



FOLLOW-UP ACTIVITIES TO GENDER ANALYSIS FOR ZAMBIA

DRAFT CONCEPT NOTE

Title: Strengthening Gender Equality and Awareness through Advocacy, Sensitization, and Capacity Building

17-22 November 2024

1.0 BACKGROUND

Following the comprehensive gender analysis conducted to assess gender disparities and challenges, it is essential to implement follow-up activities that translate the findings into concrete action. These activities aim to raise awareness, promote gender equality, engage key stakeholders, and build local capacity to address gender-based violence (GBV) and gender issues in the context of Disaster Risk Management (DRM). This concept note outlines a strategy to implement targeted advocacy campaigns, public awareness, and training workshops at both national, district and community levels to promote gender equality and build resilience in communities. The activities will take place in two phases

Phase 1: Activities for this phase will commence during the third week of November 2024

Phase 2: Activities for the second phase will be conducted in 2025 at a time to be advised.

2.0 OBJECTIVE

The main objective is to build on the findings of the gender analysis by conducting targeted advocacy and sensitization activities, promoting gender and Disaster Risk Management (DRM) messages through media platforms, raising awareness of GBV, and training local trainers to further disseminate knowledge and skills at the community, district and national levels.

3.0 KEY ACTIVITIES – PHASE 1

1. Publication of Advocacy and Sensitization Materials

- **Purpose:** To produce and disseminate educational and advocacy materials, including brochures, posters, and flyers, based on the gender analysis findings to raise awareness and promote gender equality.
- **Target Audience:** General public, community leaders, policymakers, religious and traditional leaders, and parliamentarians.



- **Method:** Print and distribute materials in English and local languages through community meetings and social media platforms.

2. Organisation of Advocacy Campaigns

- **Purpose:** To conduct advocacy campaigns targeting key stakeholders, including parliamentarians, religious and traditional leaders, to champion gender equality, combat GBV, adopt gender transformative fund and promote policy change.
- **Activities:**
 - **Meeting with Parliamentarians through a policy dialogue:** Organize a meeting with lawmakers to present the findings of the gender analysis, the recommendations that have been summarised into a policy brief and to present the gender transformative fund concept for the buy-in of parliamentarians.
 - **Engagement with Religious and Traditional Leaders:** Conduct targeted meetings to dialogue in order to influence cultural norms and practices that perpetuate gender inequality and GBV
- **Expected Outcome:** Increased commitment from lawmakers and community leaders to support policies and initiatives aimed at gender equality and GBV prevention.

3. Promotion of Gender and DRM Messages on Media (Mainstream and Social Media)

- **Purpose:** To leverage the power of mainstream and social media to spread key gender and DRM messages to a wider audience.
- **Platforms:** Radio, television, and social media (Facebook, Twitter, Instagram, WhatsApp).
- **Engagement:** Utilize interviews, talk shows, public service announcements, and interactive social media content to reach diverse audiences.
- **Expected Outcome:** Increased public awareness of the importance of gender equality and gender-sensitive DRM practices.

4. Raising Awareness on GBV Among Men, Women, Girls, and Boys

- **Purpose:** To raise awareness on GBV, its impact on individuals and communities, and ways to prevent it through community engagement and education.



- **Target Groups:** Men, women, girls, and boys in both rural areas.
- **Method:** Community sensitisation to foster conversations on GBV prevention and promotion of women’s participation in all stages of DRM.
- **Expected Outcome:** Empowered communities with a better understanding of GBV, leading to reduced incidents and increased reporting of GBV cases and also increased participation in all stages of DRM.

5. Training of Trainers (ToT) Workshops at District and Provincial Levels

- **Purpose:** To equip district level DMMU officers and stakeholders as trainers with the skills and knowledge to lead gender responsive DRM trainings within their districts on.
- **Target Districts:** Gwembe
- **Expected Outcome:** A cadre of well-trained local trainers who will act as gender champions, advocates and trainers on gender responsive DRM in their district.

5.1 Execution of Activities

- Activities will start with a meeting with Parliamentarians on Tuesday 19th November 2024 and team will depart for Monze
- Courtesy call on the District Commissioners Gwembe on 20 November 2024
- Meetings with Traditional and Religious Leaders will be held in Gwembe on 20th November 2024
- Courtesy call on District Commissioner for Monze on 21th November 2024
- Trainer of Trainers workshop will be held in Monze from 21 – 22 November 2024
- 23 September 2024, travel back to Lusaka

4.0 WORKPLAN – PHASE 1

S/N	Activity	When	Where	Responsible Person
1	Meeting with parliamentarians	19 th Nov	Lusaka	Gender Division/DMMU/Consultant
2	Meeting with Religious leaders (Gwembe)	20 Nov 24	Gwembe	Gwembe DMMO



3	Meeting with Traditional leaders (Gwembe)	20 Nov 24	Gwembe	Gwembe DMMO
4	ToT with DDMU and stakeholders for Gwembe	21-22 Nov 24	Monze/ Livingstone	Gwembe DMMO

6.0 CONCLUSION

This concept note outlines a comprehensive approach to building on the findings of the gender analysis by implementing targeted advocacy, sensitization, and capacity-building activities. By engaging key stakeholders, promoting public awareness, and equipping local leaders with the necessary tools, this initiative will contribute significantly to advancing gender equality in DRM and combating GBV in the implementing areas.