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# Mozambique Children's Media Program - *ProPAITO*

**Agreement No. AID-656-A-13-00003**

FY2014 **2<sup>nd</sup> Year of the Project**

**Final Program Report: 1 July 2013– February 28<sup>th</sup>, 2015**



**Save the Children**

31 May, 2015

## ACRONYMS

ACRWC	African Charter on the Rights and Welfare of the Child
ADEMO	Association of Disabled People
ADDC	Association for Defense of Child Rights
AIDS	Acquired Immune Deficiency Syndrome
CBO	Community Based Organization
CERPIJ	Central Hospital's Psychology Clinic
CRG	Child Rights Governance
CRC	United Nations Convention on the Rights of the Child
CP	Child Protection
CCPC	Community Child Protection Committees
CSO	Civil Society Organization
DPMAS	Provincial Directorate of Women and Social Welfare;
ESMT	Extended Senior Management Team
FORCOM	National Community Radio Forum
GBV	Gender Based Violence
GBVI	PEPFAR's Gender-based Violence Initiative
GRM	Government of the Republic of Mozambique
HIV	Human Immune-deficiency Virus
ICS	Institute for Social Communication
IEC	Informational, Educational and Communication
ILO	International Labor Organization
IOM	International Organization on Migration
IPAJ	National Institute of Judicial Assistance
LFC	Linha Fala Criança (Child Help Line)
LOE	Level of Effort
M&E	Monitoring and Evaluation
MMAS	Ministry of Women and Social Welfare
NGO	Non-Governmental Organization
INGO	International Non-Governmental Organization
OVC	Orphans and Vulnerable Children
PDQ	Program Development and Quality
PC3	Positive Change: Children, Communities and Care
PEPFAR	President's Emergency Plan for AIDS Relief
PLHIV	People Living with HIV
PNAC	National Plan of Action for Children
PPR	Past Performance Reference
PMP	Performance Management Plan
PMT	Project Management Team
R	Result
RC	Rede CAME (National Network Against Child Trafficking and Abuse)
RDC	Rede De Criança (Children's Network)
RECAC	National Network of Journalist for Child Rights and Protection
REPSSI	Regional Psychosocial Support Initiative
ToR	Terms of Reference
SC	Save the Children

## A. EXECUTIVE SUMMARY

In July 2013, Save the Children Federation Inc. through the President's Emergency Plan for AIDS Relief (PEPFAR), was awarded a cooperative agreement to provide a comprehensive prevention strategy involving children, organizations and communities to confront challenges that threaten children in enjoying their right to protection from abuse, violence, neglect and exploitation. This program became known as the ProPAITO project. This program was extended through modification #3 dated 24 June 2014 from 30 June 2014 through 30 October 2014 and then with modification #4 dated 27 October 2014 from 30 October 2014 through 28 February 2015. This document is a final report for that period of ProPAITO program activity.

**Project duration and Starting Date:** 17 months, 1 July 2013 – 28 February 2015

**Life of project funding:** \$1,180,805.00

**Geographic Focus:** In its initial structure ProPAITO program had been designed to cover three provinces, namely: Maputo, Sofala and Nampula. Throughout the implementation it was clear there was a need to cover more provinces with trainings, coordinated interventions and community awareness to ensure a greater impact. At the end of the project, 8 provinces (16 districts) were targeted.

N.	PROVINCE	DISTRICTS
1	Maputo	Namaacha
2	Gaza	Xai-Xai, Chibuto, Manjacaze
3	Inhambane	Maxixe, Morrumbene
4	Manica	Vila de Manica
5	Sofala	Caia, Beira
6	Zambézia	Mopeia and Morrumbala
7	Tete	Macanga, Angónia
8	Nampula	Nampula Cidade, Monapo, Nacala Velha and Nacala Porto

### Program/Project Objectives

*Pro PAITO's objective was to **improve the rights of children and their caregivers by raising population level awareness to Mozambican laws, policies and services that protect children.*** This objective and corresponding Results (R) contributed to the USG Country Assistance Strategy for Mozambique (2009-2014) through improved citizen participation, disseminating information on relevant child protection laws and training community members to better advocate for the rights of

children. It also, contributed to PEPFAR's goal of improve health and to Objective 5.4: (Promote legal and social rights of PLHIV, OVC and other affected individuals) by making communities aware of their rights better able to access services as well as USAID's plan to provide care and support for children affected by HIV/AIDS by reducing sexual transmission of HIV through comprehensive prevention interventions, increasing national coordination of prevention interventions by engaging civil society, media, and the public and private sectors, and promoting effective referral system, and promoting legal and social rights of OVC, and other affected individuals. The strategic objective has been achieved through realization of two main results.

1. IR1: Increased awareness of children and adults on child protection laws, policies and services
2. IR2: Increased capacity of GRM, NGO, and CSO staff to support the rights and protection of children

*ProPAITO* project was intended to support the Ministry of Women and Social Welfare (MMAS) in implementing key child protection components of the five-year National Action Plan for Children 2013 – 2019 (PNAC II). The main components of PNAC II included in *ProPAITO* project were the following:

1. At the national level, develop appropriate communication strategies to ensure the dissemination of information on a) the availability of existing essential services and b) existing policies, laws and rights to communities and families.
2. At provincial and district levels, initiate multi-sectorial coordination mechanisms at provincial, and district government levels to ensure the improved protection and care of orphaned and other vulnerable children. Support and strengthen community coordination mechanisms.
3. At community level, create conditions to ensure the effective delivery of basic services such as health and nutrition, education, water and sanitation, birth certificates, etc.

Save the Children in coordination with MMAS and in partnership with five national organizations, implemented Mozambique Children's Media Program – “*ProPAITO*”, focused on child protection awareness and prevention activities in eight provinces. The *ProPAITO* program aimed at contributing to the implementation of children's rights and improvement of child and parent/guardian well-being by raising awareness about existing child protection laws, policies and services in Mozambique.

A total of 13,028,883 persons, out of which 2,572,279 children (1,248,805 girls) and 10,456,604 adults (4,857,426 women) were reached by the media child protection awareness activities undertaken with support of this project in all the 11 provinces of Mozambique (*Source: INTERCAMPUS- Campaign monitoring campaign*). A total of 21,097 persons, out of which 14,536 children (9,366 girls) and 6,561 adults (3,565 women) participated in community based campaign activities as well as in trainings that took place in the directly targeted 8 provinces (*Source: INTERCAMPUS- Campaign monitoring campaign*). After seeing or hearing the messages of the campaign people have taken some action:

- 29% decided do sensitize others;
- 26% decided to alert children about the possible dangers.

## B. BACKGROUND

In the last decade, the Government of the Republic of Mozambique (GRM) has approved several laws and policies in order to strengthen the legal framework of the child protection system against all forms of violence, abuse, exploitation and neglect. On the other hand, as outlined in the last National Plan of Action for Children 2013 - 2019 (PNAC II), "despite the progress, practices that hinder the full enjoyment of children's rights, including violence, trafficking, abuse, child marriage and other harmful traditional practices and taboos at family and community level, are still prevalent<sup>1</sup>". According to the Situation Analysis of Children in Mozambique 2014 conducted by UNICEF, there are no reliable data to measure progress concerning the implementation of children's rights to protection, it is possible to highlight positive trends only for some topics (birth registration and early marriage), but problems such as violence and abuse, trafficking and child exploitation remain alarmingly widespread but not precisely quantifiable.

A suitable approach to contribute to building a protective environment for children must include prevention and response activities. One of the obstacles to achieving this result is that vulnerable children, families and many service providers lack awareness of the different laws of protection and of the existing available services to the inherent support of children and families.

Save the Children International, Inc. (SC) and its partners, the Association of People with Disabilities (ADEMO), Child Helpline (Linha Fala Criança), Children's Network (Rede da Criança), National Network of Journalists for Child Rights and Protection (RECAC) and Rede CAME (National Network Against Child Trafficking and Abuse) in coordination with the Ministry of Women and Social Action and in collaboration with other key partners of the Government of Mozambique implemented "Mozambique Children's Media program - ProPAITO". The ProPAITO program aimed at increasing the level of knowledge of children and their families on child protection related issues by using different types of media and also capacity building activities.

Therefore, in line with the specific goal of the National Plan of Action for Children II (PNAC) for the child protection area, the strategic objective of ProPAITO was to contribute in the implementation of children's rights and the creation of a protective environment where children are free from violence, abuse, neglect and exploitation by raising awareness about laws, policies and services in Mozambique in favor of child protection.

Beneficiaries of ProPAITO project included children and families at risk of violence, abuse, neglect and exploitation, with special attention to girls, orphans and vulnerable children (OVC) affected by HIV / AIDS and children with disabilities. In addition to the national media campaign, the ProPAITO program developed awareness actions at community level in eight provinces of the country (16 districts), where trainings at district level focused on laws, policies and child protection services. The activities were carried out in coordination with the Ministry of Women and Social Action and the collaboration of key stakeholders from the Government of the Republic of Mozambique in particular the Ministry of Justice, Ministry of Interior, the Attorney General's Office and the Public Administration.

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<sup>1</sup> MMAS (2012). Plano Nacional de Acção para a Criança II (PNAC) 2013 – 2019, pag. 8-9

### **C. PROJECT MANAGEMENT AND COORDINATION**

Save the Children and partners under the coordination of the Ministry of Women and Social Action carried out the overall implementation of ProPAITO. The project was presented by SC and approved by the MMAS's Technical Board, then ToR to define the key collaboration aspects and responsibilities were prepared and agreed with the Ministry. Throughout the implementation process monthly technical coordination meetings took place between ProPAITO staff and MMAS officials in order to promote information sharing, best practices, consultation and agree on the thematic content of the training and the topics, messages and products of ProPAITO campaign (posters, leaflets, radio spots and TV). Save the Children also promoted technical support and coordination meetings with implementing partners of ProPAITO project.

ProPAITO program was based on PNAC II, and focused child protection thematic area, whose general objective is "Protecting children from violence, abuse, exploitation, trafficking and neglect by promoting laws, policies and services and behavior change, at all levels."

The ProPAITO project aimed at contributing to the implementation of Specific Objective n.1: "Building a favorable environment to achieve children's well-being and to remove harmful traditional practices against children", through the following actions:

- Promotion and dissemination of awareness raising programs on issues related to child protection through Radio and Television;
- Training of media professionals on Child Protection through the development and dissemination of a Child Protection Guide for Journalists;
- Capacity building and awareness activities with community leaders, community members and children on Child Protection issues;
- Conducting training for social action technicians, police, community leaders, members of the CPCC, teachers, members of CBOs and NGOs and children about laws, policies and services in support of child protection;
- Promotion and dissemination in schools of prevention and response measures against violence and child abuse.

The slogan of PNAC II is "Children First". To confirm the link between The ProPAITO campaign was held under the slogan: "Children First. Protecting Children is everyone's responsibility! "

#### D. IMPLEMENTING PARTNERS AND PARTNERS PROFILES

Partner	Profile	Role on <i>ProPAITO</i>
<b>Association of People with Disability (ADEMO)</b>	Promote the integration and full participation of people with disabilities in their communities and to lobby and advocate for the creation of better laws of protection. ADEMO has members throughout Mozambique and is a member of the national child network (Rede da Criança) where advocate, promote and protect children with disability.	<ul style="list-style-type: none"> <li>• House the <i>ProPAITO</i> project in their national office;</li> <li>• Train provincial level associations of people with disabilities on child protection laws and family law with a focus on the rights of disabled children and OVC;</li> <li>• Through community-based theater, disseminate child protection and family law information;</li> </ul>
<b>Linha Fala Criança (Child Help Line)</b>	Is a toll free help line providing counseling and referral services to children, young persons and their families. Through LFC, children are linked with essential services through a referral system, thereby providing a platform for a coordinated response to children concerns in Mozambique.	<ul style="list-style-type: none"> <li>• Distribute printed IEC materials at community level through CBOs, OVC Committees and Child-led groups;</li> <li>• Train clinical partners, prosecutors, and counselors on the identification of abuse victims and appropriate responses</li> </ul>
<b>Rede da Criança</b>	It is a forum of NGOs and other national associations which was created in 1996 after a MMAS sponsored seminar was held to promote children's rights and protection. Rede da Criança promotes balance and respect for the human rights of children in general and in particular those in difficult situations. Rede da Criança has currently 168 members in all 11 provinces of Mozambique.	<ul style="list-style-type: none"> <li>• Train peer-to-peer educators, teachers, and social welfare providers on protective laws and services;</li> <li>• Distribute printed IEC materials at community level through CBOs, OVC Committees and Child-led groups.</li> </ul>
<b>National Network of Journalist for Child Rights and Protection (RECAC)</b>	Is the only national organization in Mozambique that ensures proper dissemination of children's rights issues within the framework of national existing media. It is comprised of almost 500 journalists all over the country, working in different media sectors, such as print, television, radio and social networks.	<ul style="list-style-type: none"> <li>• Develop packages on child protection, family law, trafficking and social protection laws to be used by journalists;</li> <li>• Develop guidelines for journalists on how to report and follow-up on cases related to child abuse, exploitation, and trafficking.</li> </ul>
<b>Rede CAME</b>	Is a national network of organizations promoting awareness, advocacy, assistance of victims, training and network	<ul style="list-style-type: none"> <li>• Conduct with member associations trainings on child rights.</li> </ul>

	building to engage several partners in the prevention against sexual abuse and trafficking of children in Mozambique.	
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## E. STRATEGIC OBJECTIVE AND INTERMEDIATE RESULTS

**Strategic objective: to improve the rights of children and their caregivers by raising population level awareness to Mozambican laws, policies and services that protect children.**

### **R1: INCREASED AWARENESS OF CHILD AND FAMILY PROTECTION LAWS AND POLICIES INCLUDING FAMILY LAW, THE DOMESTIC VIOLENCE LAW, THE NATIONAL PLAN FOR ORPHANED AND VULNERABLE CHILDREN, AND THE SOCIAL PROTECTION ACT.**

In order to support the GRM in strengthening the National Child protection System, *ProPAITO* project identified a set of activities aimed at increasing awareness of child protection laws, policies and services at national and community level. A suitable approach to effectively contribute to consolidating a protective environment for children must include prevention activities. One of the obstacles to achieving this result is the lack of awareness on the part of children, their families and the different service providers about different laws and policies that protect children and how to access services available to the inherent support of children and families.

The development of *ProPAITO* campaign and its information, education and communication (IEC) materials, were the result of a participatory and inclusive process carried out in close coordination with the Ministry of Women and Social Action, the main Government's stakeholders namely, the Ministry of Education, the Ministry of Justice and the Attorney General Office, civil society organizations, communities, families and the children.

These were the main steps in the design and development of the *ProPAITO* campaign:

1. **July – August 2013:** project start up. Due to the delay in project approval, the key staff responsible to ensure quality leadership and implementation of *ProPAITO* was not available. Therefore time was needed to recruit a new Children Rights Specialist and Media Specialist.
2. **September - December 2013:** A market research study was conducted in four key provinces of Mozambique (Maputo, Gaza, Nampula and Sofala), by INTERCAMPUS. The aim of the study was to identify effective strategies to reach the project's target group and identify the key child protection concerns according to the community (community leaders, parents and guardians) and children themselves.
3. **February 2013:** The information collected was then presented and discussed in a workshop held at MMAS where different international and national organizations, UN agencies and relevant Ministries participated and during which the key topics and components of *ProPAITO*'s Communication Strategy were outlined. The child protection topics identified were:
  - Early marriage;
  - Sexual and physical violence;

- Child exploitation and trafficking
  - Birth registration
  - Child protection services (poverty certificate, INAS, IPAJ, etc.)
4. **March – April 2014:** The outcome of the market research study and the workshop was a documented Communications Strategy for the 1) National Media Awareness Campaign and 2) Community Level Awareness Campaign, where objectives, target audience, topics, key messages and means of communications were identified.
  5. **February - June 2014:** Development of IEC materials for the National and Community awareness campaign. Each product was developed in collaboration with the Ministry of Women and Social Action, with ProPAITO partners and children. All products have been tested at least in three provinces, namely: Gaza, Manica and Nampula.
  6. **June - October 2014:** implementation of ProPAITO National and Community Awareness Campaign. The materials produced are summarized in the tables below:

**Table 1.** Number of spots broadcasted nationally (disaggregated by topic and type of media)

<b>NATIONAL CAMPAIGN</b>				
<b>16 June – 22 October 2014</b>				
<b>Product</b>	<b>Topic</b>	<b>Planned</b>	<b>Achieved</b>	<b>Broadcast</b>
TV spot (in Portuguese)	Early marriage	59	59	National TV channel - TVM (Programs: “Tudo as 10” and evening news) and private TV channel - STV (Programs: evening news and soap opera time)
	Child Exploitation and Trafficking	42	42	
	Child Helpline (CP services)	33	33	
Radio spot (in Portuguese and translated in local languages, namely: Changana, LOLO, Sena and Macua)	Child protection (right to be protected from abuse, violence, neglect and exploitation) and birth registration.	205	219	National Mozambican Radio - RM (national station)
	Child Protection (right to be protected from abuse, violence, neglect and exploitation) and birth registration	2.820	4.680	National Mozambican Radio - RM (provincial station) and on the community radios (with the support of the Institute of Social Communication – ICS and he National Forum of Community Radio Broadcasters - FORCOM)

**Table 2.**

<b>COMMUNITY CAMPAIGN</b>			
<b>1 August – 15 October 2014</b>			
<b>Product</b>	<b>Topic</b>	<b>Quantity</b>	<b>Use</b>
Poster	Child protection – dissemination of the Law 7/2008 and Child Protection services	7.000	Community awareness campaign (schools, public places, health centers, children's clubs, community Child protection committees)
	Prevention of corporal punishment, violence and abuse in school environment	6.000	
	Referral pathways in case of violence and abuse in school environment	6.000	
	Child Helpline and the services provided	7.000	
	Prevention of child trafficking and referral mechanisms	6.000	
Leaflet	Child Helpline	24.000	Community awareness campaign (schools, public places, health centers, children's clubs, Community Child protection Committees)
	The Mozambican Legal Aid Institute (IPAJ)	20.000	
	Child protection (sexual abuse, physical violence, trafficking, early marriage, birth registration)	28.000	
Guidelines	Teacher Manual "How to prevent sexual abuse and violence in school environment"	600	Training with teachers and school directors
	Student Manual "How to prevent Sexual abuse and violence in school environment"	1.500	Awareness sessions with students
	Guidelines for the establishment of Community Based Child Protection Committees	4.000	2.000 copies for MMAS and 2.000 for Save the Children and its partners.
	Child Protection awareness Manual for Community mobilizers	400	Distributed to partners and SCI offices to support community awareness activities
	Guidelines for journalists to report and follow up on cases related to child protection issues	700	Elaborated with USAID and UNICEF funds and distributed to RECAC journalists' network.

Considering the different child protection topics covered within the national and community campaign, specific criteria were developed to harmonize the different materials in order to reach the strategic objective. Therefore each IEC product had to match the following criteria:

- Reflect the existing legal framework in the country;
- Reflect with the existing Child Protection services in the country;
- Inclusion of children with disabilities;
- Gender balance.

On the 11<sup>th</sup> of June ProPAITO Campaign was launched at Mavalane School in Maputo. A total of 234 people participated, including students from the school, children with disabilities from ADEMO's school and children supported by Rede da Crianca (members of different children and youth groups like Journalist, Advocacy group, Children Parliament), Representative of Government Institutions and Ministries, the US Embassy, the media, National and International NGOs, USAID and Save the Children Staff. Representative of the Ministry of Women and Social Action, US Embassy, Save the Children, ProPAITO's partners, and children themselves gave speeches. TV channels and national newspapers covered the event. The National Campaign started on the 16<sup>th</sup> of June with the first broadcast of the Early Marriage spot on TVM. From July 1 the national radio – Radio Mozambique began to broadcast the radio spots (national and provincial antenna) and community radio stations started in August. From September 8 until October 7 the TV spots on Early Marriage and Child Exploitation were broadcasted on the private channel, STV. The last TV and radio spots were broadcasted on the 22<sup>nd</sup> of October.



## CAMPAIGN MONITORING AND EVALUATION

In accordance with USAID recommendation, an external marketing company with experience in campaign monitoring was hired in order to collect data on the ProPAITO's campaign reach, recall and impact. The company was also responsible for ensuring that the total number of TV and radio agreed in the media plan were broadcasted accordingly. When the plan was not respected, the company would alert SC

and make sure that the missing TV or radio spot was reintegrated and compensated in the plan.

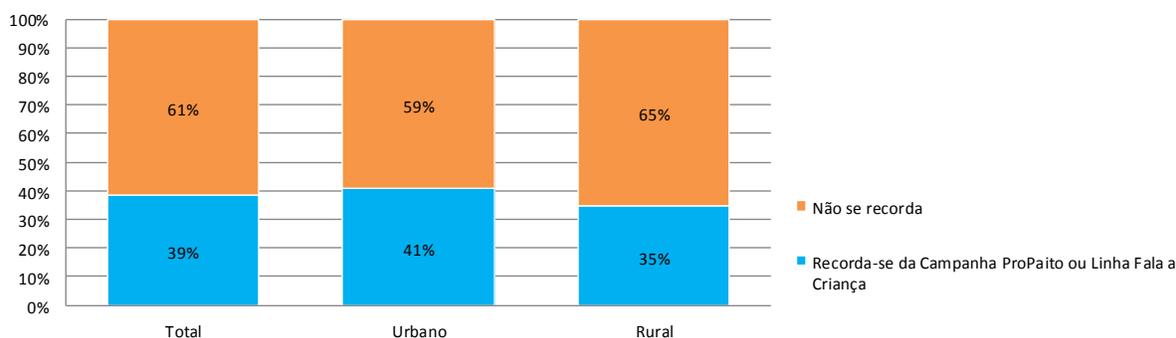
Save the Children contacted the company Intercampus - GFK in order to design and implement a rapid assessment in terms of reach, recall and impact of ProPAITO National Campaign among adults and children, concerning TV and radio spots broadcasted on the different medias. The assessment was conducted through a specific questionnaire called Omnibus, which was fed by daily interviews via telephone.

The monitoring and data collection of the community campaign was carried out through telephone interviews conducted by INTERCAMPUS to the participants of the awareness activities that gave their consent to leave their contact number. The aim of the interviews was to analyse the level of recall and the impact of the message on the participants.

The results of the National and community campaigns were then compiled to assess the overall scope and impact.

## NATIONAL CAMPAIGN

The data collected for the **National Campaign** showed that 39% of the Mozambican population<sup>2</sup> was reached by at least one of the TV and Radio messages. It is important to highlight that the ProPAITO National Campaign was on air concurrently with other popular events that somehow jeopardized its visibility (eg. World Football Cup, National Election Campaign).



Out of the total number of people who remembered the campaign, 51% remembered seeing the TV spots. In the urban area 54% of people recalled seeing it on the TV (61% in the third phase in which the Spot was broadcasted also on STV) and they especially retained the spots broadcasted on STV, 21% recalled hearing about the Campaign on the radio, especially Radio Mozambique.

In rural areas the radio had more impact than in urban areas (the spots were translated into local languages), 45% of the population remembered seeing the campaign on television (52% in the third phase) and evoked seeing everything on TVM, 30% affirmed they heard the messages on the radio (36% in the second stage where there were more spots broadcasted daily on the radio).

The messages transmitted by the TV spots were well perceived by the population. When asked what they remembered, more than 85% of the respondents talked about early marriage, child exploitation and Child Helpline. The spot on the radio about Child Protection did not have the same impact, when questioned, only 30% of the population covered, properly recalled the key topics of the spot.

One of the challenges of the ProPAITO Campaign was to understand its impact on the reached population, considering that the campaign was on air for a short period of time the results reported

<sup>2</sup> Individuals aged 15 years or above living in Mozambique and with a mobile phone.

below are demonstrating the immediate results achieved. After seeing or hearing the messages of the campaign people have taken some action:

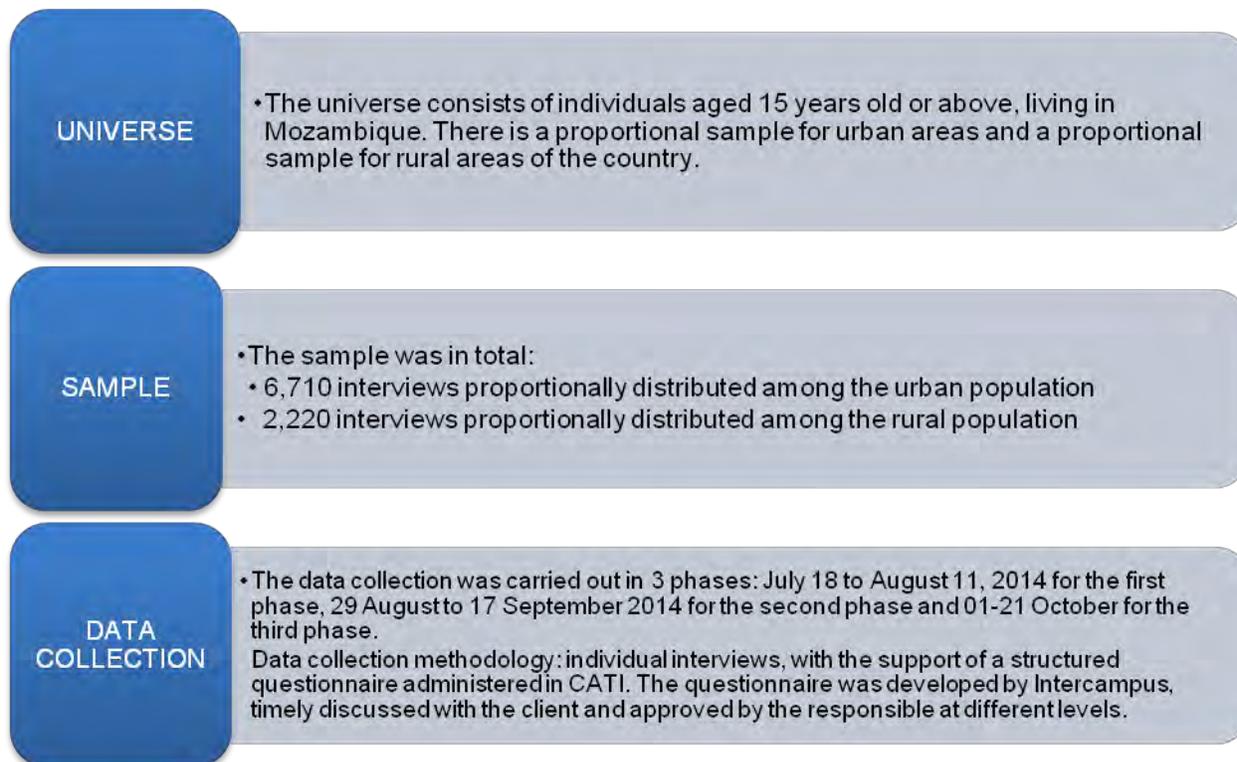
- 29% decided do sensitize others;
- 26% decided to alert children about the possible dangers;

These spontaneous actions results in an increase in the campaign’s coverage, reputation and impact.

Thank to ProPAITO Campaign and the spot about the services provided by Child Helpline (Linha Fala Crianca – LFC), 81 more cases were reported comparing to those rose at the same period in previous year. The various outreach activities conducted, the TV spot and the distribution of IEC materials, allowed LFC to receive calls and cases from provinces and districts that previously were not aware about the toll-free number 116. Concrete examples are the provinces of Tete, Inhambane and Gaza that were previously registered in LFC database as provinces with few reported cases of child abuse. ProPAITO project supported also capacity building activities for the counselors (like the training with REPSSI), which helped improving, and increasing the quality of services provided to children. The content of the training facilitated by REPSSI integrated basic concepts and approach of psychosocial support (APS) and Approach Based on Solution Manual which is a tool for development of counseling skills and techniques. The LFC database report of the last years was showing a lot of so called “behavior calls”, which are confidence-building calls with no specific request, but after ProPAITO Campaign the number of calls to request information about child protection topic and services and to denounce cases increased notably. In the table bellow, it is noted reduction of calls but this means in previous year, there were a lot of non-effective calls while from June to October 2013, there was reduction of non effective calls. Spurred by the success of the campaign and in order to meet the increasing demand of LFC services due to the outreach activities and the dissemination of the number 116 in the communities, LFC decided to increase the operating hours.

<b>Comparative Analysis of Child Helpline calls – June - October 2013 / June - October 2014 (implementation of ProPAITO Campaign)</b>			
<b>Number</b>	<b>June – Oct 2013</b>	<b>June- Oct 2014</b>	<b>Variance</b>
Calls	66,543	52,273	-14,270
Cases	189	270	81
Victims	196	246	80
Referred	186	316	130
Assisted by LFC and Closed	71	64	-7
Open	114	181	67

## Methodology for National Campaign Monitoring



### COMMUNITY AWARENESS CAMPAIGN

In the original project proposal the community awareness campaign was under budgeted, therefore the necessary adjustments were included in the budget revision submitted to USAID in May 2014. This process caused a delay in the overall project implementation due to the necessary compliance with the administrative and financial procedures (sign sub grants amendments, MoU with members of partner organizations- e.g. Rede da Criança and request funds). Nonetheless, during monthly and individual coordination meetings with partners, the Campaign Manager started the community awareness campaign implementation planning; visits at district level were organized in order to share with field based partners key information on ProPAITO project's objective and M&E tools.

Data reported for the community awareness campaign were subject to USAID M&E orientation, according to which only persons (children and adults) who were signing the participant's lists or leaving their phone contact could have been counted as "participants"; therefore this data collection method considerably reduced the number of people actually reached during the campaign.

The **Community Awareness Campaign** started in August 2014 and ended on the 15<sup>th</sup> of October. A **total of 21,096** persons distributed in 16 districts in 8 provinces of the country were directly targeted by awareness activities (theatre sessions or community awareness sessions/meetings). Among the participants, INTERCAMPUS could contact 780 people, out of whom 44% said they attended alone these activities, while 20% affirmed they went with friends. When assessing the impact of the community awareness activities, 44% of the participants reported they decided to sensitize more people after becoming more aware of child protection concerns presented during the awareness sessions. Taking into consideration the spots broadcasted on the community radios and their coverage in the districts, an estimated number of **42,518 persons** were exposed to ProPAITO's campaign messages at community level. The Community Awareness Campaign was implemented by member organizations of ProPAITO partners, each organization was previously briefed about the IEC material and monitoring tools and received guidelines with key information on the different child protection issues tackled during the ProPAITO campaign, namely:

1. Rights and child protection;
2. The role of family and community in child protection;
3. Physical abuse of children;
4. Sexual abuse and sexual exploitation;
5. Early marriage;
6. Birth registration;
7. Child trafficking;
8. Exploitation and child labor;
9. Children with disabilities;
10. Orphans and vulnerable children;
11. Child protection services.

The IEC material has been distributed for dissemination to ProPAITO's partners, SCI field offices, the Directorates of the Ministry of Woman and Social Welfare, the Attorney General Office, IPAJ, the Ministry of Education, other INGOs and Mozambican NGOs. A sample of all the material was distributed also to other UN agencies and Child Protection actors.

At the end of the project a Community Mobilizers' guide on child protection issues was developed and shared.

### **Association of Disabled People - ADEMO**

The messages of ProPAITO Campaign were disseminated by ADEMO in 3 provinces (5 districts) through Community-based theatre groups<sup>3</sup> supervised by ProPAITO's partner ADEMO. The

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<sup>3</sup> Grupo teatral Novos Horizontes - Nacala-à-Velha district – Nampula province; (ii) Grupo Teatral Orukumucha Makhalelo - Monapo district -Nampula province; (iii) Grupo Teatral Kulinga da vila de Ulómgue, Angoia District – Tete province; (iv) Grupo Teatral Kuvbuma da Vila de Furancungo, Macanga district – Tete province; (v) Grupo Teatral JEITOSO da cidade do Chibuto – Chibuto district – Gaza province

targeted provinces were Nampula, Gaza and Tete. All 3 theater groups had a considerable experience in community awareness and mobilization with a special focus on child protection issues. These theater groups conducted a total of 67 theatre sessions, reaching a total of 6,109 people, out of which 2468 children aged from 6 to 17 years old, disaggregated as per the below table:

Children and adults reached by community based awareness campaign activities conducted by ADEMO

ProPAITO Community Awareness Campaign ADEMO								
Topic	Number of sessions	Children			Adults			Overall total
		Female	Male	Total	Female	Male	Total	
Early marriage	16	291	358	649	474	424	898	1547
Child Protection and Gender-based violence	14	241	272	513	489	373	862	1375
Child labour	14	210	245	455	313	355	668	1123
Child trafficking	6	143	128	271	151	148	299	570
Violence, abuse and neglect	17	289	291	580	440	474	914	1494
<b>TOTAL</b>	<b>67</b>	<b>1174</b>	<b>1294</b>	<b>2468</b>	<b>1867</b>	<b>1774</b>	<b>3641</b>	<b>6109</b>



Orukumucha Makhalelo theatre group performing in Monapo (Nampula Province)

*register their children and therefore they cannot take the exams and they lose the entire school year”.*

According to reports from theater groups, parents often practice violence and neglect in the communities. For example, it is common for children to be inhibited to continue with studies because they lack the birth certificate. João António Sitoi, a participant in the sessions held in Chibuto, commented as follows *“I really liked to have participated in this session, but I would like the same sessions to be held out of town because I have relatives that usually do not*



Theatre members distributing posters to Community leader and key informant in the community – Monapo (Nampula Province)

### Rede CAME (National Network Against Child Trafficking and Abuse)

Rede CAME worked with community-based organizations (CBOs) members, CPCC and groups led by children in implementing the community awareness campaign. The organization implemented the campaign through its members in 6 districts (4 provinces), namely: Chibuto and Manjacaze – Gaza Province, Maxixe and Morrumbene – Inhambane Province, Caia – Sofala Province and Mopeia – Zambezia Province; induction sessions were organized with CBOs to introduce the IEC material and the data collection tools. The awareness sessions were held in schools, communities, and churches, together with the distribution of information, education and communication (IEC), a total number of 1784 people were reached (see table below for more details). In addition to the campaign implementation, Rede CAME organized also 7 trainings on Child Protection laws, policies and services in coordination with Save the Children ProPAITO team.

ProPAITO Community Awareness Campaign Rede CAME								
Topic	Number of sessions	Children			Adults			Overall total
		Female	Male	Total	Female	Male	Total	
Early marriage	10	172	184	356	95	27	122	478
Child Protection and Gender-based violence	6	171	148	319	0	0	0	319
Child labour	4	64	49	113	0	0	0	113
Child trafficking	9	161	134	295	44	15	59	354
Violence, abuse and neglect	15	222	193	415	69	36	105	520
<b>TOTAL</b>	<b>44</b>	<b>790</b>	<b>708</b>	<b>1498</b>	<b>208</b>	<b>78</b>	<b>286</b>	<b>1784</b>

## Rede da Crianca (Children Network)

The awareness sessions conducted by Rede da Crianca's members reached a number of 3090 children (1743 girls / boys in 1347) and 1785 adults (987 women / 798 men). The activities were carried out in 5 districts (5 provinces) as follows: Namaacha – Maputo province, Xai-Xai – Gaza province, Beira – Sofala province, Vila de Manica – Manica province, and Nampula City – Nampula province.

ProPAITO Community Awareness Campaign Rede da Crianca								
Topic	Number of	Children			Adults			Overall total
		Female	Male	Total	Female	Male	Total	
Early marriage	35	424	328	752	147	152	299	1051
Child Protection and Gender-based Violence	24	289	243	532	205	175	380	912
Child labour	35	426	380	806	287	236	523	1329
Child trafficking	25	242	180	422	189	118	307	729
Violence, Abuse and Neglect	25	362	216	578	159	117	276	854
<b>TOTAL</b>	<b>144</b>	<b>1743</b>	<b>1347</b>	<b>3090</b>	<b>987</b>	<b>798</b>	<b>1785</b>	<b>4875</b>

## RECAC - National Network of Journalist for Child Rights and Protection

RECAC was responsible to implement the awareness campaign through its network of Community-based radios in 4 districts (3 provinces), namely: Namaacha – Maputo province, Maxixe – Inhambane province, and Nacala Porto and Nampula city – Nampula province. RECAC's members were responsible for broadcasting the radio spots and conduct live debates to promote discussion around the specific selected topic. The number of people targeted with these debates and the radio spots broadcasted were estimated by INTERCAMPUS in **42,518 persons** exposed to ProPAITO's Campaign messages at community level. In addition to the debates, RECAC promoted awareness sessions in schools where a total of 6,703 children and 76 adults were targeted as shown in the table below.

ProPAITO Community Awareness Campaign RECAC								
Topic	Number of sessions	Children			Adults			Overall Total
		Female	Male	Total	Female	Male	Total	
Early marriage	10	978	100	1078	8	12	20	<b>1098</b>
Child Protection and Gender-Based Violence	10	978	175	1153	1	1	2	<b>1155</b>
Child Helpline	10	978	450	1428	7	7	14	<b>1442</b>
Child Trafficking	10	978	500	1478	8	12	20	<b>1498</b>
Violence, abuse and neglect	10	1466	100	1566	8	12	20	1586
<b>Total</b>	<b>50</b>	<b>5378</b>	<b>1325</b>	<b>6703</b>	<b>32</b>	<b>44</b>	<b>76</b>	<b>6779</b>

## General insights from the Community Awareness Campaign

### Topics

The top issues debated during the awareness sessions were the ones related with early marriage and violence against children. In the several discussions held in the communities, the participants were of the opinion that based in the tradition values, it is acceptable to marry off a girl aged 15 or 16, because girls are "born to marry" and if a girl at that age is not married, she is considered as a girl "without quality ". This opinion was strongly defended in rural areas. Concerning physical violence against children, participants reported corporal punishment as the solely effective way to educate children, but parents should beat their children "only when it is needed". This opinion was defended by participants from rural and urban areas. The recommendations left by activists were that parents should take the major responsibility for raising children and must report sexual abuse because there are laws that protect children against it.

Concerning the services presented during the session, the participants expressed their interest in knowing more about DPMAS, IPAJ, and Attorney office's roles especially when it comes to episodes of sexual violence against children, and about how to access the civil registration services.

### **Feedback from the community**

Participants were interested in the topics covered during the campaign as they reported that few NGOs usually cover those issues, in fact the awareness sessions are usually related with health or WASH. The community members in both rural and urban areas expressed the need to reach the remote districts where many children are victims of violence, abuse and neglect due to ignorance and harmful traditional practices such as early marriage. School principals, mainly in rural areas liked the awareness sessions and asked the community mobilizers to come back more often, because these activities complement the matters given by teachers. Participants called for more efforts on the government and associations' side in conducting more campaigns on child protection issues, so that parents can collaborate with schools to avoid early pregnancies that result in school dropouts for girls.

Many community members in rural areas reported to the activists that they did not know that beating children was wrong, because they grew up with the idea that "beating" is part of education. The participants said the government should increase the punitive measures against offenders. They were of the opinion that these awareness sessions should be implemented in all communities, since they tackle issues that affect the community itself.

Children who participated in both rural and urban areas were satisfied to know that there are child-friendly services available like Child Helpline where they can report abuses and seek for advices and useful information. They affirmed that physical violence in school environment is very common and that these kinds of activities are useful to increase their protection and the knowledge of their teachers and parents on key issues that affect them because they are the primary responsible for children's well being. Children in rural areas confirmed that early marriage is a common practice and they affirmed that parents usually do it because of tradition. Students in both rural and urban areas condemned the practices of early marriage, child trafficking and child labor and took advantage of the lecture to know that these practices are against their rights.

The main messages disseminated by the community mobilizers and activists during the campaign were:

- A child is every human being below 18 years;
- Episodes of violence, abuse, neglect and exploitation against children have to be reported to the competent authorities;
- Parents/adults have the primary responsibility to protect children;
- Every child needs to be registered to have access to different age specific services like education and health;
- Early marriage can prevent girls to continue their studies and find a job in their future and it can have serious psychological and health consequences for the girl.



Children with ProPAITO posters after an awareness session in Manica

## Conduct Trafficking in Persons Situational Assessment

The Trafficking in Person study was supposed to start at project start-up, but during an initial discussion with the Attorney General's Office it was highlighted that the budgeted funds were not enough. Therefore Save the Children had to merge funds from two different projects and only in December it was possible to start designing the Terms of Reference (TOR) for a Trafficking in Person Study and then the AGO office selected the International Institute for Strategic Studies to conduct it. At the beginning of May a "draft zero" of the TIP study was shared by the Attorney General Office. Overall, the study was found to be quite weak and recommendations for improvement were submitted from both Save the Children and USAID. The AGO office shared the recommendation with the International Institute of Strategic Studies and ensured that due actions will be put in place to revise the study accordingly. A second draft was presented in July but the TIP study was still lacking in quality information. In October another draft was shared through a national level workshop to collect feedback from key stakeholders like the MMAS representatives, senior government officials, UN agencies, USAID, and Civil Society organizations. A final version of the study was approved and endorsed by the AGO office at the end of January 2015, 400 copies were printed and disseminated.

Within the strategic partnership with AGO office, ProPAITO project provided to three provincial Attorney General's sub-offices with computer equipment to follow up on the enforcement of legal referrals. The equipment was meant to support prevention and anti-trafficking activities carried out in key provinces at district level and it was delivered on the 22<sup>nd</sup> of May, 2014. The distribution plan is presented below:

N.	Description	Quantity	Destination
1	Printer	1	AGO Maputo – Criminal Division
2	Laptop	3	Maputo, Niassa and Zambezia
3	PC	1	Sofala
4	Hard disk drive	1	AGO Maputo – Criminal Division
5	Internet stick	3	Niassa, Zambezia and Sofala

### Most significant achievements:

- Based on the concerns of lack of IEC material raised during trainings with teachers in Gaza (Chibutho, Manjacaze and Xai-Xai), Nampula (Monapo and Nacala Porto) and Tete (Angonia and Macanga), the Ministry of Education decided to print 8,000 copies of two posters (4,000 each) about the prevention of violence in school environment with UNICEF funds. The Ministry of Education realized that the messages from ProPAITO posters were responding to the demand in schools, especially in terms of awareness on child abuse and what to prevent or respond to it.
  - Tete province will receive 2,000 posters to cover all the primary schools;
  - Zambézia province will receive 6,000 posters to cover all the primary schools.
- The IEC material distributed to all SCI field offices that will be disseminated also after the end of the project through child protection initiatives. In public meetings and events, the materials were made available for all stakeholders.
- All key stakeholders like MMAS, IPAJ, MINED, AGO actively participated in the material development and dissemination.

### Challenges

- The development process of the IEC material took more than expected. For any future similar project it is recommended to consider enough time for the conceptualization of IEC material.
- The involvement and buy-in of the Ministry of Women and Social Affairs took longer than expected, mainly because of long lapse of time between the drafting of the project and its approval. This negatively impacted the project and consequently caused delay its implementation;
- Within the project proposal a service mapping directory was planned to be finalized in less than two months. Several meetings were held between MMAS, Save the Children and UNICEF, but the Ministry did not prioritize this component. In addition to that UNICEF started the process of hiring a consultant to conduct this activity and Save the Children had only funds to support the collection of info at field level, but this could not start without MMAS approval.
- Resource limitations to implement public awareness activities have been a major challenge. The community awareness campaign had not been budgeted in the original project proposal, therefore the funds allocated for it after the budget revision and the time available were not enough to make the most efficient use of all the material produced.

## **IR2: INCREASED CAPACITY OF GRM, NGO, AND CSO STAFF TO SUPPORT THE RIGHTS AND PROTECTION OF CHILDREN**

Capacity building activities were a key component of ProPAITO project, trainings were conducted from November 2013 until the end of the project, and they were carried out at national, provincial and district levels by SCI ProPAITO team, ProPAITO partners and HPP – USAID GBVI partner. The main subjects of the trainings were related with child protection laws, policies and services, the main objective of these trainings was to strengthen the referral mechanism system among the existing service providers by increasing their knowledge on “who is doing what” and by creating a space where civil society organizations (CSO) and governmental service providers could share their experiences and clarify their mandate. The project manager and the Children’s rights specialist prepared a specific package with 8 modules at the beginning of the project, these were the topics covered:

1. Child Protection concept with a special focus on OVC and children with disabilities;
2. The CRC and the ACRWC;
3. The national Child Protection legal framework and related policies (focus on PNAC II);
4. Child trafficking and exploitation;
5. Early marriage;
6. Child protection services;
7. Gender based violence and violence against children;
8. Community mobilization for child protection.

A total of 2,144 people among adults and children were trained along the project implementation. Responding to the actual needs, most of the trainings were conducted at district level where information sharing was more necessary and urgent. In addition to the specific package on child protection laws, policies and services elaborated by SCI and disseminated with MMAS and Rede CAME support, other types of trainings were organized, namely:

- Trainings for teachers and students on prevention of violence and abuse in school environment were conducted in partnership with SCI Education program and in coordination with the Ministry of Education with the objective of supporting the Ministry’s efforts to disseminate two guidelines (one for students and the other one for teachers) specifically elaborated to address sexual and physical abuse in schools.
- Training for gender focal point of Mozambican Armed Forces on Children Rights and Child Protection was organized in coordination with University of Connecticut - UConn
- Training for Children with disabilities and other children on Child Protection laws, policies and services was specifically organized in order to provide children with the necessary tools to disseminate ProPAITO campaign material and conduct peer-to-peer awareness sessions
- Trainings for police immigration officers and legal system staff on trafficking victim support referral system with a focus on children and women were organized by the Attorney General’s Office

Detailed information about the topics covered and the number of participants can be found in the table below:

ProPAITO													
Capacity building activities													
Provinces and Districts					Adults			Children			Total A+B	Implementing organization	
Province	District	N.	N. of days	Beneficiaries	Topic	Male	Female	Total A	Female	Male			Total B
Cabo Delgado, Gaza, Inhambane, Maputo, Nampula, Niassa, Sofala, Tete and Zambezia	Pemba, Xai-Xai, Inhambane City, Maputo City, Lichinga, Beira, Nampula, Tete and Quelimane	9	9	Members of People with Disabilities Organizations and Governmental Institutions	Child Protection package with focus on Children with Disabilities and OVCs	133	96	229	1	2	3	232	ADEMO
Gaza, Inhambane, Nampula and Tete	Manjacaze, Chibuto, Xai-Xai, Maxixe, Caia, Morrumbala and Mopeia	7	14	CBOs, NGOs, Child Parliament members, members of Community Based Child Protection Committees and Government Institutions	Child Protection package (8 modules with focus on CP laws, policies and services)	83	55	138	3	3	6	144	REDE CAME
	Chokwe and Maxixe	2	2	Governmental Institutions part of the CP referral system and other NGOs and CBOs	CP issues, Child Helpline and related referral pathways	19	17	36	0	0	0	36	LINHA FALA CRIANÇA
	Chibuto, Manjacaze, Xai-Xai, Nacala Porto, Monapo, Angonia and Macanga	7	14	Teachers	Prevention of violence in school environment	87	109	196	0	0	0	196	SCI
Manica, Maputo, Nampula, Tete	Manica, Maputo, Namaacha, Nacala Porto, Nacala Velha, Monapo, Angonia, Macanga	1	2	CSOs, DCBs, FBOs, Members of Community based radios, Theatre groups, Community leaders and local Govt Institutions	Child Protection package with focus on Children with Disabilities and OVCs	102	37	139	9	6	15	154	SCI
Maputo, Gaza, Tete	Barue, Gondola, Guro, Maputo, Macanga and Angonia	23	27	Members of the Girls Clubs	Prevention of violence in school environment	15	18	33	533	184	717	750	SCI PAGE-M
Inhambane and Niassa	Inhassoro, Morrumbene, Mandimba, Cuamba and Lichinga	6	6	Police officers, members of civil society, community and religious leaders, representatives of Health Services Women and Social Action, Journalists, teachers, students, civil servants and general population;	Prevention of trafficking with focus on children and women and referral pathways.	250	250	500	0	0	0	500	Attorney General Office and SCI
Maputo	Maputo City	1	2	Members of Rede da Crianca network, Ministry of Women and Social Welfare officers (national)	Child Protection package with focus on Children with Disabilities and OVCs	18	17	35	0	0	0	35	REDE DA CRIANÇA
	Maputo City	1		ProPAITO partners, CBOs and Government Institutions	Gender based violence and its mainstreaming in Child Protection activities	11	14	25	0	0	0	25	SCI, REDE DA CRIANÇA e HPP.
	Maputo City	1	1	Mozambican Armed Forces GBV focal point	Child protection and Children rights	9	3	12	0	0	0	12	SCI
	Maputo City	1	5	Child Helpline Counsellors	Psychosocial support and referral pathways	5	4	9	0	0	0	9	REPSSI
	Maputo City	1	1	Children with disabilities from ADEMO school and children from Rede da Crianca	Child Protection package with focus on Children with Disabilities and OVCs	3	5	8	26	17	43	51	ADEMO
<b>TOTAL</b>		<b>60</b>	<b>83</b>			<b>735</b>	<b>625</b>	<b>1360</b>	<b>572</b>	<b>212</b>	<b>784</b>	<b>2144</b>	

During April, May and June 2014, a total of five meetings with 53 children with disabilities from ADEMO's School and Children from Rede da Crianca's Groups were held in order to promote integration and ensure active and inclusive participation of any child without discrimination in World Children Day and African Children Day commemorations. During previous celebrations, children with disabilities had never had a chance to be involved due to logistic and financial constraints. The aim of these workshops was to support children in overcoming cultural barriers and discrimination that usually prevent children with disabilities from socializing with their peers. A sign language teacher was recruited to facilitate interaction among children. Activities organized during the meetings included: games, and debates on child protection issues to elaborate messages for the commemorations and for the Campaign launching.

With the active engagement of ProPAITO's partners in the month of June, approximately 540 children actively participated in the opening of the Fifteen-day of Activism for Children and the commemorations of the International Children's Day (1<sup>st</sup> of June) to raise awareness on child protection issues. Children contributed to these events through debates, drama and songs. For the first time children with disabilities had a chance to effectively make their voices heard. In July 2014 another meeting was organized to understand how children can actively contribute in disseminating ProPAITO Campaign messages amongst their peers.

RECAC managed to identify and debate on National Mozambican TV – TVM three interesting case studies. Staff traveled to Inhambane and Beira to collect the necessary information and then edit the case studies. The findings were discussed during TV debates on the national TV station, TVM, in December 2014.

- 1) Media participation in advocating for child rights and protection: RECAC identified the case of a girl child with disabilities that was pushed out of the school because there were no conditions for her to study there. The case was covered by the media and they lobbied to get the girl back to school and demand that the school create the necessary conditions to ensure inclusive education. One journalist that covered the news was sued by the school and forced to compensate the institution. The journalist, during the time that the girl was not at school, had kept a tally in the newspapers counting the days the student was not attending classes.
- 2) Promotion of child protection laws: RECAC, with the support of the Office that assist Women and Children Victims of Violence from the Police, identified a group of classmates from a secondary school in Maputo who brought to the police a case of a teacher's abuse of a student. The case was properly followed up and the teacher was removed from the school.
- 3) Influence and impact of the judicial system in child trafficking: A case of a 13 year old girl victim of trafficking in Inhambane province was identified with the support of Save the Children Child Trafficking team. Information has been collected jointly with Community Radio of Inhambane.

## **F. CONCLUSION:**

Although the achievements during this program were significant, there is an ever present need to continue to disseminate information about child protection concerns and to increase coordination among service providers especially in rural areas.

Considering the amount of topic covered and the needs at field level, the duration of the community awareness campaign was not sufficient, there is still a strong need in the communities to know more about child protection laws, policies and services.

## **G. RECOMENDATIONS:**

- Conduct an evaluation of the project and considering the need of interventions of this type, especially in rural areas; support a second phase of the campaign. Maximize the work that has been done at field level with the national NGOs on key Child Protection issues and the material that have been produced, including in Child protection project proposals awareness activities based on what is already existing;
- When designing similar project in future, define a timeframe that take into consideration the dynamics of government institutions, including the need of getting approval of IEC materials by Technical Council of the Ministry of Women and Social Welfare. It is important to take into main political events that may affect accomplishment of interventions like election campaigns.

## H. ProPAITO Launch (Photo Gallery by Z. Isac Mundiara, Save the Children)

