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Report: Activity 3.2 Organize meetings
to discuss campaign strategies, assign
roles and responsibilities



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Cover Picture: Women leaders (konkohemaa) presenting their recommendations on key messages

(Picture Credit: Hen Mpoano 2023)

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Project Summary

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Introduction

Gender-based violence is a trend that is deeply rooted in gender inequality and remains one of the most egregious human rights violations in all societies. Gender-based violence is defined as violence directed at a person based on their gender. Gender-based violence affects both men and women, but women and girls are the majority of victims.

The overall objective of the WIFVEs project is achieving gender equality in Ghana by advocating against gender-based violence (GBV), abuse and discrimination in Ghana's marine fisheries sector, building capacities of fisher folk and their leaders to prevent and respond to GBV in fishing communities, supporting law enforcement against GBV while improving access to social services and livelihood opportunities by women at-risk and survivors of GBV. One key strategy is to involve the stakeholders in community

A campaign is a concerted effort to exert public pressure on institutions and individuals in order to influence their actions. There are two types of campaigns to eradicate GBV;

- i. campaigns aimed at institutional and policy change, i.e., effective laws, policies, and institutions that prevent VAW and assist VAW survivors; and
- ii. campaigns aimed at changing individual behavior, social norms, and attitudes.

A campaign may target sizable sections of the general public or more narrowly focused groups, such as legislators, medical professionals, teachers, young people, men, or parents. It may concentrate on particular instances of violence or on topics related to the theme of violence. As seen in the examples below, the reach of a campaign can be global, regional, national, or restricted to a particular locale.

Goal

The goal of the workshop is to develop a campaign strategy based on lessons learnt, personal/witness experiences of participants and best practices towards ending Gender Based Violence in fishing communities. The campaign strategy would especially be targeted at communities where the WIFVEs Project is being implemented.

Objectives

Specifically, the workshop sought to;

- Facilitate participants understanding of GBV
- Understand the GBV situation in fishing communities
- Develop a vision and outline goals for the campaign strategy
- Develop key messages targeting specific groups of people in the communities
- Identify communication channels for target groups
- Developing an action plan for the campaign against GBV

Participants/Stakeholder Information

The workshops targeted community traditional leaders (Chief fishermen and Konkohemaas) and Community elected leaders (Assemblymen) from all communities where the project activities were being implemented.

Workshop Proceedings

Brief introduction to GBV (forms and effects)

Participants were introduced to key concepts of GBV including the definitions, forms and effects. Participants were briefed on key findings of the baseline study and Gender analysis. The discussion was facilitated by Caroline Hammond, the Gender Inclusion Officer on the project.



Figure 1: Discussions on key findings of the baseline and gender analysis research being facilitated by Caroline Hammond



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Description of the GBV situation in fishing communities

Participants were split into three groups; men, women and community leaders. The discussions served to describe the current GBV situation in the various communities. The participants were expected to draw on personal experiences, witness reports and cases reported to them to establish the baseline which would be used to evaluate the impact of the strategy.

Table 1: Key guides used to establish the current situation

Men	Women	Community leaders
Examples of GBV perpetrated against men	Examples of GBV perpetrated against women	GBV cases reported to them
Examples of GBV perpetrated by men and against men	Examples of GBV perpetrated by women	Channels available to report and address cases reported to them
What are the causes of the identified examples?	What are the causes of the identified examples?	barriers that hinder reporting of cases
Channels available to men for reporting and addressing grievances	Channels available to men for reporting and addressing grievances	How the barriers can be removed

Vision and goals for the campaign strategy

Based on the experiences discussed in groups as stated above, the participants developed a vision for the campaign strategy. Out of this vision, the fisherfolk synthesized goals and objectives.



Figure 2: Questions that guided discussions on developing a vision for the campaign strategy



Figure 3: Participants engaged in group discussions

Vision

The following vision for the campaign was developed;

GBV-related incidence within fishing communities is reduced contributing positively to the development of healthy marriages and families; and to the increase in income from fishing-related businesses.

Key messages and targets

Themes for Campaigns

Discussions lead to the selection of the following themes for future anti-GBV campaigns;

- Reporting avenues for GBV
- Causes and Effects of GBV
- Reducing stigma for GBV victims
- Promoting healthy families by reducing GBV



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- Promoting fair working conditions for fisherfolk
- Public sensitization on economic violence
- Ensuring accountability for income generated from fisheries-related activities

Key Messages

After general themes were developed, the participants went through brain-storming sessions aimed at developing clear, concise, compelling messages with a strong call to action.

- The home is peaceful if husbands and wives have mutual respect for each other
- Men have important roles in contributing to the well-being of the family
- Address marital issues swiftly and peacefully to reduce GBV at the home
- Fish should be priced fairly to generate sufficient income to run the family
- Treat workers fairly, they have families to feed
- Quarreling at the beach is unproductive
- Domestic violence is a crime
- Avoid using abusive language, it causes emotional injury on the recipient
- Preach peace and love to your fellow man
- Be patient and do not assault
- Be honest to your fellow fisherfolk, end GBV now
- Support your wives financially
- If you owe your partner; pay on time



Figure 4: Women leaders (konkohemaa) presenting their recommendations on key messages



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Communication channels for campaign messages

Community Announcement Centers

Community announcements centers (commonly referred to as Community Radio Centers) were identified to be one of the most efficient ways of communicating with fisherfolk. It was agreed that jingles could be made on some of the messages and aired on the platforms. Also, announcements and declarations on GBV could be made and aired on the platforms to reach the entire community.

Radio discussions and Announcements

Radio stations play an important role in promoting awareness of and combating all forms of gender-based violence. The media plays an important role in combating these increasingly widespread concerns by raising awareness about them. Messages advocating for the abolition of violence against women might be translated into local languages spoken here to enhance their reach and impact.



Figure 5: Chief fishermen engaged in discussions on key messages

Social Media posts

One of the primary routes for propagating anti-GBV messaging has been identified as social media sites such as Facebook. However, many of the identified victims and perpetrators in fishing villages were not engaged on social media. Social media would be an excellent tool for reaching out to contemporary students and youngsters.

Public Sensitization Meetings

It was acknowledged that the project had already facilitated public engagements on Gender Based Violence. Participants indicated that there was the need to intensify engagements especially on economic and psychological violence which were lesser known as compared to verbal, physical and sexual abuse. It was suggested that the education be extended to the secondary schools to increase awareness and to facilitate timely report of suspected cases.

Floats and Placard Walks

Participants also suggested the organization of floats and placard walks especially in celebration of key international days relevant to GBV. These would serve to increase awareness and encourage community ownership of key messages.



Figure 6: An assembly member contributing to the discussions

Screening of videos on GBV

Participants recommended that the Project screen videos and documentaries on GBV in open spaces such as markets, schools and faith centers in the night. This would create public awareness on GBV and initiate community discussions on identifying the forms and effects of GBV. At such meetings, community leaders could be given the plat from to lead discussions and educate their communities with the information they have learnt.

T-shirts, Posters, Sign Posts and Billboards

It was also recommended that T shirts, posters signposts and billboards be designed and printed with key messages. This could potentially be one of the most efficient ways of communicating anti-GBV messages within the community. The shirts would also allow community members to identify and own the messages and serve as anti-GBV ambassadors.

Community GBV Desks

Participants advocated for the creation of community based GBV desks to serve as a point where cases could be reported and where victims could seek counselling and support. They indicated that the Assembly Members could be in charge and ensure that the cases are promptly referred to the appropriate quarters.

Action plan for the campaign against GBV

An action plan was developed, at the workshop, that detailed the channels, key messages, target groups and time period for implementation.

Activity	Month of the Year											
	1	2	3	4	5	6	7	8	9	10	11	12
Community Announcements	X	X	X	X	X	X	X	X	X	X	X	
Radio discussions and Announcements	X		X		X		X		X		X	
Social Media posts	X	X	X	X	X	X	X	X	X	X	X	X
Public Sensitization Meetings		X		X		X		X		X		X
Floats and Placard Walks						X						X
Screening of videos on GBV	X		X		X		X		X		X	
T-shirts, Posters, Sign Posts and Billboards	X					X					X	
Creation of Community GBV Desks										X	X	
Review of Progress												X

Next Steps

The suggested activities would be incorporated into the Y2 workplan. Community leaders would be further trained on the GBV and assisted to hold community meetings to discuss GBV. Posters would be designed with anti-GBV messaging and be installed in communities to increase reach of anti-GBV communications.