

FLOW
COMMUNICATIONS

SANAC GBVF

mastering the messaging

14/15 August 2023





FLOW
COMMUNICATIONS

Introduction and overview

DON'T
TELL
ANYONE,
OKAY?

OKAY.

I'LL TELL
EVERYONE I TELL
NOT TO TELL
ANYONE.





Seddan..

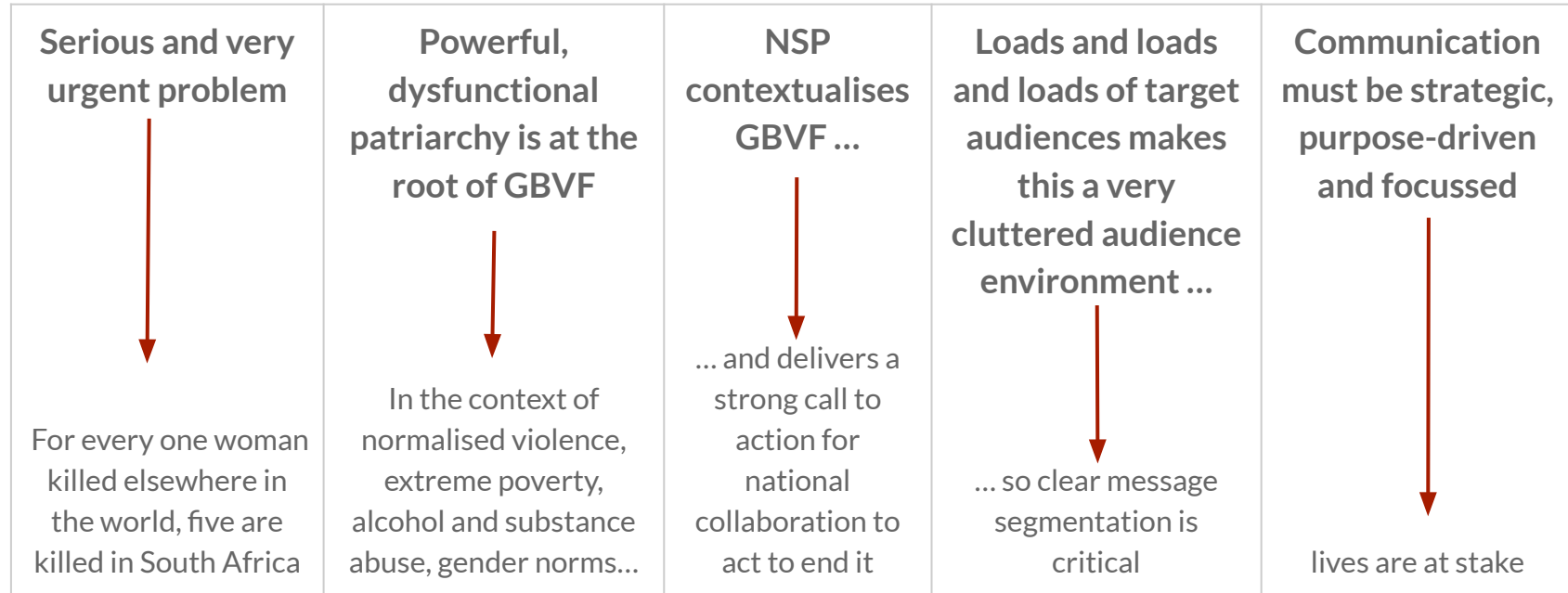
"Would you say you were a quiet person or do you prefer to stand out in a crowd?"



"That's strange. I remember it differently, in a way that aligns with my world view and casts me in a positive light."

Let's do a quick recap

- 2020 NSP: Government and civil society's multi-sectoral strategic framework to realise a South Africa free from gender-based violence
- Communication strategy for the NSP written by the National Department of Women, Youth and Persons with Disabilities
- Communication strategy identifies five key issues



The NSP comms strategy: strategic proposition

‘BEYOND POWER TOWARDS LIBERATION’

The problem: rooted patriarchy and violence are normalised



GBVF is what dysfunctional patriarchy does in a country where trauma is the norm

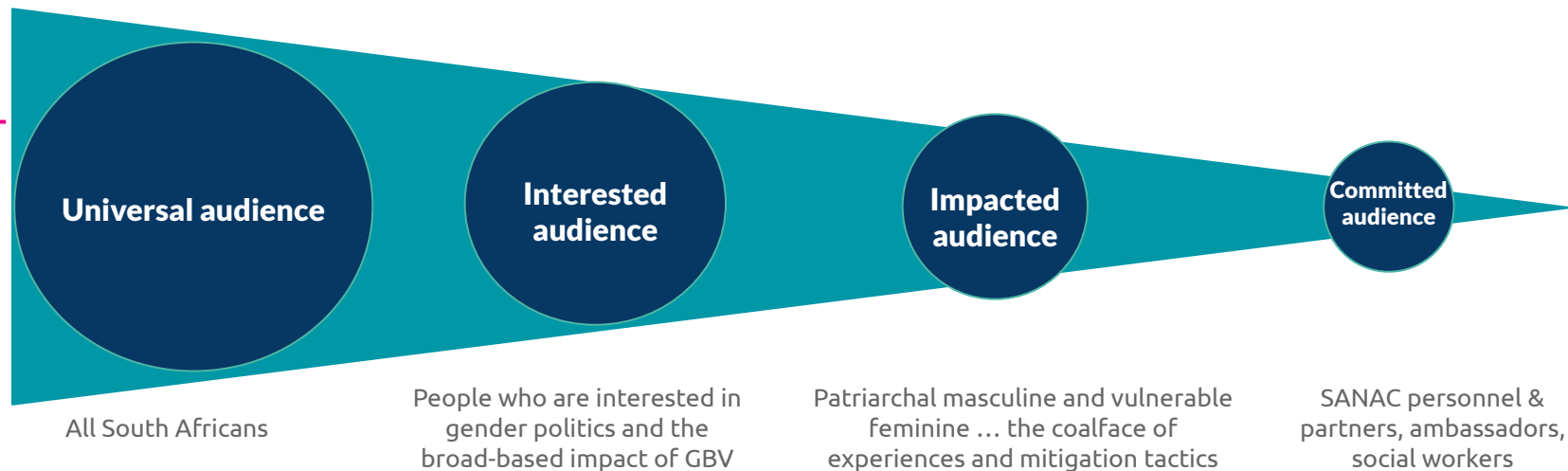
Enhanced gender equality; safer and better connected communities



Understanding this, supporting each other and claiming your own power brings liberation



The pizza slice segmentation for messaging



I know

I feel

AWARENESS: beyond power towards liberation for South Africa

CONSIDERATION: beyond power towards liberation for my/our community

CALL TO ACTION do this to move beyond power to liberation

CHANGE fuelling the move from power to liberation

A single campaign positioning message/statement

Small number of impactful messages/ statements: why this matters right here and right now in this community

Compelling call to action: do something

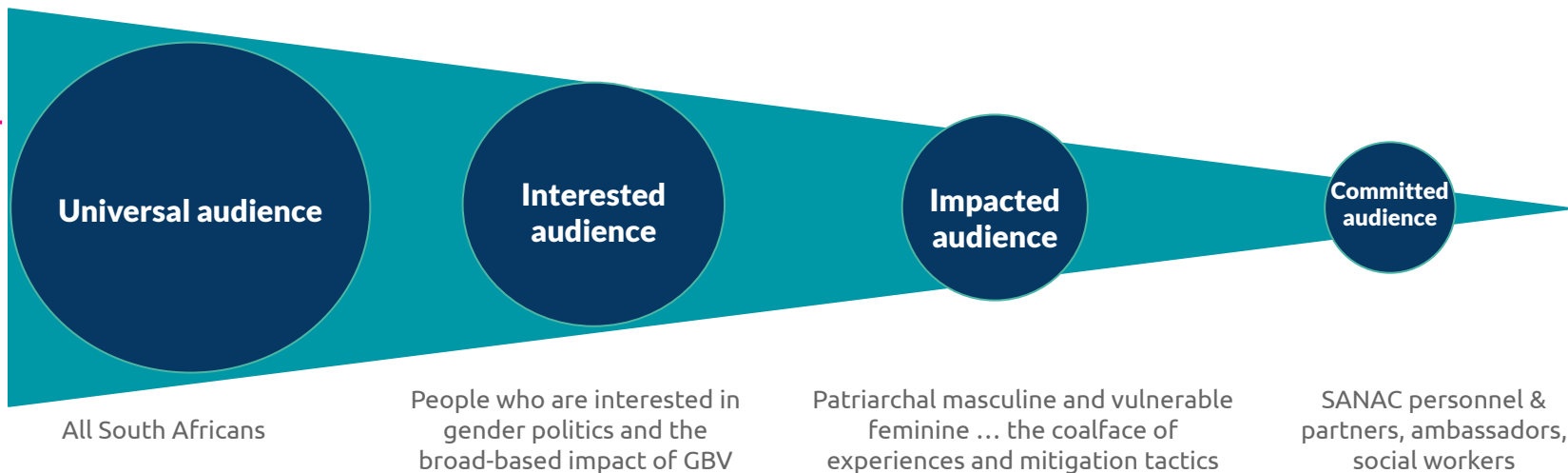
Together and aligned: building understanding, connections, making a difference

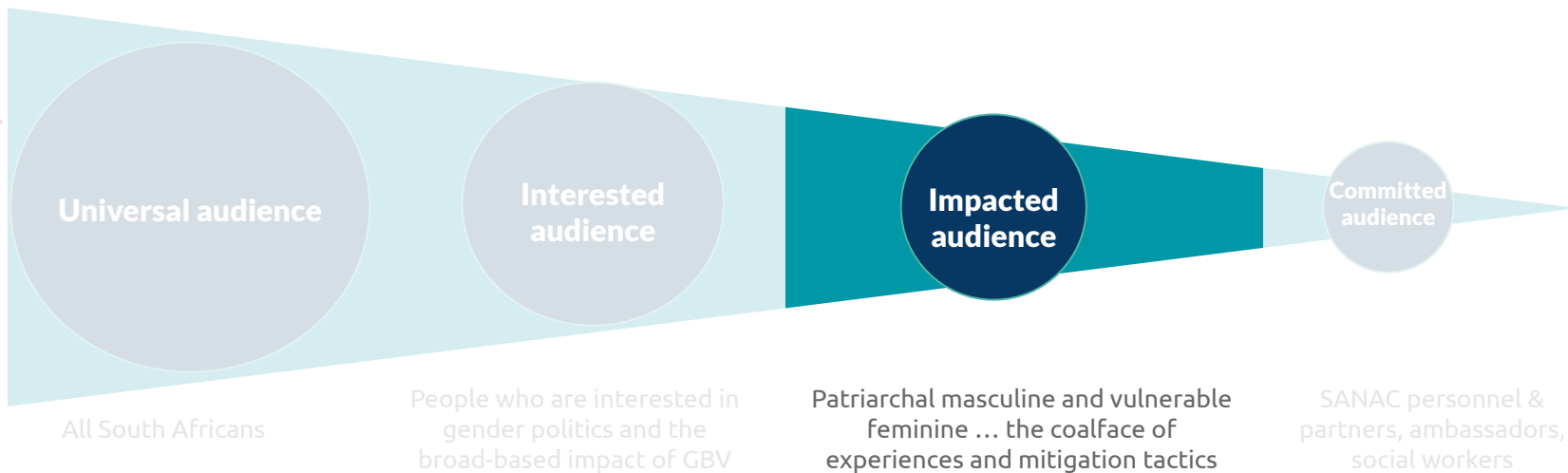
National partners, shared platforms; national, agenda setting media; website(s)

Consumer titles (digital and print); electronic/broadcast interviews

Bespoke and 1-2-1: ambassadors, community leaders, allies and champions

Personalised, tailored, meetings, gatherings briefings





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Messaging the key strategic proposition
BEYOND POWER TOWARDS LIBERATION

Beyond power towards liberation

for victims



Victims are entitled to the power of feeling safe and being safe from the violence brought about by dysfunctional patriarchy

Beyond power towards liberation

for perpetrators



Men deserve the power of liberation from being a perpetrator of violence to being a powerful, masculine protector

In your hotspot community

Why dealing with GBVF matters right here and right now in this community and sector of socio-politics and the economy: *beyond power towards liberation for my/our community and/or my/our socio-economic sector of society*

Five messages about your role as ambassador/social worker

**GBVF: a national
crisis**

GBVF is a deeply embedded and serious problem: one that's not easy to solve

**Solutions
focussed**

However, we have to work and do whatever we can to bring GBVF down

Personally ...

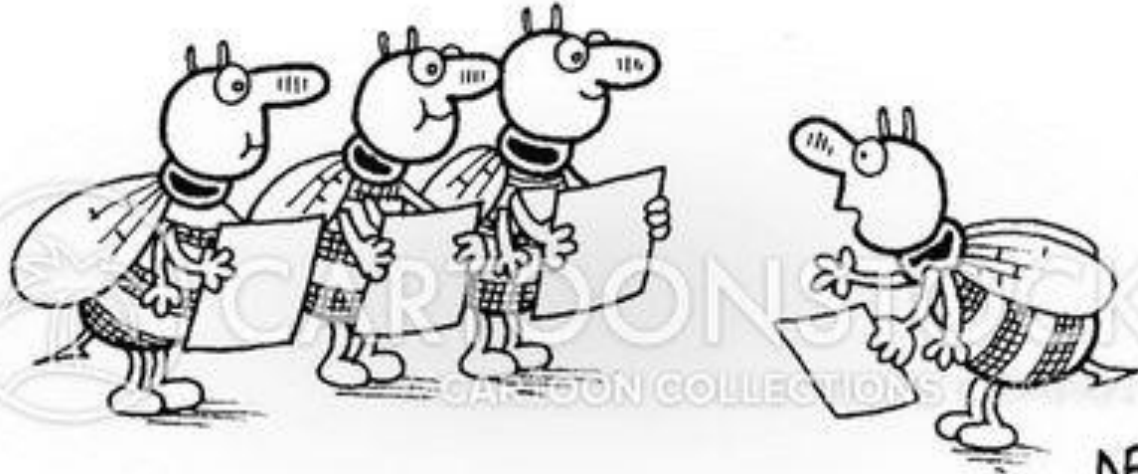
I am invested with SANAC in this nation-wide project to work with this community right here to communicate the causes of GBVF, resources available and what we can all do to address this very serious issue

**United with many
others**

I'm one of a hundreds-strong team of people from all provinces, working in hundreds of communities and with thousands of people to address and stem the tide of GBVF

Call to action

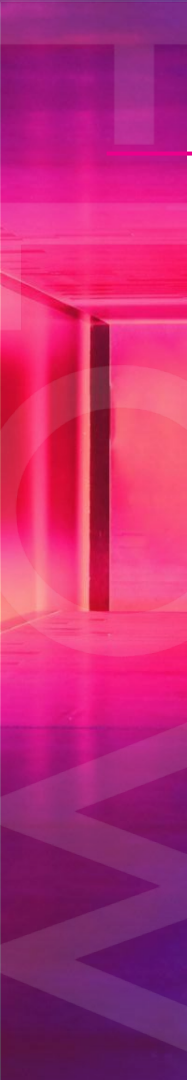
We invite you to join us. This is what you can do to help bring GBVF down



"O.K., let's make sure we're all humming from the same sting-sheet."

Covering the bases

EIGHT GBVF MESSAGING THEMES/AREAS



The eight messaging themes

ONE

Economic realities

TWO

Toxic masculinity

THREE

Gender roles

FOUR

Victim- and/or perpetrator-centric focus

FIVE

Toxicity in religion, culture and tradition

SIX

Bystander syndrome

SEVEN

Resources and education

EIGHT

The justice system



"A credit card is what you use when something costs too much and you want to pay more for it."

Theme ONE

Economic realities

Two key messages, economic realities

1. We know that GBVF flourishes in communities where there is poverty, unemployment, hunger and the despair brought about by these things
2. It's excellent when public and private sector, either individually or in partnership work and invest to strengthen our economy (nationally, regionally and in communities), for the stronger the economy, the safer South Africa is for potential GBVF victims

Segmented messaging: economic realities

Universal audience Create awareness	What's good for economy, is good for people Public and private sector captains and policymakers need to invest in strengthening the economy because the stronger and more viable our economy, the safer society if for women, children and other vulnerable persons
Interested audience Consideration	Flag sectoral/regional initiatives that are tackling poverty: initiatives helping to move the people in this community beyond power towards liberation Identify success stories, and tell those stories
Impacted audience Call to action	There are initiatives in your community to help ease the financial burden you and your family are under. This is what they are, and where you can get help Demonstrate success and reward of economic initiatives; drive people to them and co-opt initiators of projects into the story and encourage communities to support them and their initiatives
Committed audience Keep driving change	Curate databases of economic resources/initiatives and make them accessible across the broader (national) team



"We found the cause of that toxic smell. It's not coming from the house. It's your husband's feet."

Theme TWO

Toxic masculinity

Three key messages, toxic masculinity

1. Constructive, positive masculinity will move South Africans beyond power towards liberation
2. Down with toxic masculinity
3. Viva constructive, positive masculinity

Segmented messaging: toxic masculinity

Universal audience Create awareness	As head of the household and family, men have the manly responsibility and privilege to love, protect and enable women and children. Doing so will allow individuals, families, communities and South Africa to move beyond power to liberation
Interested audience Consideration	There's power and liberation in constructive masculinity: men using their strength and taking personal responsibility to build a relationship, a family, a community, a nation
Impacted audience Call to action	• Hold up examples of constructive masculinity, encouraging men to emulate and align to strong and positive role models in their communities • Initiate conversations about constructive gender roles • Devise a list of five things that define the non-toxic man
Committed audience Keep driving change	We challenge the traits of masculine toxicity collectively, celebrating successes and enabling conversations about constructive manliness. We share our insights and successes with each other

Constructive masculinity

1. Men who are constructively masculine respect women
2. Men who are constructively masculine know that women and children rely on them for safety and provide this safety as best as they can
3. Men who are constructively masculine protect those they love emotionally and physically
4. Men who are constructively masculine speak to other men about how to manage difficult situations and men who are constructively masculine help other men in difficult situations when they can
5. Men who are constructively masculine take responsibility for their decisions and actions



Theme THREE

GENDER ROLES

Five key messages, gender roles

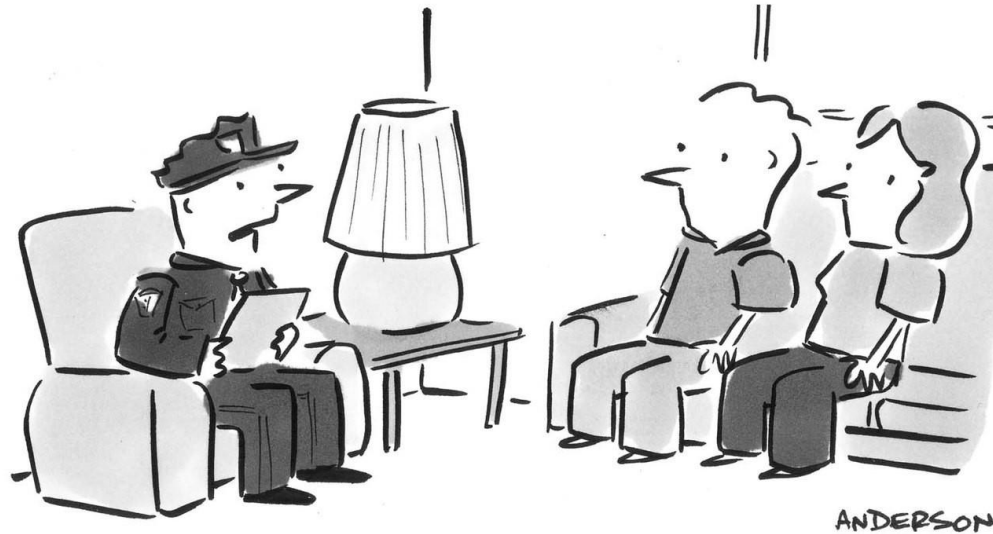
1. All persons have dignity and validity, no matter their gender
2. Education and self-development are lifelong and important for everybody, irrespective of age and gender
3. Greater equality between the genders will reduce GBVF and enhance the safety of vulnerable persons
4. Greater equality between the genders will move South Africa beyond power to liberation
5. Male dominance must be challenged. Men lose none of their power when they use their strength to protect vulnerable persons, nurture them and challenge those who harm women, children and vulnerable people

Segmented messaging: gender roles

Universal audience Create awareness	• The genders are different: one is not superior to the other • Gender role assumptions are oppressive to women harm our nation, our economy, our communities ... and fuel GBVF
Interested audience Consideration	• There's power and liberation in questioning and challenging what we always thought was true of gender roles • Questioning gender roles, assumptions and behaviours takes families and communities beyond power to liberation
Impacted audience Call to action	• Workshop gender roles and relationship dynamics with communities • Devise a list of five things that define useful and safe gender role dynamics (see below) • Initiate conversations about constructive gender roles that take individuals beyond power to liberation
Committed audience Keep driving change	Challenging embedded gender role assumptions to create constructive, supportive relationships and family dynamics that take South Africa beyond power toward liberation

Safe and constructive gender dynamics are defined by:

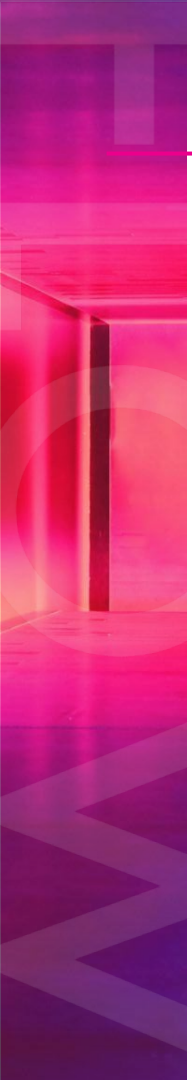
1. respect between partners
2. working as a team to support the family
3. being willing to talk about problems with each other
4. taking decisions together with your partner
5. showing love and gratitude for what the other person does in the relationship



"Apparently in addition to stealing your identity, they also made off with your personality and sense of humor."

Theme FOUR

VICTIM/PERPETRATOR-CENTRIC FOCUS



Five key messages, victim-/perpetrator-centric focus

1. In addressing, curtailing and eventually elimination GBVF, we must focus on both victim(s) and perpetrator(s) as both are part of the GBVF dynamic
2. Victim blaming is not OK. It exacerbates the problem and prompts fewer victims to speak up. This, in turn, gives greater cover and power to perpetrators
3. The centrality of the communication must focus on the violence itself and the impact of that violence: not on whether the violence is justified. It can never be justified
4. Vulnerable persons are entitled to feel safe in their homes and communities: moving beyond power to liberation
5. Perpetrating men are entitled to exercise constructive masculinity and be a force for good in their homes and communities

Segmented messaging: victim-centric and perpetrator-centric focus

Universal audience

Create awareness

- GBVF is a destructive national phenomenon that severely restricts personal liberties and equalities of all genders and undermines our democracy
- To eradicate GBVF, we need to focus as much on victims as on perpetrators. Essentially, we need to focus on the causes of violence and its impact on families, communities and society

Interested audience

Consideration

- Victim blaming perpetuates the cycle of GBVF
- Perpetrator interventions may be applied as a preventative step, rather than a rehabilitative step
- There are tools to address GBVF. The nation needs to know them, and use them

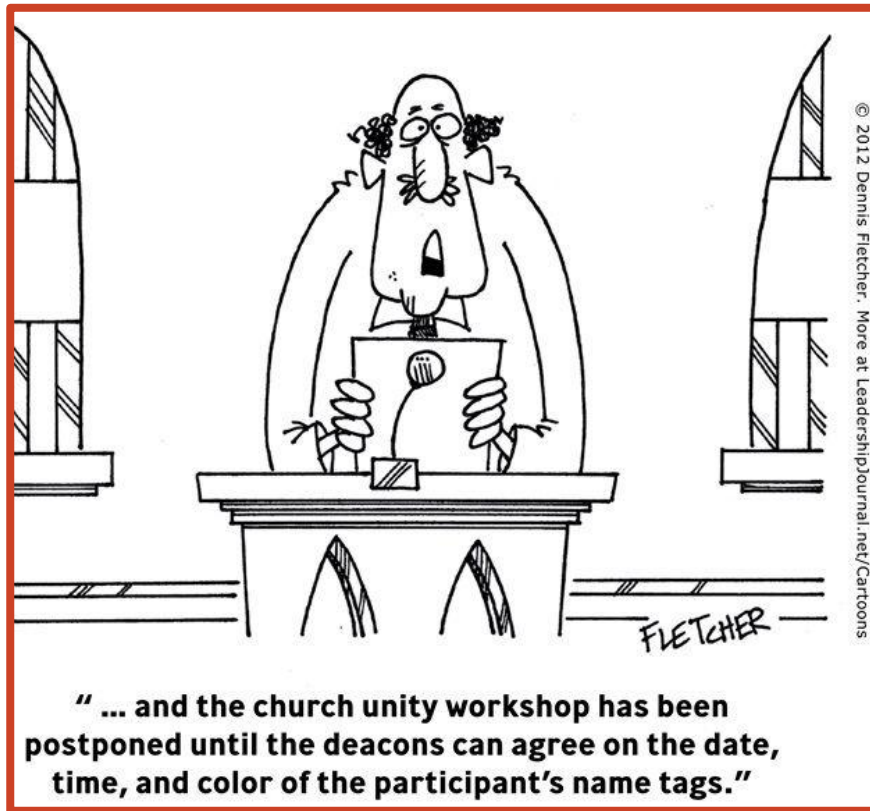
Segmented messaging: victim-centric and perpetrator-centric focus

**Impacted
audience**
Call to action

- Persons who feel at risk of perpetrating GBVF and/or persons who feel vulnerable must seek help: in support groups and with enforcement and protective entities
- Understand the risks, and protect yourself ... whether you are a perpetrator or a potential victim
- In this way, your action takes you beyond power towards liberation

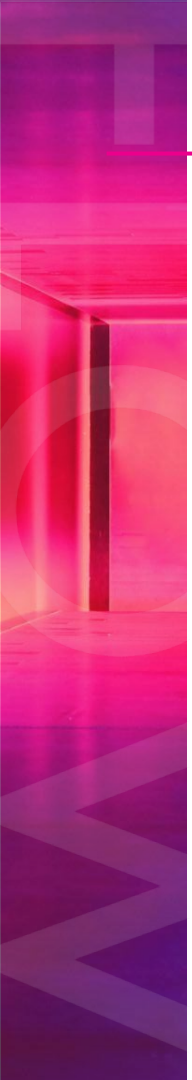
**Committed
audience**
Keep driving change

We're united in understanding and applying both perpetrator and victim-centric focus to address GBVF together



Theme FIVE

TOXICITY IN RELIGION, CULTURE, TRADITION



Four key messages, toxicity in religion, culture, tradition

1. Perpetrators often hide behind religion, tradition and culture and use religion, tradition and culture to justify their abuse
2. Victims sometimes imagine their abuse is deserved because it is said to be condoned and decreed in religion, culture and traditional practices and beliefs
3. Religion, culture and tradition can never be used as justification for any kind of violence
4. Faith-based, traditional and cultural leaders have the responsibility to speak out against GBVF perpetrated in the name of culture, tradition and religion

Segmented messaging: Toxicity in religion, culture and tradition

Universal audience Create awareness

- GBVF is sometimes perpetrated under the misguided assumption that culture, tradition and religion sanctify and condone it. This is a false assumption that must be challenged wherever it is encountered
- Faith-based, culture and traditional leaders have a responsibility to correct this misguided assumption and send a clear message that culture/religion is no excuse ever for GBVF

Interested audience Consideration

- As a traditional, cultural and/or faith-based leader, you have the clear and unambiguous responsibility to take a vocal and visible stand and declare that GBVF is wrong,
- You also have a responsibility, and you are called on to align and unite to protect GBVF victims and potential victims, and work to help rehabilitate perpetrators

Segmented messaging: Toxicity in religion, culture and tradition

**Impacted
audience**
Call to action

- Take a stand against GBVF perpetrated with religion and/or culture as justification.
- Work with faith-based, cultural and traditional leaders in your community to devise a simple, easily-communicated declaration to decry GBVF under the guise of faith, culture and/or tradition sanction

**Committed
audience**
Keep driving change

We're aligned to challenge the myth that GBVF is sanctioned by religion, culture and tradition: confronting this assumption wherever it is found to stem the tide of violence against vulnerable persons



Theme SIX

BYSTANDER SYNDROME

Two key messages, bystander syndrome

1. Not speaking up when you see or hear or know of GBVF in your community enables the perpetrator and heightens the danger for victims
2. Don't be silent: speak up against GBVF

Segmented messaging: bystander syndrome

Universal audience

Create awareness

Families and communities that protect perpetrators need to understand that by remaining silent they perpetuate the cycle of abuse

Interested audience

Consideration

We have to stop the cycle of abuse by speaking out. Rehabilitation of perpetrators can only start once they are exposed. Protecting perpetrators that we care for is not helping them

Impacted audience

Call to action

Speak out! If we stand by silently then we are complicit and the cycle of abuse will continue until you are also affected

Committed audience

Keep driving change

The more we talk about it in our communities the more those who are afraid will feel encouraged to speak out.



Theme SEVEN

RESOURCES AND EDUCATION

Two key messages, resources and education

1. Education on gender roles, individual integrity and the reality of GBVF cannot begin too early: there is a need to introduce these subjects to children at early childhood development stage
2. The language of GBVF is alienating. It needs to be decoded for accessibility

Segmented messaging: Resources and education

Universal audience Create awareness	Give exposure to the groups and resources available and the impact they are making
Interested audience Consideration	• Encourage the education system to talk more freely with learners about resources and support. • This issue needs a common language which is simple, understood and easy to translate
Impacted audience Call to action	• Spread hope by telling of the good organisations and resources available to people • Use common language of the topic and their mother tongue so that the issue becomes more accessible to everyone • Don't shy away from uncomfortable language
Committed audience Keep driving change	Give words to the uncomfortable topics and champion the partners that are doing great work to support and prevent GBV.



Theme EIGHT

THE JUSTICE SYSTEM

Four key messages, the justice system

1. Victims have little faith in a justice system that's inaccessible, flawed and ineffective
2. The justice system must be accountable. And it must be held accountable for outages in dispensing justice to GBVF perpetrators
3. We need a victim-centric justice system: at present, very few victims trust the system and do not understand the lingo or processes of justice
4. Low conviction rates and inadmissible evidence impedes delivery of justice and faith in the system

Segmented messaging: the justice system

Universal audience Create awareness	We need to see the statistics (good and bad) in all media (similar to the Covid-19 flux of numbers and cases)
Interested audience Consideration	Public needs to hold the justice system accountable and demand transparency in the statistics – good and bad
Impacted audience Call to action	• Victims need to be given hope and educated about the process so that they are more inclined to report incidents • SAPS & other duty-bearers need to communicate alongside ambassadors so that the messaging is integrated and aligned with that of the justice system • The system is not sufficiently victim-centric: victim blaming and shaming are common ... and unacceptable • Duty-bearing entities must invest in strategies for balanced gender representation
Committed audience Keep driving change	Be tenacious and brave in speaking truth to power and holding direct duty-bearers accountable – keep asking the questions and demanding the answers



"This is exciting! My first marathon."

THANK YOU!