



Understanding Partners' Experiences and Influence on the Sixteen Days of Activism Campaign Against Gender-Based Violence in Tanzania

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Background

- **Response to GBV in Tanzania**
 - ▣ High prevalence of GBV in Tanzania
 - ▣ There are number of strategies used by different stakeholders to address GBV in the country
 - ▣ Sixteen Days of Activism Campaigns is one of the major strategies to address GBV in the country
 - ▣ Campaign outcomes have not been objectively assessed



Objectives

- To explore campaign partners' experiences and perceptions about the campaign
- To explore the perceived usefulness of the international campaign themes and materials used
- To explore the linkages of the campaign to other strategies addressing GBV
- To develop a tool to evaluate the campaign and to test it with partners



Methodology

- **Qualitative study with respondents from 27 participating institutions**
 - 13 in-depth interviews
 - 4 focus group discussions
 - 5 key informant interviews
- **Study area**
 - Tanzania: Kilimanjaro, Mwanza, and Dar es salaam
- **Study population**
 - Respondents purposefully drawn from selected partner organization in the campaign
 - Ethical Issues and research assent



Key Findings

- Earlier participation predominantly women, but with the campaign now includes both men and women

“...In the previous years there were many women that participated but as days go [by] now I see men also participate in those 16 days of campaign against gender based violence; men also have realized that it is the thing that under develops the whole community...” (IDI, partner organization)

- Partners felt there is increased reporting of incidents of GBV as a result of the campaign

“It was now much easier for many clients to locate where to find help in case one runs into a GBV related issues...” (FGD, partner organization)



Key Findings

- Participation in the campaign is limited to high profile leaders, while local government leaders (who deal with most GBV cases) are not as involved:

“ It is true the Prime Minister has been coming, but personally I would have wished some other groups of leaders to also turn up in good numbers. For example, District Development Officers, Ward Social Workers and also if Ward Executive Officer were involved [in the campaign] in good numbers especially as they are the ones who handle over 90% of all GBV cases.” (KII, key stakeholder)



Key Findings

- Campaign theme and communication materials were reported to be of utility, but should be short and precise to allow the campaign partners to carry the message forward:

“The last year theme (my Jesus), it was somehow long I need to look in my diary” (IDI, partner organization)

- Challenges in measuring the impact of the campaign:

“In fact we are not well organized for evaluation process, we need to have vivid examples that we found somebody in a certain situation but now we have helped to be in a different level (IDI, partner organization)”



Conclusion

- Participation in the campaign has positive influence in GBV related work among participating partners
- Joint pre-campaign activities accord ownership, transparency and create synergy for post campaign GBV work
- Measurement of impact using predominantly qualitative information is not possible
- Develop catchy and shorter messages
- More involvement of local leaders



Lessons learned

- Research on technical expertise to evaluate campaigns and programs
- Consultation with the experts (TA) is vital
- Adherence to ethical requirements
- Effective communication (time consuming and need passion)
- Build individual and organization capacity in conducting scientific research
- Action oriented



Recommendations

- Disseminate findings of this research to partner organizations and key stakeholders
- Develop fundable protocol for quantitative evaluation of sixteen days of activism campaign
- Conduct survey and disseminate evaluation findings



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