



Developing Effective Communication Materials

A Training Workshop for the GBV Prevention Network by Raising Voices



Specific Objectives:

1. To increase understanding of GBV Prevention Network members about the various approaches and trends within the field of communication materials.
2. To strengthen capacity of GBV Prevention Network members to analyze strengths and weaknesses of existing GBV prevention communication materials.
3. To build practical skills in developing effective, positive communication materials for GBV prevention.
4. To practice how to transform communication materials into program tools that can be used to further the aims of GBV prevention programming.

Rationale

Communication materials play an important role in GBV prevention work. Most organizations develop and print materials as a part of their GBV prevention programming. At times, these materials have unintended negative impacts which include woman blaming, stereotyping, reinforcing fear-based learning and increasing backlash. Yet positive, effective materials can greatly enhance prevention programs and activism. This training workshop will contribute to building a new understand of effective communication materials among participants, facilitate the development of new print materials, provide opportunity to see how communication materials are used in community organizing efforts in Kampala communities.

Methodology

The workshop will provide a hands-on learning experience for participants. Interactive sessions will encourage participants to develop their own analytical and practical skills. Theoretical sessions will be limited, so to enable practical, skill building sessions.

Timeframe

The workshop will be held in Kampala, Uganda from the 6th to the 10th October.

Costs

Participants are encouraged to cover the cost of their participation in the training. There are no conference dues or registration fees so this includes transport to and from Kampala, accommodation, meals and out of pocket.

A limited number of sponsorships are available.

Application

Application forms can be downloaded from www.preventgbvafrica.org. All applications must be received by September 9th 2008. Incomplete or late applications will not be accepted.