

## Activity Report

<b>Name of project</b>	Girl leadership camp
<b>Name of program</b>	Media Advocacy
<b>Supporting agency</b>	African women development Fund -AWDF/ US EMBASSY JUBA
<b>Number of participants</b>	7 + Public
<b>Venue</b>	Advanced Youth Radio/Advanced Digital



*A group photo after the media advocacy-11<sup>th</sup> march 2023*

### Overview of the project.

The Media Advocacy Initiative is an advocacy series of media based awareness raising program under the Girl leadership camp project supported by the African women development fund , for the communities, most especially the young women and girls in and out of school in Juba. The program aims at creating awareness and share experiences with young adolescents in communities about health, physical, mental issues especially as apply to their daily lives and provide necessary solutions to physical out reach of more than 120 to young adolescent women and girls in Juba, and over 50,000 people across Juba and South Sudan at large, through

participatory methodologies and maximization on experiential learning from the physically approached peers.

### Key observation

Planning and mobilization of the students and the host radio for the live radio talk show happened a week before the initial date of the radio programs.

The programs manager with assistance from the RiWA team kept in contact with the Radio station and headteachers as well as student leaders of the schools to ensure timely engagement.

The students were requested to come at the RiWA office by 9:30 am Of which allowed us have our final preparations with them on the agendas of discussions while in the radio talk sow



The team kicked off from the RiWA office at 10:00 am and arrived at the radio station at 10:50 readily being waited for by the hosts of the radio program Teen Evolution (TEEN EVO) on 99.9 Advance digital.

In attendance were 4 girls and 1 boy student from Juba proper International secondary School, one of the schools where we conducted the schools mentorship program, accompanied by their director of studies.

We were welcomed and introduced on air by the hosts team and the discussions started;

As part of the introduction to the media advocacy campaign below are the points of discussions:

1. Each of the participants who were live in traduced themselves, who they are, what they do
2. We were also able to introduce RiWA in depth and some of the projects implemented within the organization objectives and goals eg the schools mentorship program, psychosocial support, economic empowerment, Digital literacy etc.
3. The impact of the mentorship programs on students mentored and they were able to highlight and shared their thought through what they learnt;
  - Body and menstruation hygiene
  - Career Guidance
  - Avoid excessive use of pills when in their periods
  - Body and environmental changes
  - HIV and AIDS
  - How boys also play a major role in helping their female counterparts the girls when facing their periods and discouraged them laughing and making fun of them when they are in these difficult times.
4. The director of studies also expressed his gratitude towards the great work done by RiWA to cover in one of the most difficult areas and situation the school faces when it comes to special needs for the female students and encouraged more stake holders to share the responsibilities to ensure the girls are able to achieve in their education

### Activity Impact/Findings

We found out that, Sexual reproductive health is very important and not easily discussed between parents and their adolescents, It's because of either the children are very scared to start asking question about their sexual health from their parents or parents don't take initiatives to have discussions around their children's body, environmental and behavior change regarding their sexuality that that the themes expanded on by Radio the media advocacy strategy as part of schools mentorship program.

The media advocacy on Sexual reproductive health for young adolescents proved to be very important and shouldn't be plaid around with to have round talks for children whose been affected by the latest world of technology. With this, RiWA is motivated to want to help other youth out school to take care of themselves."

The program brought new knowledge and ideas on discussion around sexually transmitted infections, and sexual health which needs continuous and sustainability to create impact on the young adolescents.

It has also enabled young adolescent to broach questions of sexuality, live on air with parents more easily in order to get their advice. For that matter, thinking of the usefulness of the programs, RiWA decided to have the program once a month through the phase of the project, of which the collaborators (Advanced digital) keep on encouraging more listenership to the programs.

In addition to learning about how to take more responsibility for sexual reproductive health "This program gave a love for radio. Some listeners never listened before introducing the programs.

*"We realized that radio is a reliable source of information, and that what we read on the internet is not always true."* Said Julia James

### General recommendations

Based on the discussions and comments, the radio program needs consistency and sustainability for behavior change in the both the school going and non-school going adolescents.

### Conclusion and general comment(s)

The Media advocacy program was a success and the hosts were great as well as broke down the topics for easy understanding and used various questionnaires to sink the discussions for easy understanding by the listeners;

however, in conclusion, the RiWA team encourage continuous support for the program and pledged to provide topics of discussion for program sustainability.

The next program will be scheduled and communicated to participants by the RiWA office.

By Tande Elias

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