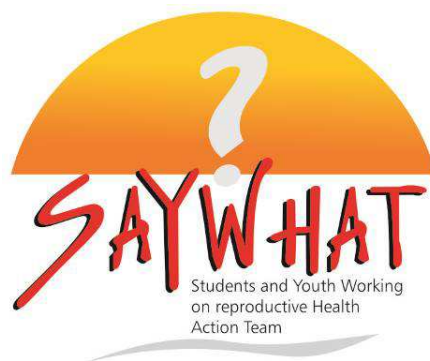
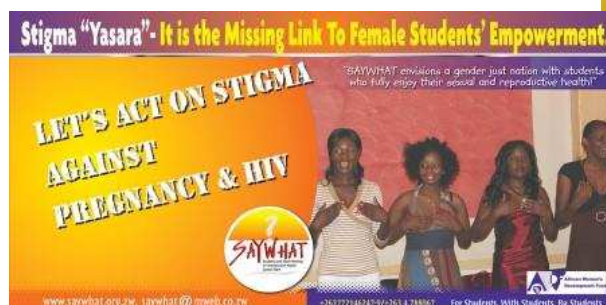
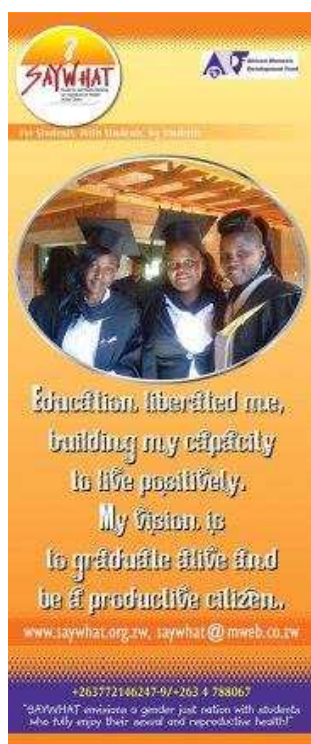




Information and Advocacy

Mid-Year Report



June 2013

1.1) Introduction and Background

The Information and Advocacy Department is responsible for the generation and sharing of information and knowledge on SRH issues amongst the students in tertiary institutions. Such information focus on issues to do with prevention and management of STIs including HIV, Contraception, Gender Based Violence, and prevention and management of abortions and their complications as well as fertility. SAYWHAT is also responsible for carrying out advocacy for legal, policy and socio-cultural environments that promote the sexual and reproductive health rights of students in a gender sensitive manner. Further, research and documentation of organizational activities which ensures evidence based response is also coordinated by the information and advocacy department.

The reporting period comes at a time when the organisation celebrates the key milestone of the inclusion of the right to health, including reproductive health in the new constitution. Although this is not attributed to SAYWHAT's work only, it remains one of the key indicators and successful achievement of the organisation's advocacy work. In the most recent newsletter edition, SAYWHAT dedicates this achievement by including a story that talks exclusively about this achievement.

Considering the fluidity of the student community, the department of Information and Advocacy embarked on an exercise to build the database of current students. This necessity has emerged critical as the organisation has launched the One Touch SRH Campaign on SRH which shall use mainly the bulk sms platform to reach out to the students with key messages on SRH that can effect behaviour within the student community. Further, this project, which is being done by SAYWHAT in partnership with UNESCO shall mostly use internet based platforms in line with the fast growth and popularity of the internet especially by the youth including students in tertiary institutions.

The department has intensified the use of participatory approaches in fulfilling its objective of information sharing and knowledge generation on SRH through student driven initiatives. The department has utilised the skills of students in generating messages on SRH issues with a potential to influencing the students' behaviour. In line with this is the Poster Challenge where students had a chance to show their talent in generating powerful messages and artistic expression through designing a poster that addresses SRH issues.

With the increasing call for evidence based programming within the civic society and NGO sector, SAYWHAT through the information and Advocacy Department ensured student generated evidence through researches that were done under the HASP research challenge including one research that was done by the department. It is through such initiatives that

SAYWHAT gains knowledge on emerging trends and critical issues that students feel need to be addressed.

The department realised the knowledge and information gap on SRH within the tertiary institutions, a factor that resulted in the continued information generation through production and distribution of various IEC materials like posters, newsletters, pamphlets, banners and press releases that also help in the organisation's advocacy work.

1.2) Summary of Progress and Achievements

With the fast growth of internet in the country, the department is refocusing its strategies in information dissemination to allow maximum use of mainly social media especially Facebook, and the organisational website. During the period under review, the department has ensured the expansion of the SAYWHAT official Facebook Page from 221 followers in January 2013 to 700 followers by the end of June

The department continue to use various methods and strategies to ensure visibility of SAYWHAT, sensitise stakeholders and to carry out its advocacy work. In this period, the Information and Advocacy Department used research, media articles, campaigns, bulk smss, exhibitions, the website and student initiated participatory work to ensure that the message is sent to a wider audience and bring SRH challenges of students to relevant stakeholder to address.

The department ensured the production of organisational IEC materials, generating reports, exhibitions, press releases and networking platforms to ensure the visibility of SAYWHAT and ensure availability of correct, relevant and updated information on SRH to the students. In this period, the department managed to produce 1200 organisational brochures that explain SAYWHAT's work, vision, mission, achievements and programs. To raise awareness on unplanned pregnancies 60 T-shirts and 3 banners were produced and distributed. To address issues of Gender Based Violence, a total of 100 T-shirts, 1500 pamphlets and 10 college banners were produced with all the materials distributed to all the 26 colleges where SAYWHAT operates. To ensure that students make informed choices, the department also produced materials under the theme "Wise up, Make a Difference and Graduate Alive".

A total of 500 posters were produced with key message that encourage students to get tested and know their status. The poster, which was designed by a student under the Poster Design Competition, is one strategy that SAYWHAT uses to tap the experience of students in generating youth friendly messages that impacts the lives of students. The poster, which used the Facebook concept was distributed to more than 30 colleges and was well received by the student community. The department also managed to pen one press release in

celebration of the Day of the African Child where the organisation's key advocacy message was on the need to include and prioritise students' reproductive health rights as we celebrate this important day.

The Information and Advocacy Department ensured the generation of evidence that informs SAYWHAT's programming through research. Through the HASP Research Challenge, the department ensured that students participate in the generation of evidence on key SRH issues affecting them. Four students managed to come up with researches covering areas of impact of SRH commodities and services, sexual practices of college students, impact of social media in the SRH discourse and causes of multiple concurrent partnerships within the student community. The department managed to come up with a case study research with one agricultural college, that looked at attitudes and perceptions of students and lecturers about sexuality education.

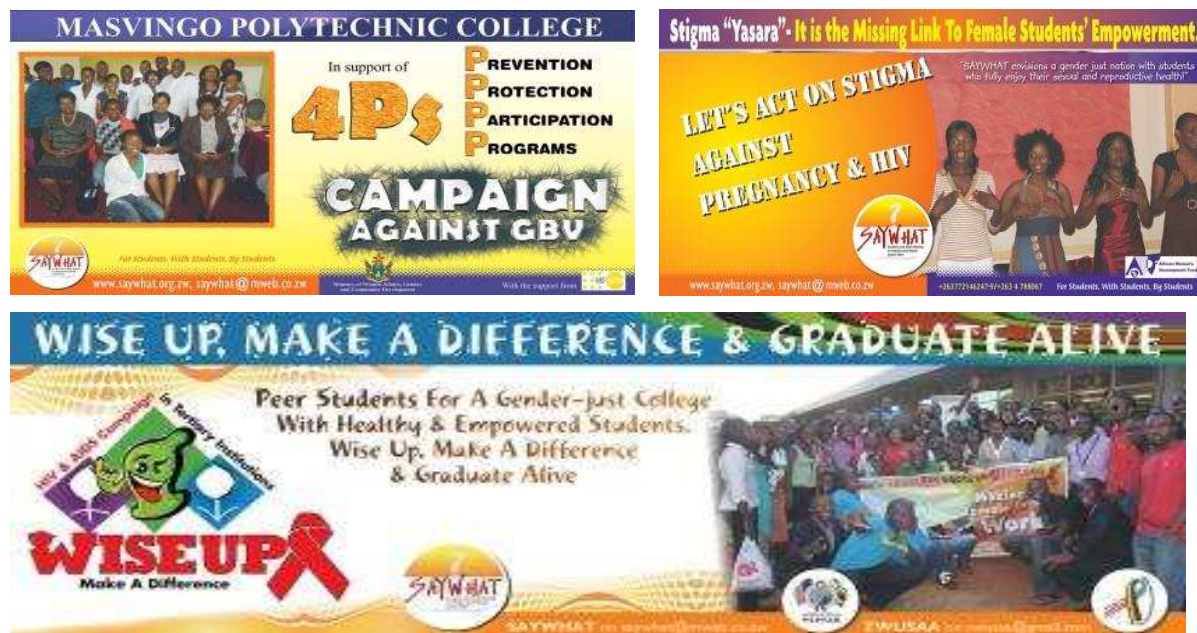
To ensure skills enhancement, the information and advocacy department attended 3 capacity building trainings covering areas of research, monitoring and evaluation and gender mainstreaming.

The department however encountered some challenges in its information dissemination agenda including some technical problems with the SAYWHAT website which compromised the department's ability to constantly update the website. Some of the planned activities for the half year schedule have not yet been implemented owing to the complexity of the programs. These activities are expected to be covered in the next half year period. These include cleaning and enhancement of the database that include numbers and email addresses of students where against a target of 10000 numbers, only 3657 have so far been collected.

1.3) Synopsis of Planned Activities

One of the primary objective of the department is Information sharing and knowledge generation on sexual and reproductive health and rights. To fulfil this mandate, a number of initiatives were done as discussed in detail in the following section.

1.3.1) IEC Material Production and Distribution



In line with specific thematic areas of various programs undertaken by SAYWHAT, the Information and Advocacy Department managed to produce various IEC materials that help buttress the message in the programs.

In the reporting period, the department managed to produce 1200 organisational brochures that were distributed to SAYWHAT partners and used as support materials in various meetings, workshops and other platforms that brings together students, college authorities and youth in general. The pamphlets are mostly useful especially for the new members who will be joining SAYWHAT with a desire to know more about the organisation, its work and key focus areas. The pamphlets enabled easy appreciation of SAYWHAT's work by stakeholders especially during exhibitions where people from various backgrounds request information about SAYWHAT.

The department managed to produce IEC Materials meant to build support, knowledge and information generation on Positive Living and HIV Prevention among young women in tertiary institutions particularly those who are pregnant and those living with HIV. The SAYWHAT AWDF partnership enabled the department to come up with 2 string banners and one stand-alone banner with key messages meant to promote and protect the rights of vulnerable female students who are pregnant and those who are living with HIV. In addition, 60 T-shirts were produced and distributed to the 4 colleges under this project.

The department also managed to produce a total of 1500 GBV pamphlets distributed to all the colleges where SAYWHAT operates. Further, a total of 10 college based banners were

produced and distributed to the 10 colleges under the 4 Ps Campaign on gender based violence. 100 T-shirts were produced as part of the awareness raising initiatives and bringing the 4Ps campaign to the attention of all the students and college staff in the 10 colleges. The materials were produced as part of the organisation's efforts to raise awareness on gender based violence in the context of tertiary institutions so as to **protect, prevent, program** and ensure students' **participation** in the prevention of all forms of gender based violence in tertiary institutions. The materials resulted in increased knowledge by students on the manifestations of GBV and preventive strategies including a referral path they can use.

A total of 500 Posters were produced under the Poster Design Competition where the department ran a competition that seek to utilise the expertise of students in generating youth friendly messages through a poster. The poster competition enabled the generation of relevant SRH information whose thematic focus, which used the Facebook concept identified with the students.

The department also managed to produce a total of 1500 newsletters whose thematic focus was on the new constitution and opportunities for youth and young women, SAYWHAT's achievements and highlights of the organisation's activities of the reporting period. The edition managed to capture some of the critical elements like progress towards achieving the MDGs and lessons from our major projects like the HIV Support Project (HASP). Apart from hard copies, the newsletter was also distributed through the emailing list which the department has generated reaching out to partners, students, line ministries and college authorities.

The department also managed to produce materials that are meant to increase the visibility of SAYWHAT and spreading wider the message on SAYWHAT's work. These materials are used during edutainment platforms like sports. In this reporting period, SAYWHAT managed to support the Annual Agricultural Sports Gala held under the theme "Wise Up, Make a difference and Graduate Alive." 100 T-shirts were produced and given as prizes during the sports including 2 soccer kits and football nets. The department also managed to support the ZUSA games held at Chinhoyi University of Technology and Bindura University reaching out to 3000 students. A total of 100 T-shirts were produced and distributed. SAYWHAT also supported the ZITISU Games held in Bulawayo reaching out to more than 4 000 students and to support the games one generic banner and 2 soccer kits were produced.

Table 1: Summary of IEC Materials produced in the period Jan-June 2013

Material Produced	Quantity	Key Message	Reach Out
Posters	500	Get Tested, Update Your Status	26 colleges
Organisational Brochures	1200	All About SAYWHAT	All colleges and partners
College Based Banners	10	Gender Based Violence	10 colleges
Pamphlets	1500	Gender Based Violence	10 colleges under 4 Ps and all the colleges
T-Shirts	60	Rights of HIV positive and pregnant students	5 Colleges
T-shirts	150	Wise up, Make a difference and Graduate Alive	10 colleges
T-shirts	100	4 Ps Campaign Against Gender Based Violence	10 Colleges
Soccer kits	4	Wise up, Make a difference and Graduate Alive	8 Agricultural Colleges and 7 Bulawayo based colleges
Banners	4	One focusing on the theme Wise up, and 3 on the rights of pregnant female students	All programs by the Bulawayo Office
Newsletters	1500	SAYWHAT's milestones, summary of major activities, the constitution and young people.	26 Colleges

1.4) Research

The department managed to carry out a case study at one of the Agricultural College under HASP, Kushinga Phikelela National Farmer Training College. The research which focussed on attitudes and perceptions of students and lecturers on sexuality education managed to come up with a clear analysis and evidence of not only the factors hindering comprehensive sexuality education in agricultural colleges but also managed to come up with recommendations for improved sexuality education. The findings from the research were also confirmed in the Assessment Report by the Ministry of Agriculture on the Evaluation of the Agricultural HIV and AIDS Strategy 2006-2012 presented at a stakeholders meeting in June. The department also ensured the carrying out of 4 researches by 4 students, 2 from Chinhoyi University of Technology and 2 from Bindura University. The researches whose thematic focus ranged from sexual practices of students, key drivers of MCRs in colleges, impact of social networks on sexuality and impact SRH services and commodities to students behaviour ensured student driven generation of SRH information. The research further ensured student ownership of SAYWHAT interventions and Improved research skills amongst SAYWHAT structures. The students researchers presented their findings during the Leadership Circle which brought together students and college authorities from the 4 colleges under HASP where the need to continue such initiatives to sharpen the research skills of students was emphasised.

1.5) Documentation

To keep a record of SAYWHAT's work, its achievements and lessons learnt in each program and activity, the Information and Advocacy Department ensures the documentation of Organisation's work through mainly report writing and the various IEC materials it produces including the SAYWHAT newsletter. The SAYWHAT observer in particular has continued to be one of the organisation's centrepieces that captures and summarises the work of SAYWHAT for public awareness and attention.

The department has so far managed to write reports for the organisation's major programs that have taken place within the reporting period. As the organisation is undergoing some structural changes owing to the expansion of the organisation's sphere of influence, the department managed to come up with a summarised version report of the 6 PCC meetings that were held across the provinces in the quest to revise the SAYWHAT handbook, which is the operational guide for the SAYWHAT structures. The findings which were presented during the Annual General Meeting held in May in Harare enabled the delegates to debate and appreciate the various changes that have taken place and the strategic amendments to be made for the smooth operation of the organisation. Following the AGM, the department

managed to come up with a report and minutes of the two day meeting that signifies the turnaround of the organisation's operating framework as it expands areas of operation.

The department also managed to come up with a report on the Annual Agricultural Sports Gala which was held at Chibhero college of Agriculture in February 2013. The gala brings together close to 1000 students drawn from the 8 agricultural colleges in the country and other partners working on reproductive health. Through the report, the successes of the event and key challenges that need to be addressed were captured. The department further managed to come up with a report on the Message Development Workshop which marked the Launch of the One Touch SRH Campaign to run from June-December this year. In the reporting period, the department managed to document and produce 8 reports on the organisation's key activities allowing the organisation to keep a record of its work.

Exhibitions

Exhibitions in pictures

During the reporting period, the department managed to attend two exhibition forums enabling the organisation to network with other partners and establishing gaps within the youth constituency in terms of SRH information and knowledge. On the 6th of February, SAYWHAT through the Information and advocacy Department managed to stage an exhibition at Wilkins Hospital during the Launch of the Integrated support Programme on Sexual and reproductive health and HIV Prevention reaching out to 500 youths that included nursing school students, O' and A' Level students and out of school students. The exhibition



brought to SAYWHAT's attention the need to include nursing schools in our SRH programming

with officials from these colleges inviting SAYWHAT to bring some of their programs and IEC materials to the colleges as the nursing students are equally vulnerable to various SRH challenges.

The department managed to stage another exhibition stand during the Day of the African Child that coincided with the launch of the renewed Youth Policy and the establishment of the new Junior Parliament. The event brought close to 200 students from various schools across all the provinces and youth from different political parties, government officials and the general public. A total of 421 school children visited the SAYWHAT stand and 61 out of school youth.

During the two exhibitions, the department managed to distribute condoms (to youths), 51 Update your status posters, 66 Wise up Posters, 71 organisational pamphlets, 25 GBV pamphlets, 5 SRH manuals, 206 Young For Real pamphlets, and a total of 87 newsletters comprising both the new and the previous editions. Some of the issues that came out from the exhibition include:

- The nursing schools requested for SAYWHAT to include them in the programs;
- Some out of school youths wanted to be taught how to use the female condom;
- Teachers from schools requested SAYWHAT to expand target group to include O and A levels;
- The general public wanted mostly to know more about SAYWHAT;
- SAYWHAT was applauded for breaking the silence especially on condom use and sexuality matters especially in the colleges.

1.6) Advocacy

The department continue to use the media to inform the public and bring to the policy makers' attention critical SRH issues affecting young people. The department managed to pen one press release as part of the Day of the African Child Commemorations. The A4 Sized advert which was published in The Standard Newspaper which has one of the widest circulation in Zimbabwe buttressed the need to include and prioritise SRH rights of students in tertiary institutions and increasing the visibility of SAYWHAT as one of the most trusted voice of students on matters related to Sexual and Reproductive Health.

The department also managed to generate 3 opinion articles published in the Chronicle newspaper and kubatana.net. The articles contributed to the generation of debate within the populace on controversial but critical issues on SRH like the role of the Church in Sex Education and Condom Use as a strategy to reduce the prevalence of HIV especially amongst the youth. The link below directs to one such article on policies for pregnant students.

http://www.chronicle.co.zw/index.php?option=com_content&view=article&id=45615:policy-on-pregnant-students-unfair-&catid=39:opinion-a-analysis&Itemid=132#.URZaC_JH55J

The articles in the links below tried to digest condom use and promotion in Zimbabwe, looking at the positive and negatives as well as other important issues often ignored when the topic on condom use is discussed.

http://www.chronicle.co.zw/index.php?option=com_content&view=article&id=47425:promoting-condom-use-needs-scrutiny-&catid=39:opinion-a-analysis&Itemid=132#.UVQCgjdIMXE

<http://www.kubatana.net/html/archive/opin/130306jt.asp?sector=OPIN>

Day of the African Child Supplement published in The Standard Newspaper

The department is further intensifying on the use of social media especially through Facebook. A number of debates on key SRH issues are taking place through the SAYWHAT page where students can freely express their views and opinions. The department is also ensuring constant updating of the SAYWHAT website to inform the public on the major activities that SAYWHAT will be undertaking

1.7.1) One Touch SRH Campaign

Zimbabwe has been one of the countries with a fast growing internet use. A Zimbabwe All Media Products and Services Survey (ZAMPS) report of February 2011 found that 24 percent of adults living in urban centres are using the internet, with 83 percent of users accessing the web at least once a month.



The report further noted that Facebook is the most popular website among Zimbabwean internet users. ZAMPS survey in December 2010 found that 16% of all internet users in Zimbabwe accessed Facebook. The International Telecommunications Union (ITU) noted that Internet access has expanded rapidly in Zimbabwe, from a penetration rate of 0.3 percent in 2000 to 15.7 percent by the end of 2011.

With this fast growth in digital technology and increased internet use especially amongst youth, SAYWHAT sees this as an advantage to reach out to the youth with SRH related information to increase awareness and educate them on critical issues that relates to their Sexual and Reproductive Health.

The department launched the One Touch SRH Campaign which started with the Message Development Workshop that was held at Pandhari Hostels in Harare from the 14th to the 15th of June 2013. The workshop drew together students and college Focal Persons (Usually a member of the Students' Affairs Department) from 9 colleges representing 5 administrative provinces that SAYWHAT operates in. The two day workshop brought together 3



universities, 4 Polytechnic Colleges and 3 Teacher Training Colleges. The overall objective of the workshop was to draw the project with input from the students themselves while at the same time tapping ideas on the nature, theme, language and appeals that can be used in the process of generating the SRH related messages that can best impact the lives of students and youth in their entirety.

SAYWHAT through the Information and Advocacy Department continue to use the bulk sms platform to reach out to young people. In the reporting period, the database has a total of 3 657 numbers of students and youth which each bulk sms reach out to. With the launch of the One Touch SRH Campaign, the department is anticipating to build the database to more than 15000 numbers widening the reach out through ICTs.

1.7) Capacity Building

To ensure capacity strengthening, the department participated in 3 capacity building trainings in the reporting period. The 4 day Monitoring and Monitoring training which was organised by YETT enhanced the officer's knowledge on M&E tools and their use and the strategies that the department can use. The other aspects that were covered include, Impact Analysis, Results Chain, Evaluation Cycle, How to come up with terms of reference, and Development of database. The department is already using the skills gained in this training including the generation of the Terms of Reference.

The Information and Advocacy department managed to attend trainings on gender mainstreaming, a training that proved vital especially as the organisation's programs are mainly focussing on gender. The trainings on research ethics led by Medical Research Council managed to capacitate the officer on key ethical considerations in research as the organisation is embarking on an immediate research exercise under the Gender Challenge Initiative. The training equipped the officer on key research fundamentals including basic research principals, regulatory framework in Zimbabwe, documentation, ethical requirements of research studies among other issues.

1.8) Networking and Public Meetings

In the period January-June, the department managed to attend 6 SRH related meetings and networking platforms where topical SRH issues were debated. The department managed to attend a public discussion under the topic "Condom Use, Serving Lives or Promoting promiscuity" The public discussion was organised by Elecare Pharmaceuticals to generate debate on condom use in Zimbabwe. As an organisation that is also involved in the distribution of condoms, I noted the following issues as raised by the participants.

- Emphasis should be put on correct and consistent use of condoms and not rely on quantity of condoms distributed;
- Advocacy for the availability of quality and cheaper condoms so that everyone can get carex condoms at an affordable price;
- More need to be done on addressing attitudes and perceptions of people on condoms, commercial sex workers and HIV/AIDS as a challenge in our society;

The department attended the Launch of the SHE Murenga book by Shereen Essof, a gathering that took all the participants down the history of the women's movement in Zimbabwe and the successes as of today. The meeting enabled the department to comprehend the key challenges to women's empowerment especially as the organisation is focussing some of its programs to female students' leadership training, advocacy and

mentorship to challenge them and equip them with skills that enables them to achieve leadership positions.

The department attended the Ministry of Agriculture Organised Presentation on the Findings of the Evaluation of the Agricultural HIV and AIDS Strategy 2006-2012 and Report of the findings of the Agricultural Sector Gender Assessment Study. The assessment findings were in line with the findings from the research done by the department at Kushinga College. Among the key challenges spoken about is the disturbing gender imbalance within the agricultural sector, lack of consistent and adequate trainings on sexuality and absolute absence of an M&E system that could track the successes and failures of the strategy by the Ministry and shortage of funds to support trainings and programs on sexuality.

1.9) Challenges and Variance

The department has some outstanding activities that could not be done within the reporting period as initially planned. Examples include

- Development of the Breaking the Silence Toolkit on sexual harassment, unplanned pregnancies, PMTCT and Contraception.
- Production of 4Ps IEC materials like college level billboards

The department encountered some major challenges with the website which experienced consistent technical problems compromising the ability of the department to update it. However, the problems have since been solved and the website is running smoothly.

1.10) Lessons Learnt

The department has managed to generate key lessons in SRH programming especially in matters related to information generation and sharing. The following are the major lessons learnt in the reporting period:

- The need to ensure student participation in developing messages targeting them for improved relevance and youth friendliness of the materials;
- The need to provide more capacity building to students especially in matters related to research to improve on the quality of researches that can generate evidence and inform the organisation's programs;
- The need to do evidence based programming through carrying out researches on SRH;

- More IEC materials need to be produced to close the information gap within colleges. SAYWHAT has been one of the major suppliers of reliable information materials on SRH that can impact the lives of students;
- In line with trends in the student community, the need to maximise on the use of the internet in disseminating information on SRH is gaining momentum as most students are now connected to the internet;
- The need for the department to engage in more networking platforms to keep updated on debates going around on key SRH issues that concerns the public including youth and the students.

1.11) Conclusions

The period Jan-June had many activities that required the direct support of the information and advocacy department. The period realised an increase in the quantity and quality of IEC materials produced as evidenced by the feedback from the various stakeholders. The department looks forward to improve on the aspect of documentation and monitoring and evaluation to keep an eye on the successes, good practices and areas of improvement within the entire organisational programming. Considering the dynamic nature of the SAYWHAT constituency, the need to refocus strategies of information dissemination and emphasise on the use of cyber-based platforms has been one of the key realisation within the reporting period. The department anticipate to be carrying out more participatory approaches and ensure student involvement in advocacy initiatives meant to improve the SRH terrain in colleges.