



REPORT OF THE CAMPAIGN “STOP DOMESTIC VIOLENCE DURING AND AFTER COVID-19 PERIOD”

15-18 July 2020

Mechanism for Search of Peace and Development Initiative (MI-RPD) in partnership with the International Action Network on Small Arms (IANSA) with the support of the European Union through UNODA accomplished a four days awareness raising campaign aimed at awakening the consciousness of the people living in the Great Lakes region, the Horn of Africa and the neighboring countries to spread awareness of the need to prevent domestic violence, especially domestic violence that can lead to deaths, grave injuries, and unbearable intimidation when a weapon such as a gun is involved. The campaign was carried out in response to the call of the Chief of the United Nations for a

“DOMESTIC VIOLENCE "CEASEFIRE" IN LIGHT OF A HORRIFYING GLOBAL SURGE THAT HAS OCCURRED AS COUPLES ARE CONFINED TO THEIR HOMES DURING THE COVID-19 PANDEMIC”

This was launched in April 2020.

The campaign reached out to six countries of the region, namely Uganda, Rwanda, DRC, Uganda, Kenya and Tanzania through a flier which was distributed in public offices, banks and restaurants, as well as different radios and printed press, both local and international.



Campaign's activities

Racheal Tumusiime the MI-RPD Communication officer and speaker person

15 July 2020 marked the opening of the campaign's activities. The declaration of the implementing organizations was made public and distributed to different radios, News papers, officials and many other leading institutions either political or social and organizations working in the

domain of fighting armed violence and domestic violence and those in the field of women and children's rights. The same message reached more than 4500 people through social media.



16 July was the second day of the Campaign. The Campaign reached its apex. Radios and social media took hold of the event. VOA based in Washington DC

and broadcasting in the Great Lakes region enabled the message to reach its audience of around 25 million people in the Great Lakes region, who regularly follow these radios. HAGURUKA radio and info Grands Lacs newspaper helped also to spread the message at the same time giving the organizers room to address directly about the campaign. A good number of individuals and organizations offered to join the campaign.



17th July, the third day of the Campaign was marked with the implication of 5 radios (4 local radios and 2 international radios) which helped to continue reaching out to the people in raising awareness for the citizens of the 6 countries.

These radios are Peace FM radio (Voice of the youth) Radio haguruka, radio URUMURI radio HAGURUKA, VOA and BBC Radio. In all those media, the message contained in the flier was shared, to help people know and understand better their duties in fighting Domestic Violence.

The second activity was the distribution of fliers in different places to enable the people to collect them easily. Out of 500 fliers to be issued, 350 (70%) were distributed.

On July 18, the activities of the first phase of the campaign were completed. As it was planned on the agenda of the Campaign's activities on the closing day,



a one hour radio emission was animated by Executive Director of the MI-RPD Mr. Jean Claude SINZINKAYO at INNERMAN FM radio.

Many people from different countries participated in that emission. They gave their contributions through telephone calls while others sent SMS whereby they raised different issues. Some deplored that even though the governments sue Domestic Violence authors, certain government officials seem to cover the criminals once they are sued to court.

During their interventions, the people mostly incriminated officials working with certain institutions such as Law, the police and even some officials in the higher institutions of the countries.

Another activity that was carried out was the distribution of the remaining fliers which happened to be few for different organization leaders became more interested and requested for more copies.

Strategy and methodology we used

- We used fliers because a flier is realized with hard paper, printings on it last longer. Besides, it is foldable and easy to handle and keep. It can easily fit in the pocket.
- The fliers were distributed at the banks, restaurants and other places with services sought by many people because we are still following the measures of corona virus prevention, whereby a few places such as commercial and certain offices are open, especially those whose services are considered as the most needed by governments.
Our strategy was to leave the fliers in such places reaching to those people who collect our message without gathering in certain places or without us joining them in their homes.
- We worked most with radios and Newspapers for
Radios and Newspapers have many followers either in news, emissions or on their internet channels. They are followed by many people from many backgrounds.

This caused the message of the campaign to reach around 26 millions. In all we worked with 6 radios namely BBC gahuzamiryango, VOA, PEACE FM, URUMURI radio, HAGURUKA and INNERMAN FM and 2 newspapers houses.

We shouldn't neglect special efforts that were put in social media namely tweeter, whatsapp groups, Facebook and Instagram.

Those are strategies and methods used to come up with such an outcome while following the measures of not gathering many people together so as not to spread Corona virus

All in all, the campaign was of a paramount relevance. The following **recommendations** on how the message could continue to impact people and remind them to avoid domestic violence on a daily basis were formulated by various interveners:

- Post the message on billboards and set them in towns, villages and along the roads.
- Use infomercials that could appear on popular television every day before the news and spread those short videos through internet on Facebook, YouTube and other apps which are popular in the Great Lakes region.

- Translated the flier in four languages that are widely used in the Great Lakes region namely Kiswahili, Kirundi, English and French so that everyone understands the message IANSA and MI-RPD wanted to pass onto them.
- Set up listening centers for home violence victims so that they give testimonials of how they overcame it. That could help many people in similar situations.

Major Obstacles in the campaign.

Demonstrations of the opposition parties in Kampala, Uganda together with those who want that Arcades be opened hindered the normal pace of the campaign and the delay of some campaign's tools for the place where they were been prepared was near the demonstration area.

We express our thanks to our team who dedicated time and energy for the success of the campaign.

We appreciate different radio stations and Newspapers agencies who accepted to facilitate the spreading of the message.

Our special thanks to radios VOA, HAGURUKA, Peace FM, URUMURI radio, BBC, INNERMAN FM as well as to News papers houses, info Grands Lacs and SOS MEDIA.

Our gratitude to the IANSA, United Nations and the European Union for willing to support the campaign.

The first phase of the campaign was successfully completed on July 18,2020 and will continue in the whole region through MI-RPD branches.

Done by
Jean Claude SINZINKAYO
MI-RPD Executive Director



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