

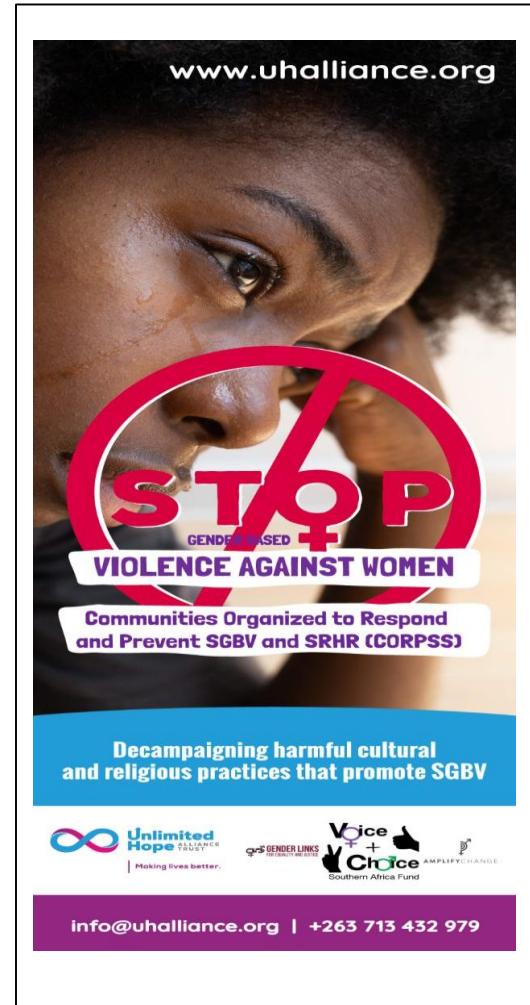


TRANSFORMING ATTITUDES, CHANGING LIVES: GENDER-BASED VIOLENCE PREVENTION AND RESPONSE IN GOROMONZI, ZIMBABWE

Presentation by Mary Chigumira, 6 November 2024

BACKGROUND

- The Acturus community in Goromonzi District, a rural farming area, faces high rates of gender-based violence (GBV).
- There is limited access to services, economic dependence on perpetrators, and harmful social norms escalate GBV, affecting all genders but predominantly women and girls.
- The main goal of the project is to eliminate GBV in the Acturus community by promoting a culture of respect, safety, and equality.
- We are employing a community-based GBV prevention and response approach, alongside gender equality training and education.



OBJECTIVES

- Raise awareness about the causes, effects, and prevention of GBV within the community.
- Strengthen the capacity of district community structures to better respond to GBV cases.
- Encourage active participation from community members in developing support systems for GBV survivors.

Short-term and long-term objectives

- The main goal is to create a sustainable and safe community that actively prevents GBV and supports survivors.



TARGET GROUPS

- **Women and Girls:** More vulnerable due to societal norms and power imbalances.
- **People with Disabilities:** Face greater challenges in defending themselves or escaping abusive situations.
- **Community Leaders:** Play a crucial role in challenging harmful social norms, mobilising community support, and providing local context.



ACTIVITIES

The approach

- A community based approach was used to empower local authorities in order to be able to respond to GBV.
- The multi-sectoral approach helped to bring together diverse stakeholders from different sectors to address GBV leading to enhanced coordination.

The activities included:

- Community-based approaches were used to empower local authorities in responding to GBV. The multi-sectoral approach enhanced coordination among stakeholders.
- Activities included:
 - GBV awareness campaigns using flyers and social media.
 - Focus group discussions involving men, women, adolescent boys, and girls.
 - Community dialogues, drama, role plays, debates, and essay writing.

STRATEGIES EMPLOYED BY THE PROJECT

- Social media platforms were used to educate the public.
- Community sensitisation, awareness campaigns, and gender equality training were core strategies.
- The community approach empowered women and girls to report GBV cases while strengthening local structures.



PARTNERS

- The Project collaborated with traditional leaders, faith-based organisations, government agencies, and local and international organisations.
- GenderLinks and VCSA provided funding and capacity building.
- Faith-based organisations leveraged religious teachings to address GBV.



BUDGET

Category	Amount in USD
Gender specific allocation	12,960
Gender in mainstream projects	350
Amount contributed in cash or in kind by partner organisations	550
Other sources	0
Total	13,860

PARTICIPANTS

Category	Women	Men	Total	% Women
Direct participants	2,750	1840	4,590	59.9
Indirect participants (e.g. through other networks)	3,200	1,100	4,300	74.4
Online participants (e.g. website access, mailing lists, scholarly articles)	0	0	550	0
Total	5,950	2,940	9,440	134.3

CHALLENGES

- Acturus is a diverse community with cultural differences regarding gender, violence, and abuse. We engaged community leaders to navigate these sensitivities.
- Low participation was a challenge due to mistrust, which we addressed by involving the community throughout the project cycle.

(Lessons refer to slide 12)

RESULTS

Short-term Results:

- Increased awareness and knowledge about GBV among community leaders.
- Improved community engagement and participation in GBV prevention

Long-term Results:

- Shift in community attitudes and norms promoting gender equality
- Reduced GBV prevalence and improved community well-being.

How is the project responding to:

Women's empowerment

- Enhanced decision making.

Public participation

- Collaboration with local authorities and community engagement through various forums e.g. dialogues

Media coverage (including social media)

- Online campaigns e.g. "I Am A Man" campaign

Capacity building

- Training community leaders, community members and volunteers

Changes in gender attitudes at individual and community level

- Improved relationships between men and women
- Reduced tolerance for GBV.
- Changes in social norms and cultural practices

WHAT IS CHILD SAFEGUARDING POLICY?

It refers to preventative actions, policies and procedures employed to make an organization safe for all children they work with, ensuring that they are protected from deliberate or unintentional acts that lead to the risk of or actual harm.

KEY PRINCIPLES OF CHILD SAFEGUARDING?

Awareness and Training: All representatives receive training and contextualized support in order to prevent, report and respond to safeguarding concerns.

Prevention: Through awareness raising, implementation of procedures and good practice. Representatives demonstrate and understand of the risks to children within and across programs and operations, and engage effective strategies to mitigate harm, abuse and exploitation.

Reporting: All UHAT representatives know the reporting channels when any concern arises, no matter how seemingly small or trivial.

Responding: Engage in action that supports and protects children, with a child driven approach to address concerns and ensure children's well-being.



KEY STAKEHOLDERS:

ZRP | CCWs | PARENTS | CHIEFS |
SCHOOLS | CHURCHES | VILLAGE HEALTH
WORKERS | JUDICIAL SYSTEM | MINISTRIES
| CIVIL SOCIETY | BUSINESS OWNERS

CASE REPORTING PROTOCOL COMMUNITY (CCWs, CPC)



WHAT IS CHILD SAFEGUARDING POLICY?

Psalm 127:1

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LEARNING

- Community dialogues are more effective in revealing local cases and developing relevant response mechanism.
- Education plays a major role in changing attitudes towards GBV.
- The engagement of men reduces the GBV cases as they become allies in promoting equal rights and opportunities.
- The above lessons can help in designing, implementing and monitoring of future projects



MONITORING AND EVALUATION

- Focus Groups Discussions: these were conducted by community members to view better perceptions, experiences and contributions regarding GBV cases.
- Success stories and testimonials.
- Progress reports.
- Field visits.
- Evaluation forms.

SUSTAINABILITY AND REPLICATION

How can the work be sustained/kept going?

- To sustain progress, we will focus on community ownership, and economic empowerment as well as the following:
- Capacity building to enhance skills and knowledge, making communities self-reliant beyond the project duration.
- Engaging local authorities to integrate initiatives into existing governance structures, ensuring continued support and legitimacy.
- Resource mobilisation is vital for financing sustained activities after the project ends.

How can the work be cascaded to other organisations?

- To replicate success, we plan to collaborate with and build capacity of other local organisations and establish partnerships for knowledge sharing.

NEXT STEPS

- Construct a safe house in Goromonzi District."
- Engage more men and boys in GBV programmes.
- Involve perpetrators to understand the causes of GBV
- Strengthen community structures
- Organise a GBV conference at district level.

