



Action Project Reference: 13-03

Organisation: Women's Crisis Centre

Action Project Proposal:

“Expand FWCC male advocacy campaigning to advocate positive female messages of equality and non-violence to Fijian boys and teenagers..”

Who Are Women’s Crisis Centre?

Fiji Women’s Crisis Centre (FWCC) provides crisis counselling, legal, medical and other support services for women and children survivors of violence.

FWCC became operational on August 13, 1983 and is a respected professional organisation and has succeeded in influencing public opinion in Fiji such that most sectors of society recognise and support the need for emergency services and ongoing advocacy.

Mission:

The goal of FWCC’s program is to work towards the elimination of violence against women in Fiji and the Pacific region. This goal reflects FWCC’s long-term organisational mission. It is closely aligned with the organizational and project objectives of Pacific regional network members and with international advocacy efforts. It reflects the language used by other key international actors working together to address violence against women (VAW).

Services:

Counselling and Support

Providing a 24/7 phone line for victims of abuse. At any time of the day or night a trained counsellor will be available to talk and emergency assistance can also be provided.

Community Education

The Fiji Women's Crisis Centre is the only organization raising awareness on violence against women as a human rights violation. This is done through its extensive community education program as well as through the community awareness and training for government agencies like the Department of Social Welfare, Police and the Military.

Male Advocacy

In efforts to achieve gender equality and elimination of violence against women, the involvement of men and boys is seen increasingly as important new trend. Men make up over 90% of the perpetrators of violence perpetrated against women and to develop solutions, in particular when attempting to change ingrained attitudes which promote and perpetuate gender inequality, targeting men becomes crucial. The question of what about the men? has plagued the women's movement, in particular those directing their services at women

Further Information

- Design a strategy specifically for boys and male teenagers.
- Would you create a campaign? Event? Online materials? Social Media? Resources?
- Consider how provide positive messages and instilling beliefs in boys could impact their future decisions and views of domestic violence and equality for women
- How could you best engage younger males?

Key Research & Discussion Areas:

Plan and deliver ...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- How will you research your content? How will you make sure it's from good sources?
- Consider the previous campaigns of FWCC for male advocacy and how this could be adapted and perfected for younger boys
- Could you use sport or other activities to express positive messages?
- Consider cultural norms, societal restrictions, Fiji's diverse mix of religion, ethnicity and language and Fijian culture and traditions
- How will you create messages that stand out? Consider clarity, word count, imagery

- Consider lack of resources available and budget constraints for physical resources- what would be most costs effective and impactful?
- Research and consider other women’s empowerment messages globally when advocating to men and boys
 - In what ways are they successful?
 - How could they be improved?

Create content ...

- Create Clear, engaging, easily accessible, emotional material

Barriers to success ...

- What are the potential barriers to this project and topic?
- What are the potential issues of engagement?
- What are possible solutions?
- How have other organisations globally achieved success?

Evaluate ...

- How will you evaluate your contribution to the development of unique resources?
- How will you present and share your results?
- Report, Presentation, Concept Designs, Prototype?
- What advice can you offer to someone to continue this project and provide further development?

Video Resource

https://www.youtube.com/watch?v=qh_ClbaSVTs&feature=emb_logo

Further Questions

Are there any questions you would like to ask in completing this project?

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