

The idea behind the VOX POP

The Vox Pop is a quarterly two page electronic newsletter produced by the Creative Centre for Communication and Development. It is a vehicle for sharing information with all our partners.

The newsletter will contain evidence-based materials such as photographs and verbatim comments by participants. The Vox Pop will provide a space for us to interact with our valuable partners in development.

Why The Vox Pop?

The term vox pop simply means public opinion, expressed by ordinary people on matters of interest. The Creative Centre for Communication and Development's primary focus is on communication rights. The Vox Pop newsletter will provide our target population with a platform to air their views on developmental issues. The Vox Pop is the voice of our beneficiaries.

Who is it for?

The Vox Pop will be distributed to individuals, beneficiaries, and government departments, local and international partners. Our primary beneficiaries are marginalised women, children and men who have limited access to information, resources and services.



Participants use theatre as a communication tool during an Advocacy workshop held in Bulawayo in September 2009

Psychosocial support for OVC

This project seeks to advance the communication Rights of Orphans and Vulnerable Children (OVC) through building their communication capacities and advocacy skills.

The project systematically addresses the therapeutic and psychosocial needs of children and

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provides information to parents, guardians, community leaders and other stakeholders working with children about children's psychosocial needs, fears, hopes and aspirations.

CCCD uses creative communication tools to enable the children to write their life stories and those of their loved ones.

The project targets children aged between five years and fifteen years. Sports, visual art, games, music, poetry and story telling are used as tools for self expression. The project builds children's capacities to use creative communication tools to express their needs, to make their voices heard, to manage their own communication and to participate fully in their own development.

Building and Recognising Communication Rights in Zimbabwe

The Creative Centre for Communication and Development is implementing a project aimed at building the capacity of women and girls to recognize their Communication Rights so that they can participate fully in Sexual and Reproductive Health and Rights (SRHR) programme.

Communication strengthens human dignity and validates human equality. By recognising, implementing and protecting communication rights, we are recognising, implementing and protecting all other human rights. CCCD mainstreams Communication Rights to address Sexual and Reproductive Health issues such as Gender-Based Violence, abuse, rape, forced marriages, limited access to information, gender inequalities, limited access to resources and services and the Human Immune Virus and Acquired Immune Deficiency Syndrome.

The project will result in increased awareness of Communication Rights at grassroots level and the need to promote them in order to enjoy other basic Human Rights. It will also lead to increased participation in decision making by HIV positive women and girls. Women and girls will be empowered with knowledge and skills to lobby and advocate for their Sexual and Reproductive Health and Rights. They will also be able to share knowledge and experiences, strengthen existing networks at local and national level.

We thank the World Association for Christian Communication (WACC) for providing funding for this programme.



All our programme seek to empower people with life skills to enable them to live a productive life in society

Our guiding principle

The Creative Centre for Communication and Development believes that communication is the missing link in advancing Human Rights and other fundamental freedoms. As such, our focus is on building a communication rights culture where there is an exchange and progression of thoughts, feelings and ideas towards a mutually acceptable goal. To achieve this mutual understanding, the organisation uses a variety of communication tools such as sports, theatre, music, poetry, dance and visual art as vehicles of communication.

Our mission

To build local capacities and abilities of marginalised and vulnerable groups in the strategic and creative use of communication to express their needs, to make their voices heard, to manage their own communication, and to participate fully in their own development through implementing participatory communication approaches to change public values and beliefs that are essential for long-term social change.

Our vision

A society where individuals are able to freely express, create and disseminate information that advances all human rights and fundamental freedoms.