

MOBILISATION FOR CHILDREN'S AND WOMEN'S RIGHTS PROGRAMME

A recognised strength of UNICEF programming is its focus on advocacy and social mobilisation to ensure that policymakers and programme implementers make children's rights a national priority. Children and women are rarely given a forum to express their opinions, their needs, or how they feel about the policies that affect them. The Mobilisation for Children's and Women's Rights Programme UNICEF tries to make sure their voices get heard.

The **Programme Communication for Community Capacity Development Project** seeks to integrate the Human Rights-based Approach into all of UNICEF's projects. This is accompanied by community mobilisation efforts and sensitisation. The end result is sustainable projects owned by the communities themselves.

Mobilisation for Children's and Women's Rights Programme Partners: Ministry of Health (MOH), Ministry of Local Government (MLG), Ministry of Communications, Science and Technology (MCST), National AIDS Co-ordinating Agency (NACA), Men Against Sex and AIDS, Southern African Broadcasting Association (SABA), Union of National Radio and Television in Africa (URTNA), Botswana Television, private local media and children.

Programme Communication for Community Capacity Development Project

This project has been instrumental in incorporating the Human Rights-based Approach (HRAP) to Community Capacity Development (CCD) into all aspects of UNICEF Botswana's work. This successful grass roots method to programme implementation has been well received. Through community and national involvement, HRAP/CCD seeks to create local ownership of development projects. In 2004, UNICEF's primary goal was to create more momentum in training and reinforce existing projects to increase sustainable services and coverage throughout its programmes.

In 2004, the principal focus for HRAP/CCD has been on the PMTCT-Plus project. Training was completed in four health districts with 35 health workers to further improve the uptake of PMTCT services. A standardised toolkit on CCD was developed and distributed for use by district

The **Advocacy for Children's and Women's Rights Project** aims to keep children's and women's issues in the public eye and on the policy agenda. Through tireless advocacy, and the commemoration of different national and international events, this project seeks to raise awareness of the needs of children and women.

The **Media and HIV/AIDS Project** attempts to make sure that young people get maximum exposure to the media. In turn, UNICEF works with the local media to assure they give ample attention to children's and women's issues through news coverage, special articles and programmes. One of the successful initiatives in 2004 included a pull-out section for children in one of the local newspapers.

facilitators in those four districts. In 2005, HRAP/CCD training will be scaled up in the remaining 20 health districts. To support district training teams and the monitoring of implementation of HRAP/CCD in PMTCT, UNICEF has engaged an HRAP consultant who will work in the Ministry of Health (MOH).

The Human Rights-based Approach to Legal Reform continues to be an integral part of the Policy and Legal Analysis Project. It is being used both in the study of customary law and its compliance with the CRC, as well as the review of the 1981 Children's Act. It was also used to train UN colleagues and some government staff, to give the process more exposure in the development community. This is described in more detail in the Policy and Legal Analysis Project summary on page 32.

Efforts in 2005 will focus on further strengthening of HRAP/CCD in all projects, such as OVC, where workshops on the protection needs of orphans and vulnerable children are

planned to create stronger links between the CBOs and social workers at the district level. This should result in increased access, and more sustainable projects.

Advocacy for Children's and Women's Rights Project

TESTIMONY ON BUILDING STRONGER FAMILY COMMUNICATION:

"Our rights are achievable through mutual understanding and love in the family. The African child experiences a lot of problems in our families. This is due to the fact that, traditionally, a child is prohibited from initiating communication with parents. Even at school, we fear our teachers and seek advice from friends who often mislead us. For this reason when we have problems, we resort to bad conduct and drug abuse or even commit suicide. Let us stand united to realize the dream of the African child. This is only possible if positive advice is offered and we children show commitment and responsibility to make our dreams come true."

- Excerpt from a speech given on the Day of the African Child, 16 June 2004, on the theme, 'The African Child and the Family', written and read by Nametsegang Ramadila of Mabutsane Community Junior Secondary School.

Advocacy is an integral part of UNICEF's projects in Botswana. All activities are supported by a form of sensitisation or promotion. It might be a matter of raising awareness on child protection or girls' education through a seminar or workshop or by promoting children's and women's issues through the media to gain greater exposure and support. Advocacy is built into all programmes, and it is an ongoing effort.

Commemoration of events such as the Day of the African Child, on 16 June, provide UNICEF and its partners a platform to expose the need for fulfilment of children's and women's rights. In 2004, the event was held in Mabutsane, in the Southern District. The theme was 'The African Child and Family'. The overall message was that families provide the best opportunity for the protection and nurturing of children's rights. For the International Children's Day of Broadcasting (ICDB), on 12 December, UNICEF organised activities at Gaborone's major broadcasting outlets. At Botswana Television (Btv), children developed and presented their own TV show. It included video stories produced by the children that illustrated what makes them feel unsafe. On state radio, young people hosted a call-in programme just for kids, talking about issues that concern them. Commercial radio station Yarona FM also participated in ICDB by turning the studio over to young people to field calls from their peers.

In 2005, UNICEF hopes to involve an even greater number of children and media outlets in ICDB activities.

UNICEF produced and distributed hats and t-shirts to children and implementing partners to bring some added visibility to the events.

Visits by high level UN staff also provided a forum to pump up attention on issues related to women, children and HIV/AIDS. In 2004, the UN hosted visits from: Joy Phumaphi, the former Minister of Health, and now an Assistant Director General at WHO; Mark Malloch Brown, the former Administrator of UNDP and currently the Chief of Staff to the Secretary-General; Koichiro Matsuura the Director General of UNESCO; and Mark Stirling, the UNAIDS Regional Director for Eastern and Southern Africa.

In 2004, UNICEF's knowledge and resource centre became fully operational and continued to add to its collection of reference materials with assistance from other libraries. Bi-monthly acquisition lists are sent out to more than 400 partners in an effort to keep them up to date on the arrival of new books, magazines and research material. Located in the UNICEF main office, the centre was regularly used by implementing partners, researchers and university students.

Children's Views About the World and Adults Around Them

(Published in the Bokamoso section of Mmegi, December 2004)

Some children are treated differently from others, which is not fair. I think that all children should be treated with the respect they deserve. All children are the same except maybe a few differences. Teachers do not understand that sometimes children make mistakes. Everybody has to learn from their mistakes. Sometimes teachers practice what you call favouritism. When they beat children they don't beat some because they are the favourites. Some teachers abuse children, which is not right. Children have rights just like everybody else. Some children are even afraid to go to school. Most of them drop out of school because they think they would be better off in the streets. Children have to be well taken care of because they are the future of tomorrow. –Thondi, 13 years.

Some parents are not looking after their children properly. They make very young children work hard all the time and they don't have time for homework or playing. Also, parents drink too much and take drugs. This causes them to abuse their children and not look after them properly. These children should register with organisations like Childline that can help them. Parents, please look after your children and love them. –Kgomotso, 10 years.

This is the story of children in the street:

There is one child who went to a house to ask for food, another child went to a workshop to ask for sweets. But don't waste food and water. No matter if they are big or small, but they are children. Just give them food or water. They are part of our country. Most children lost parents to dying. Bring them to your house to bathe, and give them the old clothes of your children. –Zonele, 8 years

My name is Keorepetse and I might be a child, but I know that rape is a crime. Some fathers take advantage of their children and it ends up the children have HIV/AIDS. This crime can be stopped, men who rape do because they are drunk, some of them just want to rape. Keorapetse (no age cited)

Media and HIV/AIDS Project

Media is a growing influence on young minds in Botswana as access to satellite television and the internet expands. The younger generation is more media savvy than their elders, and for this reason UNICEF recognises that the media—especially the electronic media, is an important channel for young people to communicate with one another and a way to voice their opinion on the issues that affect their lives.

UNICEF supports media initiatives that will assist young people to get heard. In 2004, a draft memorandum of understanding with Botswana Television (Btv) was developed. Once finalised, the agreement will enhance coverage of women's and children's issues on television, create programming that would give children a platform to produce their own shows, and would strengthen capacities within Btv to work with children on media issues. It is hoped the agreement will be finalised in 2005.

In 2004, UNICEF also launched a pull-out section in the country's daily newspaper, Mmegi (see Panel 6). The special section, called 'Bokamoso' or 'The Future', ran twice a month for a period of

six months and published articles specifically for children. Some of the subjects covered included:

- A World Fit for Children Declaration
- Women, girls and HIV/AIDS
- The International Children's Day of Broadcasting
- The right to play
- Real life stories: orphans
- Property rights
- Children who head households

The response to the newspaper supplement was positive, and the project will be evaluated in 2005 to determine how best to continue similar efforts.

Radio is the medium with the most impact in Botswana. More people get their information from radio than any other source. To get children's voices and issues aired on radio, in 2005 UNICEF hopes to establish a 'child to child' programme on Botswana state run radio which has coverage throughout the country.