

NO BETTER TO STOP
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Context

Gender based violence (GBV) is widespread in Zambia. According to the 2018 Zambian Demographic and Health Survey ⁱ, 21% of 15-19-year-old women and 34% of 20-24-year-old women had experienced physical violence since they were 15. In most cases, the perpetrators were current or former husbands. Northern and Luapula provinces recorded some of the highest levels of prevalence of GBV, where four in five women believed that husbands beating wives is justified for reasons such as burning the food or arguing with your husband.

With funding from the European Union, in a programme led by the Government of Zambia and in partnership with World Vision, GIZ, Lifeline/Childline and Norwegian Church Aid, BBC Media Action is implementing a 4.5-year, EU-funded Natwampane (Coming Together in Bemba) project aimed at decreasing gender-based violence in Northern and Luapula provinces. The impact of media in addressing this issue is presented here.

BBC Media Action is supporting 15 partners stations to produce three weekly magazine programmes, covering gender equality issues and signposting services for those affected that are provided by the state and NGO partners including those in the Natwampane consortium. A targeted marketing approach ensures that Public Service Announcement's (PSA's) are broadcast multiple times during the day to reach a range of audiences with consistent, sustained messaging to reinforce knowledge and shift attitudes.



Reach

Natwampane was listened to by the majority of the adult population in Luapula and Northern Province

Reach

i) 599,000 Northern (85%); 470,000 Luapula (82%)



Attitudes towards sexual gender-based violence (SGBV)

Regular listeners are less likely to think a husband beating his wife is justified

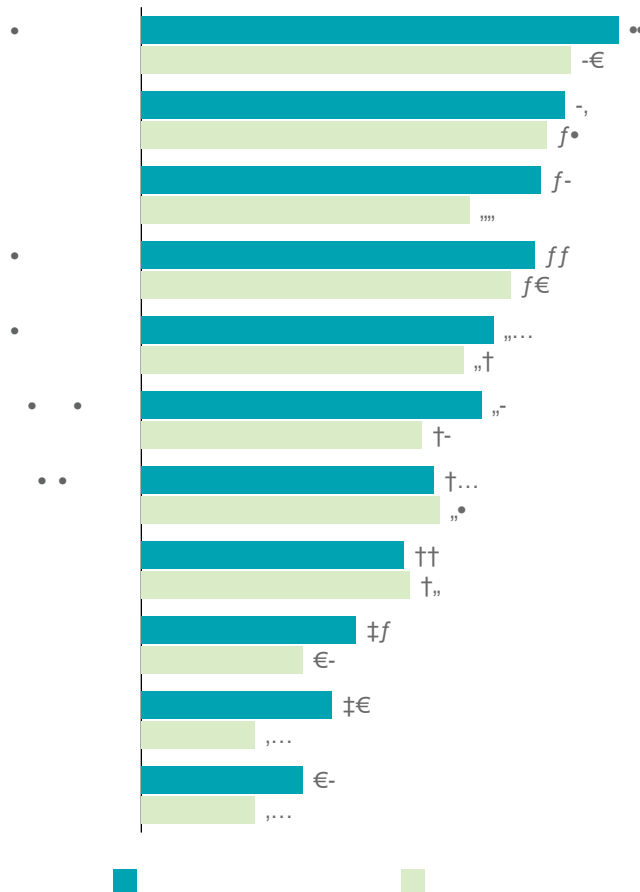
Respondents were shown reasons that a husband could be justified in hitting his wife and asked to the extent that they agreed on each where 1 meant strongly agree and 4 meant strongly disagree. People who regularly listened to the show were less likely to think that a husband is justified in



Awareness and access of SGBV services

Regular listeners are more aware of SGBV services than non listeners

Across 11 different types of SGBV services, regular listeners have more awareness of 9 of the services compared to non-regular listeners.



Attitudes towards sexual gender-based violence (SGBV)

Regular listeners are more likely to report SGBV

91% of regular listeners of the radio programme stated they felt more confident in knowing how to help someone who is facing violence.

88% of regular listeners, as 7



Stories of change

Listening to Natwampane has led to adoption of positive behaviours such as effective communication between couples

Dennis, a 25 year old married man from Samfya, Luapula

Dennis is married to Naomi. He drank excessively and was violent with his wife. He also failed to give money to his wife to buy food. Dennis was approached by a friend who sang in the choir with him, to join monthly meetings to give feedback on Natwampane, that was being played on their local radio station. Young men would often share experiences of marital life after listening to them. Some of the programmes that Dennis listened to talked about the effects of alcohol abuse and provided information on where one could get help locally. It is after listening to this show that Dennis gradually started quitting alcohol. Dennis' friends and his wife also noticed the changes and attributed these changes to listening to Natwampane.

“ The issues we faced in marriage were resolved after I joined a listening group and I started listening to what we were taught by the Natwampane on how a person should be and how he/she can stop sexual and gender based violence in the community. There was a time when we were talking about alcohol and substance abuse, so that's where I realized that I do not treat my wife well when I abuse alcohol.”

– Dennis

“ With what I have seen, it is like it is just the group of Natwampane that has helped him to change, because from the time we started the discussions that's when he learnt so much, and since then, he has not been the same.”

– Dennis' fellow choir member

Grace, a 26 married woman from Kasama, Northern province

Grace has been married for 10 years but her marriage was filled with violence. Often quarrels were due to poor communication and lack of dialogue between the couple. For instance, Grace would hear from the community that her husband was cheating on her with other women, and she would confront him without giving him an opportunity to explain himself. This would lead to a fight between the two.

This continued until Dorothy (Grace's friend) introduced her to a group of young women who met monthly to discuss issues related to SGBV in their community. During these meetings the young ladies listened to the Natwampane radio programme. It was from these meetings that Grace learnt the benefits of effective communication between a couple. With her new found knowledge, Grace tried to improve her communication with her husband. She started trying to address issues calmly when they arose through dialogue rather than letting the resentment and anger build up. Instead of reacting and retaliating when provoked by her husband, she tried to remain calm and not escalate the situation. Communication between the couple improved and physical fights reduced.

“ There are a lot of things in this programme that I have learnt. I now stay calm even when my husband and I have problems. Qn/2aQ



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