

“VRAI DJO”: PROMOTING POSITIVE MALE ROLE MODELS IN THE FIGHT AGAINST SEXUAL AND GENDER BASED VIOLENCE IN THE DRC

Search for Common Ground (SFCG) in the DRC, known locally as Centre Lokole, was established in 2001 to support communications around the Inter-Congolese Dialogue, the cornerstone of the peace process that began in Lusaka in 1999. Its overarching goals are to support the peace process, to promote unity for the Democratic Republic of Congo, and to reinforce the capacity of local organisations to resolve local conflicts through the use of media, arts, dialogue, and training programmes based in peacebuilding centres around the country.

The DRC has frequently been described as one of the most dangerous countries for women. Sexual and gender based violence are rampant throughout society. “Vrai Djo,” or “Real Man,” is a project using mass media funded by the British Government aimed raising awareness of the population of western DRC of the need to change behaviour towards women, and to shape male attitudes so that they are more respectful and positive. It provides men with a positive role model for what it means to be considerate and responsible towards women.



The campaign produced four audio spots and five short films, all of which feature local music celebrity Mazimi Movil, also known as Celeo Scram, as the positive role model. Celeo had previously been identified by locals as consistently having a positive image in DRC society.

The audio and video shorts contained five scenarios in which men might abuse women: a soldier’s interaction with female civilian, sexual advances in the workplace, child marriage and education, courtship and relationships that respect women, and domestic violence and the duties of women vis-a-vis their husbands.

This report presents the findings of the pre- and post-tests of the audio spots and short films to study groups in Kinshasa and Dongo, DRC. It utilized a mixed-methodology in order to assess shifts in attitude, culture and behaviour in pre- and post-screenings of the campaign.

CHANGING BEHAVIORS, CHANGING LIVES

One scenario portrayed by the Vrai Djo campaign concerned the issue of child marriage. A situation was posed in which parents are informed of their daughter’s poor academic performance, and whether or not they should simply marry her, or alternatively, sign her up for remedial courses.

There were considerable improvements between the pre and post-test screening results in both Kinshasa and Dongo. In the pre-test in Kinshasa, seven out of ten single adults said they would sign their daughter up for remedial courses, and this increased to 100% in the post-screening sample. Interestingly, in both pre- and post-screening samples, 100% of married men consistently said they would sign their daughter up for remedial courses instead of marriage.

In Dongo, the pre-test findings were considerably lower, but there was a marked improvement in the post-test screening sample. It should also be noted that the unit of measurement changed between the two locations: instead of groups composed of young singles, single adults and married adults, the Dongo sampling included teachers, local authorities and soldiers.

Are you opposed to child marriage?	Focus Group	Pre-test	Post-test	Difference
	Teachers	52.6%	74.3%	+21.7%
	Local Authorities	37.8%	60%	+22.2%
	Soldiers	76%	90%	+14%

GEOGRAPHIC & CULTURAL DIFFERENCES WITHIN THE DRC

This study was conducted in two locations in the DRC: Kinshasa, the Capitol, situated in the southwest, and Dongo, located in the northwest. The study found considerable cultural differences between the two locations regarding the role of women in society. In Kinshasa, men were found to be quite understanding in the baseline if, for example, their wife were to come home late because of work. Five out of six young singles said they “would calmly ask their wife for an explanation,” as did eight out of ten single adults. Perhaps as a sign of values associated with urban modernity, all the married men in Kinshasa said they would calmly ask their wife for an explanation if she came home late because of work. These ratios remained consistent in the post-test, suggesting that cultural shifts regarding the role of women have already occurred in Kinshasa.

“During discussions, it became clear that the customs in Dongo in particular, and the province of Equateur in general, influenced the perception of the participants regarding the role and ‘place’ of women.”

In Dongo, however, the results were considerably different (with between +10-18% positive increases):

Would you understand if your wife came home late because of work?	Focus Group	Pre-test	Post-test	Difference
	Teachers	62%	80%	+18%
	Local Authorities	58%	70%	+12%
	Soldiers	40%	50%	+10%

These results are largely consistent across the sampling, regardless of question, in Dongo. It suggests that SFCG’s decision to include Dongo in the campaign was indeed well made, and perhaps that the campaign should be expanded to more rural areas.

RECOMMENDATIONS

- Extend the broadcasting period of “Vrai Djo” to reach the maximum number of beneficiaries as possible. This should involve a sustained and consistent effort to follow up on impact indicators, and increased local media ownership of the campaign.
- There should be additional sketches added to the film and audio spots to expand the issues dealt with in the campaign.

Source: This document is a summary of, and taken directly from “Vrai Djo Project Final Report.” A copy of this document can be acquired at <http://www.sfcg.org/programmes/drcongo/projects.html> or by contacting Nick Oatley, Director Institutional Learning at Search for Common Ground at noatley@sfcg.org

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FINAL REPORT

“Vrai Djo” Project

A campaign to promote positive male role models in the fight against sexual and gender based violence in the Democratic Republic of the Congo



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Introduction

The Democratic Republic of the Congo (DRC) has been described as the world’s “most dangerous country for women”.¹ A 2010 United Nations Report made this assessment based on data collected by human rights organizations on the rate of violence against women in the DRC. The mechanisms used in the past 15 years to decrease violence against women have focused on educating people about the laws against rape, promoting women's rights, making a call for people to report rape, and raising awareness around Sexual and Gender-Based Violence (SGBV). However, sexual violence remains widespread throughout all levels of Congolese society, for instance in schools, universities, and workplaces. Some Congolese people view the persistence of SGBV as the result of women's inappropriate attire, which encourages men to sexually abuse women. Such views are common, and are part of what Search for Common Ground (SFCG) is trying to address.

Thus, SFCG with funding from the British Government has used its expertise in mass communication to launch a media campaign under the slogan “Vrai Djo”. This slogan title means “Real Man”, and challenges men to improve their attitudes towards women. The aim of this campaign is to raise awareness among men about their role in the elimination of violence against women. This initiative discourages negative male behaviour, by providing an inspiring model of what it means to be considerate and responsible. The campaign messages are designed to contribute to a change in male attitudes towards more positive and constructive behaviour towards women.

Identification of the Intervention Area

SFCG’s campaign is focused on the population of the western DRC, in the city province of Kinshasa, and the city of Dongo in the province of Equateur. These two provinces were selected because SGBV does not always occur there in the context of armed conflict. It is very often the result of negative male attitudes and behaviour towards women more generally.

Objective

The overall objective of the project is to: *sensitize the population of western DRC to the need to change behaviour towards women, and to shape male attitudes so that they are more respectful and positive towards women.*

Project Activities

During this period the following activities were carried out:

Table 1: Project activities

Activities	Planned	Carried out	Percentage	Difference (%)
Pre-production				
1. Casting	1	1	100	0
2. Development of the scripts	6	5	83	-16

¹ Final Report Of The Fact-Finding Missions Of The United Nations Joint Human Rights Office Into The Mass Rapes And Other Human Rights Violations Committed By A Coalition Of Armed Groups Along The Kibua-Mpofi Axis In Walikale Territory, North Kivu, From 30 July To 2 August 2010

3.	Production of audio spots	3	4	133.33	+33.33
Initial filming and validation					
	Shooting	1	1	100	0
4.	Focus groups with communication experts and SFCG staff	2	3	100	0
5.	Pre- and post-tests of the short films in Kinshasa and Dongo	6	6	100	0
	Pre- and post-test of the audio spots	3	0	0	-100
	Editing and finalization of the campaign	-	✓	100	0
Launch of the campaign					
6.	Identification of four TV stations in Kinshasa and broadcast of the campaign	3	3	100	0
7.	Public screenings in Dongo	5	5	100	0
8.	Feedback workshop and discussions with communication experts	1	1	100	0
9.	Analysis of listener feedback	1	1	100	0
10.	Analysis of internet presence	1	1	100	0
TOTAL				92.39	-7.52

1. Casting

After a financial and administrative selection process, “CYBER PICTURES”, a company known for its expertise in film shooting, was chosen to film this campaign. The casting of actors was based on key criteria, such as their competence and also experience in film acting. Ferre Gola was initially chosen as the lead character, but was replaced by Mazimi Movil alias “**Celeo Scram**”. Celeo is a superstar of Congolese music, known for his love songs and for being a member of a popular music group called Werrason. This choice was also made because of his availability and positive personality. Celeo is known as a model of good behaviour with a clean moral record. Despite his fame, he has not succumbed to negative temptations and his behaviour is considered to be exemplary for a Congolese music star.



Lead character Celeo Scram

2. Development of the scripts

The scripts were designed to change the attitudes of men regarding violence against women through the use of incentivizing messages. Thus, five dramatic scenarios were designed, with very little dialogue. In all of these scenarios the star, Celeo, plays a central role in communicating messages, as an attractive and famous celebrity. Each plot starts with a situation in which a man appears to be in a position where he will abuse a woman, but because of his positive character, he instead decides to respect the dignity of women.

- **The first scenario** recalls the behaviour of an exemplary soldier. Instead of sexually abusing a woman, he saves her.
- **The second scenario** features a job recruiter, who refuses the sexual advances of a candidate during her interview.
- **The third scenario** speaks out against child marriage by presenting a situation where parents are concerned about their daughter’s poor performance in school. Instead of marrying her off, they decide to sign her up for remedial courses.
- **The fourth scenario** illustrates the challenges of a healthy relationship between a man and a woman. The scenario follows the courtship and progression of a relationship, which is characterized by mutual respect, and in particular respect for the dignity of women.
- **The fifth scenario** challenges domestic violence and perceptions of the duties of women vis-à-vis their husbands. It recounts the story of a man who finds out that his wife cannot carry out her household responsibilities, such as cooking or cleaning. Instead of beating his wife, the man decides to help her.

The film scenarios were pre-tested using focus groups of media professionals and SFCG staff.

3. Production of audio spots

Four audio spots were produced in connection with the “Real Man” short films. These spots were produced in order to reinforce the messages contained in the short film, and reach an extended audience through the radio format.

4. Focus groups with communication experts and SFCG staff

After having written video scripts, SFCG conducted two focus group discussions, one with communication experts and another with SFCG staff in Kinshasa. The purpose of these focus groups was to test the suitability of the messages that were launched, and make sure that they communicated their messages effectively. This was in line with the aim of collecting the views of participants on the various themes developed in the video scripts in order to improve their content, before the final production of the clips.

After two sessions, 14 communication experts from different institutions, specializing in mass communication in the DRC, and 18 staff members of SFCG gave their opinion of the content, their understanding of the themes, and commented on how these themes were developed in the video.

Methodology

Each session was conducted with the following methodology:

- Reading of the scripts, accompanied by screenings of the movies;
- Reading of each script independently;
- Discussion of the messages and the sequence of events of each script; and
- Summarizing of the opinions of the participants.

Outcome of the discussions and relevance of the messages

Analysis of the results of these focus groups is centred on technical questions over the relevance of the theme and progress of the scene. All of the participants in both focus groups agreed on the usefulness and relevance of the themes contained in the scripts. The experts, however, recommended that a few topics be added, such as:

- The fight against incest in society;
- SGBV in schools, universities, and in music; and
- The positive role of women in society.

Table 2: Key findings from the focus group discussions

Scenario	Outcome	
	Experts in mass communication	SFCG Staff
Sexual harassment during job recruitment by an Executive Vice President	<ul style="list-style-type: none"> - 8 out of 14 participants or 57.1% of participants enjoyed the whole scenario while 2 out of 14 or 14.2% believed that the admiring the look of the Executive Vice President was in itself an act of violence, and that it was incorrect behaviour. - 4 out of 14 participants or 28.5% believe that the fact that the Executive Vice President invited the woman to a hotel would encourage bad practices that discriminate against women. They suggested removing this sequence, in order to avoid presenting women in a powerless position where they have no choice but to refuse the offer of the Executive Vice President. - 57.1% of the participants who enjoyed the whole scenario thought that removing the hotel scene would negatively affect the message. 	<p>100% of the SFCG staff enjoyed the whole sketch, but they made some recommendations:</p> <ul style="list-style-type: none"> - They suggested adding another candidate that comes out of the office of the Executive Vice President before Rose (the main supporting character who is also a candidate). - Correct the phrase “this position requires skills that I have to check for myself tonight”. - They proposed adjusting the way the Executive Vice President introduced Rose, by saying “here is our last candidate, Rose”, instead of “our new recruit”. - Two SFCG staff members proposed showing Rose’s surprise when the Executive Vice President asked her to go to the hotel, and her satisfaction when she realized that it was for legitimate reasons.
Domestic violence against a woman who comes home late	<p>100% of the participants enjoyed the entire sketch, but they suggested softening the tone of “Djo” when he invites his wife to dinner with the phrase “Á table! The food is cooling down”.</p>	<p>100% of the staff enjoyed the whole sketch, but they also recommended adding a sequence in which “Djo” watches the groceries when it enters the kitchen.</p>
SGBV against vulnerable individuals by the military	<p>100% of the participants enjoyed the entire sketch.</p> <p>Recommendations included:</p> <ul style="list-style-type: none"> - Removing the scene where the soldier carries a manioc on his head - Rephrasing the sentence in the scene “he helped me a lot” with “he did nothing to me”. - Adding a sequence in which the husband talks to his wife to ensure that she has not been raped. 	<p>SFCG staff appreciated the scenario, but offered the following advice:</p> <ul style="list-style-type: none"> - Add at least three additional military personnel to the scene who would provide help to the woman. 80% of staff believed that adding additional soldiers to the scene would be more realistic, given that soldiers are usually in groups. - Present the woman as tired and uncomfortable when she arrives with the soldier at her home.

<p>Child marriage of young Mado</p>	<p>10 out of 14 participants or 71.4% of the participants appreciated the sketch as a whole, but 4 participants, or 28.5% believed that this sketch was not explicit enough.</p> <p>They made the following recommendations:</p> <ul style="list-style-type: none"> - Add a scene in which the parents discuss Mado’s performance in school. - Change the line where Mado’s parents say “this is the man we want, we’ll take advantage of him”. 	<p>78.5% of the staff appreciated the sketch, while 21.4% did not. After a discussion, the following recommendations were made:</p> <ul style="list-style-type: none"> - Add a scene in which Mado does not agree to marriage. - Add a sentence in which Mado expresses her surprise after she learns that her parents did not call the man over to discuss marriage. - Add a gesture of conciliation between Mado and her father at the end of the sketch.
<p>SGBV within a couple</p>	<p>7 out of 14 participants, or 50%, did not appreciate the fact that the man was left alone with the woman in the room, they felt that this would lose the viewer in terms of understanding the message. They proposed removing the bedroom scene. However, the other 50% of the participants felt that their presence in the room enhanced the suspense at the end and would allow the viewer to better understand and connect with the message. After a lively discussion, the following recommendation was made by all the participants:</p> <ul style="list-style-type: none"> - Remove the part of the sketch in which the man does the shopping for the woman, and instead show the woman doing the shopping for the man, in order to avoid presenting her in a situation where she “begs”. 	<p>The entire staff appreciated the sequence of events. One staff member proposed amending the end of the sketch, so that the words in a Scrabble game the couple play, reads "it will come" instead of "I love you too."</p>
<p>Child prostitution and sexual exploitation for economic purposes</p>	<p>71.4% or 10 out of 14 participants felt that the script needed to be changed completely. They believed that depicting a minor as a prostitute would have a negative impact on the sexual exploitation of children for economic purposes. On the other hand, 28.6% of participants felt that by starting with this common scenario the message would challenge child prostitution rather than encourage it. They recommended adding a scene at the end of the sketch where the man gives a small amount of money to the mother, so that she can handle her finances.</p>	<p>60% of the staff was satisfied with the scenario, whereas 40% of them were opposed to the idea of introducing a child prostitute. Staff suggested introducing the child as an ordinary person, such as a student requesting a lift, while additional staff suggested that the man who gives the girl a lift should not be an ordinary man, but rather an official. This they felt would heighten the message of the scene.</p>

5. Pre- and post-tests of the short films in Kinshasa and Dongo

Following the focus groups, SFCG conducted a series of pre- and post-tests. The objective of the pre-test was to verify the effectiveness of the messages in order to determine whether or not they would have a sufficient impact on the beneficiaries.

Methodology

Participants were selected based on their age, marital status and profession. In all, there were six sessions of pre- and post-tests with 75 participants in total.

- Three sessions in Kinshasa with:
 - A group of eight young people from 17 to 27 years old who were single;
 - A group of ten adults aged 27 years and older who were single; and
 - A group of seven men aged 27 years and over, who were married.
- Three sessions in Dongo with:
 - A group of ten teachers and ten students;
 - A group of 20 local authority members, i.e. political, administrative, religious, and local leaders; and
 - A group of 20 soldiers.

The data collection was done on the basis of an evaluation guide that had been designed and validated by SFCG’s DM&E coordinator for previous projects. It included:

- Explanation of the process;
- Pre-test before the film screening;
- Film screening;
- Post-test after the film screening; and
- Discussion of the film.

Epi-Info 2002 software, used with the Vista Home operating system, allowed SFCG to compare the quantitative data obtained during pre- and post-tests. The complete pre- and post-test results are provided in the annex.

I. Kinshasa

Scenario 1: Job interview

Attitudes towards recruitment

The first question of the pre- and post-test asked viewers if they would not hire a woman for a job, because they thought she was beautiful. Participants explained that the reasoning for such a decision would be that the candidate’s beauty would be a “topic of conversation among colleagues”. The results of the pre- and post-tests showed a significant improvement on this question. There was an increase in the number of respondents stating that a candidate’s competence should be the only factor in determining whether or not she is hired. However, the test results, and discussions held afterwards revealed that men’s behaviour and attitudes towards women varied based on age and marital status. Single adults were less likely to change their attitudes than young singles or married men.

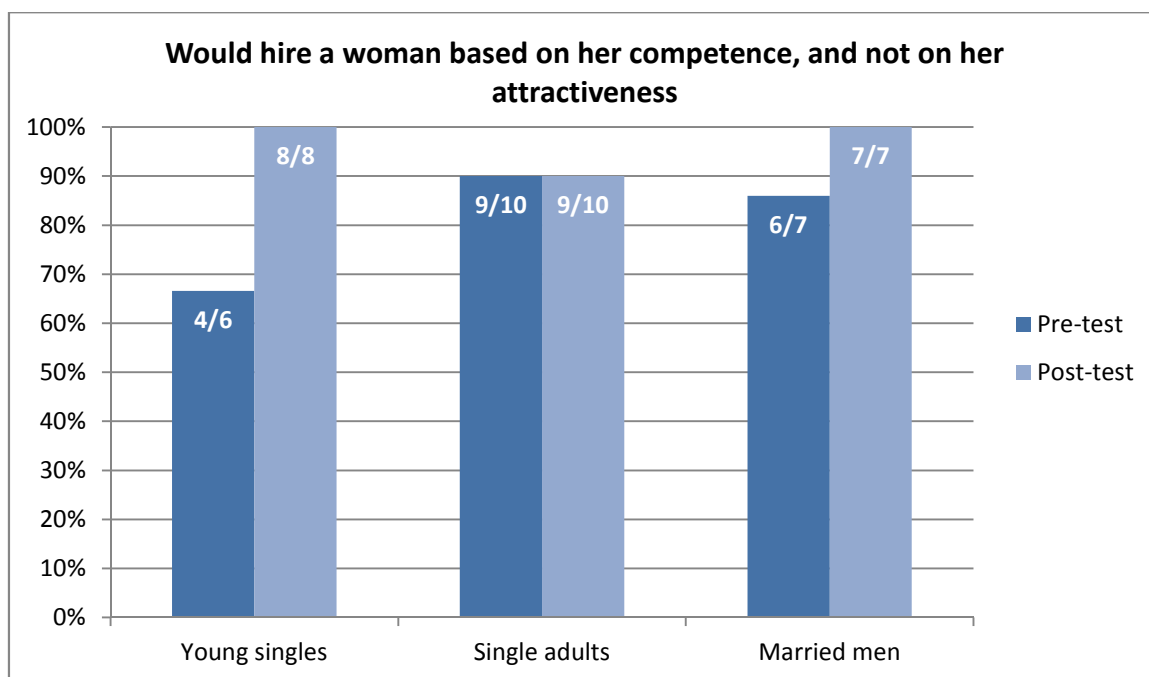


Figure 1: Pre- and post-test question: Would you disqualify a female job applicant because her attractiveness would be a problem? Comparison of pre- and post-test results for young singles, single adults, and married men.

Attitude towards a sexual proposition

Participants were asked how they would respond if a female job applicant who they were interviewing made a sexual proposition. There was a general improvement in test scores after having seen the clip. However, one of the married men in fact reverted towards saying that they would not refuse the offer.

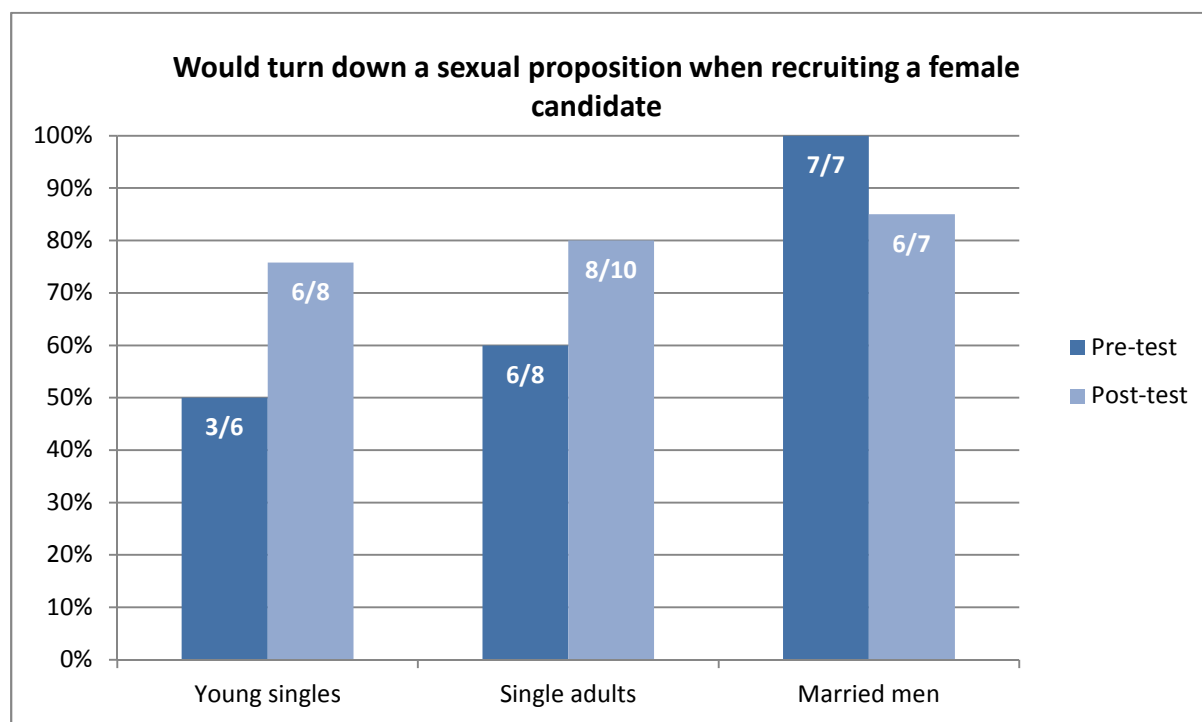


Figure 2: Pre- and post-test question: How would you respond to a sexual proposition from a female job candidate? Comparison of pre- and post-test results for young singles, single adults, and married men.

Asked for their specific response to such a situation, two of the six young singles in the pre-test and three of the ten single adults said that they would denounce the applicant. However, one of the young singles and one of the young adults stated that they preferred to remain silent, acting as if nothing had happened. When asked about the reason for this silence, the young man told us during the discussions that: “If I decline the proposal, another colleague will not refuse, especially if she is a beautiful girl, and even if I denounce him, no one will believe me. I prefer to remain silent”. Again, a positive shift was observed in the post-test, with none of the participants stating that they would remain silent.

The reasoning behind the participants’ decisions varied. In the post-test 62.5% of young singles, 80% of single adults and 100% of married men justified their refusal of the sexual proposition on moral grounds, while 35.5% of young singles and 20% of single adults were primarily afraid of contracting HIV/AIDS. However, unlike singles, married men did not mention HIV/AIDS.

Scenario 2: A wife comes home late

Attitude of a man toward his wife if she comes home late

Regarding the issue of what kind of attitude a man should have towards his wife if she comes home late, there was a relative improvement between pre- and post-test scores. All of the married men already had a positive attitude, and said that they would calmly ask their wife why she was late. Young singles and single adults however did not have this base attitude, and showed some improvement.

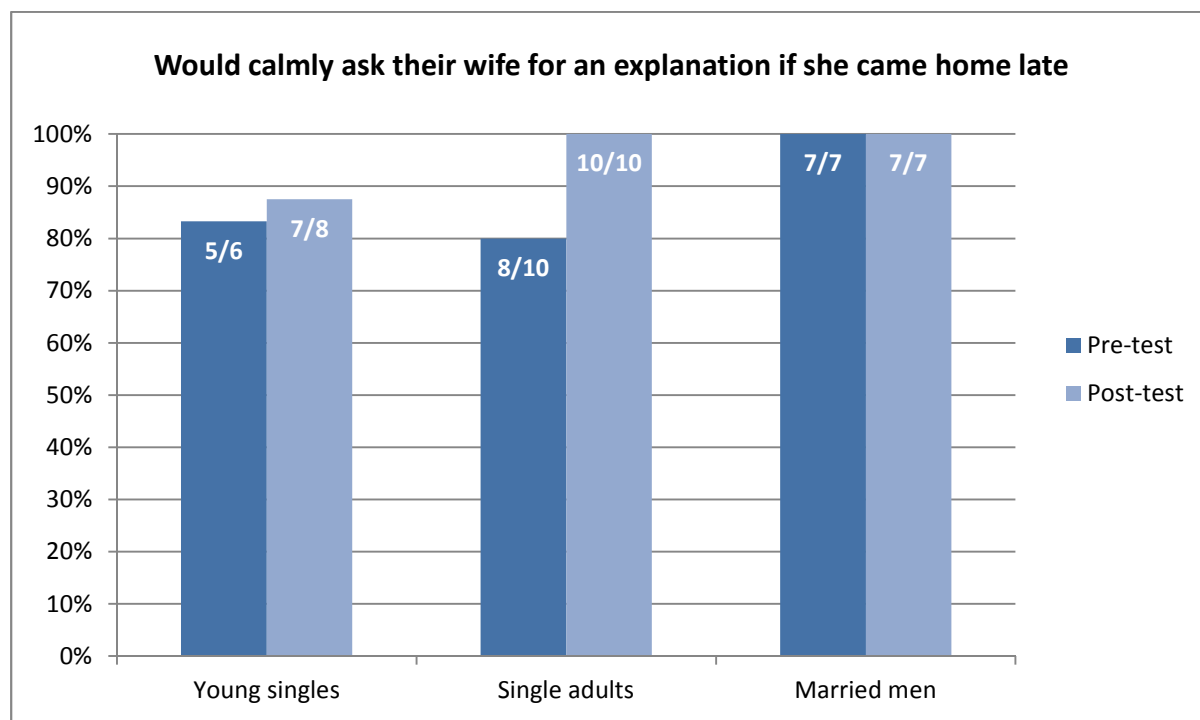


Figure 3: Pre- and post-test question: How would you respond if your wife came home late? Comparison of pre- and post-test results for young singles, single adults, and married men.

During the pre-test, a young single person and a single adult both said that they would not ask their wife anything at all if she came home late. On another note, 100% of the young singles, 90% of the young adults and 100% of the married adults would understand the situation if the wife said that there had been an unexpected incident, such as having to work late. 10% of young adults said they would be understanding in such a situation.

50% of the young singles, 70% of the single adults and 42.8% of married men said that out of love, they were willing to help their wife in the case of an unexpected event like having to work late. The

other 50% of the young singles said that they would be helpful in such a situation in order to avoid any trouble with their wives. 30% of single adults and 57.1% of married adults provided a different answer. One of the participants said they would be willing to help, “because women were created like this”. In the post-test, 100% of the young singles, 90% of the single adults and 57.1% of the married adults justified their support because of love, while 10% of the single adults and 42.8% of the married adults gave another reason.

Scenario 3: The soldier

Pre- and post-test results showed that the participants already had a positive view towards soldiers. Regarding the question of whether or not “it is possible that a soldier might provide assistance to a woman who is alone”, 100% of the participants said that it was. Regarding the behaviour of a soldier approached by a single woman, 100% of participants thought that a soldier would provide aid to the woman, and cited a soldier’s sense of patriotic duty for doing so. It should be noted that these results indicate that the belief expressed by the participants in the pre-test was confirmed post-test. These were pre-acquired and were reinforced during the post-test.

Scenario 4: Child marriage

Regarding the question of child marriage, SFCG found that the opinion of participants across all categories was the same. The results of the pre- and post-tests show that all of the participants in each category of focus group thought it was possible to protect children against underage marriage. On the question of how a parent should respond if they are not satisfied with their daughter’s academic performance, and if they should sign their daughter up for remedial courses, post-test results showed an improvement among young and adult singles.

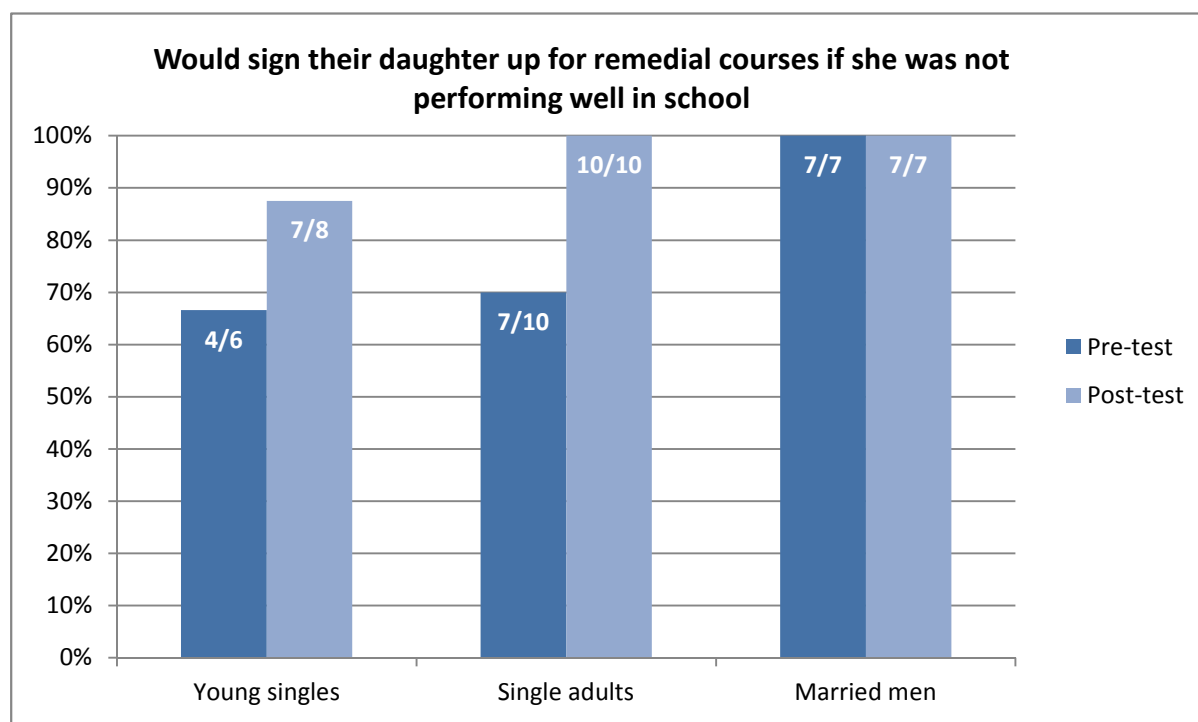


Figure 4: Pre- and post-test question: How would you act if your daughter was not performing well in school? Would you sign her up for remedial courses? Comparison of pre- and post-test results for young singles, single adults, and married men.

Pre-tests showed that 66.6% of the young singles, compared with 100% of single adults and married men, thought that child protection is a family obligation. During the post-test, a change in the attitude of the young singles was observed, with 75% of them noting child protection as a family obligation.

Participants also suggested that parents should:

- Ask the child why they are not performing well; and
- Investigate the reasons for the poor grades.

SFCG found that the degree of commitment to the education of young girls was much more pronounced among married men than among singles.

Scenario 5: The relationship

Behaviour of a man deprived of sexual activity with his wife

An improvement was recorded regarding the question of the behaviour of a man towards a girlfriend who would refuse to have sex. Married men already had a positive attitude before seeing the clip, but single adults and young singles improved their opinion. Before having seen the clip, 33.3% of young singles and 10% of single adults thought that in such a situation a man should get angry and leave.

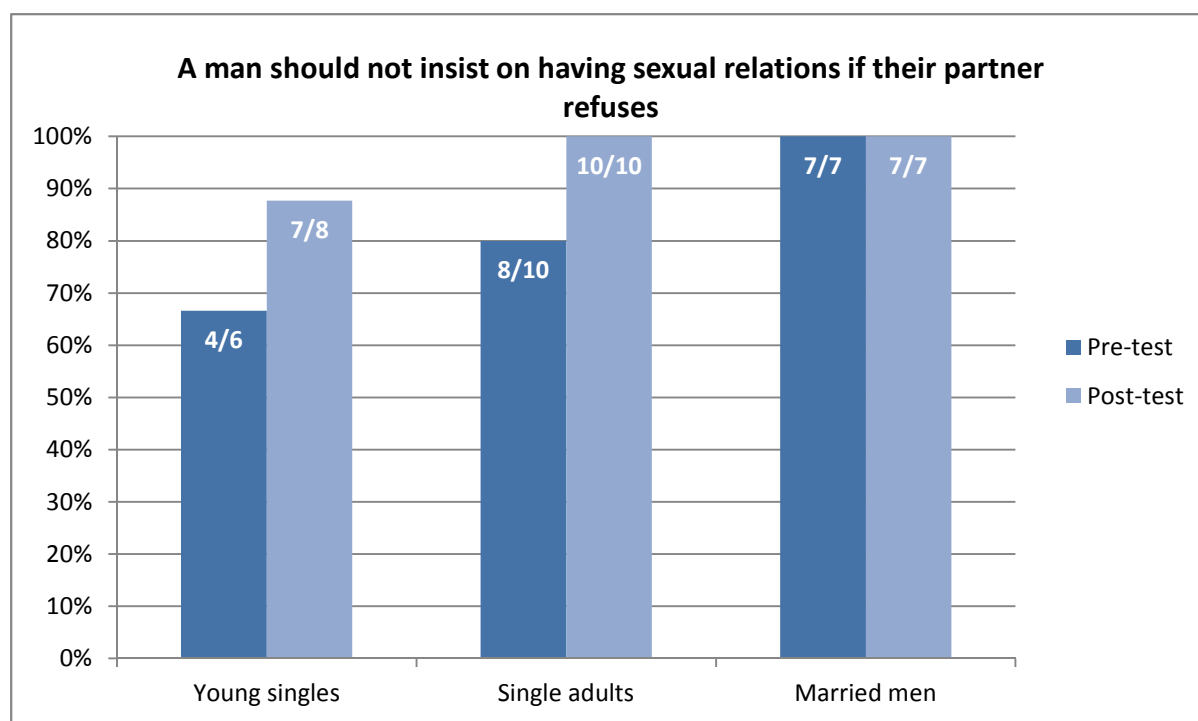


Figure 5: Pre- and post-test question: Should a man insist on having sexual relations even if their partner refuses? Comparison of pre- and post-test results for young singles, single adults, and married men.

II. Dongo

Table 3: Scenarios 1 and 2 – Job interview, and a wife comes home late

Question	Focus group	Pre-test	Post-test	Difference
Would your decision to hire a female candidate be based on her competence alone?	Teachers	71.1%	100%	+39.1%
	Local authorities	64%	70%	+6%
	Soldiers	55%	90%	+35%
Would you not hire a woman due to her attractiveness?	Teachers	38.9%	0%	-38.9%
	Local authorities	36%	30%	-6%
	Soldiers	45%	10%	-35%

“Vrai Djo” Project – A campaign to promote positive male role models in the fight against sexual and gender based violence in the Democratic Republic of Congo

Would you be understanding if your wife came home late?	Teachers	62%	80%	+18%
	Local authorities	58%	70%	+12%
	Soldiers	40%	50%	+10%

The results in the table above demonstrate improvement in the perception of the participants. Regarding the question of “the conduct of a recruiter if the applicant is very attractive”, teachers and soldiers in particular demonstrated a positive improvement. Regarding the question of how to handle a situation when a wife comes home late, there was also an improvement. However, 20% of the teachers, 30% of the local authorities and 50% of the soldiers still believed that the tardiness of their wife should be punished by a beating. During discussions, it became clear that the customs in Dongo in particular, and the province of Equateur in general, influenced the perception of the participants regarding the role and ‘place’ of women.

Table 4: Scenarios 3 and 4 – The soldier, and child marriage

Question	Focus group	Pre-test	Post-test	Difference
It is possible that a soldier might provide assistance to a woman who is alone.	Teachers	100%	100%	0%
	Soldiers	63.3%	70%	7.3%
Are you opposed to child marriage?	Teachers	52.6%	74.3%	21.7%
	Local authorities	37.8%	60%	22.2%
	Soldiers	76%	90%	14%

Regarding the issue of the behaviour of a soldier towards a woman, there was an increase in the proportion of soldiers supporting the option of providing assistance to a woman in danger. During discussions, one participant confessed that “in such a situation, the behaviour of a soldier depends upon whether he is facing a pretty young girl or a tired old woman.” This issue demonstrates the challenge of increasing awareness in this segment of the population.

In relation to child marriage, SFCG asked focus group participants what kind of behaviour they would have towards their child if she does not meet expectations at school. In this category, there was an improvement across the board. However, these results were startling when compared to the results of pre- and post-tests in Kinshasa, where 100% of all groups were against child marriage. It became clear that there are more favourable attitudes towards the custom of child marriage in the provinces, which demonstrates the need for the SFCG campaign there.

Table 5: Scenario 5 – The relationship

Question	Focus group	Pre-test	Post-test	Difference
Would respect their partner’s choice to refrain from having sexual relations.	Teachers	62%	60.3%	1.7%
	Local authorities	51.9%	75.6%	23.7%
	Soldiers	73.2%	74%	0.8%
Would get angry and leave if their partner did not want to have sexual relations.	Teachers	25.4%	26%	0.6%
	Local authorities	30%	12%	18%
	Soldiers	15%	8.1%	6.9%

The fifth scenario is related to the issue of the behaviour of a man deprived of sexual activity with a partner. In the post-test, there was a slight decrease in the proportion of positive responses for teachers. However, there was a positive increase of local authorities and soldiers, who said that they would not insist on having sexual relations and would respect the choice of their partner. Again, customs played an important role in the transmission of messages. During the discussions one participant told us that “at home when you are in a relationship, she cannot refuse to have sex.” This comment was met with approval by the majority of the participants.

III. Discussion of the Short Film

At the end of each session of pre- and post-tests, SFCG held discussions with the participants, based on the guide that was developed. The following issues were raised during the discussion:

Table 6: Overview of the discussion of the short film

Subject	Data collected
Quality and comprehension of the messages	All participants in all categories appreciated the technical quality of the film. Two participants (2 single adults) stated that the sound quality was not stable. 90% of the participants understood the messages in all of the scenarios while 10% of the participants did not understand the representation of the man in the room with the girl. They believed that a sexual act happened before the scene.
Content of the film	All of the participants appreciated the content of the messages. Two participants out of 25 expressed their positive surprise at the choice of messages in the film. They expected the stories to have a different turn. However, they suggested increasing the number of productions, in order to develop themes that had not been dealt with.
Casting of the actors	20 of the 25 participants said that Celeo was a good choice as the centerpiece of the campaign. They believed that this character was the right choice to play the lead role because of his reputation and positive character, which they said was different from the traits of other Congolese music stars. Nevertheless, 3 young single participants and 2 single adults said that Celeo was not suitable to play the lead role for the “Vrai Djo” campaign.

6. Identification of four TV stations in Kinshasa and broadcast of the campaign

Based on early results of the pre- and post-tests and the focus group discussions, SFCG completed the editing process of the short film for the campaign. In the end, the campaign was composed of five scenarios, along with four audio spots. The goal of the audio spots, as mentioned before, was to reinforce the messages of the short film, by providing an audio message.

Press Release and Press Conference

During the launch of the campaign, a press release was distributed, followed by a press conference on the 3rd of June, 2011. This press conference took place in the conference room of SFCG in Kinshasa. Four TV stations, four radio stations, and four press agencies attended the meeting.

Table 7: List of participants at the press conference for the launch of the "Vrai Djo" campaign

TV Stations	Radio Stations	Press agency
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B-One	Top Congo	Le potentiel
Antenne A	Radio Okapi	La référence Plus
CCTV	RTG@	Le soft
Lingala facile	Elikya	Avenir

7. Public screenings in Dongo

In order to popularize the campaign in Dongo, five screenings were organized. Three clips were used for an estimated 100 participants, and two public screenings were organized with an estimated 1,000 participants in total. These screenings were followed by discussions of the content of the film along with its key messages.

Broadcasting

Consistent with our objective of having wide coverage, SFCG signed a contract with following three TV stations for the extension of the campaign:

- CCTV “Canal Congo TV”
- B.one
- Molliere TV

The broadcast will air three times per day for one month. By the end of the project, SFCG will have produced 90 broadcasts, reaching 10 million people in Kinshasa. Audio spots were distributed to 85 radio partners for broadcasting following the regular radio programming of SFCG.

Finally, a YouTube channel has been set up in order to reach the Congolese diaspora, at: <http://www.youtube.com/user/SFCGRDC?feature=mhee>.

8. Feedback workshop and discussions with communication experts

A feedback and outcome workshop with experts was held on the 15th of June, 2011. The objective of this workshop was to present and discuss the results of the activities conducted as a part of the campaign since its launch.

Methodology

- Introduction of participants;
- Screening of the short film;
- Presentation of the results of the campaign; and
- Sharing of results.

Outcomes

Regarding the results obtained, all of the participants expressed their satisfaction in achieving the objectives of the campaign. Participants believed in the usefulness of this campaign and the importance of increasing its impact. The recommendations made were accepted and are presented in the relevant part of this report.

9. Analysis of listener feedback

A record of feedback from listeners has been compiled to assess the level of achievement of the objectives of this campaign. During broadcasting, listeners were able to call by phone, send an SMS text message or e-mail to ask questions, get clarifications or give their views on the program. During the month of June, 24 listeners responded, 19 in the DRC and 5 from the diaspora. This included 16 calls, 6 SMS text messages and 2 e-mails.

20 listeners asked questions, while 80% of the listeners agreed that the campaign was tackling actual problems within Congolese society and was an influential factor in changing the behaviour of men towards women in society. One woman stated the following: “I was amazed by the ‘Vrai Djo’ character. The role Celeo played truly represents what I would like to see in my husband. I encourage these types of initiatives that lead men to play a more positive role in society.” 80% of the listeners in the diaspora encouraged Celeo to increase this type of work.

10. Analysis of internet presence

We also posted the clips on the internet, as did independent viewers. On many different sites a debate has started on what it means to be a real Congolese man, such as on Congobili (<http://www.congobibili.com/3959>), and on personal blogs (<http://www.mamienyanga.com/?p=543>).

Unfortunately, we can only see the number of people who have watched the clips on our YouTube channel. On the SFCG YouTube channel there were only 1,000 views, other users which posted our work, already had over 4,000 views. Lingala facile, a popular news programme in DRC also posted the clips on its YouTube channel, and has nearly 2,000 views. At the time of writing, people continue to watch the video clips on the internet.

DRC recording artist Celeo Scram worked on this very nice and pertinent video about gallantry and simple basic respectful deference to women that has become a scarce commodity in Africa today.

- Internet blogger

Challenges

The implementation of the “Vrai Djo” project encountered several challenges, primarily:

- The limited duration of the period of implementation. A two-month period of implementation with one month of broadcasting is a relatively short period of time to reach a maximum number of beneficiaries possible.
- SFCG would like to have extended the project to be able to integrate other important issues in the campaign.
- Regarding data collection, the budget did not allow SFCG to gather a broad and representative sample of beneficiaries and to conduct specific pre- and post-tests for the audio spots.
- A sixth sketch was not produced. During focus groups with experts, it was clear that there were several concerns with the script. The director was asked to rewrite it, but it was not possible to do so in the required timeframe.

Lessons Learned

The “Vrai Djo” campaign has contributed to a change in male behaviour

The results of pre- and post-test data from discussions with beneficiaries showed an improvement among participants regarding male attitudes and behaviour. “Vrai Djo” is an innovative media campaign in that it portrays positive male role models as a way of combating SGBV.

The “Vrai Djo” campaign has been useful and relevant

“Vrai Djo” Project – A campaign to promote positive male role models in the fight against sexual and gender based violence in the Democratic Republic of Congo

The relevance and usefulness of the “Vrai Djo” campaign was recognized by the beneficiaries as shown in discussions held with them and through calls from listeners. The various public screenings and broadcasts on television channels have had an immediate impact. The cumulative effects of discussions and broadcasts influenced the participants’ commitment to combat violence against women, and change their attitude and behaviour towards women. This confirms the relevance and usefulness of the “Vrai Djo” campaign, and above all the efficiency of SFCG’s approach and tools, despite the short period of implementation.

The choice of lead character was credible

The credibility of the star was a centrepiece of the campaign, which has been demonstrated through discussions with beneficiaries and calls from listeners. Music star Celeo Scram is seen by the public as someone with a positive personality and as a model of good behaviour with a clean moral record in the past. Despite his fame, the behaviour of this star is exemplary, and is an exception among Congolese music celebrities.

Recommendations

Extend the broadcasting of “Vrai Djo” for a longer period of time

There is a real need for more targeted action. To reach out to the maximum number of beneficiaries possible, there should be:

- A sustained and consistent effort to follow up on the impact indicators; and
- Increased involvement of the media in the ownership of the campaign. The effectiveness of the campaign depends on its sustainability. This means there is a need for the conception of a mechanism for synergy between SFCG and local media in a dynamic of shared success and positive effects.

Development of new themes

There should be additional sketches added to the film and audio spots that mention issues that have not been dealt with in this campaign. There is also a need to find other funding in order to increase the number of sketches.

Conclusion

At the end of this campaign, the commitment on the part of the beneficiaries to fight against SGBV was clear. This commitment is reflected in the changing perceptions and behaviour of men towards their wives, with a deeper understanding of their positive role in society.

The true effectiveness and success of this campaign depends upon its sustainability, and the addition of other themes that were not been dealt with during this campaign.

Annex

Annex 1: Kinshasa pre- and post-test results