



“Brisons le Silence” (Break the Silence)

Social Norms Marketing Campaign

For the Prevention of Violence Against Women in Côte d’Ivoire

6-Month Evaluation – January 2013

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EXECUTIVE SUMMARY

Over a period of two years, (Oct. 2010 – Nov. 2012), the International Rescue Committee (IRC) gender-based violence (GBV) team in Côte d'Ivoire developed a social norms marketing campaign to combat gender-based violence, specifically domestic violence, in the country. Beginning with a weeklong workshop highlighting the basics of social marketing and social norms applications, the IRC GBV team, with the assistance of social marketing consultant Virginia Williams, created an implementation plan for the campaign and launch. Shortly after the initial workshop in October of 2010, the project was suspended due to conflict arising from the Presidential elections, and it was restarted August 2011. Effectively the campaign utilized 8 months of preparation prior to launch. The launch was held at the Palais de la Culture (Palace of Culture) in Abidjan on March 5, 2012.

The target audiences for the campaign were designated as men ages 18-35, and housewives (married or women living with partners who don't work outside the home) of the same age range. Two messages were generated for each target audience, one for action—that is to encourage help-seeking behavior for violence survivors and their families/friends, and the second to promote social norms that promote gender equity as well as attitudes that do not accept violence against women.

The purpose of a social marketing campaign is to affect some change in the target audience's attitudes and behaviors. As outlined in the implementation plan, a comprehensive multi-layered evaluation is necessary to measure the efficacy of the program. The three distinct levels of evaluation include process, outcome and impact.

Process evaluation determines whether the intended target audience was reached. If so, outcome evaluation looks at whether they engaged in the desired behavior after being exposed to the message. Finally, impact evaluation judges whether performing the behavior induced the desired change. This evaluation, conducted in November and December of 2012 is intended as a 6-month process evaluation as outlined in the implementation plan to monitor media output and the campaign activities, as well as exposure to campaign. It is also intended as an outcome evaluation to some extent, to determine to what level behavior and attitudes may have been influenced by the campaign. Impact, as in most social marketing campaigns, is difficult to measure especially at this early stage, and nearly impossible as far as social norms, which may take years to influence. The only way to determine a direct cause and result relationship between the campaign and behavior change would be to conduct an intervention study in one or more communities, using matched communities as controls. In order to establish a relative baseline for creating the campaign and for the evaluation within the budget available, we utilized the results from a community survey published in 2010 by the IRC and the London School of Hygiene & Tropical Medicine (LSHTM).¹ This survey was used in the creation of the campaign's messages, target audiences and implementation plan as well as the evaluation design.

LIST OF ACRONYMS

BLS.....Brisons le Silence

IRC.....International Rescue Committee

GBV.....Gender-based Violence

VAW.....Violence Against Women

PSA.....Public Service Announcement

Yakro....Yamoussoukro (city in CI)

CI.....Côte d'Ivoire

1. Introduction

1.1 OBJECTIVES OF EVALUATION

The Break the Silence, or “Brisons le Silence” (BLS) campaign is a social norms marketing campaign directed by the International Rescue Committee to prevent violence against women in Côte d’Ivoire.

Objectives of Evaluation

The aim of this evaluation is to determine to what extent the BLS campaign reached its objectives on a national level six months after the campaign launch on March 5, 2012. Another purpose of the evaluation is to learn which elements of the campaign had the most effect, in order to improve the existing campaign throughout its duration of one year, and to use this information to improve the implementation of similar campaigns in West Africa and/or other regions of the world.

Specifically, the evaluation will look into the following aspects of the campaign:

- ▲ Project’s structure
- ▲ Implementation process: all production steps
- ▲ Quality and content of media mix and distribution
- ▲ Partnerships
- ▲ Impact of the project on target audience(s) inclination to help-seeking behavior and attitudes towards a less tolerant view of violence against women
- ▲ Efficiency and effectiveness
- ▲ Sustainability
- ▲ Monitoring and evaluation
- ▲ Lessons learned, best practices and recommendations
- ▲ Primary users of this evaluation will be the IRC GBV team and other program staff who may use it to improve the implementation of future social marketing campaigns.

The results, lessons learned, and best practices will also be shared with: media partners, government leaders in public health and other stakeholders in the region; IRC-Côte d’Ivoire regional agents and GBV coordinators worldwide; students and researchers in the field of communication and development, public health, social marketing, etc.

1.2 METHODOLOGY

The evaluation was carried out with the supervision of external consultant Virginia Williams, by IRC GBV staff, and trained volunteers for the survey. The survey portion of the evaluation was greatly aided by a survey mini-guide created by the GBV staff for the volunteers. The overall evaluation relies on the analysis of the following quantitative and qualitative information:

Quantitative:

- 1) Comprehensive survey in the form of in-person interviews to determine exposure to campaign, recollection of messages, and changes in attitudes and/or behavior as a result.
- 2) Volume, frequency and location of message dissemination (number of TV ads, when aired, number of billboards, location, etc.)

3) Number of visits to the social center vs. prior to campaign as well as number of visitors who mention campaign as impetus for their coming to seek help.

4) Number of calls by target audience to hotline.

Qualitative:

1) Interviews with key informants, including secondary audience members, campaign partners and sponsors, radio hosts.

2) Monthly summary of nature and content of calls made to hotline; demographics of callers

3) Interview with hotline operator

1.2.1 Evaluation criteria

1.2.1.1 Efficiency

What are the outputs in relation to the inputs? Could the project have been implemented in a better, quicker or more cost-effective way? These are standard questions when measuring efficiency. However, in a development project like this, efficiency has to be balanced against other values, such as stakeholder participation or women-friendly methodologies. This will be taken into account in the analysis.

1.2.1.2 Effectiveness

Effectiveness deals with the extent to which the objectives have been reached. Is there an increase in the awareness and understanding of the importance of reporting violence? Has the social norm “meter” moved in a salient way in the direction of non-acceptance of violence in the home? This is an objective that may take years to have an effect, but it may present itself initially as awareness and acceptance of the norms messages themselves, those being: “We are a team against violence” and “In our home, violence doesn’t have a place.” Has the project been a support to the IRC’s other GBV programs nationwide? Has the project encouraged and empowered partner TV and radio stations to produce and broadcast more quality programs on the rights of women? Are women involved in the process?

1.2.1.3 Outcome

What are the positive and negative effects of the project? The qualitative and quantitative data was cross-referenced and analyzed to determine what actions, judgments and perceptions might be attributed to exposure to the campaign. Outcomes should be ideally measured again one year after campaign launch, provided there in another message “push” via radio to supplement the posters and other print material already posted. The billboards and TV would have to be re-funded to be included in this push.

1.2.1.4 Sustainability

To what extent are the IRC GBV staff, partner organizations, social centers, secondary audiences and volunteers/advocates able to continue and further develop the work that has begun with the campaign?

2. Background

2.1 VIOLENCE AGAINST WOMEN IN CÔTE D'IVOIRE

The LSHTM study completed in 2010 and commissioned by the IRC,ⁱⁱ found that most prevalent type of GBV in Côte d'Ivoire is intimate partner violence, within the home. Further, the study found that a major factor promoting this type of violence are the social norms surrounding domestic violence. This research also revealed that both men and women view violence in the home as “part of life,” and something that is perceived by women as “something to be tolerated.” Further, the study found a dysfunctional norm amongst Ivorian men that violence within a partnership or marriage is sometimes necessary to “keep their women in line.” Finally, the study revealed existing social norms that favor inaction and silence over reporting and communicating when violence does occur.

This study, in addition to focus groups done as part of BLS research in 2010 in regions where IRC GBV agents work, provided baseline formative research for the campaign. These two types of formative research helped to identify target audiences, relevant values and attitudes of those audiences, benefits and barriers to behavior change, and potential messages and distribution.

2.2 MEDIA / TELECOMMUNICATIONS LANDSCAPE

Radio is Côte d'Ivoire's most popular medium. There are no private terrestrial TV stations, although satellite pay-TV services are available. There were 968,000 Internet users by December 2011 (via Internetworldstats.com), but it is likely that number has increased due to the rapid propagation of smart phones in the country.

There are over 12 million adults in Côte d'Ivoire, and almost 15 million mobile phone subscriptions. Given the target audiences comprise 18-35 aged men and women, it was decided that mobile technology would play an important role in the campaign.

The literacy rate for Côte d'Ivoire is 56.2%, and that is comprised of a 46.6% female and 65.2% male composite. (2010 est., *CIA World Factbook*) Billboards and Posters are in use by corporate advertisers and NGOs throughout the country.

2.3 SOCIAL NORMS

Social norms' marketing refers to traditional marketing techniques that are used to alter individuals' perceptions about which attitudes and behaviors are typical or desirable in their community. These perceptions—that certain attitudes and behaviors are considered typical or desirable—are called social norms. Social norms are one of the strongest determinants of human behavior.

Social norms marketing can be used to discourage certain attitudes and behaviors by spreading the idea that the community does not consider them to be typical or desirable, as well as by promoting an alternate behavior or attitude as favored by the community. It would use an existing, possibly little known norm to encourage adoption by the target audience. A campaign targeting students in the US state of Kentucky, for example, featured a photo composite of an open mouth with cigarette butts inside that said: “Your breath on cigarettes” along with the statistic: “70% of Kentucky students don't smoke.” This let the target audience of students know that the majority of their peers did not smoke and (presumably) did not like being around smokers. In the case of the BLS Campaign, the norm that is being enforced through its two norms messages is that the majority of Ivorians (men and women) do not tolerate violence within the home.

3. The campaign

The “Brisons le Silence,” (BLS) or “Break the Silence” campaign is a social norms-based social marketing campaign led by the IRC to prevent violence against women in Côte d’Ivoire.

3.1 OBJECTIVES

The goals of the BLS campaign are to:

- ▲ increase the incidence of help-seeking behavior among women and men
- ▲ positively influence community attitudes /norms towards domestic violence (reduce tolerance)
- ▲ foster more gender-equitable social norms among men and women, which over the long-term we expect will result in prevention.

3.2 CAMPAIGN STRATEGY AND IMPLEMENTATION

The following summarizes the campaign strategy and implementation. For a more detailed description as well as justification for creative decisions, please refer to the final BLS Implementation Plan. (IRCSMPlanENGg.19.11.pdf)

Target Audiences

The BLS campaign’s target audiences are defined as men ages 18-35, and housewives (defined as women who do not work outside of the home) of the same age range. The target group of women is further defined as women who are married or cohabitating with a partner.

Messages

Each target audience was assigned two messages: one to promote action, or behavior change, and one to influence social norms. The action messages are designed to encourage help-seeking behavior (both men and women) in the form of contacting the local social center to report and manage incidents of violence. The norms messages are positioned to promote communication and sharing within a relationship as behaviors that are advocated by respected members of the community, as well as preferable to the more usual behaviors of inaction and acceptance of violence.

The following photos depict the messages for each target audience.

MEN’S MESSAGES

Action Message: *Protéger les femmes, c’est aussi notre affaire!* “Protect women, it’s your business too.”



Social Norms Message: *Nous sommes une équipe contre la violence.* "We are a team against violence!"



WOMEN'S MESSAGES

Action Message: *Brave femme, lève-toi contre les violences!* "Stand-up against violence!"



Social Norms Message: *Chez nous, la violence n'a pas sa place.* "In our house, violence has no place."



3.2.1 Marketing Mix

The BLS campaign utilized high-concept advertising and promotion in order to be virtually indistinguishable from product advertising. The traditional social marketing concept of the marketing mix was used to carry out the implementation plan—that is product, price, place and promotion.

Product

In social marketing, *product* is the desired behavior for the targeted audience. This may involve use of a tangible product, such as a malaria net or a condom, but in the case of BLS, the product is help-seeking behavior, that is assisting a woman who is experiencing violence or seeking help for oneself via the local social center. As far as the social norms component of the campaign, the product could be described as a norm that shows decreased community tolerance to violence in the home, as well as a norm that promotes support for and acceptance of the survivor.

Price

Price represents a balance of product benefits and costs to a consumer. When contemplating the purchase of a tangible product such as an exercise bike, for example, a consumer balances the potential benefits of regular exercise in the privacy of his/her home with the price tag or perhaps the use of space within the home. When the product is behavior change, the concept still holds: what are the benefits and costs of changing behavior? From the focus group research conducted with the BLS target audience, it was determined that the largest cost factor for men in reporting violence was that violence in another's home was perceived as "not my business." For the women, the most important benefit in reporting violence was not herself but the benefit to her family. While there are no monetary benefits (direct) to our target audiences for adopting the help seeking behavior, the following are non-monetary benefits that were determined for each target group:

Men

- ▲ improving relations and status within the community
- ▲ being associated with the well-respected reputation of the IRC

Women

- ▲ regaining of self-esteem and respect as well as bettering one's life and health
- ▲ choosing to give her children a better life
- ▲ options for psycho/social counseling and temporary shelter if needed as well as coverage of the cost of a medical certificate by the IRC in the incidence of rape (us \$60 and prohibitively expensive for the average woman to pay)

Place

Place is where the target audience either performs the behavior or accesses programs or services; place must be readily available to enable the desired action. For this reason, the social centers were involved at all stages of the BLS campaign. Posters with the action messages and hotline number were strategically placed in areas in and around social centers, and where the target audiences were known to congregate. Similarly calendars were distributed by social centers to women as a visual reminder and to keep the hotline number handy. Billboards and bumper stickers were posted throughout the country with the social norms messages. Television spots were run daily over a period of five months and placed alongside popular target audience programming. Radio spots were run daily in five languages, sketches ran weekly along with related message slugs at end, and the *Brisons le Silence* song was run weekly as well.

T-shirts and bracelets were distributed at launch to hundreds of women and men in attendance, and additional bracelets and t-shirts were distributed by social centers the nine IRC sites throughout the country.

Promotion

Promotion is not simply the placement of advertisements — communication messages and activities are included as well, and those in charge of promotions must consider multiple ways to reach the target audiences to promote the benefits of the behavior change, including its product, price, and place components. It's important to remember that just as in commercial advertising, social marketing promotions do more than merely sell the features of a product; they depict a lifestyle that consumers aspire to achieve.

The following sections provide descriptions and examples of the BLS campaign's messaging strategies, advertising and marketing strategies, and campaign tactics for reaching women and men within the target parameters.

Campaign Launch Event and Satellite Events

A launch event for the campaign was held at the Palais de la Culture in Abidjan on March 5, 2012. Over 1,200 people attended, facilitated by each of the 14 social centers in the metropolitan area. The event's activities included: presentation of the IRC's mission by the Country Director, Louis Falcy; presentation of the campaign by GBV Manager Veronique Ossouhou; speeches expressing support from the ministers of health and women's affairs; a performance of one of the campaign's radio sketches; a testimonial from a courageous survivor; and finally a performance of the campaign song created by hip hop/reggae artists Nash and Kajeem to an enthusiastic crowd. The event was covered by the national television station RTI and by several of the local papers.

Within the same month, smaller satellite launch events were held in the regions of Man and Yamoussoukro (Yakro) by IRC agents in the field. The launch event activities included distribution of the campaign secondary audience guides, posters, calendars, t-shirts, and bracelets, and a live radio promotion of the campaign.

Messengers

Influential members of the target audience were featured as messengers for the campaign, which meant appearing in TV ads as well as on billboards and posters. These individuals were "chosen" in effect by the target groups in that they were mentioned in focus groups as highly regarded leaders or models in the community. These messengers included the popular Ivorian actresses Marie-Louise and Akissi Delta, Ivorian football star Kolo Touré and his wife, three of the country's most respected religious leaders (from Islamic, Catholic and Protestant faiths) and the three musical artists, Kajeem, Nash, and DJ Mix. The campaign was also able to get the cooperation of these three musicians to write and perform a song for the campaign, which was distributed via radio and as a music video on Youtube. The musicians received an honorarium for writing and performing the song.

Mobile Technology

Initially, the implementation plan called for using mobile technology as a part of the campaign, via radio promotions that featured call-in discussions or SMS/Texting call and response events. This has not been implemented fully as of yet. There was some call-in activity reported in Yamoussoukro by listeners during the campaign sketch broadcasts, but the nature of the calls and/or texts has not been determined. Please see section 6.2 Implementation/Texting Poll in the Recommendations section of this evaluation for suggestions on how SMS might be used to further promote the messages of the campaign-

Sponsorship

Sponsorship was secured from Moov, a national mobile telecom company, who in exchange for adding their corporate logo to the PSAs, provided funding for two months of TV ad space. RTI, one of the government owned stations, acted as a partner by airing the PSAs but didn't contribute in-kind services or funding. Côte d'Ivoire Telecom provided the hotline number, and the IRC pays a monthly fee to assure that it is a free call for callers. The hotline will be available at least a year from the launch date of March 5, 2012.

Media Relations

A pre-launch media event was held in Abidjan to introduce the campaign to journalists from the major national newspapers, radio and TV. This was also used as an opportunity to give the journalists a copy of the campaign guide specifically created for the media (see Secondary Audience Guides, below) which covers the specifics of the campaign, and also offers important information about creating features or news stories on the topic of domestic violence.

3.3 ACTIVITIES/OUTPUT

The distribution for the campaign included a wide range of electronic and print media. A bidding process was conducted to identify a production company and graphics company to produce the media for the campaign. A highly skilled production company (Scenarii Productions) was hired to produce both the print and video media. This included: logo design, print material design, and television spot production. Creative direction was provided by the IRC GBV staff and consultant Virginia Williams. PSA spots were conceived and written by consultants Virginia Williams and Issouf Fofana, Sketches were written by Virginia Williams and edited by IRC staff and actors hired for the recording. The secondary audience guides were written by Virginia Williams and edited and translated by the IRC GBV staff.

The 3 Regions of Abidjan, Man and Yamoussoukro (Yakro) include the sub-districts of: Bangolo, Biankouma, Daloa, Danané, Duékoué and Bouaflé.

MEDIA OUTPUT AND DISTRIBUTION			
Number	Media	Frequency/Duration (2012)	Messages
4	:30 Television PSAs	7 x 4 spots/month = 28 airings/month during July – Oct	All
4	:30 Radio PSAs and :10 message-only slugs	8 x 4 spots/month x 13 radio stations = 416 airings/month: June – Oct (still continuing in November and December)	All
4	10-minute dramatic radio sketches	4 x 4 sketches/month x 13 radio stations = 208 airings/month: June – Oct (still continuing in November and December)	All
1	« Break the Silence » Song (Radio)	5x/month x 13 radio stations = 65 airings/month: June – Oct (still continuing in November and December)	All
1	“Break the Silence “Music Video (Youtube)	606 Views	All
59	Billboards	3 Regions over 6 months	Social Norms messages
9000	T-Shirts	3 Regions	All
3000	Bracelets	3 Regions	Action Messages

8000	Pocket calendars	Distributed to 3 Regions and associated districts- Abidjan (4000); Man (2000), and Yakro (2000)	1 Action Message - Women
1600	Auto Stickers, Exterior	Distributed to 3 Regions and associated districts- Abidjan (600); Man (500), and Yakro (500)	2 Social Norms Messages
2000	Auto Stickers - Interior	Distributed to 3 Regions and associated districts- Abidjan (1000); Man (500), and Yakro (500)	2 Action Messages
100	Secondary Audience Guides	25 per sector of each guide specifically written for sector (civil servants, health workers, media, and educators) and distributed to the three main regions	Information about campaign and GBV specific to sector

Television

There are two state-owned television stations, one of which (RTI 1) aired the four PSAs in rotation for four months, in varying time slots. The music video was not aired because the station wanted more money than the budget allowed. A proposal was prepared by Issouf Fofana for the Africa-based music video station TRACE, but it is undetermined what the outcome of that was. The four television spots can be viewed on the campaign's Youtube page.

Radio

The four radio PSAs were aired in French and 5 additional languages where relevant, (Bété, Dioula, Yacouba, Guéré, Baoulé) along with a rotation of sketches (4 total) that were written with applied campaign messages within the stories. There were also non-fiction news magazine style programs that were produced by the IRC staff and run in rotation with the sketches. Along with these broadcasts, discussions and panels were held at some radio stations in relation to the campaign with call-in participation.

Billboards and Posters

Billboards were placed throughout the country with the two social norms messages only, and posters with the two action messages were placed in social centers, police stations, hospitals, pharmacies, and other areas where the target audiences congregate.

Other Promotional Material (T-Shirts, Bracelets, Auto Stickers)

Other promotional material for the campaign included t-shirts in men's and women's fit, featuring messages for each target audience. Bracelets with action messages were created for men in blue with the action message of "Protéger les femmes..." and women's in green, with the action message "Brave femme..."

Auto Stickers were distributed for the interior and exterior of vehicles: action messages were used for the interior as they contained more text with the hotline number, and they required close proximity to read. The social norms messages were used for the exterior bumper stickers. These auto stickers were distributed to bus drivers, taxi drivers, and individuals throughout the country. In some cases, a CD of the campaign song was given as a "gift" to taxi and bus drivers who affixed the bumper sticker on their vehicles, and wherever possible, IRC agents made sure they witnessed the driver's affixing the stickers on their vehicles.

Hotline (Ligne Verte)

Over half the population of Côte d'Ivoire owns a mobile phone, and the campaign capitalized on this by attaching a hotline to the action campaign. This -hotline was set up by the IRC as a free call to find out more information about the nearest social center. It proved to be a valuable tool in determining campaign reach, and to some degree, the target audience's propensity to target behavior, that is engaging in help-seeking behavior by contacting a social center in the case of violence. It served a valuable function as an outreach tool for women seeking services, thereby providing a service in itself.

Secondary Audience Guides

In an effort to build community involvement in the campaign and to strengthen its effect, secondary audience groups were selected to serve as conduits for support within the community. These secondary groups include the press/media, health workers (including social centers and hospitals) civil servants/religious leaders, and educators. These groups were provided tailored guides highlighting the campaign and the topic of violence against women. The guides include myths, facts and statistics on violence, information about the social centers and how to report violence, as well as ideas for ways that the secondary group can support the campaign's objectives through advocacy and education.

Social Media/Internet/SMS

The campaign messages were promoted via Abidjan.net, the go-to source of online news for educated and primarily urban Ivorians. The campaign was also promoted on Facebook, Youtube and Twitter, which are increasingly being used by Ivorians via smart phones, but these outlets were not the focus of the campaign, given most of our target audience members are not using social media regularly. These pages are being updated with some regularity by the IRC GBV staff and Virginia Williams. More information on these accounts and the production schedule can be found on the shared:

[Google Docs page.](#)

[Facebook Page \(Brisons le Silence IRC\)](#)

[Youtube Page \(BrislesSilence\)](#)

[Twitter \(BrislesSilence\)](#)

Press/Media

There were multiple articles (12+) written in the print media about the campaign itself. Most of the articles concentrated on the launch of the campaign and celebrity involvement.

4. Results and Analysis

4.1 NATIONWIDE SURVEY

The campaign evaluation included a nationwide survey of 1,500 people within the three regions of Abidjan, Man and Yamoussoukro. The region of Abidjan included Cocody, Yopougon, Treichville and Port-Bouet; the region of Yamoussoukro included Bouaflé and Daloa; and the region of Man included Danané and Biankouma.

The survey was conducted using 65 trained volunteers who worked for two days in their prospective regions. The questionnaire utilized 12 questions measuring: exposure to campaign, comprehension of its messages, attitudes and beliefs about domestic violence, perceptions of social norms related to domestic violence, and actions related to reporting/assisting survivors of violence. 40% of those interviewed were men within the target group and 60% were women from the target group.

Each respondent was shown 5 postcards, each with photos from the main messages but with no text. Card 1 was the logo for the campaign, Card 2, the “Nous sommes...” social norms message for men, Card 3, the “Chez nous...” the social norms message for women, Card 4, the “Brave femme...” the action message for women, and Card 5, the “Protéger les femmes...” action message for men. The majority of respondents (average 78.5% - men and women) recognized the images for each campaign message (excluding logo, which was 52%).

The majority of the target audiences reported they had seen the messages five times or more, with billboards and television being the most cited form of media, aside from those who had seen multiple forms of the messages. The message that was most frequently recognized was the “Chez nous...” social norms message for women, featuring soccer star Kolo Toré and his wife, followed by the “Brave femme” action message for women. It is interesting to note that the “Chez nous” billboard and spot were introduced a month into the campaign, due to scheduling difficulties with the participants, but despite this, it resulted in the most retention by the target audience. This is possibly due to the popularity of the soccer star, and the somewhat progressive nature of the message content, that is, a man and woman together denouncing violence. Similarly, the television spot for the message included a scenario of a man cooking dinner for his wife.

Respondents were asked if they could recall the message attached to each picture. (See table below) The number of times the messages were viewed had some correlation to the respondent’s ability to recall the message but not in a dramatic way. This could be for a variety of reasons; one being there were four messages used in the campaign, and there may have been some confusion of messages and/or message “fatigue.” Although the audience was not segmented based on literacy, one thing that we can extrapolate from this phenomenon is the importance of images over text in portraying the messages and using positive images that promote positive social norms.

Number of times respondents were reportedly exposed to the messages relative to the number of respondents who gave approximate, exact or false descriptions of the related messages

	1 to 2 times	3 to 5 times	More than 5 times	Total
Approximate Answer	126	219	310	655
Exact answer	190	298	773	1261
False Answer	345	398	793	1536
TOTAL	661	915	1876	3452

A question related to social norms that is the audiences' perception of the acceptability of violence by the community revealed that an overwhelming majority of our target audiences thought violence was perceived as unacceptable by the community.

What do you think the majority of people in your community think about violence between a man and a woman within a couple (married or cohabitants)?

ANSWERS	NUMBER OF RESPONDENTS
Acceptable	47
Other	24
Have no idea	112
Not acceptable	1333
TOTAL	1516

In reference to personal beliefs as far as action required when someone is experiencing violence, 90.4% of respondents said that yes, they would take action, as represented by the responses below.

Imagine if you or someone you know was abused by their husband or partner, and you were made aware of this. Would you do something?

ANSWERS	NUMBER OF RESPONDENTS
Have no idea	63 (4.2%)
No	82 (5.4%)
Yes	1371 (90.4%)
TOTAL	1516

Of those responding that they personally would take action in the case of violence, the majority said they would take multiple actions. Individually, contacting a social center was the 3rd most cited action, with the majority of those respondents being women.

What would you do? (In response to being aware of violence between a man and woman you knew.)

ANSWERS	Women	Men	Total
Call or go to the police station	37	21	58
Call or go to the social center	59	38	97
Other	38	34	72
Give advices to the woman	44	10	54
Give advices to the man	78	94	172
Involve the family in order to find a solution	64	40	104
Involve a friend in order to find a solution	22	6	28
Take multiple actions	478	314	792
Total	820	557	1377

When respondents were asked however, what they « should » do in the case of violence (to indicate injunctive norms) it is interesting to note that « contacting a social center » was the most frequently cited action outside of « multiple actions. » It should also be noted that a large number of male respondents said they would act (or should act) by giving advice to the male perpetrator, so the messages may need to be changed to make it clear that men should refer the woman to a professional (i.e. the social center) rather than to get personally involved. This data is illustrative of how many levels there are in changing this behavior-- men still want to 'lead' and take action themselves rather than help women to take their own actions. This also may need to be considered in future messaging and activities.

If somebody in your community was aware of a case of violence, what should he/she do?

ANSWERS	Women	Men	Total
Call or go to the police station	72	34	106
Call or go to the social center	112	77	189
Others options	61	55	116

Give advices to the woman	28	7	35
Give advices to the man	59	64	123
Involve the family in order to find a solution	68	46	114
Involve a friend in order to	19	8	27
Try many actions	486	313	799
Nothing	6	1	7
TOTAL	911	605	1516

While the results of the survey cannot be directly compared to findings in the London School Studyⁱⁱⁱ as far as a genuine baseline, some observations can be made regarding the study's key findings on disclosure and response to partner violence as well as gender norms related to partner violence.

With regard to disclosure and response the study found:

- ▲ both women and men predominantly turned to their informal networks of family and friends when they sought support related to partner violence.

Regarding the acceptability of violence, the study found:

- ▲ overall, women reported more non-equitable gender beliefs than men and were more likely to state that they agreed with reasons for the acceptability of violence, as 77% of women and 47% of men agreed with at least one of five justifications for 'hitting your wife'.

Regarding these findings, we must consider the SAB, or Social Acceptability Bias. That is, how much are people saying what they think they're supposed to say, and how much is what they really think privately? Women will often 'agree' with reasons for the acceptability of violence because these are the rationalizations and justifications they have always been hearing - not necessarily because they think it's right. It is also notable that some men disagree publicly but still commit violent acts against their partners privately. These factors should be considered when interpreting the numbers in both surveys.

4.2 INTERVIEWS WITH SECONDARY AUDIENCES, MESSENGERS, AND PARTNER/SPONSORS

Interviews with secondary audiences indicate a real interest in the campaign and their interest in taking part in a meaningful way. The interviews conducted with the key secondary audiences, messengers and partners/sponsors of the campaign were used to determine their experience with the campaign and to give insight on how it might be improved. In the case of the secondary audiences, the interviews also included questions to determine the audience member's opinion of the guide's utility and what their ideas were to improve the guide.

Secondary Audiences

Civil Servants/Functionaries

This group would include police, lawyers, and judicial representatives. It is unclear who ultimately received the 25 guides. Only one police commissioner in Man was interviewed for the purpose of this evaluation, and the judicial representative there did not read the guide. More investigation needs to be done to find out who received and read the guide.

The police commissioner who was interviewed said, "I found the guide helpful, as it provides good information on violence against women, such as using the term survivor, instead of victim, which hold women with more respect who experience violence." He also mentioned that he would like the guide to be made available in electronic form for all police commissioners, so they can distribute to those officers who work most directly with women. He also mentioned that he would like the posters put up in the police stations, which had been done already, but maybe he was not aware of this. He also said he would welcome a day-long seminar on GBV prevention, because he felt it was important that all police officers get the same information.

Health - Social Centers

Nine social centers were interviewed for this evaluation. Overall, there was a very high level of engagement by the social centers in the campaign. In general they read and utilized the guides, and placed the campaign posters prominently within the social center. They also used the supplemental data form to determine visitor's exposure to the campaign.

Although most of the social centers found the guide very helpful, with both information and access to numbers of other agencies etc., a few of the respondents said that the reading level of the guide might be lowered and simplified, as there are varying levels of literacy across the country. Germain Koné in Man suggested making the guide into an audio guide in multiple languages so it could be used by community liaisons at the local level.

The majority of social center reps mentioned that information in the guide helped them with their case management, as far as what to share with meetings with police or hospital officials, and the laws related to violence against women in Côte d'Ivoire. This indicates that the guides have been helpful in reinforcing existing capacity-building with the social center staff, and that the increase in demand generated is being answered by an improvement of services. Odysee Lago in Yakro remarked that the word survivor doesn't make sense to her because everyone uses "victim" despite the reasoning outlined in the guide. It might be worth explaining more specifically in the guide or otherwise that the more practitioners use the word "survivor" the more this more positive norm will be likely be adopted by the general public. One social center in Yakro suggested that the complete laws regarding GBV be added to the guide for reference. The Port-Bouet Social Center in Abidjan mentioned that the supplemental intake data form could be improved, but then provided no comment on how to do that.

Health – Hospitals

One Health Center or Hospital staff member from each of the three regions was interviewed. M. Assande from the main hospital in Man said, "The guide was definitely helpful. On page 4, it gives specific instructions on how to handle a GBV case for the health worker. I think the guide could be improved with the title, because at first I thought « Le Guide des Professionnels de Santé » meant that it was strictly a medical guide. As far as improvements, I think that VFFF (French version of Violence Against Women, or VAW) should be listed with the official intake report in the hospital like polio or meningitis, so that we can know the level of VBG from this reporting." M. Assande seems to be referring to the way hospitals designate VBG cases, which is not the same as the social centers. He or she also recommended adding more on the rights of married women in Côte d'Ivoire given the importance of legal marriage. Finally, he said, "We would welcome a seminar on this guide – everyone on the staff should have the same level of information." Doctor Logbo in a health center in Yakro said that the guide was very helpful in his activities to combat violence against women. He thinks there should be more guides available so that collaborators can receive them too. Dr. Agar in Abidjan said that the guide was helpful, and that he would be open to a one-day seminar with the IRC to go over the guide.

Overall within the health sector, as in the other 3 sectors, we are seeing an increase in requests for training and support in how to respond effectively to violence against women as a direct outcome of this campaign.

Education

Two educators from Yamoussoukro were interviewed. There is no university in Man, and it is unclear why there was no one interviewed from one of Abidjan's universities. Kouame Brou from the Institute au Service à l'Entenne de la Pedagogie et de la Formation in Yamoussoukro, said that the guide was very helpful and that he considered it a comprehensive reference manual. He added that it has helped him to create activities for teaching modules on the subject, but he thought the guide could be improved by providing discussion guides and/or questions to facilitate discussions. He is open to programming a group discussion and or seminar with the students, ideally with someone from the IRC to help lead the discussion. Brou also mentioned that he thought Marie Louise and Akissi Delta were not "typical housewives" so they were not, in his opinion, ideal messengers for the campaign.

Kouame Kouakou, a professor in Yakro said, "The guide has been very helpful to me as a teacher. It goes into detail on how to advocate for human rights and non-violence in the home, and how it can affect students in the classroom as well. I think the guide should be written in more accessible language, so that it can be made accessible to a greater number of people. I would be open to organizing a seminar with the teaching staff."

Media - Radio

Interviews with radio hosts proved very insightful, as radio is one of the most influential forms of media in the country and the most exploited dissemination tool used by the campaign. A radio host from Man, M. Isaac, said that he found the community to be very informed and sensitized on the subject of GBV. He thought the messengers were well chosen. Another radio host from Man, M. Bamba, said that the sketches were the most popular with the audience, and that he observed that more and more people were talking about protecting women and the utility of the social centers. He found the BLS guide very helpful as it "reinforces our skills and knowledge as journalists." In Yamoussoukro, Kan Fernand Kouakou said that his audience was very enthusiastic and active during the campaign. The most popular activities, he said, were the group discussion and educational activities that he organized around a live broadcast. He suggested the radio hosts be provided with scripts of the sketches on paper before broadcasting, to better prepare them for incoming questions or comments by the audience. Another radio host, Achi Chesard Haudy, in the Lacs region, reported a very favorable response by his audience, and remarked that the most popular event he hosted was the local launch of BLS at the Château de la Habitat. He also found the guide useful. At Radio ATM in Port-Bouet, Abidjan, they noted a lot of calls during BLS sketches or spots. There was some controversy on what constituted psychological violence, so it might be a good topic to discuss in an upcoming program.

Media - Print

All members of the print media (based in Abidjan) attended a press briefing in which they received a guide and were given the opportunity to ask questions about the campaign. Three members of the print media were interviewed, Serge Bléhiri from *Gbich*, Dongo Amon, from *Nouveau Réveil*, and Yves Boa from *Le Patriote*. They all found the guide to be very useful with information and concepts surrounding GBV. Boa added, that after reading the guide, "We were able to translate these concepts for our readers." Although the guide was designed to help journalists in future reporting on GBV, it has not yet been determined what articles specifically were written with the help of the guide. This would take further research and time on the part of the GBV team, but it would be worth investigating, as the media has a powerful influence on social norms.

Messengers

The three religious leaders who participated in the campaign in the "Nous sommes" message materials were interviewed about their experience with the campaign. They were: Abbe Abekan (Catholic), Iman Cisse Djiguiba (Muslim), and Rev. Raoul Waffo (Protestant).

All the leaders reported a positive experience with the campaign and mentioned that their congregants responded positively to their participation. Imam Djiguiba told us that he had frequently included the subject of GBV in sermons, and that he would be open to more involvement with the IRC in this respect, perhaps through workshops.

In the future, it might be beneficial to further engage religious leaders by offering them the secondary audience guide and perhaps helping them to create sermons around the subject of gender equity and prevention of GBV.

Abbe Abekan mentioned that he frequently worked with Imam Djiguiba on the subject of the prevention of female genital cutting, another form of violence against women and girls, and that he would be delighted to do more for the BLS campaign.

Interviews with reggae and hip hop artists Kajeem and Nash, who appear in the “Protéger les Femmes” poster and TV spot and who collaborated on the campaign song “Brisons le Silence” with DJ Mix, another hip hop star, revealed that they had a positive experience working with the BLS campaign.

Kajeem shared that he joined the campaign because of a personal interest, with the recognition that violence against women is something that plagues the music industry in general, and he wanted to be a part of something that would counteract that. He dedicated one of his weekly reggae shows on Nostalgia radio in Abidjan to the subject, which included a guest appearance from Nash, the female collaborator on the BLS song. For her part, Nash organized a special workshop for potential women singer/songwriters and held a concert in connection with the IRC as part of the launch of the 2012 “16 Days to End Violence” annual international campaign. Both the artists shared that their involvement in the campaign was viewed in a positive light by their fans, and that they would elect to participate in a similar campaign if it were in keeping with their core values and could make a positive impact on society.

In the future, it might be beneficial to further engage musicians and other messengers by offering them the secondary audience guide and guiding them through it, as their appearance within the campaign spots and posters make them de facto sources of information and spokespeople for the campaign.

Regarding compensation for the messengers, the concept of charity is different in different cultural contexts, so “pro-bono” work is not customary in Côte d’Ivoire. Compensation was offered in the form of an honorarium to the actors and musicians for their participation. It was not necessary to pay the religious leaders for their participation. It should be noted however, that musicians Nash and Kajeem contributed significantly more time and effort to the campaign (appearing in spots, writing, recording and performing a song, creating a music video) but were not compensated with additional payment for this effort, and this might be something that should be considered in the future, given the costs involved that may have been incurred by them personally. We should also make it clear from the beginning what they will and will not be paid for. It will also make sense to nurture these relationships with the religious leaders and musicians in the future, as they are so positively associated with the campaign and could do much more to promote it.

Partners/Sponsors

Orange Côte d’Ivoire Telecom provided the Hotline number, but not free of charge.

They found the partnership with the campaign to be a good experience and one that they would consider in the future. They also reported a rise in sales from the campaign. RTI/ABEL, the national TV station, provided commercial spot time at reduced cost. They said of their participation: “This was a rare experience to partner in a humanitarian project, and it was well received by both our staff and customers.” They also reported a non-monetary benefit to working on the campaign, in terms of public perception of their brand. MOOV CI, or Adama BAMBÀ Telecom, gave \$75,000 cash in exchange for having their logo placed on TV spots and billboards. This money was used by the campaign to buy rental space on billboards. Their representative said, “This was our first experience working with an NGO on a humanitarian project. We had a good experience, and our involvement was well-perceived by customers.” They said that they benefited from the marketing, but would have liked more visibility during the launch. They said they would be open to another partnership.

4.3 HOTLINE

The hotline, or “ligne verte,” became active in June 2012, and the last three months activities are detailed below. It is still active and will be for a full year post-launch. The hotline number is included in all the materials related to the action messages for both target audiences. The purpose of the hotline is to provide information on the location of the nearest social center and basic facts surrounding GBV, rather than to provide counseling.

The hotline has proved to be a crucial link for women and men to take the next behavioral step to visit a social center, given that it provides an opportunity to ask questions anonymously. A guide was created detailing hotline protocol, and IRC GBV staff member Symphorienne Trika was in charge of answering and recording all the calls. The hotline proved to be an invaluable tool to measure actual behavior change related to the action messages of the campaign. There were several specific cases outlined in each monthly report that demonstrated that lives were being changed for the better, because people now had a neutral, confidential source for advice on how to treat situations of violence as well as how to access services. If we consider the London School survey, and that such a high percentage of women had seen violence as 'normal' prior to the campaign, the norms messages and the action messages here seem to be acting in tandem to counter this. That is, if women are less accepting of violence and agree with the norms message "In our home, violence has no place," they will be more inclined to take the action outlined in the action message, "Stand up against violence!" (and visit the social center/call the hotline). While this cannot be proved definitively by the survey results, at minimum we can conclude that one impact of the campaign is that women know where the support is and how to get to it.

A few overall observations about the hotline can be made. The number of callers increased over the first 5 months, the majority of callers were women, and in almost all cases, the perpetrator of violence was the male partner of a woman. The high number of calls related to psychological violence indicates both recognition from the target audience that violence can indeed be psychological, as well as its prevalence within the country.

In August, the majority of calls were from women from the central part of the country (65% of calls). Psychological violence represented the most common type of violence reported by the callers. 37 cases were referred to the local social centers. It should be noted that a significant number of men (35%) called to denounce violence against a woman or girl, or even to state their interest to improve communication within a couple. This suggests that men are responding to the messages directed at them, and that they are becoming aware of the positive role they can play in reducing violence against women and girls. The case study of Mr. X who called from Yamoussoukro for the cause of Ms. Z illustrates this.

AUGUST 2012 – Calls to Hotline							
Item	Results	Type of violence					
Number of people who called	170	Sexual assault	Physical violence	Psychological violence	Rape	Deny Economic Asset/Op	Forced Marriage
Men	70	3	13	19	2	0	0
Women	60						
Anonymous	40						
Area (Cities/Towns)							
Abidjan	45						
18 Montagnes	43						
Yamoussoukro	42						

Other Information							
Cases referred	37						
Counseling / Information	93						

August Case Study:

The role men can play in combating violence against girls

Mr. X- Yakro called in defense of Miss Z- Yakro. Miss Z-Yakro, who was 6-months pregnant was beaten to by her boyfriend and died of her injuries.

Mr. X-Yakro as a friend of the family, called the hotline to get information on what steps to follow to pursue the matter so that justice is done, because for him it was unacceptable that someone who has committed such violence could be released. He was referred to the court for the proper procedure to follow.

In September, the majority of calls came from women (56%). Moreover, the largest number of calls was made from the interior of the country, that is 99 of 150, representing 66% of calls, with a predominance from the west (29%).

During the month of September, a total of 60 cases of violence were reported, the majority being physical (28 out of 60 cases, representing 46% of cases). In 100% of the cases the perpetrators of violence were the cohabitants/spouses of women. All 60 cases were referred to the social centers in different localities inhabited by survivors.

A significant number of men called to denounce violence or ask for information / advice. They represent 43% of callers in September.

The case study for September demonstrates a friend or family member intervening on another's behalf in the case of attempted forced marriage.

SEPTEMBER 2012 – Calls to Hotline							
Item	Results	Type of violence					
Number of people who called	210	Sexual assault	Physical violence	Psychological violence	Rape	Deny Economic Asset/Opp	Forced Marriage
Men	65	0	28	25	1	5	1
Women	85						
Anonymous	60						

Area (Cities/Towns)							
Abidjan	51						
18 Montagnes	44						
Yamoussoukro	15						
Daloa	40						
Other Information							
Cases referred	60						
Counseling and information	90						

September Case Study:

A denunciation of forced marriage

This is the case of Miss X, a girl aged 18 and educated to the fourth level. She was promised in marriage by her parents to a stranger she had never met, without her knowledge.

Having been informed of the plans for her future, she fled the family home located in Daloa, and wound up in the Abidjan neighborhood of Abobo, where she was taken in by Miss Y, who was apparently a relative now in school in Abidjan.

She was referred to the social center of Abobo after this Miss Y called the hotline for information on Miss X's behalf. Investigations are ongoing and Miss X's case is being supported by the said social center.

In October, a total of 64 cases of violence were reported / disclosed, the majority being psychological (32 of 62 cases representing 51% of cases). All 64 cases were referred to the social centers in the different localities relevant to the survivors.

It was noted that 26% of callers were men who called to disclose violence or for more information / advice.

All perpetrators of the violence this month were spouses / partners of women, i.e. 100% of cases.

Requests for-advice / information for this month were mainly on the following topics:

- The definition of GBV
- The procedure to be followed in cases of GBV
- Strategies to improve communication within couples

The October case study reveals that the message to support and protect friends in the case of violence is being received and acted upon. It also highlights the potential role of the hotline in protecting women in what might be a serious, life-threatening situation.

OCTOBER 2012 – Calls to Hotline							
Item	Results	Type of violence					
Number of people who called	221	Excision	Physical violence	Psychological violence	Rape	Deny Economic Asset/Opp	Forced Marriage
Men	51	2	25	32	2	1	0
Women	145						
Anonymous	25						
Area (Cities /Towns)							
Abidjan	72						
18 Montagnes	56						
Yamoussoukro	36						
Daloa	32						
Other Information							
Cases referred	64						
Counseling and information	132						

October Case Study:

Resolution of death threat against Ms. X

Ms. X is a teacher in Daloa. Legally married to her husband, she lives in Daloa with him. For some time Ms. X had gone through difficult times with her husband. One day she received an SMS from her husband threatening: «Like the my two fiancés before you, you will die. » Frightened by this death threat from her husband, Ms. X confided in a friend, who encouraged her to call the BLS hotline to report the situation. After her report, she was assisted by the local social center through the judicial process. After the court hearing, the husband was detained in prison in the said locality.

4.4 SOCIAL CENTER REPORTING DATA

To prepare for the campaign, a data sheet was prepared to be included within the normal social center intake form to record which of the clients to the social center came as a result of the campaign.

According to the data, over half of those coming to the social center for a reason related to GBV came as a result of seeing a poster, ad or message from the campaign. Of the total persons who visited the social center, almost 92% had been exposed to the campaign. The most cited message from the campaign regardless of form of media was the action message for women, "Brave femme..." and the second, the women's social norms message with the soccer star Kolo Touré and his wife "Chez Nous..." This indicates that the target messages for the women were effective in encouraging them to utilize the social center in incidents related to GBV, as well as making them aware that services were available to them. The effect of the messages on men who came to the social center for the following reasons are harder to determine: only five of the 232 persons who came to the social centers in this period were men, and the action message for men: "Protéger les femmes..." encouraged men to support and/or assist a woman in the case of GBV, which may or may not mean that the man would come to the social center himself. Finally, the intake form was not specifically geared to measure whether a male family member had suggested the social center, or accompanied the survivor there, just simply if a family member had advised the survivor.

1. Number of visitors per IRC Region and reasons for their visit to the social center

REASONS FOR VISIT					
IRC REGION	INFORMATION	GBV	OTHER	NO GBV	Total
ABIDJAN	6	32	83	19	140
MAN		36			36
YAKRO	4	51	1		56
Total	10	119	84	19	232

2. How did the visitor learn about the social center ?

Means of Information				
Method	ABIDJAN	MAN	YAKRO	Total
Listened to the campaign song	1	1	1	3
Heard through a radio sketch or spot		5	1	6
Saw a bumper sticker	6	1	1	8
Saw a poster	16	4	17	37
Saw a spot on TV	7	6	2	15
Other	3	2	2	7
Was informed y a friend/ a member of his family	78	2	15	95
Via other awareness programs in his community	26	5	13	44
Total	137	26	52	215

From which BLS Campaign messages did the visitors learn about the social center or get the idea to come?

Message	ABIDJAN	MAN	YAMO USSOUKRO	Total
Other	26	9	9	44
Kolo And His Wife	23	1	12	36
The Campaign Song	8	6	2	16
Delta& Marie Louise	50	2	3	55
Religious Leaders	14	5	6	25
Nash & Kajeem	19	2	1	22
Total	140	25	33	198

In comparing the number of visitors to the social center in the 3 months before the campaign to after the campaign, it seems to be no significant change in both number of visitors or in the number of women reporting violence. This is odd given the fact that so many visitors reported the campaign messages were the impetus for their coming to the social center. In the future, it's advisable that the data form and the information from the social centers be monitored closely to assure that proper procedures are followed and in a timely manner. It's also advisable that the existing data be triple-checked to assure their accuracy, given the importance of this information in determining the efficacy of the BLS campaign's action messages.

Visits to the Social Centers Before the Campaign (3 Months - Dec 2011, Jan – Feb 2012)

	TYPE OF VIOLENCE							
DISTRICT	Denial of economic Assets/Opp	Rape	Psychological violence	Physical assault	Sexual assault	Forced marriage	No GBV	Total
ABIDJAN	64	22	16	22	9	2	25	160
MAN	56	56	27	68	14	5	2	228
YAKRO	69	39	24	48	4	2		186
Total	189	117	67	138	27	9	27	574

Visits to the Social Centers After the Campaign (3 Months Sept 2012– Oct 2012 – Nov 2012)

	TYPE OF VIOLENCE							
DISTRICT	Denial of Economic Assets/Opp	Rape	Psychological Violence	Physical Assault	Sexual Assault	Forced Marriage	No GBV	Total
ABIDJAN	65	9	23	45	2	3	15	162
MAN	80	28	31	72	3	7	15	236
YAKRO	72	25	28	44	4	2		175
Total	217	62	82	161	9	12	30	573

5 Project Impact

5.1 IMPACT ON TARGET AUDIENCES

The project's overall impact, as mentioned in the executive summary, is difficult to determine on a purely scientific level, as a baseline study was not conducted specifically for this campaign. Nevertheless, we can point to many salient elements of the campaign that demonstrate a greater tendency of the target audiences to engage in help-seeking behavior, as well as to a less accepting attitude towards violence, particularly domestic violence.

The survey results indicated a high-exposure level to the campaign by the target audience, with an average of 78.5% of the survey respondents, the majority of whom had seen the message(s) more than five times. The survey also indicated that the perceived social norm surrounding what action to take in the case of violence was to contact the social center. This data is extremely powerful in that it demonstrates direct link between our social norms campaign and an increase in service demand as well as awareness of the availability of services by both of our target audiences.

The hotline activity of an average of 200 callers per month in the 3-month period sample period indicates that the action messages--through posters, TV spots, auto stickers, and calendars--are reaching the target audience and that the audiences are acting on the messages. Calling the hotline is definitely an action that can be attributed solely to the campaign, as the hotline was created specifically for the BLS Campaign.

5.2 LESSONS LEARNED

The 2010 London School study, as well as the 2010 Review: *Social norms marketing aimed at gender based violence: A literature review and critical assessment*^{iv} were extremely helpful in developing the social norms marketing training and implementation plan. These studies, along with the focus groups conducted by IRC agents in the 9 key regions IRC works, helped identify the target behaviors, audiences, and messages for the campaign. They did not, however, serve as a true baseline study for the campaign. Although a full baseline study and final evaluation may have been included, it was not possible given the budget. Part of the challenge from the beginning in implementing the campaign was that the budget initially allocated was not sufficient to carry out a nationwide social marketing campaign. This was simply because it had never been done before. Nevertheless, adequate supplemental funding was successfully raised through supplemental grants and corporate sponsorship.

6 Recommendations

6.1 STRUCTURE OF PROJECT

The structure of the project included holding a week-long social marketing training workshop for the GBV staff, and having them assist in coming up with the messages, messengers, and other creative ideas for the campaign. In the consultant's opinion this worked extremely well, because it meant that the entire GBV staff felt invested in the campaign and really felt like it was something they could get behind. As a result of the training, they understood the concepts, and the importance of creating material and messages that will result in behavior and social norms change.

My recommendation for developing future campaigns is to allocate more money for research and a true baseline study, as well as for research of expected costs for various elements of the campaign, because all of these factors: media, method of distribution, and production will vary from country to country, and this was determine before the campaign was initiated and without the knowledge of how much a social marketing campaign would cost. I would also recommend that the

Campaign Director, whether a consultant such as myself, or an IRC staff member, be a part of the budget planning and oversight.

Finally, while it may be possible to “templatinze” the campaign implementation to some extent, when creating a social marketing campaign for other contexts and/or countries, it will be necessary to carry out a baseline study and individualize the target audience, messages, and media in order for it to be truly effective.

The overall process could be used as a template for future campaign, with the understanding that the target behaviors, groups and overall content may be different in different environments/cultural contexts.

6.2 IMPLEMENTATION PROCESS

The IRC GBV team did an outstanding job carrying out the campaign launch, the regional launches, and the activities outlined in the implementation plan. They also managed to keep good records on their activities. The following activities for radio might be expanded upon further over the next year, and would not necessarily require a tremendous allocation of resources.

These activities would represent low-cost ways to sustain the campaign, as the radio stations are already active partners with the IRC on a number of fronts. Some of these activities might include discussion panels held after campaign sketches that would enable call-in and/or live participation with the audience. These discussions ideally would include an IRC agent and someone from the local social center. The discussions need not cover strictly violence, but in relation to the norms messages, may involve the subject of gender equity, i.e. a discussion about men cooking or taking more responsibility for the children, after the “Chez Nous...” spot, or a discussion about conflict resolution in the home, after the “Nous sommes...” spot, with a religious leader/leaders on the panel, or the subject of psychological violence, a subject that radio hosts said was a frequent subject of discussion (also a frequently cited reason for hotline calls).

Campaign Song

One of the stations could have Kajeem, DJ Mix, and Nash as guests to explain their reasons for getting behind the campaign, with an opportunity for listeners to call in and contribute.

This would allow for listeners to have a chance to hear from the artists who created the campaign song and their reasons for participating in the campaign. Given all these artists’ popularity and their proclivity for connecting with the public and speaking eloquently about our messages, this would be an excellent way to reach our target audiences and sustain the momentum-

Trivia Game

Shortly after a program, sketch, or message is played, the audience would be asked a question whose answer lies in the previously played clip.

These would be simple questions to encourage discussion and participation. The first correct answer would receive free minutes for their phone, or another prize. A possible question for the “Nous sommes” spot might be: “What percentage of women in Côte d’Ivoire have experienced violence from their partners in the last year?” [Answer 1/3] For the sketch involving the woman whose friend convinced her to go to the social center a question might be: “Why did Sandrine tell Aicha not to be afraid to share her story with the social center?” [Several possible right answers here—confidentiality, they will help you make decisions, they will take care of you.]

Supplemental Sketches/News Magazines

There might be additional sketches and/or news magazines created that would speak to the most common questions and or controversial issues that have come up via the hotline, such as communication between couples, psychological violence (what is it?), and the prevalence of violence against men by women partners.

Texting Poll

This would exploit the fact that the majority of Ivorians own cell phones, and give them an opportunity to take an active roll in the campaign. Here we would ask about the listeners reaction to the messages-- whether they agree with the social norms messages, i.e. text YES! and H for Homme or F for Femme if they agree with "Nous sommes un équipe contre la violence" –i.e. whether they are "part of the team." In this instance, we will be able to measure men vs. women's exposure and their investment in the message. To motivate responses, a prize could be offered to the 23rd texter, for example.

This could also be publicized as part of the social norms message, i.e. "750 people from Bouake called in to announce their commitment to end violence!," thereby strengthening the norms message that everyone is on board and this is something that the "cool" majority is doing already. This would not necessarily be an accurate measure of who is reacting positively to the message, because the texter may be responding just to win a prize, but the intent of this game is to promote the norm and the message, and measure exposure, rather than determine if it is actually "sticking."

In all these activities, it would be ideal to record the broadcasts as well to record the level and nature of audience participation.

6.3 DISTRIBUTION

Overall there was a good record kept of distribution of materials and messages, and the IRC agents in each region, along with volunteers, made sure that there was a wide dispersal of posters, t-shirts, and other campaign materials. One element, in addition to the secondary guides that might be further exploited is the Brisons le Silence song and video. Given the popularity of the three artists, it seems a good idea to try to get the video/song played in as many outlets as possible, including RTI (although there is no series that would allow for it now). It should be determined which international stations broadcasting in Côte d'Ivoire that could potentially air the video. TRACE, as mentioned earlier is a station that airs music videos (upon acceptance) for free. The site <http://www.africatv24.com/> has a search function to find music video stations in countries, as well as most popular artists.

6.4 SECONDARY AUDIENCE GUIDES

This is definitely one area of the campaign that could potentially be developed further, as there was limited budget and resources allocated to fully utilize the guides and to stage day-long seminars on how to incorporate the guides within practice. Many of those who received the guides did express interest in this type of activity, particularly the police, hospital/health center, and educational sectors. These activities should be part of the broader work that the GBV team is doing in "Pillar 3" – that is in the areas of institutional and individual capacity building. It could be the springboard into a longer, more structured process of training, developing Standard Operating Procedures (SOP) and protocols, monitoring and performance systems, etc.

In the media sector, it might be beneficial to work with the education sector in tandem, to create a class or program on reporting related to GBV/domestic violence. It also might be beneficial to distribute the guides and ask for feedback from journalists who used the guides (and the respective media guidelines) in creating articles on the subject of violence against women and girls.

In the education sector, the guide could be used to create curricula and/or discussions in the women's studies, marketing, health, and/or international development sectors of study. This would need to be linked to more structured work with schools and colleges around the safety of women and girls, staff codes of conduct, and training for staff in order for them to engage effectively with the issues in their classes.

The civil servant sector representatives interviewed (police) also expressed interest in holding seminars for staff, so the GBV team should follow this up via the contact information provided on the interview reports.

6.5 EVALUATION

As stated elsewhere in this document, the importance of a baseline study and a comprehensive evaluation in creating a social marketing campaign cannot be overstated. Despite time and budget constraints, the GBV staff did a wonderful job of supporting the social marketing consultant and Campaign Director Virginia Williams in preparing the evaluation of the campaign.

There was only two weeks of the consultant's time allocated for the evaluation, which might have been sufficient had the campaign manager, Issouf Fofana, and an evaluation expert been hired to assist as had been expected.

A recommendation for future campaigns would be to budget for an outside evaluation expert to direct the evaluation, with the assistance of the campaign director, because if the creator of the campaign is also the evaluator, it is inherently difficult to maintain impartiality, even with the best and most ethical intentions.

6.6 CONTINUATION OF CAMPAIGN

Much of the sustainability of this project relies on the IRC GBV staff's capacity to work with the secondary audiences to fully exploit the secondary guides, with the social centers to continue to promote messages and provide services as promised in the messages, and to continue to create material with radio stations that will promote and strengthen the campaign messages.

As far as a second campaign "push," the value of this effort will be largely dependent on availability of funding for re-distribution of TV ads and billboards, as well as for a comprehensive final year-end evaluation.

There is an opportunity to sustain the momentum of the campaign, and it will be important to keep the hotline open and access to services open as well. The IRC's work with social centers is very strong and it is important to continue to build on this, both via the campaign and via programs and capacity building. So, there is no doubt it would be highly beneficial to extend the campaign past its initial six-months. The more that people who view the messages, the more effect they will have on social norms and behavior change. Ideally more money would be allocated for this purpose, but it need not be a great deal of money. The important thing is to "keep the conversation" going, primarily through radio, as suggested above. Because many of the posters with the hotline are still up and it has been so successful, it's highly recommended that the hotline be maintained through the end of the year (March 2013) and if possible, another full year. It is also key that the channels for delivery of the benefits, i.e. the social center services, be kept open and accessible to the target audience, and that they continue to fill out the supplemental form associated with the campaign.

Finally, if additional money is to be allocated for extension of the BLS campaign, it might be put toward working with the secondary audiences and religious leaders—by holding trainings and workshops so that they may serve as conduits to further the messages of the campaign, as well disseminate factual information about GBV and gender equity.

7 Conclusion

For reasons stated earlier, it is impossible to draw direct correlations between the Brisons le Silence campaign and its affect on behavior change and social norms. Nevertheless, it can be said that the target audiences, by a significant majority, enthusiastically accepted and embraced the campaign and its messages.

The nationwide survey indicated that our target audiences found violence to be unacceptable by the community. In reference to personal beliefs about the action required when someone is experiencing violence, 90.4% of respondents said that yes, they would take action, and most of our target audience mentioned "contacting a social center" as the most important action one should take in response to violence.

The hotline calls increased each month with an average of 200 calls per month. Case studies revealed real-life lives changed by the campaign.

Radio hosts and other messenger/partners expressed positive experiences with the campaign, and offered constructive suggestions on how to further engage the audiences.

By all accounts it is the first social marketing campaign of its kind in the country, utilizing a comprehensive array of media and activities, as well as corporate sponsorship and participation at such a high level.

ENDNOTES

¹ Hossain M, Zimmerman C, Kiss L, Watts C. Violence against women and men in Côte d'Ivoire: A cluster randomized controlled trial to assess the impact of the 'Men & Women in Partnership' intervention on the reduction of violence against women and girls in rural Côte d'Ivoire - Results from a community survey. London, UK: London School of Hygiene & Tropical Medicine (LSHTM). 2010.

¹ Ibid.

¹ Ibid.

¹ Paluck, E.L., & Ball, L. (2010). *Social norms marketing aimed at gender based violence: A literature review and critical assessment*. New York: International

Rescue Committee.

Hossain M, Zimmerman C, Kiss L, Watts C. Violence against women and men in Côte d'Ivoire: A cluster randomized controlled trial to assess the impact of the 'Men & Women in Partnership' intervention on the reduction of violence against women and girls in rural Côte d'Ivoire - Results from a community survey. London, UK: London School of Hygiene & Tropical Medicine (LSHTM). 2010.

Ibid.

Ibid.

Paluck, E.L., & Ball, L. (2010). *Social norms marketing aimed at gender based violence: A literature review and critical assessment*. New York: International

Rescue Committee.

ANNEXES

ANNEX I: SURVEY QUESTIONNAIRE

Bonjour, je m'appelle _____, je travaille pour l'ONG Rescue qui aide les personnes vulnérables. Le présent questionnaire vise à déterminer le niveau de connaissances des populations sur nos activités.

Votre participation est importante pour améliorer notre programme dans le futur.

Les réponses que vous nous donnerez seront **confidentielles** et ne seront utilisées que par les chercheurs.

Votre nom ne sera mentionné nulle part. Nous vous demandons de répondre sans crainte aux questions que nous allons vous poser. La confidentialité est garantie.

Vous êtes **libre de refuser de répondre** à une question ou d'arrêter cet entretien à tout moment.

L'entretien va nous prendre un peu de temps (5 à 10 mn).

L'enquêteur s'assure que l'enquêté a bien compris les consignes ci-dessus.

Tout d'abord je vais vous poser une ou deux questions :

A- Habitez-vous dans ce quartier depuis Mars 2012 ? Oui Non

Si oui, continuez. **Si non, remerciez.**

B- Vous avez entre 18 et 35 ans ? Oui Non

Si oui, continuez. **Si non, remerciez.**

C- (Uniquement pour les femmes) Est-ce que vous vivez avec un mari ou un conjoint? Oui Non

Si oui, continuez **Si non, remerciez.**

D- (Uniquement pour les femmes) Est-ce que vous êtes femme au foyer/ménagère? Oui Non

Si oui, continuez **Si non, remerciez.**

I.	Genre
1.	a. Masculin b. Feminin
II.	L'EXPOSITION ET LA RETENTION DU MESSAGE DE LA CAMPAGNE N.B : Ne pas indiquer le texte ou réciter le message, il suffira de montrer les photos aux cibles, et même si les réponses ne sont pas exactes, s'il vous plaît retranscrivez ce qu'ils disent à côté de la description de la photo. S'ils ne connaissent pas le message, vérifiez s'ils reconnaissent les célébrités. Vous leur montrerez ainsi les cartes n° 1, 2, 3, 4 et 5

2.	Carte 1 Reconnaissez-vous cette image ?	a. oui b. non	Si Non Q 5
3.	Si Oui, où avez-vous vu cette image ?	a. poster, b. affiche, c. spot TV, d. autocollant, e. tee-shirt, f. autre.....	
4.	Que signifie cette image pour vous ?	
5.	Carte 2 Reconnaissez-vous cette photo?	a. oui b. non	Si Non Q 9
6.	Si oui, où avez-vous vu cette photo ? ...	a. poster, b. affiche, c. spot TV, d. autocollant, e. tee-shirt, f. autre.....	
7.	Si oui, combien de fois avez-vous vu cette photo?	a. 1 fois ou 2 fois, b. 3 à 5 fois, c. plus de 5 fois	
8.	Pouvez-vous rappeler les messages attachés à cette photo ?	a. Oui (Leaders Religieux) b. Non (je ne connais pas les messages)	
9.	Carte 3 Reconnaissez-vous cette photo	a. oui b. non	Si Non Q 13
10.	Si oui, où avez-vous vu cette photo ?	a. poster, b. affiche, c. spot TV, d. autocollant, e. tee-shirt, f. autre.....	
11.	c. Si oui, combien de fois ?	a. 1 fois ou 2 fois, b. 3 à 5 fois, c. plus de 5 fois)	
12.	Pouvez-vous rappeler les messages attachés à cette photo ?	a. Oui (Kolo et sa femme) b. Non (je ne connais pas les messages)	
13.	Carte 4 Reconnaissez-vous cette photo?	a. oui b. non	Si Non Q 17

14.	Si oui, où avez-vous vu cette photo ?	a. poster, b. affiche, c. spot TV, d. autocollant, e. tee-shirt, f. autre.....	
15.	Si oui, combien de fois ?	a. 1 fois ou 2 fois, b. 3 à 5 fois, c. plus de 5 fois)	
16.	Pouvez-vous rappeler les messages attachés à cette photo ?	a. Oui (Actrices) b. Non (je ne connais pas les messages)	
17	Carte 5 Reconnaissez-vous cette photo?	a. oui b. non	Si Non Q 21
18	Si oui, où avez-vous vu cette photo?	a. poster, b. affiche, c. spot TV, d. autocollant, e. tee-shirt, f. Autre.....	
19	Si oui, combien de fois?	a. 1 fois ou 2 fois, b. 3 à 5 fois, c. plus de 5 fois	
20	Pouvez-vous rappeler les messages attachés à cette photo?	a. Oui (Nash et Kajeem) b.Non (je ne connais pas les messages)	
III.	ATTITUDES ET CROYANCES PERSONNELLES SUR LA VIOLENCE DOMESTIQUE		
21	Imaginez que vous connaissez quelqu'un agressé par un mari, conjoint et/ou copain, est-ce que vous faites quelque chose ?	a. Oui b. Non c. Ne sait pas	Si Non ou ne sait pas Q 23
22	Si, oui, quoi ?	a. faire intervenir la famille, b. faire intervenir un(e) ami(e), c. appeler/aller au centre social, d. appeler/aller à la police, e. donner « conseil » à la femme, f. donner « conseil » à l'homme, g. Autre.....	
	IV. NORMES SOCIALES		
23	Qu'est-ce que la plupart des gens dans votre communauté pensent de la violence entre un mari/ copain/conjoint et sa femme ?	a) acceptable b) pas acceptable c) je ne sais pas d) autre	

24	Si quelqu'un dans votre communauté apprend un cas de violence dans une maison dans son voisinage, qu'est-ce qu'elle/il devrait faire ?	a. faire intervenir la famille, b. faire intervenir un(e) ami(e), c. appeler/aller au centre social, d. appeler/aller à la police, e. donner « conseil » à la femme, f. donner « conseil » à l'homme, g. rien, h. autre.....	
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Merci pour votre collaboration.

Commune/Localité..... ... Numéro du questionnaire :Date de l'enquête : Code de l'enquêteur..... Signature du Superviseur
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ANNEX II: SURVEY PROCEDURE GUIDE

Mini Guide pour l'orientation des enquêteurs-Evaluation BLS 2012

1- Objectif de l'évaluation

L'objectif de la collecte des informations est pour répondre trois questions lié à la Campagne de social marketing Brisons le Silence du projet VBG Côte d'Ivoire :

- 1) Quelle est l'exposition à la campagne par nos publics cibles ?
- 2) Quelles ont été les actions à la suite de cette exposition ?
- 3) Quels ont été les changements dans les attitudes ou les normes sociales à la suite de cette exposition ?

Ainsi, nous avons trois types d'informations à recueillir:

L'exposition, l'action et les attitudes ou les normes sociales. Le dernier, les attitudes et les normes sociales, comprendra des données qualitatives qui seront collectées auprès des activités medias, lors de cette phase d'évaluation.

L'évaluation sera faite dans 10 localités d'intervention du projet avec la population des dites localités en l'occurrence Abidjan soit 4 quartiers (Cocody, Yopougon, Treichville et Port-Bouët), Yamoussoukro ville, Bouaflé ville, Daloa ville, Man ville, Danané ville et Biankouma ville du 13 au 15 Novembre 2012 et avec les personnes qui ont un minimum de connaissance sur les VBG à travers leur participation dans les activités de sensibilisation en l'occurrence les volontaires.

2- Planification sur le terrain

2.1 Planification

Identification des volontaires

Vous avez déjà identifié les 72 volontaires disponibles et capables de prendre part à cette activité. Il est important de désigner un(e) membre de l'équipe VBG pour superviser l'enquête et orienter les volontaires.

Planifier l'enquête sur le terrain du 14 au 15 Novembre 2012 qui sera précédé d'une demi-journée consacrée à l'orientation des enquêteurs (13 Novembre 2012)

Chaque volontaire bénéficiera d'une prime de 1,000 Fcfa par jour d'orientation et de 5 000 Fcfa par jour d'évaluation.

Toutes les dépenses de cette activité (impression du questionnaire, prime d'enquêteurs) seront charge sur OF 437-WB595. La impression sera fait a Abidjan, les questionnaires seront envoie a Man et Yakro Lundi 12 Novembre. Le paiement des primes sera assure par chaque bureaux IRC.

Les personnes responsables pour la planification des activités sur chaque site sont :

Abidjan: Kangah Rachel, Man: Tagro Marcelle , Yakro: Muriel Kobena.

Les personnes ressources qui doivent appuyer le processus sont : Pacome, Véronique et Virginia.

2.2 Responsabilité du superviseur d'enquête

Orientation des enquêteurs

L'orientation se fera avec les enquêteurs sur la méthodologie au niveau des points 3 et 4 du

Processus

- lire toutes les questions avec les enquêteurs et expliquer la signification de chacune d'elle
- demander à chaque enquêteur de poser des questions et d'y répondre sous forme de jeux de rôle
- demander à un des enquêteurs parlant la langue locale la plus fréquente dans la zone cible de traduire les questions et les réponses (oralement), faire suivre d'une vérification avec les autres enquêteurs concernant la qualité de la traduction
- identifier un code pour chaque enquêteur pour la durée de l'enquête. Cela peut être un chiffre ou un nom qui ne sera pas identifiable par les autres personnes. L'enquêteur devra garder le même code lors de toutes ses interviews. Le superviseur devra connaître tous les codes des enquêteurs qu'il supervise.
- Répartir de façon équitable le nombre de femmes/hommes que chaque enquêteur devra interviewer : le superviseur devra faire la répartition de sorte à atteindre le taux de 60% de femme et 40% d'homme dans sa zone, (voir tableau ci-dessous)
- Accompagner et faire le suivi auprès des enquêteurs sur le terrain pendant l'évaluation
- Vérifier le nombre de personnes et leur qualité (femme, homme) et faire une comparaison avec les personnes cibles.
- Tout questionnaire mal rempli ou illisible devra être repris par l'enquêteur.
- Si la planification d'une journée supplémentaire est nécessaire, le faire immédiatement.
- Vérifier le remplissage de chaque questionnaire (directement après le remplissage ou à la fin de la journée) et faire signer les questionnaires vérifiés
- Collecter et acheminer tous les questionnaires remplis à Pacome à Abidjan le Vendredi 16 Novembre avec la jonction.

3- Échantillonnage

La cible de cette évaluation est de **1500 personnes** dans **10 sites** d'intervention du projet VBG financé par WB. Le questionnaire utilisé est simple et court (**12 questions**), on estimera donc que chaque enquêteur pourra administrer environ 10 questionnaires par jour et touchera un total de 21 personnes sur les 02 jours.

Tableau de récapitulatif du nombre de personnes à interviewer par zones et par enquêteur

Ville/ Commune	Nbre total personnes	Nbre de femmes	Nbre de hommes	Nbre enquêteurs	Nbre pers/ enquêteur	Nbre de jours
Cocody	125	75	50	6	21	2
Yopougon	125	75	50	6	21	2
Treichville	125	75	50	6	21	2
Port Bouet	125	75	50	6	21	2

Yakro	167	101	66	8	21	2
Bouaflé	167	101	66	8	21	2
Daloa	166	100	66	8	21	2
Man	167	101	66	8	21	2
Danané	166	100	66	8	21	2
Biankouma	167	101	66	8	21	2
Total	1500	904	596	72	-	-

Il a été proposé que 40% des personnes interrogées soient des hommes et que 60% soient des femmes.

DISTRICTS

1. Man- Biankouma/Danane-Montagne
2. Sassandra Marahoue -Bouaflé/Daloa
3. Yamasoukro
4. Abidjan - Cocody Yopougon/Treichville/Port Bouet

4- Déroulement de l'enquête

4.1- recherche des participants

Les zones d'intervention sont vastes et peuplées, donc ce n'est pas toute la population qui a été touchée par nos activités lors de la Campagne BLS.

Le fait d'avoir les volontaires VBG comme enquêteurs est avantageux parce qu'ils savent bien où ils avaient conduit les sessions de sensibilisations liés à la campagne BLS. L'évaluation devra donc s'étendre à ces zones y compris des zones qui n'ont pas été touchées. Le superviseur et l'enquêteur devront ensemble choisir les zones où ont eu lieu les sensibilisations nocturnes et celles où ces sensibilisations n'ont pas eu lieu. A partir d'un point de départ à l'intérieur de chaque zone choisie, les enquêteurs devront faire du porte à porte pour choisir les personnes à interroger à partir des ménages. Ils interrogeront successivement une personne (homme ou femme) par ménage de sorte à atteindre la proportion de femmes (60%) et d'hommes (40%) prévue par ville/ commune et par enquêteur.

4.2- introduction

Les enquêteurs devront faire une introduction (donner une explication) à chaque participant avant de commencer l'entretien.

Le texte au début du questionnaire est une indication mais il y a des éléments clés qui doivent être mentionnés :

- La confidentialité pour les participants (l'enquêteur ne devra pas demander le nom de la personne et surtout ne devra pas l'écrire sur le questionnaire) ;
- la possibilité de ne pas répondre à une des questions ou d'arrêter l'entretien
- la possibilité de poser des questions

4.3- pré- sélection

C'est important d'expliquer aux enquêteurs les deux questions initiales du questionnaire (A, B et C, D pour les femmes). Si la réponse à la question A est «Non», l'enquêteur devrait dire «merci» au participant et chercher une autre personne. Également pour la question B, C et D.

Les enquêteurs n'ont pas besoin de continuer le questionnaire avec la personne qui a répondu

«non» à une des questions A, B, C ou D.

4.4 : administration du questionnaire

Il y a 24 questions dans le questionnaire. Les enquêteurs devront lire les questions et marquer la réponse du côté droit. Soit, ils encerclent l'une des options prévues où ils remplissent les espaces vides avec la réponse). Si les enquêteurs répondent « non » à certain question les enquêteur devrait « sauter » à un autre question selon la indication a colonne droit.

Les enquêteurs n'ont pas besoin de lire les réponses aux questions sauf les instructions. Les questions 22 et 24 peuvent avoir plusieurs réponses.

4.5 : Finalisation du questionnaire

A la fin de la 3eme page, il y a des informations relatives à la zone d'intervention, numéro du questionnaire, enquêteur etc. Ces informations pourront être remplies après les entretiens ou avant les entretiens (pas devant le participant). Attention aux participants qui sont prestataire des services de prise en charge- il faut encrer une des réponses proposé.

1- Transcriptions des données et analyses de données

Transcriptions et analyses se feront à Abidjan sous la responsabilité de Pacome et de Virginia.

ANNEX III: GUIDE FOR SECONDARY AUDIENCE/PARTNER INTERVIEWS

QUESTIONS POUR LES ENTREVUES AVEC PUBLICS SECONDAIRES

Les questions de l'entrevue ci-dessous peuvent être utilisées comme directives pour mener des entretiens qualitatifs avec des publics secondaires de la campagne BLS (services de santé/services sociaux, fonction publique, les médias et l'éducation) ainsi que les partenaires primaires (RTI, Moov, etc) afin de pouvoir obtenir des commentaires sur leurs impressions quant à la méthode d'utilisation de leur guide respectif et aux observations faites concernant l'auditoire cible(s) au cours de la campagne.

Pour l'ensemble de ces secteurs, nous avons besoin de savoir où les guides ont été distribués afin de savoir qui peut les avoir utilisés.

Si possible enregistrer l'entrevue et/ou notez toutes les questions et réponses. Afin de ne pas être distrait lors de votre entretien, il suffit de prendre note des réponses sur les questions pré-écrites (vois ci-dessous). Enfin, obtenez le plus d'informations possible pour pouvoir les consulter ultérieurement (numéro de téléphone, nom, prénom, fonction et l'adresse e-mail, etc.)

1. Services sociaux (12 entrevues)

Nous allons avoir un entretien avec travailleurs sociaux de chacune de ces régions : Yamoussoukro, Abidjan et Man (voir le tableau à la fin).

Questions centre social:

- 1) Avez-vous trouvé le guide Brisons le silence utile dans votre travail ?
- 2) De quelle manière ?
- 3) Y a t-il quelque chose à améliorer concernant ce guide?
- 4) Avez-vous placé les affiches de la campagne dans votre centre ?
- 5) Lesquelles ? («Brave femme ...»= Akissi Delta et Marie Louise / " Protéger les femmes...»= Nash et Kajeem?
- 6) Où les avez-vous placé ?
- 7) Dans l'ensemble, aviez vous l'impression que des personnes étaient au courant de la campagne et/ou on n'ont fait cas à d'autres personnes qui visitent le centre ?
- 8) Avez-vous utilisé la page supplémentaire de la fiche d'incident pour documenter les données concernant la campagne ?
- 9) Si non, pourquoi?
- 10) Si oui, l'avez-vous trouvé simple à comprendre et à remplir?
- 11) Enfin peut-il être amélioré ?
- 12) Y a t-il des cas particuliers où l'impact de la campagne est a été visible pour vous ?
- 13) Comment, expliquez ?

2. Centre de santé /hôpitaux (3 entrevues)

Nous devrions interviewer une personne de chaque région, à condition qu'ils aient reçu un copie du manuel.

Questions centre de santé /Hôpitaux :

- 1) Avez-vous trouvé le guide Brisons le silence utile dans votre travail ?
- 2) De quelle manière?
- 3) Selon vous, y a t-il quelque chose à améliorer dans ce guide?
- 4) Seriez-vous prêt à programmer un séminaire de courte durée avec votre personnel pour une restitution du contenu de ce guide ?

3. MEDIA (radio) (10 entrevues)

Entrevue à la radio. Le plan de leurs activités est nécessaire, autre que la diffusion des spots.

Questions pour les chefs Radio / DJs :

- 1) Quelle a été votre impression générale quant à l'intérêt porté par votre auditoire durant la campagne?
- 2) Avez-vous trouvé une résistance ou une acceptation par rapport aux messages de la Campagne ?
- 3) Quels types d'activités autour de la campagne ont été les plus populaires?
- 4) Quel type d'interaction avec votre public avez-vous eu ?
- 5) Avez-vous des histoires et/ou anecdotes à partager avec nous qui vous semblent pertinents ?
- 6) Avez-vous trouvé le guide Brisons le silence utile dans votre travail ?
- 7) De quelle manière?
- 8) Selon vous, y a t-il quelque chose à améliorer dans ce guide?

Questions pour les musiciens:

- 1) Pourquoi votre entreprise (ou bien, vous) a t'elle participé à la campagne BLS ?
- 2) Comment percevez-vous votre expérience de travail avec l'IRC ?
- 3) Avez-vous eu une réaction quelconque de vos fans ou les auditeurs à votre participation à la campagne? De quelle nature?
- 4) Votre participation à cette campagne a eu un effet sur vos objectifs artistiques ou humanitaires? De quelle manière? Considérez-vous vous impliquer dans une campagne similaire?

4. Médias (presse écrit) Abidjan seulement (3 entrevues)

Nous allons demander à quelques personnes présentes lors du lancement à Abidjan, préparer une rencontre avec des journalistes pour des interviews rétroactives.

Questions media (presse écrit):

- 1) Avez-vous trouvé le guide Brisons le silence le utile dans votre travail?
- 2) De quelle manière?
- 3) Selon vous, y a t-il quelque chose à améliorer dans ce guide?

5. Les éducateurs (3 entrevues)

Nous devrions interviewer une personne à Man et deux à Yamoussoukro à condition qu'ils aient reçu un copie du manuel.

Questions les éducateurs:

- 1) Avez-vous trouvé le guide Brisons le silence utile dans votre travail?
- 2) De quelle manière?
- 3) Selon vous, y a t-il quelque chose à améliorer dans ce guide?
- 4) Seriez-vous prêt à programmer un séminaire de courte durée avec votre personnel pour passer en revue le matériel dans le guide et peut-être aider à élaborer un thème à aborder avec vos élèves?

6. Les fonctionnaires (9 entrevues)

Sous-groupes : la police (ou leader administratif à Abidjan), les avocats, les responsables religieux (3 entrevues dans chaque sous-groupe) à condition qu'ils ont reçu un copie du manuel.

Pour les chefs religieux, ceux qui ont participé à notre campagne sont les cibles (Catholique, Protestant, Musulman) et ils sont tous basés à Abidjan.

Questions Fonctionnaires:

- 1) Avez-vous trouvé le guide Brisons le silence le utile dans votre travail?
- 2) De quelle manière?
- 3) Selon vous, y a t-il quelque chose à améliorer dans ce guide?
- 4) Seriez-vous prêt à programmer un séminaire de courte durée avec votre personnel pour passer en revue le matériel dans le guide?

7. SPONSORS / PARTENAIRES (Abidjan uniquement)

Moov, la Côte d'Ivoire Telecom, Orange, RTI, des lidears religieux qui ont participe dans la champagne, mais avec modification.)

- 1) Pourquoi votre entreprise a t'elle participé à la campagne BLS ?
- 2) Comment percevez-vous votre expérience de travail avec l'IRC ?
- 3) Comment les staffs de votre entreprise ont-ils perçu la campagne, et le cas échéant votre clientèle ?
- 4) Suite à votre participation dans cette campagne votre chiffre d'affaire a-t-il augmenté ? Si c'est le cas, envisager-vous de parrainer une autre campagne similaire?

8. Répartition par site des entrevues qualitatives

	Travailleurs Sociaux	Centres sante/ hôpitaux	Radio	Presse	Educateurs	Police	Avocat	Religieux	Sponsors/ partenaires	Total par site
Yakro	1	1	2	0	2	1	1	0	0	8
Bouafle	1	0	1	0	0	0	0	0	0	2
Daloa	1	0	1	0	0	0	0	0	0	2
Man	2	1	2	0	1	1	1	0	0	8
Danané	1	0	0	0	0	0	0	0	0	1
Biankouma	0	0	0	0	0	0	0	0	0	0
Yopougon	2	1	1	0	0	0	0	0	0	4
Cocody	1	0	1	0	0	0	0	0	0	2
Treichville	2	0	1	0	0	0	0	0	0	3
Port Bouet	1	0	1	0	0	0	0	0	0	2
Abj-general	0	0	0	3	0	1	1	3	5	13
	12	3	10	3	3	3	3	3	5	

ANNEX IV: HOTLINE PROTOCOL GUIDE – SEPARATE ATTACHMENT

ANNEX V: SECONDARY AUDIENCE GUIDE SAMPLE (MEDIA) – SEPARATE ATTACHMENT