



People
Change
the World

Diakonia



Sweden
Sverige

SADC PROTOCOL@WORK SUMMITS 2024

MEDIA Template

(Zimbabwe, Harare, 12/11/24, Nokuthaba Dlamini)

Our platform showcases the rich tapestry of our Matabeleland North province's communities, highlighting their triumphs, traditions and stories

#ReachingOutToYou

Where we are found: Website (<https://vicfallslive.co.zw/>)

X (@Vic_Falls_Live)

VicFallsLive

SYNOPSIS

- Type of Media (online)
- An encounter with a frail 70-year-old man and woman from rural Hwange, struggling to access food
 - >Motivation: This story highlights the devastating impact of drought I and food insecurity on vulnerable communities, particularly women, children, and people living with HIV/AIDS.
- Relevant context: Zimbabwe's Constitution guarantees the right to food and water, but the reality on the ground tells a different story.
 - >Responding to: The story responds to the deepening food insecurity crisis in Zimbabwe affecting millions, particularly in Matabeleland North province.

BACKGROUND

- Problem: Drought and El Niño effects have led to food insecurity, affecting vulnerable communities, including women, children, and people living with HIV/AIDS.
 - >Context: The story highlights the struggles of Jonathan Sibanda, a 70-year-old man caring for two orphaned grandchildren and living with HIV/AIDS. It also highlights the rising number of malnutrition cases in the district, mainly affecting children and elderly people

Key Objectives

- Impact: The story highlights the devastating impact on vulnerable communities, particularly women, children, and people living with HIV/AIDS.
 - >Achieve: The story aims to raise awareness about the food insecurity crisis and its disproportionate impact on vulnerable communities.
 - >Gender awareness: The story highlights the struggles of women, children, and people living with HIV/AIDS, demonstrating gender awareness and sensitivity.
 - >Advancing gender equality: By sharing this story, we hope to promote gender equality by highlighting the need for targeted support for vulnerable communities.

Target Audience

- Based on the story, I hoped to reach:
 1. Decision-makers: Government officials, policymakers, and stakeholders responsible for addressing food insecurity and implementing laws like the Agricultural Act and National Food Security Policy.
 2. Humanitarian organizations: Local and international organizations providing aid and support to vulnerable communities affected by drought and food insecurity.
 3. General public: Readers who may not be aware of the severity of the food insecurity crisis in Zimbabwe and the impact on vulnerable communities, particularly women, children, and people living with HIV/AIDS.
 4. Donors and funders: Individuals and organizations that can provide financial support to address the food insecurity crisis and support vulnerable communities.
 5. Media and journalists: To raise awareness and encourage further coverage of the issue, highlighting the need for urgent action.
 - Did you succeed.?
- Yes, an individual from the diaspora chipped in and sent the money direct to our organization to help the two individuals
- Social welfare has also enrolled these two into the program.

- Evidence



pictures/Video

Links to the videos

https://x.com/vic_falls_live/status/1818183855381049747?s=46

https://x.com/vic_falls_live/status/1824354360706424892?s=46

https://x.com/vic_falls_live/status/1824380099770150947?s=46



PROCESS/METHODOLOGY

- Data Gathering:
 - I gathered data through a combination of desktop research and one-on-one interviews.
 - Desktop research involved reviewing articles, and reports on the topic of food insecurity in Zimbabwe.
 - One-on-one interviews were conducted with 5 individuals, including 2 women and 3 men, who provided personal accounts and insights on the issue.
- Source Selection:
 - I chose to consult with women and men who have been directly affected by food insecurity in Zimbabwe.
 - The 2 women I interviewed were selected because of their experiences as primary caregivers and providing valuable insights into the impact of food insecurity on families and communities.
 - The 3 men I interviewed were selected because of their roles as community, farmers, policy makers providing valuable insights into the broader context and potential solutions.
- Importance of Voices:
 - The voices of women and men affected by food insecurity are crucial in understanding the complexities and nuances of the issue.
 - Their personal experiences and perspectives provide a humanizing aspect to the data, highlighting the real-life impacts of food insecurity on individuals, families, and communities.
 - By amplifying their voices, I aimed to create a more inclusive and representative narrative, acknowledging the agency and expertise of those most affected by the issue..

IMPACT

- My story achieved significant impact, raising awareness about food insecurity in Zimbabwe and mobilizing support for affected communities.
- The story for example highlighted the struggles of Jonathan Sibanda and his family, putting a human face to the issue and evoking empathy and action from audiences.

Social Media:

- I utilized social media platforms to maximize the impact of my story, posting the video formats on Twitter and WhatsApp.
- One video generated:
 - Over 25,000 views - 116 likes - 103 retweets
- This demonstrates the potential of social media in amplifying the reach and impact of a story, allowing it to resonate with a wider audience and inspire action.

https://x.com/vic_falls_live/status/1818183855381049747?s=46

https://x.com/vic_falls_live/status/1824354360706424892?s=46



FEEDBACK

-  **nickmangwana** @nickmangwana · 30/7/2024
@nickmangwana please assist
133
-  **Taurai Bamu** @BamuTaurai · 31/7/2024
Andrew Wutawunashe says he is a crybaby and he is not hungry
55
-  **B M** @BM51075976 · 30/7/2024
Victoria Falls live, tokubatai sei kana tikawana something to give
1 2 467
-  **VicFallsLive** @Vic_Falls_Live · 30/7/2024
Thank you for reaching out. He can be contacted on, 0773007887. Jonathan Sibanda
245
-  **B M** @BM51075976 · 30/7/2024
Vicfalls live whom can we contact if we get something
1 1 475
-  **VicFallsLive** @Vic_Falls_Live · 30/7/2024
Thank you for reaching out. We have traced his monile, and he can be contacted on 0773007887. He is called Jonathan Sibanda
2 252
- [Show replies](#)
-  **Dumisani** @Fireking_d · 30/7/2024
This is sad , heartbreaking ❤️

-  **sthembiso** @mathanzimanzama · 30/7/2024
Sad , no human being should be this undignified I blame politicians for not caring
80
-  **Blessing Naidoo** @BlessingNa3... · 31/7/2024
Then you hear imwe imbwa ichiti Zim haina nzara, nxaaa 😭😭
32
-  **Anne Moyo** @AnneMoyo2 · 31/7/2024
but he soap to bath clean clothes this is a tired narrative
27
-  **INHLEKELELE** @INHLEKELELE1 · 30/7/2024
@TheShonaQueen go help these rich ppl back home..
1 1 91
-  **mandlakhe mpofu** @fumugwe62 · 30/7/2024
What happened to you, Bong? 😞
1 1 15
-  **Syamapena** @SamSyamapena · 30/7/2024
The government must support these people. Where is the mealie they used to give them during campaigns? They must feed them. Such old people are the very people who voted them into power. Why not give them food now?
215

FOLLOW UP

We have continued disseminating the voices of the communities and the effects of drought in the communities. What is positive is that, our followers are also filming themselves showing the dire situation and some taking pictures as in the link below

Story

<https://vicfallslive.co.zw/on-the-streets-blind-and-battling-cancer-a-mothers-quest-to-feed-her-children/>

Video

https://x.com/vic_falls_live/status/1833019598322434384?s=46

Story

<https://vicfallslive.co.zw/drought-devastates-matebeleland-north-province-livestock-deaths-mount/>

Video

https://x.com/vic_falls_live/status/1854444709294305668?s=46