

## Training Opportunity

# Developing Effective Communication Materials for VAW Prevention

The GBV Prevention Network welcomes applications from its members within the Horn, East and Southern Africa for a 5 day intensive course on the development of effective communication materials for violence against women prevention.

- Do you use communication materials in your VAW prevention efforts?
- Are your materials helping foster positive change?
- Do your materials meet the minimum standards in effective and ethical design?
- Are your communication materials used as program tools rather than decoration?
- Does your organization have core competencies required to develop effective and ethical communication materials?

Communication materials play an important role in VAW prevention work. Most organizations develop and print materials as a part of their VAW prevention programming. At times, these materials have unintended consequences which include woman blaming, stereotyping, reinforcing fear-based learning and increasing backlash. Yet positive and effective materials can greatly enhance prevention programs and activism.

This training workshop will build core competencies necessary for the development and use of effective communication materials.

## Course Components

- Theoretical understanding of the evolution of development communications.
- Analysis of existing materials toward the development of a framework for understanding, developing and assessing effective materials.
- Practical ideas for working with artists.
- Special modules on using popular, old and new media for effective VAW prevention.
- Community visit to see communication materials in action.
- Development of 4 print ready communication materials with onsite artist.
- Take-home training module for participants to share knowledge and skills with their organizations.

## Course

- To increase Network members' understanding of the evolution of VAW prevention communication strategies and trends.
- To strengthen core competencies of Network members to analyze the strengths and weaknesses of existing VAW prevention communication materials. To build practical skills in developing effective, positive communication materials for VAW prevention.
- To practice how to transform communication materials into program tools that can be used to further the aims of VAW prevention programming.
- To develop 4 print ready communication materials.

## Methodology

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

### Who is Eligible?

#### Organizations who:

- are members of the GBV Prevention Network
- have past experience in developing communication materials for VAW prevention
- commit to setting aside at least one day for participating staff to facilitate the 'take home' module with their organization
- have earmarked funds for the creation/printing of communication materials in 2011.
- commit to participating in the post-training monitoring (i.e., respond to survey, be available for one phone call post training)

### When?

11th - 15th April 2011 in Kampala, Uganda.

### Costs?

The GBV Prevention Network can sponsor a limited number of participants. Organizations are encouraged to cover transport costs for their staff to and from Kampala.

### How do you apply?

Download the application form at [www.preventgbv africa.org/content/communication-materials](http://www.preventgbv africa.org/content/communication-materials) fill it and send it to [winnie@raisingvoices.org](mailto:winnie@raisingvoices.org) by 3rd March 2011, successful applicants will be informed by 11th March 2011 and should confirm participation by 15th March 2011

