

Horn of Africa Peace Network (HAPEN)

Concept note for TV drama on Prevention of Sexual Exploitation and abuse

Theme: Awareness of SEA, reporting channels and services available for victims in Kismayo”

Project Information

Name of Partner: Horn of Africa Peace Network (HAPEN)

Project Name: Interagency Community Outreach and Communications Fund on Protection from Sexual Exploitation and Abuse (PSEA)

Project Country: Somalia

Project Area (if applicable): Kismayo District

Project Duration: 4 months

Project Start Date: 1 October 2021

Project Planned End Date: 31st January 2022

Background to the problem

Kismayo is the most heavily populated district in Jubaland and hosts an increasing number of IDPs, currently estimated at 70,000 in about 140 camps. IDPs are exposed to risk factors for sexual exploitation and abuse due to them being vulnerable. The vulnerability arises from a myriad of issues eg displacement, lack of supporting structure, lack of housing, lack of income generating activities, limited economic opportunities, lack of economic pillars considered as wealth e.g. land or livestock. Women, girls, children and other minority groups are more prone to Sexual Exploitation and Abuse (SEA) since they are most vulnerable and lack the voice and physical strength to defend themselves.

These IDPs and minority groups are exposed to SEA from staff of agencies and government or community authorities whom they seek assistance from. The staff yield power due to the decision power in regards to providing assistance to the IDPs and minority groups. These vulnerable groups either lack knowledge of their rights, acts of SEA and more often are desperate for assistance.

Lack of proper reporting channels especially for women and girls further impede access to justice. Since the onset of covid-19 outbreak, civil society organizations have faced reduced access to resources to create awareness. The need to observe social distance and restrict movement has also negatively affected PSEA outreach efforts with the fear that using the traditional public forums may lead to a surge in infections.

Objective

The main reason of the TV drama is to create awareness on prevention of SEA, inform viewers on reporting channels and services available for survivors. By use of local actors and familiar context HAPEN hopes to reach to most at risk in Kismayu and encourage reporting and use of services offered.

Justification

There is need to increase awareness in SEA knowledge at community level and policy level so as to curb the problem. HAPEN will target community members by use of TV drama. Reasons and benefits of TV drama as a mode of communication:

- Mass outreach
- Easily accessible
- Captivating
- Easy to remember
- Use of local talent hence beneficiaries can relate to
- Skit / drama compresses the PSEA message instead of lectures and talks

Methodology

Somalia Media is fast growing, this is attributed to the rise of media houses, access to internet and smart phones. Somalis often rely on radio and TV for news and therefore HAPEN will use these methods to deliver information on SEA, channels of reporting and services available for survivors. The drama will air between 7.00 pm – 9.00 pm when most family members are present.

The drama will be in a Somali dialect that is common in Kismayo for familiarity and easy comprehension. The actors will also make use of catch phrases / buzz words that make the drama more captivating and easy to remember. HAPEN will aim to keep SEA conversations going in homes and communities after the show airs, the catch phrases will ensure that this happens.

After airing on TV, HAPEN and the TV station will leave the drama on social media pages e.g. Facebook, Twitter and YouTube for future references. Where applicable HAPEN could share this drama with other agencies to be used for awareness creation.

Outcome

As a result of the TV drama, HAPN hopes to transfer knowledge on prevention and awareness of SEA, inform viewers on reporting channels; the drama provide an opportunity to get further feedback on the campaign. HAPEN will partner with other institutions (e.g. hospital) that offer services for survivors within Kismayo. This institution contacts can also be indicated on the description.