

COMMUNICATIONS FOR PEACEBUILDING

Search for Common Ground (Search) ran overlapping projects (PLUPC and SCPB) in South Sudan from between the years 2014 through 2018. Radio and participatory theatre were identified as the key mediums for the projects.

The overall goal of the PLUPC and SCPB projects was to promote social cohesion, resilience, and the peaceful resolution of conflicts among individuals and communities.

Objectives

- Communities engage in constructive dialogue and action around key peacebuilding concepts that promote localized strategies for stabilization, reconciliation, and trust building.
- Media programming with a national reach amplifies and reinforces community-level peace processes to build mutual trust, inspire community confidence, and promote replication

Activities

Local Peace Initiatives
Short Media Productions
Key Stakeholder Meetings
Civil Society Engagement
Radio Drama Productions and Broadcast
Participatory Theater

Results

Radio and theatre are still relevant in South Sudan. Search programming continues to have a growing reach and positive impact

75% of survey respondents believed radio can be used to promote peace

38% believed traditional forms of media (theater performances) are appropriate for peace promotion – seen to have a more direct impact on audience

RADIO

VS.

THEATER

Listeners of **Hiwar al Shabaab** say they feel confident in their ability to resolve disputes peacefully in their community as a result of the programming

Trained staff at radio stations reported increased levels of confidence in transformative change and effective peacebuilding and an improvement in broadcasting conflict sensitive programs

78%

OF LISTENERS ARE MORE LIKELY TO TRUST PEOPLE FROM OTHER TRIBES, AS COMPARED TO NON-LISTENERS

97%

OF LISTENERS, OVERTIME, COULD STILL LIST AT LEAST ONE PEACEBUILDING VALUE

82%

REPORTED BEING AWARE OF POSITIVE MODELS FOR COMMUNITY PEACEBUILDING

Participants noted a decrease in incidences of rape, domestic violence, forced marriages, and early marriages

Participants also noted that more girls go to school and more women are employed

Additionally, they reported a positive impact on those that abuse alcohol, opium, and other drugs

