

AMPLIFYCHANGE

LEARNING AND SHARING SUMMIT 2025

RIGE Presentation: Story of Change

Country: Zimbabwe

Location: Bindura Rural

Date: 8 February 2025

Presenter: Mihlayifani Neo Batakathi

"As men, we must examine our own attitudes and behaviours, and work to create a society where women and girls are valued, respected and empowered", Cyril Ramaphosa

Women's Voice and Leadership Learning and Sharing Summit 2025

SYNOPSIS

As a result of the implementation of the Strengthening Health Education Delivery In Communities (SHEDIC) project by RIGE in Bindura rural from Jan 2023 to Dec 2024 a change of attitude by the male leaders, gate keepers of the community was observed in terms of supporting access to Sexual Reproductive and Health Rights (SRHR) services and products by women. As of January 2023, only 10% of the RIGE programs participants were men, Most men from the rural community thought it was a women centred organisation and hence there was no need to support its programming. The RIGE team used to face backlash as they were implementing women empowerment initiatives because men felt left out and challenged. The SHEDIC project activities which initiated male engagement brought the change we are now talking about. An increased in number of men attending RIGE programs has been noted. Attendance to RIGE programs by men had rose from 10% to 47% by Dec 2024. A number of these men are sharing testimonials on lessons learnt from RIGE under its SHEDIC project.

**REE INSPIRATION FOR
GIRLCHILD EMPOWERMENT**



STRENGTHENING SEXUAL REPRODUCTIVE AND HEALTH RIGHTS SERVICES UPTAKE AND EDUCATION IN BINDURA



Supported By:



OBJECTIVES

The SHEDIC project sought to:

1. Bring SRHR information, services and resources to the community.
2. Enhance individual awareness of SRHR as human rights
3. Increase access to SRHR resources, information and services in Bindura Rural, ward 10.
4. Increase health-seeking behavior among both men and women by 80%.
5. Establish a sustainable community-led SRHR program.
6. Advocate for policy changes supporting SRHR and GBV prevention.

INSPIRED TO DEVELOP AND EMPOWER
RIGEE
Real Inspiration for Girl-child Empowerment

VOICE + CHOICE
AMPLIFY CHANGE
Southern Africa Fund

GENDER LINKS
FOR EQUALITY AND JUSTICE

SEXUAL REPRODUCTIVE AND HEALTH SERVICES

MOBILE CLINIC ALERT

SERVICES FOR FREE:

- * Family Planning
- * HIV Counselling & testing
- * free Condoms
- * Education on SRHR
- * Consultation on SRH Problems

**22 June 2024
10AM - 2PM**

VENUE: Manhenga Shops (BINDURA)
Contact RIGEE : +263 715 017 485 / +263 771 514 479

Partners :

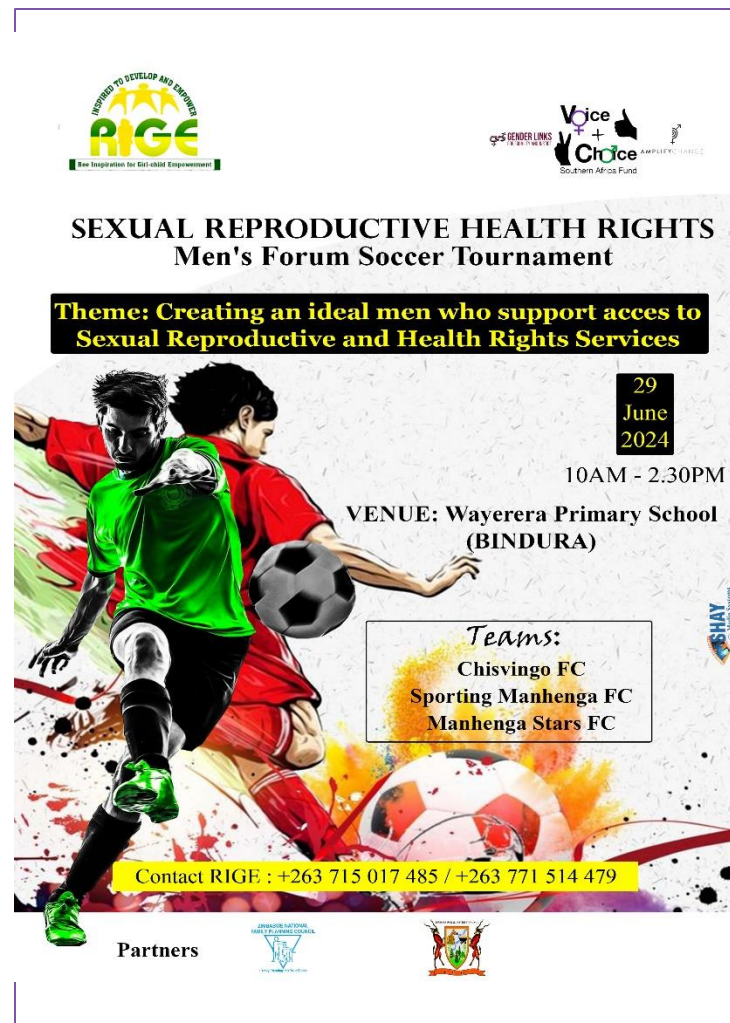
ZIMBABWE NATIONAL FAMILY PLANNING COUNCIL

NATIONAL AIDS COUNCIL

ACTIVITIES

To bring out the change mentioned above; RIGE coordinated the following activities:

1. Sensitisation meetings to engage stakeholders.
2. Community dialogues with women and with men for awareness raising.
3. Speak out session to engage service providers & community leaders to improve service delivery.
4. Men's forum soccer tournaments to educate men to support access to SRHR services
5. Mobile clinics to take SRHR services to the community.



The poster is for a soccer tournament. At the top left is the RIGE logo with the tagline 'New Inspiration for Girl-child Empowerment'. To its right are logos for 'Voice + Choice' and 'Southern Africa Fund'. The main title is 'SEXUAL REPRODUCTIVE HEALTH RIGHTS Men's Forum Soccer Tournament'. Below this is a black box with yellow text: 'Theme: Creating an ideal men who support access to Sexual Reproductive and Health Rights Services'. The date '29 June 2024' is in a black box, with the time '10AM - 2.30PM' below it. The venue is 'Wayerera Primary School (BINDURA)'. A box lists the teams: 'Chisvingo FC', 'Sporting Manhenga FC', and 'Manhenga Stars FC'. At the bottom, a yellow box contains the contact number: 'Contact RIGE : +263 715 017 485 / +263 771 514 479'. The bottom of the poster features logos for 'Partners' (including the Zimbabwean national flag and a V-shaped logo) and a 'SHAY' logo on the right.

INSPIRED TO DEVELOP AND EMPOWER
RIGE
New Inspiration for Girl-child Empowerment

VOICE + CHOICE
SOUTHERN AFRICA FUND

SEXUAL REPRODUCTIVE HEALTH RIGHTS
Men's Forum Soccer Tournament

Theme: Creating an ideal men who support access to Sexual Reproductive and Health Rights Services

29 June 2024
10AM - 2.30PM

VENUE: Wayerera Primary School (BINDURA)

Teams:
Chisvingo FC
Sporting Manhenga FC
Manhenga Stars FC

Contact RIGE : +263 715 017 485 / +263 771 514 479

Partners

SHAY

Contribution to change

Strategies which led to the change noted:

1. Partnerships and collaboration with local government and service providers made it easy to get permission to carryout the project and to provide services to the community
2. Use of existing community structures and facilities made it easy to coordinate programs and to obtain free venues for activities.
3. Sensitisation meetings & speak out session helped to sensitise community leaders on the relevance of access to SRHR services and resources by women.
4. Stakeholder engagement helped to identify areas to improve service delivery .
5. Male engagement through men's forums helped to address the backlash that was experienced before when the empowerment programs were only targeting women.
6. Mobile Clinics brought SRHR services and resources to the community.
7. SRHR education – IEC materials assisted to raise awareness on SRHR as human rights

Population Group this change most closely related to

Category	Women	Men	Total	% Women
Direct participants	298	308	606	49.2
Indirect participants (e.g. through other networks)	50	20	70	71
Online participants (e.g. website access, mailing lists, scholarly articles)	300	250	750	40
Total	648	578	1226	53

Significance of change

Positive attitudes by male community leaders is a step towards achieving access to Sexual Reproductive and Health Rights services by women. The male leaders will further educate men in their respective communities to support access to SRHR services. RIGE will make follow ups (under its WOSSO advocacy project) within the community and identify male gender champions who will continue educating the general male population within the community to support this cause.

RESULTS

Key results noted were changes in gender attitudes at individual and community level. Male attendance to RIGE programs increased from 10% to 47% as of December 2024. Community leaders could speak strongly around encouraging access to SRHR services within meetings. Attached to this slide is a video taken during a dialogue with male traditional leaders encouraging each other to come up with by laws that protect women.



During the 16 days of activism dialogue with village heads and councillors from ward 10 Bindura rural, one of the village heads reinforced that as a way to curb GBV in their villages, families need to be strengthened to have effective communication that identifies and solves potential GBV cases.

Evidence

One community leaders' representative attended a TV show organised by RIGE as part of the project and encouraged males to support this cause.

Evidence available on:

1. <https://www.facebook.com/HStvradio/videos/1240122567230254/?app=fbl>



CHALLENGES AND LESSONS LEARNT

1. Increased unrealistic demand of SRHR services from the community during and after mobile clinics support which was beyond the organization's capacity. This was overcome by encouraging community members to visit service providers.
2. Backlash targeted at organization's management team and board members. (Presenter to share personal experiences on stereotype and how it ended in divorce and losing her job). The team is still working on overcoming this through exposure to safe spaces for women and experience sharing on overcoming backlash.

CHALLENGES AND LESSONS LEARNT

Key lessons

- Community engagement is crucial for sustainability.
- Collaboration among stakeholders enhances positive impact.
- Male engagement in SRHR creates a positive change and is crucial in addressing challenges faced in the community.
- Empowering women and girls reduces vulnerability.

CHALLENGES AND LESSONS LEARNT

- Application of lessons learnt:
 - ❑ Establishment of social media advocacy strategies.
 - ❑ Advocating for policy reforms addressing SRHR issues from community to global level.
 - ❑ Continuous male engagement to champion access to SRHR and to address gender disparities in various sectors.

SUSTAINABILITY AND REPLICATION

How the work will be kept going and cascaded to other organizations.

- i. Continuous collaboration with partners and stakeholders including local authority.
- ii. Engaging with policy makers and influencers.
- iii. Constant use of social media platforms.
- iv. Provision of mentorship programs for community gender champions and other organizations.
- v. Resource mobilization.

NEXT STEPS

- ❑ Strengthen the capacity of gender champions in the community through trainings and exposure to intellectual programs.
- ❑ Engage more men to champion access to SRHR services and gender equality.
- ❑ Keep track of existing gender equality trends within the community and the nation, region as well as the global village at large.

Concluding thought:

Gender equality is not only a women business. Men and women need to join forces for sustainability.

