



Proposal for Tackling Intimate Partner Violence in Rural Communities of Fiji

Submitted to: Australian
Aid

Application for: Fiji
Women's Fund

Submitted by:
FemLinkPacific

Date of Submission: 05/08/2020

Project Summary:

1. Reports of intimate partner violence (IPV), including sexual, physical violence, emotional violence, non-partner sexual assault, trafficking and sexual exploitation, and other harmful practices are much higher in the Pacific. Research carried out by Fiji's Women's Crisis Centre reports that 64% of women in intimate relationships have experienced either sexual or physical violence¹, with similarly high levels of IPV being reported in surrounding Pacific islands- Vanuatu (60%), Kiribati (68%) etc. With the recent pandemic of Covid-19, calls to domestic violence helplines have increased with the state's helpline receiving over 500 calls in April 2020 compared to 87 calls in February 2020². The increased isolation related to Covid-19 has correlated with these spikes in calls, and it is an urgent problem that cannot be overlooked. With your funding, we propose the set-up of 7 women led community groups in 7 different regions of Fiji, with the main objectives of connecting groups of women from these regions in a radio campaign against IPV. Each region can share stories about how they are staying safe, connected to their community, and progressing during this isolating time. We will reach out to 7 different regions and have a representative from each join the radio campaign to discuss on behalf of their community, their experiences during lockdown, and how they are handling the isolation. The 7 different regions we will reach are Nadi, The Mamanucas, Outskirts of Suva, Rural Viti Levu, Beqa, Lau islands and Vanua Levu. Whilst not all rural, by reaching both city and rural regions we can reach multiple vulnerable groups across the majority of Fiji. We will benefit listeners through projecting these personal stories, as well as give an opportunity through our platform to rural regions to voice the problems they face in their community, and how this can be helped by other regions in Fiji. As an organisation focused on providing media channels for women to share and talk about their experiences, this project is a cause we are passionate about, and can complete with the assistance of aid.

¹ As quoted in Fiji Women's Crisis Centre (2013). [Somebody's Life, Everybody's Business! National Research on Women's Health and Life Experiences in Fiji \(2010/2011\)](#)

² As quoted by the Minister for Women, Children and Poverty Alleviation, Mereseini Vuniwaqa in <https://www.rnz.co.nz/international/pacific-news/415881/fiji-records-increase-in-domestic-violence-cases-during-covid-19-lockdowns>

Project Strategy:

This project begins with connecting with 1 women-led community groups in each of the 7 areas specified: Nadi, The Mamanucas, Outskirts of Suva, Rural Viti Levu, Beqa, Lau islands and Vanua Levu. These groups will be selected from our Rural Leaders Community Media Network, in a call for applications that will be displayed on the front page of our website

<https://www.femlinkpacific.org.fj/partners> and distributed through our media platforms listed below:

Twitter- <https://twitter.com/femlinkpacific?lang=en>

Instagram- <https://www.instagram.com/femlinkpacific/?hl=en>

Facebook- <https://www.facebook.com/femLINKpacific-256180025092/>

These community groups will be recognized NGO's or community start-ups who have been running for at least a year, with a membership of over 20. Currently, our Rural Leaders Community Media Network represents over 500 hundred organisations with thousands of members who are mostly women. Participants will represent a range of religious beliefs, people with disabilities, and members of the LGBTQ community to ensure all voices are heard. Once selected, the 7 chosen organisations will be asked to collect stories and tips from their volunteers about how they have stayed safe in their organisations during Covid-19, how they have stayed connected within their communities, and how they have made sure that their communities are aware and have access to support if needed. From there, one representative who has not previously been promoted in a leadership role from these groups will be given a dated radio slot, to join us on our radio programme through phone in and discuss the topics regarding IPV, Covid-19 and the discussions had with their volunteers. This radio show will last 1 hour on a Friday afternoon, and be aired on our radio platform Femtalk89FM.

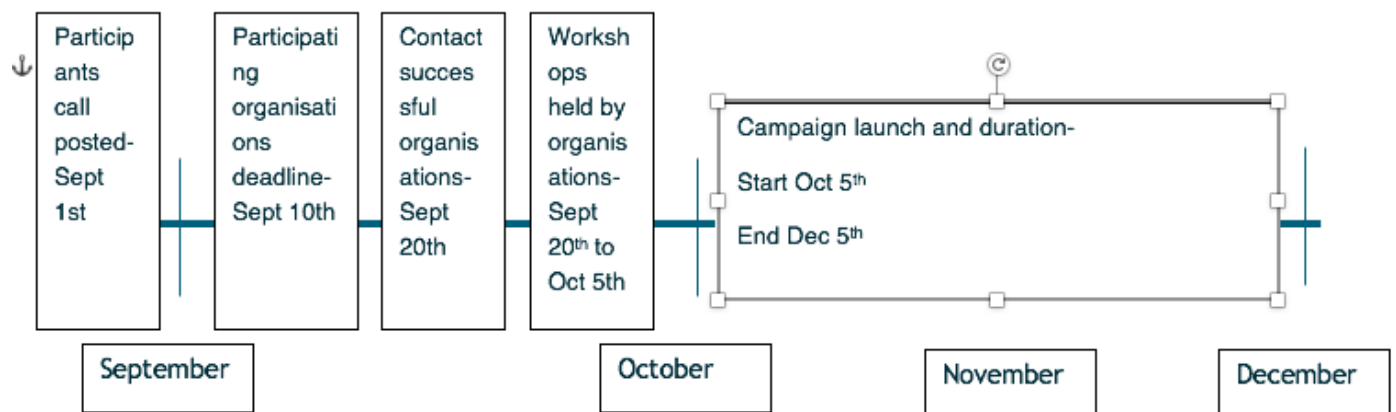
Main objectives for this project:	How will this be achieved:	How will we measure this success?
Highlight stories and concerns of IPV during isolation to influence the number of national cases of IPV reported by the Fiji Women's Helpline.	A 1-hour slot will be given to discuss the stories of those who have experienced IPV of Femtalk89Fm. It will cover three main topics: IPV, Covid-19 Isolation and how communities are currently spreading awareness of IPV. All stories will be kept anonymous for the safety of volunteers.	Work in collaboration with Fiji Women's Helpline to monitor and report the number of cases of IPV reported, and analyse these as part of an ongoing report.
Expand our audience base to rural regions, to connect	Ensure each slot occurs at 5:00pm on Friday each week and advertise	Analyse the number of listeners during the slot, monitor the engagement

areas already isolated by distance.	specific regions participation during the week a representative is participating.	on our social media platforms regarding the show and what region they are from.
<p>Provide a leadership role for women to represent their region in a national campaign against IPV.</p>	<p>Provide opportunity for women to join the Femtalk89FM show through a phone in system to highlight the volunteers in their organisation. The criteria for this include the candidate not having a current standing leadership role, as to provide a new opportunity where there isn't one.</p>	<p>Each representative will be asked to give feedback on how impactful this role was on their standing in the organisation as well as in their personal communities.</p>

The organisations who have been in contact in regard to participating in this campaign can be seen below.

Project Timeline:

The project will last for the duration of 2 months, with a new region representative appearing each week on air for an afternoon radio slot. Call for applicants will be posted via our website and social media by September 1st, 2020 and organisations will need to reply with interest by September 10th, 2020. We will contact the 7 organisations we hope to work with by September 20th and ask them to complete a workshop in which volunteers can share their stories and tips before the start of October. The official campaign will start on October 5th, 2020 and last till Dec 5th, 2020. Proceeding this, we will then evaluate the success of the project to consider a partial extension.



Project Future:

Here you would identify how your project may continue in the future and detail a 1 to 5-year plan of your future aims for the proposal you are highlighting. Be as specific as possible with how you hope for this to progress and continue to expand. For example:

Once the campaign has ended, we will take 2 months to evaluate and analyse the statistics of our radio listeners, by writing a report stating how many more listeners to the radio station did we have during this period of time, ask whether the organisations that were featured received more members or a larger following on their social media platforms after being on the show, and most importantly, look at the statistics regarding IPV calls to Fiji Women's Crisis Centre to identify if our radio campaign had either increased awareness of where support can be found for experiencing any form of IPV, or if the number of calls had been reduced due to our campaign keeping women in communities connected and sharing tips on how to handle the isolation of the pandemic.

Going forward, we hope to continue to highlight this campaign once a year during times where IPV has been recorded to be much higher. The campaign will run for a month during this period, and follow the same format as before, but with different organisations from other regions participating to make sure we are reaching as many people as possible. This will be a part of a two-year plan to reduce IPV reports to levels more consistent with the global average of 35%. If this is successful, we hope to expand this to organisations in other Pacific islands such as Kiribati and the Solomon Islands, to create a network of NGO's in the Pacific across countries who need to tackle IPV significantly and continue to share stories about how each region tackles this issue.

Previous Projects: Some of our previous projects include 'Suitcase Radio', Women's weather watch and our Rural Leaders network. Please see the successes of these projects in the attached forms and on our website.

Donors Involvement:

As a programme, organised by the Australian Government in an attempt to eliminate violence against women, we want your involvement in reducing IPV in Fiji through this project. As an eligible organisation with similar aims, it is clear to us that your fund is key to helping us achieve our objective and improving the lives of women during the pandemic and achieving a gender equal Fiji. We are a women-led group that targets various vulnerable groups (women living with disabilities, LGBTQ+ etc.) and we want to make great tangible change through empowering women in communities that cannot always be reached by services due to their rural placement. We are applying for your Type C grant, as the project will cost \$5,500 to complete (please see budget summary on next page). We will monitor and evaluate the success of the project during and after the campaign, in order to assess whether it is possible to continue -with your support- with the campaign in the future. This campaign will be advertised, marketed and labelled as in collaboration with the backing of the Australian Government, with any promotional materials on

our social media sites including your logo and a link to your website. Equally, at the beginning of each radio show we will personally thank all of our partners to acknowledge how invaluable you are in this campaign. If this campaign continues to be successful, we will apply for a type B grant, so that we can expand our reach to other surrounding areas and possibly to other Pacific Islands, in line with your focus to support and strengthening the Pacific community.

Project Budget:

Income				Expenses		
Source	Amount	Status	Notes			
				Payment for Representatives phone bills	\$1,500	Supporting other NGO's in the process
				Radio equipment	\$1,500	Attempting to reach more rural areas will need more advanced equipment.
Fiji Women's Fund	\$5,000	Anticipated		Radio station hire	\$2,000	This amount is for the full 2-month period
				Marketing	\$500	Creation of marketing materials/brochures
Public Donations	\$200					
Online Fundraiser	\$300	Anticipated				

Business Contacts:

Lastly you would list all of the contacts needed for any correspondence between you and the donor. This means the contacts of anyone managing the organisation, the project, the already participating partners etc. This should be presented in a list.

To continue supporting this project, our contact details are as follows:

Head of organisation:

INFO@FEMLINKPACIFIC.COM

Head of Project management:

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Australian aid Suva representative:

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