



BE IN SCHOOL CAMPAIGN 2005 / 06

CAMPAIGN COMMUNICATION STRATEGY



Children in the forefront

“My dream is for all children of Africa to go to school. And yet for the majority of these children, hopes of increased life opportunities and leading fulfilling lives remain all but an elusive goal....There can be no excuse for not creating an enabling environment where all children throughout Africa can reach their full potential”

– Nelson R Mandela, 2004

Prepared by CHIPAWO

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Supported by UNICEF, GIRL CHILD NETWORK, CAMFED, FAWEZ, ETRP, SOS Children’s Villages, Plan International, SNV, Christian Care, and ZIMTA

1. STATEMENT OF THE PROBLEM AND RATIONALE FOR THE PROJECT

Children either not in school or at risk of dropping out from school as a result of the following:

- direct and indirect costs of primary and secondary education
- unemployment of parents and subsequent migration
- Distance to school
- Child work / Labour
- HIV/AIDS and its differing impacts on girls and boys
- religious and cultural beliefs and practices
- location, safety and security of schools
- declining quality of basic education
- Inadequate access of children to safe water, sanitation and food in schools
- Child Abuse
- Lack of birth registration

2. OVERVIEW OF THE PROJECT

The ‘Be in School’ Campaign is a part of the Strategic Plan for the Education of Girls and the OVC. This plan seeks to implement the Millennium Development Goals of UPE and Gender equality in education in Zimbabwe by 2015. The campaign is planned to take place nationally, with a focus on the 10 of the most disadvantaged districts involving 110 schools with a view to achieving 99% NER in 2008. This campaign will be implemented by the EU/MOESC Education Transition and Recovery Programme and a network of NGOs with the coordination of CHIPAWO. The NGOs are Girl Child Network, CAMFED, FAWEZI, SOS Children’s Villages, Plan International, SNV, Christian Care and ZIMTA..

CHIPAWO has been tasked with the development and co-ordination of the implementation of the Campaign Communications Strategy. The Campaign Communications Strategy is based on the campaign communications experience of CHIPAWO and its resource persons

The Campaign Communications Strategy emphasises maximum co-operation between partners in the Campaign Team already working on the ground in the 10 selected districts as well as with other organisations and ongoing campaigns and movements for gender equity and equality. It emphasises using as far as possible existing structures and communication tools rather than duplicating with new ones. For instance, it does not advocate coming up with new television and radio programme but rather utilising the existing ones to achieve the campaign’s communications objectives.

The campaign communications strategy is a multi-media one, utilising a wide range of communications tools. Key to the success of the strategy is the participation and leadership of children. The central component of their involvement is the ‘Be in school’ school project at schools in the 10 districts, which will organise theatre communications sessions in schools and communities, followed by one-on-one child advocacy and visits. Other communication ideas will emerge at the schools as a result of child and teacher participation.

The communications strategy will result in more conscientized policy makers, parents, other stakeholders and service providers, on the socio-economic, religious and cultural barriers to basic education for all towards action to adopt a holistic approach to children’s education, through free UPE for OVC, a scaled up and effective BEAM, better protection, care and access to food for all children. The communication strategy will also lead to the production of a video documentary, filmed by children, and scripts, songs and stories for a publication growing out of the campaign. These materials would be used in future campaigns.

The campaign will be jointly supported by the Education Working Group steered by the Ministry of Education, Sports and Culture, the Nelson Mandela Foundation and UNICEF German National Committee through the multi-country Schools for Africa Programme.

3. DESCRIPTION OF NGO/CBO

CHIPAWO is a non-profit-making Trust registered with the Deeds Office. Registration No: As an arts organisation it is registered as a member of the Zimbabwe Association of Theatre for Children and Young People (ZATCYP) with the National Arts Council. The Trust is governed by the Board of Trustees and three divisions, Finance and Administration, Publicity and Public Relations and Programmes.

The Programmes Division manages all non-income-generating programmes and projects. Its projects fall under three main programmes:

- **Arts Education for Development and Employment**

Arts Education for Development and Employment, which is CHIPAWO's founding and central activity, is also administered from the Production and Sales Division. It is offered on contract to schools or through the Bursary Scheme and other projects. The arts education for development and employment programme offers weekly workshops in music, dance, drama and media, in all in all 73 centres, including 4 pre-schools; 17 Primary Schools (full programme); 1 Primary School (marimba only); 1 Secondary School (full programme), 6 Secondary Schools (marimba only); 9 out-of-school centres sited at schools at the weekend; 20 centres in schools nationwide as part of the Disadvantaged Rural Centres project, special centres at Emerald Hill School for the Deaf, St Giles and Danhiko, two UNESCO-supported centres for mentally handicapped children and one for AIDS orphans as well as the Girl Power all-girl centre.

- **Bringing CHIPAWO to More Children**

In this programme projects aim to enable children who might otherwise not have been able to, to access CHIPAWO's Arts Education for Development and Employment activities. These include the urban and rural poor, who are supported by the Bursary Scheme, the deaf and dumb, the mentally and physically handicapped, Aids victims, orphans etc. The Bursary Scheme, funded by SIDA, supports children at seven urban and twenty one rural centres

- **Mwana Anokosha – (The Child is Precious)**

This programme was established in recognition of the fact that the child-as-child or the child outside CHIPAWO sessions is important. In the spirit of this recognition, CHIPAWO has initiated a number of projects relating to the welfare, rights, education, health and development of children, in particular the girl child – the Fund of the Trustees, which assists children in need, the Children's Council and Awareness-Raising workshops, camps, performances and festivals.

- **The Challenged**

The programme is headed a deaf person, who co-ordinates various advocacy through arts projects in the deaf community as well as opening further arts education centres for the deaf. Support from UNESCO, the German Government and MS Zimbabwe has led to the expansion of this project to include other handicapped children, with the emphasis on the girl child, a Handicap and the Girl Child Advocacy Arts Festival, entitled 'Give Us a Chance' and television programmes on the deaf by the deaf.

In addition to the above, the CHIPAWO Trust Deed makes provision for the establishment of 'Companies of the Trust', the profit of which goes to sustain the Trust. They are:

- **Production and Sales**

This is the business side of CHIPAWO and its purpose is to market CHIPAWO and raise income through sales. It includes: a Musical Instrument Manufacturing Project, Wardrobe and Props, Wedding Services, T-shirts, Video Hire, Contract Performances and 3 special performance groups, the Harare Junior Theatre and the Harare Youth Theatre.

- **Training**

This division is responsible for all training in CHIPAWO, internal or external. It has established as its main instrument the Zimbabwe Academy of Arts Education for Development, which offers a diploma in performing arts, a diploma in media arts and certificates in music, dance, theatre arts and musical instrument manufacturing. The Academy's diplomas and certificates are accredited by the Midlands State University. The Academy now runs a variety of special and vocational courses. See website: www.zimartsed.co.zw The Academy also offers training, consultancy, supervision and monitoring to other organisations wishing to develop arts education for development and employment or vocational training programmes of their own. The Academy has established a Library and Documentation Resources Centre.

- **3. Media**

Media programme is responsible for developing video, television and radio for children. CHIPAWO has established the CHIPAWO Media Centre (digital and linear video, sound and studio facilities) which offers video and sound services, training, children's television and radio programmes and exchanges.

Mission, goals and Objectives

Vision

AN ENDURING HUMANE ORGANISATION WHICH BENEFITS AND EMPOWERS CHILDREN AND SOCIETY FOR PROSPERITY, UNITY AND PEACE THROUGH PARTICIPATORY ARTS EDUCATION IN ZIMBABWE, AFRICA AND THE WORLD

Mission

- TO BE A CHILD-DRIVEN, CHILD-CENTRED, DEMOCRATIC MODEL OF ARTS EDUCATION FOR DEVELOPMENT AND EMPLOYMENT
- TO FOSTER AN ENVIRONMENT IN WHICH THERE IS SHARING, CARING, CONSTRUCTIVE CRITICISM AND GENDER EQUALITY ARTS ACTIVITIES OPEN TO ALL CHILDREN
- TO DEVELOP EXCELLENCE, TALENT, ORIGINALITY, KNOWLEDGE AND ENJOYMENT IN THE LEARNING, CREATING AND PRACTICE OF THE ARTS AND CULTURE OF ZIMBABWE, THE REGION, AFRICA AND THE WORLD
- TO FURTHER THE CAPACITY, WELFARE, SOCIAL STATUS AND HUMAN CENTRALITY OF THE CHILD IN ZIMBABWE AND IN THE WORLD
- TO EMPOWER AND EQUIP CHILDREN WITH SELF-IDENTITY, SELF-BELIEF AND LIFE SKILLS FOR NEGOTIATING LOCAL AND GLOBAL CHALLENGES IN THE CONTEMPORARY CONTEXT
- TO EXERCISE SOCIAL RESPONSIBILITY AND PARTICIPATE IN AND CONTRIBUTE TO EFFORTS TO MAKE A WORLD FIT FOR CHILDREN
- TO ENGAGE IN INCOME-GENERATING ACTIVITIES TO COMPLEMENT THE FUND-RAISING EFFORTS OF THE TRUST

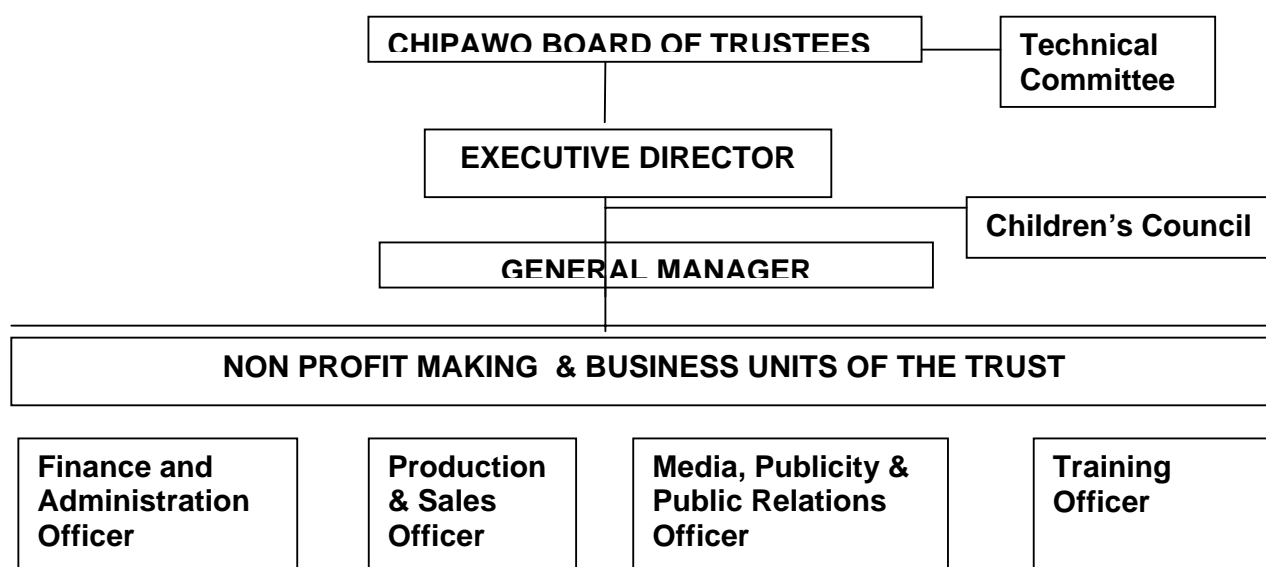
Track Record

CHIPAWO'S previous experience of development co-operation is as follows:

- 3 one year contracts with SIDA for funding bursaries in CHIPAWO and the purchase of

- locally manufactured instruments
- a contract with Dairibord Zimbabwe in 1995 to produce a 13-part children's television programme
 - one 3-year contract with SIDA, 1998-2000, for the *Bringing CHIPAWO to More Children* Programme and setting up grant for the Children's Media Centre
 - contract to facilitate the setting up of rural arts education for development centres for Save the Children (UK), 2000
 - contract to facilitate setting up of rural arts education for development centres for Plan International, 2000-1
 - one two-year contract, 2001-2, with SIDA for *Bringing CHIPAWO to More Children*
 - one 4-year Core Support contract, 1997-2000, with the Government of the Netherlands
 - one 1-year contract with UNICEF, 2000, for the *Mwana Anokosha* Programme
 - two 1-year contracts with UNESCO for the development of the Marimba Manufacturing Project
 - one 6-month contract, December 2000 – May 2001, with HIVOS for the support of the CHIPAWO Media Centre
 - four year contract, 2002-5, with DANIDA for Poverty Alleviation through Job Creation in the Performing Arts in Zimbabwe Project
 - one 6-month contract, September 2002 – December 2002, with Delta for Reach Out Programme to Children's and Old Age Homes and children in other parts of the country
 - contracts with RSC Zimbabwe in the Wills and Inheritance Laws Campaign to do participatory theatre communications sessions in schools and to produce video archiving of campaign plays (2002-3)
 - a three year contract, 2003-5, with SIDA for the Disadvantaged Rural Children Project and continuation of existing Bursary Scheme
 - a one year contract, 2003, with UNESCO for Multicultural Arts Education for Mentally Handicapped and Disadvantaged Children
 - a six month contract, July to December 2003, with the German Government for a Handicap and the Girl Child Advocacy through the Arts and Media project
 - a one year contract with UNICEF for the Kwanatete Project life skills and behaviour change clubs and camps (2003-4)
 - a six month contract with MS-Zimbabwe (2003-4) for development assistance of the Media Centre and the secondment of a Danish Development Worker
 - UNICEF/Ministry of Health contract to facilitate the GIRLS EDUCATION MOVEMENT LEADERSHIP CAMP, 18-22, August 2004, University of Zimbabwe, Harare
 - contract with MS ZIMBABWE to produce a 13 episode Deaf Advocacy television programme entitled 'Handspeak'

Governance Structure



The Role of the Board

- Custodians of the assets and finances of the Trust
- Raising Funds for the Trust
- Strategic Planning and Management for the Trust
- Policy formulation and endorsement of new policies and policy changes
- Ratification of recommendations on institutional and infrastructural development from the management Committee
- Endorsing annual work plans and budget
- Appointment of the Executive Personnel e.g the Executive Director
- Advising Management through the Executive Director

Children's Council

- Is the voice of the children to the Board through the Executive Director
- The arm through which Heads of units reach to children

Heads of units are responsible for:

- Developing work plans
- Implementing decisions of the Board
- Recommending policy issues to the Board through the Executive Director
- Involved with the day to day running of activities.

4. COLLABORATING NGOS

This campaign will be implemented by the EU/MOESC Education Transition and Recovery Programme and a network of NGOs with the coordination of CHIPAWO. The NGOs are Girl Child Network, CAMFED, FAWEZI, SOS Children's Villages, Plan International, SNV, Christian Care and ZIMTA.

CAMFED is a non-governmental organization which was established in 1991. Its vision is a world in which every child is educated protected and valued so as to turn the tide of poverty. CAMFED provide the basic needs of education to selected girl children in the impoverished rural areas of Zimbabwe. Its basic selection criterion is poverty. Intelligence will only be considered when there is need for further screening on the selected beneficiaries. It provides a four year commitment to the

selected pupils as well as the basic package for the girls. Currently, CAMFED works in fifteen rural districts supporting 3240 pupils under the bursary scheme.

Plan is an international humanitarian, child centred community development organization, without religious, political or governmental affiliation. Plan Zimbabwe's interventions in the field of education aim to improve access to early childhood care and education, primary education, secondary education and vocational training. It also seeks to improve the quality of education delivered at these various levels. Plan is currently working in the following districts: Mutoko; Mutare; Mutasa (including Honde valley); KweKwe (including Zhombe and Silobela); Tsholotsho; Chiredzi; Mwenezi and Chipinge. Its main interventions in education are centred around direct support to disadvantaged children to enable them to access education and support to educational institutions to improve the learning environment and deliver quality learning.

5. STATEMENT OF OBJECTIVES

Broad Goal

To identify and track children out of school and those at risk of dropping out in order to enrol and retain them and reach 99% NER in January 2006 in campaign districts.

Objectives, Specific results or desired effects

To provide a guiding framework for:

1. ensuring that children themselves are in the forefront of the 'Be in school' Campaign
2. creating awareness about the problem of children out of school and at risk from dropping out
3. mobilising public, private sector and community support for the 'Be in school' Campaign
4. ensuring all players and stakeholders interfacing with children in school perform their part in ensuring the success of the 'Be in school' Campaign
5. making public and publicising the issues relating to children dropping out of school and under-performing and steps that need to be taken to ensure they do not drop out and improve performance.
6. influencing changes of attitude with regard to the need for primary and secondary education for both boys and girls
7. complementing existing efforts in engaging communities on gender equity and equality
8. mobilisation and sensitisation of media to better report on child rights issues
9. mobilising community-based influential persons to serve as champions for equity and equality in education

6. FOCUS POPULATION

The campaign will be done in 110 schools in the following ten districts: Gokwe North, Buhera, Zaka, Chegutu, Bullilima, Mangwe, Mzarabani, Tsholotsho, Chipinge and Hwange and will aim to reach the following:

1. Boys and Girls in 10 districts and 110 school (direct 1760, indirect 200 000)
2. Boys and Girls out of school (4 400)
3. School personnel namely, Heads of School, Teachers-in-Charge of CHIPAWO and other teachers (1 600)
4. Policy and decision - nationally
5. Parents and Guardians
6. Other NGO – in the selected districts
7. Private Sector- nationally
8. National Print and Electronic Media Practitioners

7. DESCRIPTION OF ACTIVITIES

1. Desk Review of existing communication programmes, materials and channels, existing data and information on radio listenership
2. Campaign Team Planning meeting and finalisation of the Campaign Communication Strategy
3. Develop message and dialogue concepts, including the campaign theme
4. Concepts and materials development and finalisation meeting
5. Prepare and produce communications materials, including theatre communications scripts
6. Develop communications materials Distribution Plan
7. Establish "Be in school" school projects in schools
8. Identify and sensitize local community champions to support the campaign.
9. Launch multimedia information and advocacy campaign directed at adults and children, incorporating the imaginative and original use of radio, television, press and theatre communications – note theatre communications incorporates road shows, rallies, discussions and information-gathering
10. Distribute materials
11. 'Be in school' project activities in schools
12. Theatre communications campaigns
13. Video documentation
14. Liaise with Campaign Strategy Implementation Partners and review campaign progress reports, analysing results
15. Evaluation
16. Report

Expected outputs

1. Campaign Material namely; Flyers, Posters, T-shirts, Stickers, Banners, branded pens, & rulers
2. Songs, poems, testimonies, and drawings (particularly involving children 4-6)
3. Newspaper articles and human interest stories to sensitise and influence change amongst the target audience
4. Cartoons and press advertisements to sensitise and influence change in attitudes and policies
5. Existing radio and television programmes, including news
6. Radio phone-in programmes
7. Campaign plays
8. Campaign Video to be distributed through participation districts

8. BUDGET ESTIMATES (see attached annex)

9. TIME LINE OF ACTIVITIES

ACTIVITY	TIME	PARTNER
Desk Review	Oct 10 – 14, 2005	CHIPAWO
Finalisation of the Campaign Strategy	Sept 30, 2005	CHIPAWO
Campaign Team Planning meeting and finalisation of the Campaign Communication Strategy	Oct 3, 2005	TASK FORCE
Campaign Team Planning meeting to review and discuss draft ideas for messages and dialogue concepts and the campaign theme as well as the samples of campaign materials incorporating draft messages, theme, dialogue concepts etc will also be submitted. Finalisation	Jan 12, 2006	TASK FORCE
Communications team to sensitise national media, print and electronic	Feb 1-14, 2006	CHIPAWO
Identify appropriate newspapers in the districts eg. New ZIANA, as well as national	Feb 1-14, 2006	CHIPAWO

newspapers, existing radio and television programmes that can be utilised		
Finalise message and dialogue concepts, including the campaign theme, as well as samples of campaign materials incorporating draft messages, theme, dialogue concepts etc.	February 7, 2006	CHIPAWO
Submission of names of schools, children and teachers to attend the national workshop	February 1 to 7 2006	
'Be in school' Campaign Communications Workshop in Harare and planning of the 'Be in school' school project	February 23 to 26 2006	CHIPAWO/ UNICEF and all implementing partners
Communication for Launch of the Strategic Plan for the Education of Girls and OVC, incorporating the Schools for Africa Programme.	TBA	CHIPAWO
Launch of the Be in school Campaign Strategy 2005 and unveiling of Campaign theme, campaign theatre communications script, theme song and regalia (poster, flyer, T-shirt, cap) Video documentation begins	March 27 th – 31 th 2006	CHIPAWO GIRL POWER
National media campaign – print and electronic - kicks off	31 st March 2006	CHIPAWO
Compilation of written materials, songs, stories, testimonies and scripts	Ongoing	CHIPAWO
Video documentation continues	Ongoing	GIRL POWER
Distribute campaign materials to organisations that have programmes on the ground in the 8 districts and ongoing campaigns	Ongoing	CHIPAWO/TASK FORCE
National media campaign continues	April 1 - 12	CHIPAWO
Compilation of written materials, songs, stories, testimonies and scripts continues	Ongoing	CHIPAWO
Video documentation continues	Ongoing	GIRL POWER
'Be in school' Campaign Communications and campaign planning workshops for schools in 10 districts at one selected school with existing club	March 9-11 2006	SCHOOL CLUBS
All schools to prepare the plays and plan theatre communications research and advocacy campaigns in their locality	March 13 to 24 2006	SCHOOL CLUBS
Campaign and 'Be in school' School Project Launches in each district and nationally in Harare	April 3	CHIPAWO/TASKFOR CE
National media campaign continues	April 14 – May 2 2006	CHIPAWO
Compilation of written materials, songs, stories, testimonies and scripts	Feb 23 onwards	CHIPAWO
Video documentation continues	Continues	GIRL POWER
'Be in school' Theatre communication	March 13 to April 6	SCHOOL CLUBS

campaigns take place with advocacy events and one-on-one communication between children	2006	
Independent evaluation	May 12	TBA
Editing of written materials, songs, stories, testimonies and scripts	May 13- 21	CHIPAWO/UNICEF
Editing of video documentary.		CHIPAWO/UNICEF
Submission of interim report to UNICEF and partners.	May 16	CHIPAWO
Submission of final text of written materials, songs, stories, testimonies and scripts	June 21	CHIPAWO
Professional editing of video documentary rough cut	June 21	CHIPAWO/MEDIA FOR DEVELOPMENT TRUST
Submission of video documentary final cut	June 31	CHIPAWO

9. CONTACT PERSON FOR PROPOSED PROJECT

Project Applicant: Project Manager: Mr Munyaradzi Chatikobo

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