIN THE CAUSE - LET'S END VAWG

REPORT BY:

