

AFRICAN UNION COMMISSION TRAINING ON SENSITIVE REPORTING ON HARMFUL PRACTICES

5-7TH July 2022 | Best western Hotel, Nairobi Kenya

Meeting Report

Department of Health, Humanitarian Affairs and Social Development :
Ending Harmful Practices Unit



Background

A major hindrance to progress in Ending Harmful Practices (FGM and Child Marriage) is the limitation of knowledge, information, and the right communication on the effects of these practices especially at the most rural and remote and underserved places where they mostly occur. There's also a lack of accountability and enforcement of nationally agreed on policies by key stakeholders at the grassroots level including village chiefs, traditional and religious leaders as well as educational institutions.

Due to its wide range of channels, Mass media (digital, live, print, and social), is a critical tool for connecting people and generating discourse on issues that are affecting their quality of life. Media Engagement is key to the success of AUC's two campaigns on Ending Child Marriage and Elimination of Female Genital Mutilation. This is because mass media can share critical legislative information on the campaigns across all levels in the member states; it can expose geographical areas where these harmful practices occur including their perpetrators and promote advocacy for national campaign plans by holding local leaders, community members, households and individuals accountable for protecting girls and women from these harmful practices and their debilitating effects on development.

Gauging from the current projections of more than 50 million girls at risk of being subjected to female genital mutilation [UNFPA-UNICEF JP on FGM]; and more than 120 million girls who will be forced into child marriages by 2030, and the critical role, coverage, and the strong reliance of Africans on media for social and developmental information; the African Union in its mandate to accelerate an end to harmful practices, conducted the first of Two Media capacity building sessions on Sensitive Reporting on Harmful Practices for 34 Media professional (gender reporters, gender media scholars and university journalism faculty members) from 10 East and Southern African Countries: (South Sudan, Somalia, Ethiopia, Kenya, Tanzania, Malawi, Mozambique, Zambia, Zimbabwe and Tanzania). The 3-day training was held from 5-7th July 2022 at the Best Western Hotel, in Nairobi Kenya, with leadership from the AUC Health, Humanitarian Affairs and Social Development Division- Ending Harmful Practices Unit and support from The Spotlight Initiative Africa Regional Program through UNICEF and UNFPA, as well as Plan International and World Vision. The technical capacity building session was led by the Global Media Campaign on Ending FGM.

Objectives of the AUC Media training on Sensitive Reporting on Harmful Practices for East and Southern Africa Countries (5-7th July at Best Western Hotel, Nairobi, Kenya)

The training aimed at achieving the following specific objectives:

- To engage at least 20 university journalism faculty members from 20-member states in a training for trainers’ session that will generate content for a comprehensive human right centered media reporting curriculum for pre-service and in-service media reporters. Journalism faculty members’ engagement is perceived to ensure the sustainability of learning on accountable harmful practices reporting.
- To orient and build the capacity of at least a total of 30 journalists and university journalism faculty from 10-member states on the AU ECM and FGM campaigns and their critical role in human rights-based reporting, communication, information dissemination, and advocacy for the protection of girls from harmful practices.
- To engage 30 gender media practitioners and 10 journalism master’s degree scholars from the 10-member states in supporting the development of a curriculum on human rights-based reporting on harmful practices.
- Action media: To engage at least 30 journalists and university journalism faculty from 10-East and Southern Africa member states in brainstorming and developing tailored media advocacy and social behaviour change messages that will be used at the member state level to raise awareness and increase accountability of each category of stakeholders in protecting girls against harmful practices.
- Through the media contacts established from the training, create a network of Africa-wide Harmful Practice media representatives who are coordinated, engaged, and exchanging experiences, lessons learned, and best practices in human rights focussed reporting against Harmful practices that affect African girls and in line with the FGM and ECM campaigns.

Selection process of the Media trainees

On 11th May 2022, working with the AUC Division of Communications and the partner’s Technical Working Group, the AUC EHPU issued a call for applications for Media professionals to the ESA countries which covered the basic skills and experiences required by applicants particularly experience in reporting on gender and child protection issues. Up to 234 applications were received from the 10 countries and AU EHPU together with partner representatives from UNICEF and UNFPA constituted a selection committee which came up with a list of highly qualified and experienced media finalists from the 10 countries who were subsequently informed of their selection for the training. Additionally, World Vision International nominated four CSO representatives from Kenya who are working in Ending Harmful Practices.

Participation in the training

The training had a total attendance of 60 physical participants and up to 10 virtual participants who included:

- Media trainees (34 participants) including 7 from Kenya, 2 from Somalia, 4 from Ethiopia and 3 from the rest of the countries.
- 5 UNFPA staff including the Deputy Country Representative of Kenya
- 3 AUC staff
- 4 World Vision International Staff including the Regional Advocacy Director
- 5 Plan International staff including the Director AU Liaison office
- 5 UNICEF staff including the Representative to AU and ECA
- 3 staff from the Global Media Campaign

Modality of the training

The training was led by the AUC EHPU in collaboration with the UNFPA supported Global Media Campaign and covered several approaches aimed at creating an exposure, understanding and appreciation of the causes, effects and much needed actions to change harmful practices. The sessions were tailored according to the regional context and had partner representatives and key stakeholders share their experiences of effective interventions that are in place to End Harmful Practices. The different approaches used for the training include:

Exposure to field best practices including a panel discussion that engaged key stakeholders in sharing experiences on how they are engaging the media to lead actions against harmful practices including : Ms Mona Aika the Child Protection Specialist UNICEF ESARO, Mr Frederick Mariwa, Project Manager DW Akademie-Kenya, The Senior Cheftainess Chikumbu Deleza from Malawi, Mrs Maggie Banda from Womens Legal Resource Center- Malawi, Ms Alice Salaita a Plan International Young girls Ambassador and Ms Roseline Hwati from RIATT-ESA secretariat.

Country presentations: to allow for a better understanding on the country contexts and effectively guide the necessary training support, the media professionals made joint presentations on the existing reporting practices on harmful practices, their strengths, weaknesses and areas of much needed improvement.

Human rights based reporting case studies and technical exercises: these formed the main fabric of the training and saw participants take on individual and group exercises and presentations that were initiated by exposure and criticising of real live and print media stories that either followed or negated the key principles of protecting the victims, exposing the perpetrators and impactfully advocating for justice for children affected by harmful practices. Trainees were tasked to reflect on their own stories and identify elements and areas of improvement to widen the reach and engagement of their ending harmful practices narratives.

Work planning: this session finalised the training and gave an opportunity for each trainee to commit to developing a series of key topics and persons to engage in developing impactful stories on harmful practices as well as key messages for stakeholders who are at the helm of influencing these harmful practices. The university Lecturers in particular drafted curriculum

outlines for sensitive reporting on harmful practices. Each trainee was awarded a certificate of attendance to confirm their participation and learning through the training.

Outputs from the training

- Up to 34 media practitioners were skilled on human rights-based reporting in line with the African Union Campaigns on Ending Child Marriage and Female Genital Mutilation
- The 12 Journalism lecturers were engaged in a brief curriculum development session which resulted into outlines of local curriculums on media reporting in reference with the African Union Campaigns on Ending Child Marriage and Female Genital Mutilation that are scalable for empowering pre and in-service frontline media professionals.
- Key messages for different stakeholders were generated by the media professionals which will guide country-based advocacy and engagement through media in reference to the two AUHPU campaigns.
- A network of East and Southern Africa media practitioners and faculty members was formed including a WhatsApp group which will facilitate the continued engagement, experience and best practice sharing of the media practitioners on Ending Harmful Practices.

Lessons learned and Recommendations

- **Media practitioners selected are already developing and publishing content on gender and child protection, however, they are not supported to translate these stories which often involve victims into legal action. Its therefore key that CSOs and government agencies work closely with the trained media to follow up on reported cases.**
- **The Media training collapsed in three days doesn't provide ample time for the trainees to internalise and fully contribute to the expected outputs on reporting on harmful practices. A 5-day training schedule is recommended for the next training.**
- **Engagement of the trained media professionals in ongoing partner, AUC and government led activities is key to the attainment of the training objectives. The AUC will share the list of trained media professionals with member states and partners to enable them to incorporate these individuals in their existing and planned interventions related to Ending Harmful Practices.**

Next Steps

- The AUC will conduct the next training session in mid-October 2022 and this will engage 36 media professionals from 11 West, Central and North African countries (Djibouti, Egypt, Ghana, Nigeria, Liberia, Sierra Leone, Senegal, Niger, Chad, Mauritania and DRC in a similar capacity building session.
- AUC will engage the trained participants in all ongoing country and continental level Ending Harmful Practices campaign activities.

APPRECIATION

AUC extends its greatest compliments and appreciation to the following partners for their generous support to the Media training on Sensitive Reporting on Harmful Practices for East and Southern Africa: **The government of the Republic of Kenya, The Spotlight Initiative Africa**

Regional Program (SIARP) UNICEF (HQ, AUO & ESARO), UNFPA (AU & Kenya Country Office), World Vision International Regional Office- Kenya & Plan International (AULO & Kenya Country Office)



ANNEX 1 MEETING AGENDA

Agenda

Media Training on Sensitive Reporting on Harmful Practices for Media Practitioners from Eastern & Southern Africa

Best Western Plus Hotel- Westlands, Nairobi, Kenya

4 – 7TH July 2022

Day 1: Monday 4th July 2022

7:00-9:00 PM UNICEF Movie Screening: Valliante

Day 2: Tuesday 5th July 2022

Day 2: Tuesday 5 th July 2022		
Time		Facilitator/Moderator
09:00– 09:30	01. Opening remarks and official opening: <ul style="list-style-type: none"> - Opening statement by AUC - Brief remarks by UNICEF Representative to AUC and ECA: Dr. Edward Addai. - Brief Remarks from the World Vision International Regional Director - Brief Remarks from the Plan International AULO Director: Mr. Sam Norgah 	AUC- Ms Nena Thundu
09:30 – 10:00	02. Brief presentations of the AU campaigns on Ending Child Marriage and the Accountability Framework: <ul style="list-style-type: none"> - Campaign to End Child Marriage & the Accountability Framework - Saleema Initiative to Eliminate FGM 	AUC: Ms Nena Thundu, Mr Robert Kasenene
10:00 – 10:30	Tea Break	
10:30 – 11:00	04 Overview of the Media Training on Sensitive Reporting on Harmful Practices for East and Southern African Media Practitioners: Background, Objectives, Composition, Expected Outputs, Next steps	AUC: Bryan Tumusiime
11:00 - 12:30 pm	Scene Setting: <ul style="list-style-type: none"> - Field Video on FGM and ECM across Africa- Short Video (10 minutes) - Experience from a UNICEF ESARO country office on key interventions in Ending Child Marriage: Mona Aika, Child Protection Specialist, UNICEF ESARO: Presentation and Short video (10 minutes) - Experience from a UNFPA country office on key interventions in Eliminating Female Genital Mutilation- Short video (10 minutes) 	GMC
12: 30- 1: 15pm	Q&A session	AUC: Nena Thundu
1: 15 pm- 2: 15pm	LUNCH	
2: 15pm- 3:15pm	05. Partner Experience sharing on How they are providing Support to Media in leading advocacy based reporting and Social Behaviour Change against Harmful Practices	ACERWC

	<ul style="list-style-type: none"> - Presentations (10 minutes each) <ul style="list-style-type: none"> o Girl Champion - Kenya o Traditional Leader- Senior Chieftainess Chikumbu Ida Deleza o Women’s Legal Resources Centre (WOLREC)- Mrs Maggie Banda o RIATT-ESA (South Africa)- Roseline Hwati o DW Akademie Regional Office- Mr Frederick Mariwa <p>06. Panel Discussion & Q&A session (30 minutes): From the experience of partners, how can we harness the power of media to accelerate an End to Harmful Practices?</p>	
3.15-3.45	<p>07. Country group work (<i>country teams will produce 2 slides summarising their individual experiences in response to the following questions</i>):</p> <ul style="list-style-type: none"> • What are the current media activities you are leading on reporting on harmful practices in your country? • What are the existing barriers you face in reporting on harmful practices? 	
3.45- 4.40	<p>08. Country group presentations: (10 minutes each)</p> <ul style="list-style-type: none"> • Country 1 • Country 2 • Country 3 • Country 4 • Country 5 	
4:40	Closing of Day 1	

Day 3: Wednesday 6th July, 2022

		Facilitator/Moderator
09:00 – 09:30	<p>09. Recap of day 1</p> <p>10. The African Children’s Charter- a child friendly version: Plan International and World Vision</p>	AUC
09:30 – 10:30	<p>11. Country Group Presentations (10 minutes each)</p> <ul style="list-style-type: none"> o Country 6 o Country 7 o Country 8 o Country 9 o Country 10 <p>- Plenary Discussion</p>	AUC
10:30-11:00	TEA BREAK	
10:15 – 1:00 PM	<p>12. Technical Training on Sensitive Reporting on Harmful Practices. Classifications of Harmful Practices and Why they need to be reported on</p>	AUC and GMC
1:00– 2:00pm	LUNCH	
2:00 – 3:00pm	<p>13. Technical Training on Sensitive Reporting on Harmful Practices: Audience mapping, tailoring messages to suit audiences, choosing the right channels for impact.</p>	GMC

3:00– 4:00pm	14. Technical training on Sensitive Reporting on Harmful Practices: <i>The do's and don'ts in story telling on harmful practices, protecting the reporter, protecting the victim and their family, projecting the perpetrators, country laws in place against child marriage (reference to country profiles)</i>	GMC
4: 00- 5:00pm	15. Technical training on Sensitive Reporting on Harmful Practices: Using storytelling to advocate and engage stakeholders to act against harmful practices.	GMC

Day 4: Thursday 7th July, 2022

Time		Facilitator/Moderator
09:00 – 09:30	16. Recap of day 2	GMC
09:30 – 11:00	17. Technical Training on Sensitive Reporting on Harmful Practices: <i>Examples of market best practices in Impact Journalism against Best practices</i> - Plenary Discussion	GMC
10:30-11:00	TEA BREAK	
11:00 – 1:00 PM	18. Technical Training on Sensitive Reporting on Harmful Practices. Next Steps, Activating your Media Reporting to Impact Harmful Practices.	GMC
1:00– 2:00pm	LUNCH	
2:00 – 3:00pm	19. Technical Training on Sensitive Reporting on Harmful Practices: Development of Country workplans : Each participant will commit to publish or produce a Harmful Practices Media piece in the next 3 months.	GMC
3:00– 3:30pm	20. Technical training on Sensitive Reporting on Harmful Practices: <i>Each participant will present a proposed title of a knowledge product that they will produce in the next three months and the expected impact of this media piece</i>	AUC and GMC
3: 30- 4:30pm	21. Formation of the Knowledge Network of Media Practitioners against Harmful practices: - Nomination of leaders - Objective setting (3 objectives) - Agreement and set up of platform, activities and frequency of engagement, follow on of commitments to products - Next steps: leadership draft Network rules of engagement	GMC

<p>4: 30- 5:30pm</p>	<p>22. Official Launch of Knowledge Network for Media Practitioners on Harmful Practices in East and South African and closure of Meeting:</p> <ul style="list-style-type: none"> - Training Certificate award Ceremony: <i>UNICEF, UNFPA, Kenya Gov't, AUC, Plan International, World Vision</i> - Brief Closing Remarks from the Minister of Public Service, Gender, Senior Citizens and Special Programmes, Government of the Republic of Kenya - Brief closing remarks from the UNICEF Chief of Communications (OIC)-Priscilla Ofori Amanfo - Brief Closing remarks from the UNFPA Country Representative - Vote of thanks by AU representative. 	<p>AUC</p>
<p>End of the Media Training</p>		

ANNEX 2: PICTORIAL



Mr. Samuel Norgah- Plan AULO, delivers opening remarks



A group discussion comprising Ugandan and Tanzanian Media professionals as well as UNFPA staff



A group discussion comprising South Sudan and Ethiopia Media professionals



Ms. Chavala Madlena (Center) from the Global Media Campaign, the lead trainers, leading a session



Ms. Nena Thundu (left) hands over a certificate of completion to one of the media trainees

ANNEX 3: TRAINING PROMOTIONAL MATERIALS



Call for Applications

Media Training on Sensitive Reporting on Harmful Practices

June–July 2022 | Nairobi, Kenya (costs covered)

APPLY TODAY
DEADLINE
24TH MAY 2022

If you're an English speaking reporter, a Journalism lecturer or Journalism Master's student from Zambia, Zimbabwe, Malawi, Kenya, Mozambique, Ethiopia, Tanzania, Uganda, South Sudan and Somalia; submit your resume (2 pages), a motivation letter (500 words) and a 2 page portfolio on child protection related reporting to AUHPU@africa-union.org



AFRICAN UNION MEDIA TRAINING ON SENSITIVE REPORTING ON HARMFUL PRACTICES FOR EAST AND SOUTHERN AFRICA

7-9TH JULY 2022

BEST WESTERN HOTEL, NAIROBI, KENYA



AFRICAN UNION MEDIA TRAINING ON SENSITIVE REPORTING ON HARMFUL PRACTICES FOR EAST AND SOUTHERN AFRICA

5-7TH JULY 2022
BEST WESTERN HOTEL,
WESTLANDS, NAIROBI,
KENYA

PURPOSE OF THE TRAINING

To garner the support of media representatives and university journalism faculty members from at least 10-member states currently implementing the AU campaigns on Ending Child marriage and Eliminating Female Genital Mutilation, in leading media sector actions and reforms towards ethical, informed, balanced, human rights focused and victim sensitive reporting on harmful practices happening in their countries

30 PARTICIPATING MEDIA PROFESSIONALS FROM 10 COUNTRIES:

- KENYA
- UGANDA
- TANZANIA
- ETHIOPIA
- SOUTH SUDAN
- MOZAMBIQUE
- MALAWI
- ZIMBABWE
- SOMALIA
- ZAMBIA



ANNEX 4: TRAINING PARTICIPANT LIST

Trainees						
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