GENDER LINKS
FOR EQUALITY AND JUSTICE

Voice + Choice
SADC Protocol@Work Summit

In partnership with Canada

AMPLIFYCHANGE

CENTRE FOR ANALYTICS & BEHAVIOURAL CHANGE

WOMEN'S VOICE & LEADERSHIP SOUTH AFRICA

LEARNING AND SHARING SUMMIT 2025

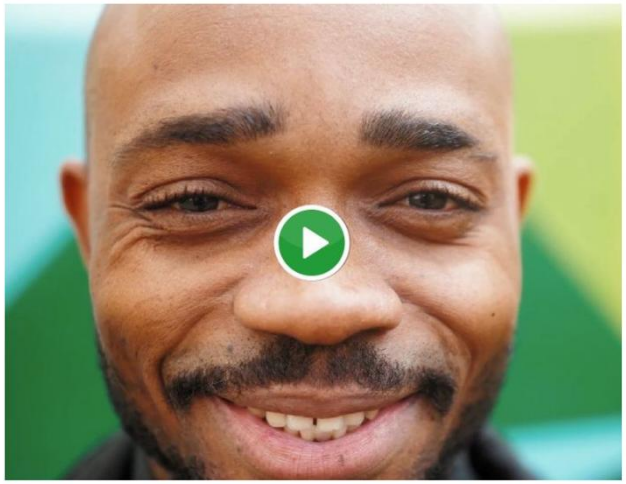
Communications and reach

(South Africa, Johannesburg, 5 March 2025)

Planned objective

What key insights or results are anticipated for RWVL's social media visibility?

- Quarterly research deliverables to increase social media visibility by:
  - Driving engagement on owned channels and accounts, supported by media releases
  - Hosting webinars and interviews focused on each research report.
- Social media visibility bolstered by addressing hurdles to participation identified through beneficiary feedback (i.e. *data costs* or *peer group stigma*), unlocking amplified reach and engagement
- In person trainees to participate virtually and activate contact networks, scaling reach and deepening impact.



SUPPORT

A SUPPORT NETWORK FOR MEN'S MENTAL WELLNESS.

HONOURING THE MEN WHO STAND UP AGAINST VIOLENCE TOWARDS WOMEN

Join HeCareZA, a community that offers peer support for men and tools for positive change, in order to break the cycle of violence.

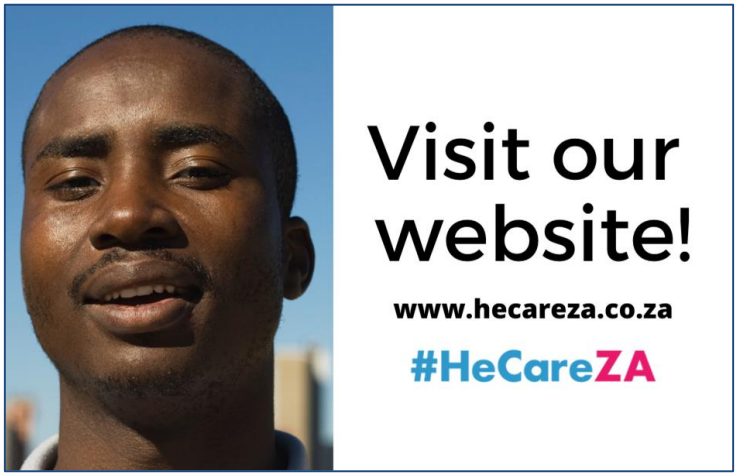
PARTNERS AND NETWORKS

Do you plan to work with other VCSA grantees? If so, which ones?

The CABC has a strong network in place with civil society and citizens and intends on expanding it exponentially by partnering with mission-aligned organisations including VCSA grantees particularly grassroots organisation partners to assist in facilitating in-person training.

We look forward to collaborating with any VCSA grantee interested in further developing the digital aspects of their work. Whether through accessing tech tools, leveraging research assets or in maximising social media content for reach and impact.

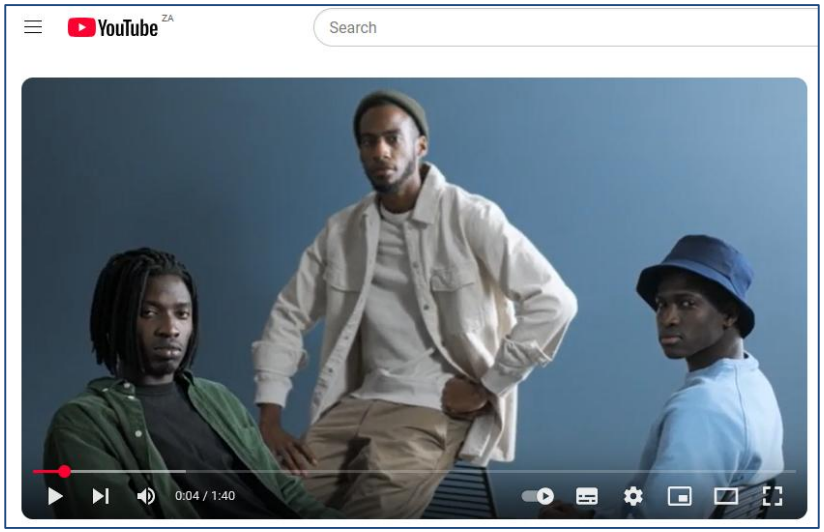




Will you build networks or alliances through your social media activities? If so, with whom?

The CABC intends on building and scaling our online training and current networks as well as explore avenues to remove access to barriers to participation to our online training such as data costs. We will leverage expertise in digital marketing to make training effective, accessible and engaging. Participants will be encouraged to recommend the program to friends and family, further building and expanding our networks.





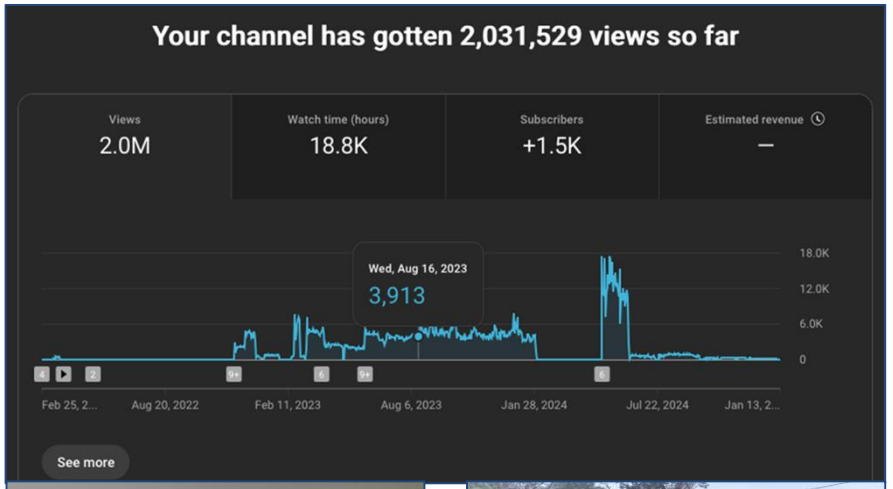


Expected Impact

What impact do you expect your social media activities to have?

We know structural inequality exists and is perpetuated digitally, our goal is to:

- Increase nuanced online Gender Equality conversations reaching men and boys at scale
- Connect individuals to organisations offering support and projects that aim to empower men to effect change
- Increase participation from male allies in support of HeCareZA project and equality, both in person and online
- Better prepare young South Africans to navigate harmful and gendered online spaces







Followers	Before RWVL (Current)	Current (Projected)
Whatsapp group (HeCareZA)	130	30% Increase
Facebook (CareZA Social)	+- 23 000	30% Increase
X (CABC)	339	15% Increase
YouTube (CABC)	39	50% Increase
Instagram (WeCareZA)	391	50% Increase

Likes	Before RWVL (Current)	Current (Projected)
Facebook	+-23 000	50% Increase
X	+-138	50% Increase
YouTube	25	15% Increase
Instagram	524 (*Interactions)	50% Increase

Impressions (Reach)	Before RWVL	Current
Whatsapp group	+-3 members p/m	70% Increase
Facebook	+- 2 800 000	50% Increase
X	66 105	30% Increase
YouTube	9,976	50% Increase
Instagram	+-149 400	40% Increase

Anticipated Challenges

- *What challenges do you anticipate facing? How do you plan to overcome them?*
  - Online Training
    - Data costs involved for participants to attend online training
    - Retention of participants
  - Offline Training
    - Digital Literacy: The level of technological literacy of participants
    - Cultural, religious, social or personal values that may conflict or lead to non-cooperation

- *What lessons do you expect to learn?*
  - *Support Mechanisms: How to support individuals in continuing to apply the skills they've learnt*
  - *Digital Literacy: Which igital literacy skills required to maximize efficacy of the training*
  - *Cultural Context: Understanding the importance cultural contexts and nuance and addressing TFGBV*
- *How do you plan to apply the lessons learned?*
  - *Improving future training to account for lessons learned such as support mechanisms and digital literacy*
  - *Adjusting content to account for different cultural contexts while maintaining the integrity and core outcome of training*
  - *Fostering stronger and effective grassroots networks and iteratively improving to extend reach and deepen engagement*

NEXT STEPS

- What will be your key priorities moving forward
  - Develop and Design training manual
  - Recruit interns
  - Partnering with organisations for learning-exchange, cross-cutting interventions and areas for collaboration
  - Identify key groups/organisations for training
  - Publish TFGBV Research Report setting the groundwork for training.

Work plan