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WACC *taking sides*

FINAL REPORT FORM
for
WACC-SUPPORTED PROJECT

This document is for end-of-project reporting. It has two parts: a) Narrative Report; b) Financial Report.

You will need to refer to your Project Application Form, the Agreement with WACC, and your bank statement when completing this form. Please return it with supporting documents and materials to WACC. <u>Please answer the questions as fully as possible.</u>

THE NARRATIVE REPORT

1. Project Title: (as appeared in the Agreement)	BRINGING VOICES IN FROM THE MARGINS
2. Project Reference Number: (as appeared in the Agreement)	813
3. Full Name of Project Holder:	Creative Centre for Communication and Development (CCCD)
4. Full Address:	P. O. Box 2584 Bulawayo Zimbabwe (our postal address changed from P. O. Box 3890, Bulawayo, Zimbabwe)
5. Name of Country:	Zimbabwe
6. Period the project was implemented: (from month/year to month/year)	01 August 2009 to 31 July 2010
7. Project Grant received: **[You must include any bank charges deducted]**	**Amount in local currency:** N/A **Amount in Euros or US$ (circle as appropriate):** USD 5,549.39
8. Date(s) Project Grant(s) were received: (as in your bank statement) 1st remittance 2nd remittance	1st remittance – On July 07, 2009, we received 3.960 Euro which reflected as USD5, 549. 39 in our bank account. We have not yet received the 2nd

	remittance. The agreement is that this will be remitted after we submit a satisfactory final narrative and financial reports.

9. Activities

Give a summary of the major activities carried out during the reporting period in comparison with those planned. In case of changes from the original objectives, please explain the reasons.

A summary of activities conducted during the reporting period are:

1. **Community mobilisation meeting:** We conducted one meeting and invited key stakeholders including community leaders, the church, media and women and girls we were going to work with. During the meeting we raised community awareness of the project and we also wanted to build community ownership of the project. We also conducted a needs assessment to ascertain community needs and expectations.
2. **Training Workshops:** We had initially planned to hold six workshops during the project period. However, the churches we were working with requested us to hold trainings in church once every month. As a result we conducted 8 workshops during the course of the year.
3. **Establishment of Creative Communication Clubs:** We facilitated the establishment of two creative communication clubs. In our project proposal we had noted that we would facilitate the formation of creative communication clubs in churches and community centres targeting young girls. We however, later established both clubs targeting two churches (the Methodist Church and at Noah's Ark Ministries). We did this because we found it easier to coordinate activities and provide support to women and girls in church. We noted that it was cost effect and easier to monitor and evaluate our work while providing support to the women.
4. **Advocacy workshops:** The workshops were mainly conducted through mainstreaming content into church and support groups programmes. During 16 Days of Activism against Gender Based Violence and the International Women's Rights Day, the targeted groups developed advocacy campaigns to advance their communication rights using skills acquired. The women and girls developed an interactive play that they performed in church to raise awareness about the link between violence against women and sexual rights. Women and girls used image theatre and role plays to communicate their message. Due to the demand of our work and the need to strengthen women and girls' information and communication technology (ICT) skills and knowledge, we held daily training workshops from Monday to Friday. During project implementation, we noted that 95 percent of the women and girls that we were working with had no computer skills. All the women and girls did not own computers and none of them could use the internet. Of the 95 percent only

5 percent comprising of girls had used computers. However, they lacked confidence and they could not manipulate ICT to advance their rights or to seek, receive and impart information including information on sexual and reproductive health and rights. We immediately began teaching these women and girls basic computer skills. We converted a veranda into a computer lab and assigned a full-time programmes officer/coordinator to run the computer lab 5 days a week from 9am to 3pm with each woman accessing the computer lab twice a week for approximately 2 hours per day. The initiative was a major success and the number of our beneficiaries increased from 60 to more than 90. The project also generated a lot of interest among women and 15 men are also directly benefiting from the project. As the women and girls learnt to use computers they began to open up more and share stories with each other. The computer lab became a converging point for women to share problems and solutions to their daily challenges as women would come early and wait for their turn to use the computer. We, however, noted that although many women and girls could read and write they lacked the skills necessary to write stories about their lives that would change other people's lives.

5. **Communication Rights dialogue session:** One session was conducted in December 2009. The church, media, government ministries, public institutions, Non Governmental Organisations, Faith Based Organisations and Human Rights groups took part in the session. We noted that these key stakeholders still need more awareness about the importance of recognising communication rights. The discussions that imaged revealed that participants fail to clearly appreciate the importance of recognising communication rights so as to uphold other human rights.

6. **Networking:** Networking activities were conducted throughout the reporting period and highlights included participating at the Ideas Festival organised by a local Human Rights organisation, Bulawayo Agenda. We had networking meetings with Hospice and Palliative Care Association of Zimbabwe in Bulawayo, the National AIDS Council, Matabeleland Aids Council and the Zimbabwe AIDS Network (all local umbrella bodies). Matabeleland Aids Council helped us mainly with resources such as books and flyers on HIV and AIDS and nutrition. The National Aids Council assisted us with condoms. At regional level, we networked with the Gender Based Violence Network. During the 16 Days of Activism, the Gender Based Violence Network provided us with their Advocacy Action Kit which we used to guide our 2009 16 Days of Activism campaign against violence against women. Our director, received capacity strengthening in social networking and web 2.0 from World Pulse through their capacity building programme, Voices of the Future Programme. Our networking activities had a positive impact on our organisation and beneficiaries.

7. **Resource development**- The organisation produced a trainers' Communication Rights Manual for the local community. We also

developed our weblog www.creativecommunication.blogspot.com. We initially had intended to have a website. However, the costs of building and hosting a website were beyond our initial budget. We also developed a newsletter, the *VOX POP* which we used to disseminate information at grassroots level mainly targeting the church where our beneficiaries were drawn from.

8. **Quarterly press briefings:** 3 Press briefing (1 during the International Women's Day, 1 during the 16 Days of activism and another when we launched the programme resulted in media coverage in the Weekly Agenda, a community newspaper (published as a newsletter to avoid being closed) published by Bulawayo Agenda highlighting organisational activities and other community issues.

Please describe in detail the activities of the project that were implemented such as content of production, programmes, workshops or training

Community mobilisation Workshop
One community mobilisation meeting was conducted on August 14, 2009 targeting community leaders, church leaders, HIV support groups, journalists, women's groups and youth club leaders to ensure that everyone was aware of the programme and would contribute towards its implementation and development. Issued discussed included the lack of computer facilities at the local primary school, the absence of development centres where young women in and out of school can meet and learn, the need for Creative Centre for Communication and Development to provide training to local teachers so that they can pass on the knowledge to their pupils, challenges faced by marginalised and HIV positive women and girls and in accessing current information about HIV and other health related information. The Residents Association welcomed the initiative. They noted that they were expecting the programme to contribute to their programmes particularly around democratic participation and advocacy activities aimed at raising women's issues and concerns.

Training workshops
Initially six workshops were planned under this activity. However, the pastors from the Methodist church and Noah's Ark Ministries requested us to conduct monthly workshops in their churches. As a result we conducted a total of 8 workshops churches (4 for each church). Our trainings were based on our communication rights manual. The idea was to use this opportunity to enable the community and beneficiaries to appreciate the essence of communication and how mastering communication skills can further enable them to advance their communication rights. These workshops then complemented our advocacy workshops which were guided by WACC's No Nonsense Communication Rights Manual. Our Manual focused solely on communication and operating in Zimbabwe because we did not want to duplicate the WACC's manual but rather to complement it and strengthen the content of our training programme.

Creative communication clubs: We facilitated the establishment of two Creative Communication Clubs in the Methodist Church in Zimbabwe and Noah's Ark ministries. Members of the clubs were drawn from the two churches. Each club has an average of 20 members. One club is for girls and the other is for women. The clubs worked closely with other community based HIV/AIDS Support groups and they share information on communication rights. We have since received keen interest from some of these support clubs who want capacity building in strengthening their communication skills and facilitate communication, disclosure of their HIV status, acceptance, reducing stigma and discrimination and advocating for the right to health and access to care, treatment and support. For girls the clubs mainly provided a platform for sexuality education.

Advocacy workshops: We conducted four advocacy training workshops in preparation for the 16 Days of Activism and the International Women's Day. These workshops were conducted through the two Creative Communication Clubs. The workshops were participatory and interactive in nature, providing skills, information and resources for groups to advocate for their own communication rights. We used mainly theatre as a communication tool. The workshops increased the target groups' communication skills with a focus on: presentation skills, system of argumentation, ability to speak in front of the public, self articulation, increase self-confidence and self esteem, increase of tolerance towards different opinions and negotiation skills. However, the organisation realised that more women and girls needed capacity building in ICTs to enable them to advocate their communication rights. We decided to meet this need as it formed the key to the success of our project and other future projects. Our major challenge was office space. To address this challenge we converted a veranda into a 'computer lab' to allow the women and girls to have access to the computers daily. Another challenge was limited computers. The organisation currently has two desktops and one lap top. We therefore dedicated the two desk tops for the programme and all administration work relied on the lap top. Still the two desk tops were not sufficient. To address this challenge we divided beneficiaries into groups and allocated each beneficiary at least 4 hours per week to have access to the computer. We run the trainings for 11 months starting September last year. The women and girls leant to use basic computer programmes such as Microsoft word and Microsoft Excel. Under this activity, we also availed stationery for the women and printed out notes for them.

Communication rights dialogue session: The communication rights dialogue attracted participants from government ministries (Ministry of Health - United Bulawayo Hospital), public institutions (National AIDS Council, National University of Science and Technology, Thomas Rudland government School) Non Governmental Organisations (Zimbabwe AIDS Network, Matabeleland Aids Council, Mission to Live Trust, Loving Hand) Faith Based Organisations (Noah's Ark Ministries, Methodist Church, Catholic Church, Apostolic Faith Ministries and Life Ministries), and the media (Bulawayo Agenda, the Chronicle) were represented. Issues discussed included; Gender and ICTs in Zimbabwe, ICTs

and citizen journalism, the media as a tool for community development and Access to information on HIV. The workshop was a full day event and was participatory in nature. Experiences were drawn from ordinary people about how they are affected by the current information situation in Zimbabwe.

Networking: Networking activities were conducted to strengthen the organisation through sharing experiences with other developmental partners. CCCD took part in the Ideas Festival 2009 that was coordinated by Bulawayo Dialogue, a local Human Rights organisation. The two-day festival (8-10 October 2009) was held under the theme 'reconstruction and reconciliation through citizen participation. Each participating organisation was given a cubicle where members of the public would pass by, asking questions about the organisation and getting any information material available. CCCD had some fliers on communication rights that were distributed during the festival. Other networking activities included meetings with local organisations such as Hospice and Palliative Care Association of Zimbabwe (Bulawayo), National AIDS Council and the Zimbabwe AIDS Network (all national umbrella bodies). At regional level we networked with the Gender Based Violence Network and at national level we networked with World Pulse through our director, Gertrude Pswarayi.

Resource development: The Creative Centre for Communication and Development started an electronic newsletter, the Vox Pop that was distributed to partners in our data base. Other copies of the newsletter were distributed during the Ideas festival and during the 16 Days of Activism Against Gender Based Violence. The organisation also produced a trainers' Communication rights manual. We also developed a weblog – www.creativecommunication.blogspot.com where we made regular postings to inform local and international partners about our programmes.

Profile-building: The organisation worked closely with the local media, preparing press statements and press briefing to update the media on activities. This resulted in media coverage in the Weekly Agenda. Press briefings were aimed at enlightening journalist on the need to promote communication rights and to build a mutual relationship with local journalists.

Evaluation: One workshop was conducted to evaluate the impact of the project. The workshop was attended by representatives from Queens Park residents association, representatives from Creative Communication Clubs, church members and local residents and beneficiaries. A questionnaire was distributed for participants to answer. One on one interviews were also conducted with a sample population. The evaluation revealed that participants felt that computer literacy had increased and that beneficiaries wanted computer lessons to continue. Participants also felt that there was need for the establishment of a telecommunication centre and further strengthen women's voices.

9.1 If the project is a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or book published.

Find attached the following attachments:
1. Participants registers
2. Beneficiaries pictures
3. Press cuttings
4. Trainers' Communication Rights manual
5. Vox Pop Newsletter (s)
6. WACC update(s)

9.2 If the project is primarily purchase of equipment, please describe what kind of impact / change the equipment is bringing to the beneficiaries.

9. **Was the project successful? (If possible, please give measurable indicators.)**

The project was successful because all set objectives were met. In addition, we managed to further respond to the needs of our beneficiaries as they arose. By the end of the project:
   a. 96 participants had taken part in the ICT training from a targeted 60 people. 15 of these people were men.
   b. 4 Advocacy workshops were conducted through Creative Communication clubs.
   c. 8 monthly presentations on communication in two churches. These have been established as ongoing activities with the organisation presenting on different topics
   d. 2 Creative Communication clubs were established in the Methodist and Noah's Ark Ministries.
   e. 1 Communication rights dialogue was conducted with participants drawn from all diverse backgrounds targeting women and girls.
   f. One weblog was created with the organisation making regular postings to update stakeholders about the organisation and its programmes.
   g. Two newspaper articles were published in the local media, helping the organisation to reach a wider audience.
   h. 1 trainers' communication rights manual
   i. Through networking with other NGOs, beneficiaries have increased access to sexual and reproductive health services and information.
   j. Vox Pop Newsletter to increase beneficiaries access to information and update beneficiaries on programme acticities
   k. Beneficiaries and community members in the project location have an increased awareness on the importance of recognising and promoting communication rights

11. **Project Beneficiaries**

Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

Direct beneficiaries of the projected were 30 HIV positive women and 30 adolescent girls. The indirect beneficiaries included 45 community members in project location (15 of them men), one HIV support group, the Methodist Church, Noah's Ark Ministries and the Residents Association.

12. How have the beneficiaries reacted to the programme activities? What were the impacts of the project and different effects on women and men in the project?

The beneficiaries were excited about this project and participated in the activities with enthusiasm. They feel that the project should continue running as it has empowered them to work together to overcome their challenges and to raise their suppressed voices. The beneficiaries have lauded the project for opening new chapters in their lives through ICT and advocacy skills acquired. Beneficiaries can now confidently use computers. HIV positive women and girls welcomed the programme because it helped reduce stigma and discrimination. This has helped the women to open up and raise their concerns on issues of access to health services from the government and other civil society organsiaitons. Churches now recognise people's rights to be heard. The church is now playing an active role in the fight against AIDS as more women, girls and men open up about their status.

The project opened up new opportunities for women to start up or put back their dream careers back on track. The Creative Communication Clubs became a focal point for women to meet and encourage each other. Two women were employed at a local supermarket. According to her, her computer literacy, improved confidence and communication skills contributed to her securing the job.

For men, the project has helped them to appreciate the importance of education in a woman's life. Men are now willing to allow women and girls to get education. It is also now easier for women to take part in developmental activities that had been a preserve for men.

13. Outcome and Outputs of the project: What has your project achieved and what has changed?

The project has resulted in an appreciation of communication rights by HIV positive women and girls. The women can now see how communication rights can also lead the enjoyment of other rights such as the right to health, education, shelter etc. Women can now use their advocacy and lobbying skills to demand for other rights. This has seen women playing a proactive role mainly at family level were they can now negotiate for safer sex.

The project has also created a platform and free space for HIV positive women and girls to share their experiences lobby and advocate for their communication rights in order to advance their sexual and reproductive health rights. Through Creative Communication Clubs, women are now working together to challenge cultural perceptions, norms and values that undermine their rights.

HIV positive women and adolescent girls are now able to effectively use communication skills to demand for services and information on positive living. The women are no longer taking a back seat in developmental programmes and they actively participate in Residential meetings which used to be previously dominated by men. The project has also resulted in improved access to accurate information about communication rights at grassroots level. The advocacy workshops and the Communication Rights Dialogue session provide information to the people at grassroots level.

 The project also resulted in reduced stigma and discrimination of people living with HIV. Churches and other related institutions are now openly talking about the pandemic. This is encouraging more people to go for HIV testing and counselling. Community leaders and church leaders are now encouraging people to stop some cultural practices that encourage the spread of HIV such as wife inheritance and polygamy.

If your project produced media, please send a sample copy of audio/video cassettes, CD, VCD, or DVD and label it with title, duration, language used, and date of production. If you can, please send photos with informative captions (digital photos, if possible), newspaper/radio clips, homepage links, etc.

Attachments
1. Two newspaper clips
2. Four pictures **Picture 1 caption** (Peddith Moyo –in blue top and Sibongile Ngwenya doing their practical assignments as part of ICT training for marginalised women and girls while Lindiwe Dube – wearing glasses and Silibaziso Moyo wait for their turn). **Picture 2 caption** (CCCD has cleared this veranda and set up two computers for women to have uninterrupted ICT training sessions. The veranda also offers women an opportunity to share experiences on developmental issues. **Picture 3 caption** (Letween Madhava-right and Lindiwe Dube work on their assignments as part of the ICT training offered by CCCD. **Picture 4 caption** (Participants use theatre as part of advocacy training. CCCD uses participatory communication approaches to change public values and beliefs that are essential for long-term social change)
3. Home page link: www.creativecommmunication.blogspot.com

14. Evaluation

14.1 What were the results of evaluating the project?

The results of our evaluation showed that:

1. All beneficiates have acquired basic computer skills.
2. The two participating churches (Noah's Ark Ministries and the Methodist Church) that had no previous HIV programmes now mainstream HIV into their activities and a communication programme.
3. Women and girls who had no access to information are now willing to go back to school or to do vocational training.
4. All participants can now talk openly about their HIV status without fear of discrimination
5. All participants in the project have gained basic computer skills
6. There is need to further empower participants with advanced ICT skills to strengthen their voices and raise them in magnitude.

14.2 What were the challenges, difficulties, and/or failures in carrying out the project? Please explain how you addressed these issues.

Challenges encountered
1. Limited number of computers available to provide adequate training.
2. The weakening of the American dollar against the South African rand (main currency in use in Zimbabwe) resulting in the increase of prices of goods and services in USD.
3. Limited office space

Solutions
1. Breaking participants into smaller groups for ICTs trainings and extending the duration of the training.
2. Adopting a costs effective strategy and make do with available resources to ensure that we meet the needs of beneficiaries. E.g converting a veranda into a computer lab and using empty crates and boards to make tables. Because the cost of developing and hosting a website had gone up we developed a weblog (free) and used the budget line to cushion costs for additional ICT training workshops and advocacy workshops.
3. Topping up with own resources developing cost effective strategy to ensure we respond to the needs of our beneficiaries and also doing activities using in-house human and material resources to reduce costs.
4. Community ownership of the project also resulted in the beneficiaries contributing food and in some cases the churches provided us with free venue during workshops and this reduced costs.

15. Other comments, if any.

The Creative Centre for Communication and Development thanks WACC for funding the project and helping us to raise hope in women and girls whose voices had been suppressed. The project rekindled their hope and we look

forward to continuing working with WACC to unleash women's untapped potential.

16. Name of the person submitting the report: Gertrude Pswarayi

Position: Director   **Date:** 23/07/2010

Signature: