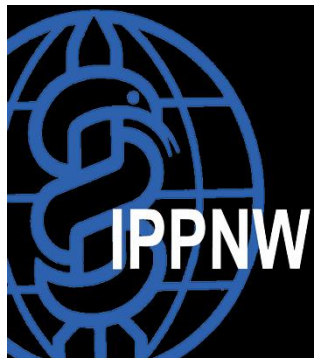


# Use of Social Media To Raise Awareness About Medical and Social Service Aid to Victims of Gender-based Violence in Zambia



1985 Nobel Peace Prize

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## Victim Assistance Project and Study 2012 and 2013

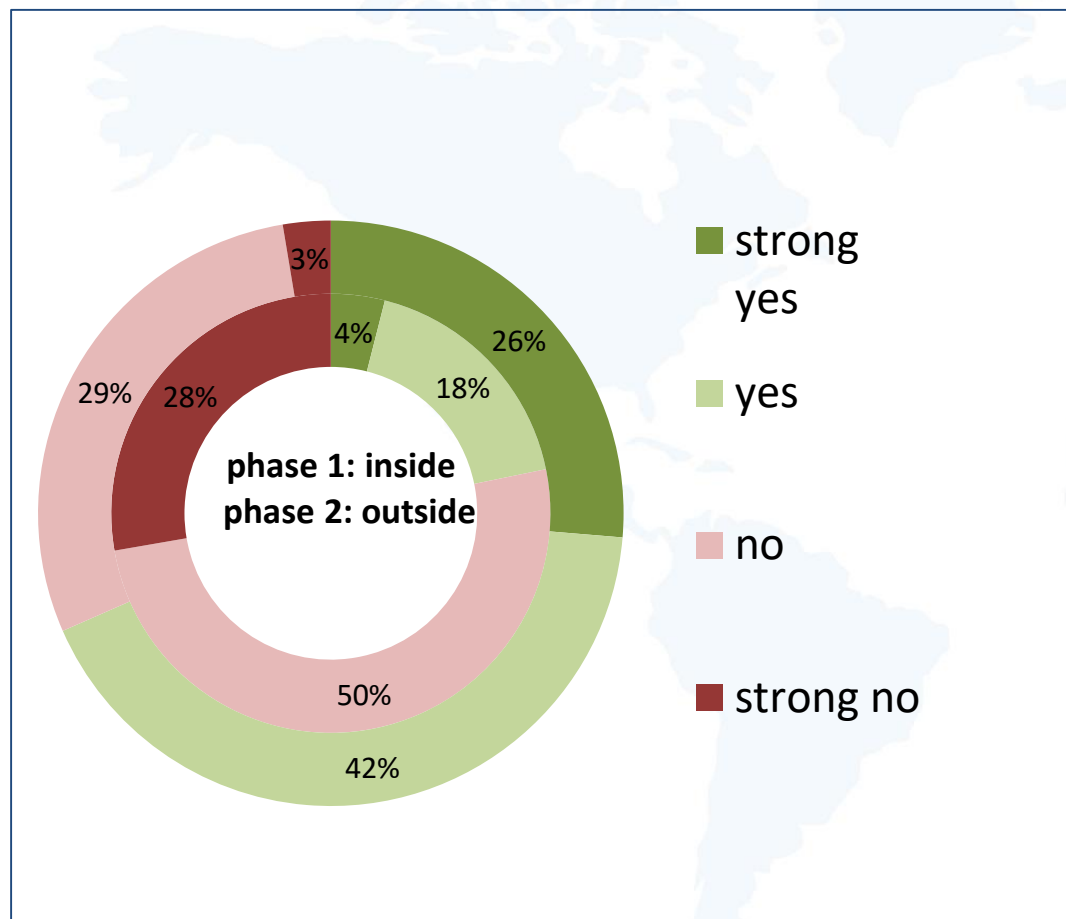


## Project Partners



Interventions included brochures, posters in ER waiting room, rest rooms, Police Victim Unit

## RESULTS



### “Have you received sufficient information on community services?”

Phase - Before intervention - 22% said “Yes”

Phase 2 - After intervention - 70% said “Yes”

#### Key Findings

- Increase in victim’s knowledge of community services
- Benefits to partner organizations: networking, materials
- Cross-cultural improvements
- Profiles of victims of violence contribute to global data

# **Follow-up study 2017: Use of Social Media to Raise Awareness about Medical and Social Service Aid to Victims of Gender-based Violence in Zambia**

- **Gender based Violence Continues to be on the rise in Zambia. A 3 year review shows a 22% rise in the number of cases recorded from 2014 to 2016**
- **Mtonga et al identified lack of public awareness is one of many challenges in addressing GBV in Zambia**
- **The study concluded that low-cost interventions may improve care for victims of violence by providing pre- and post-assault information on social services available to them**

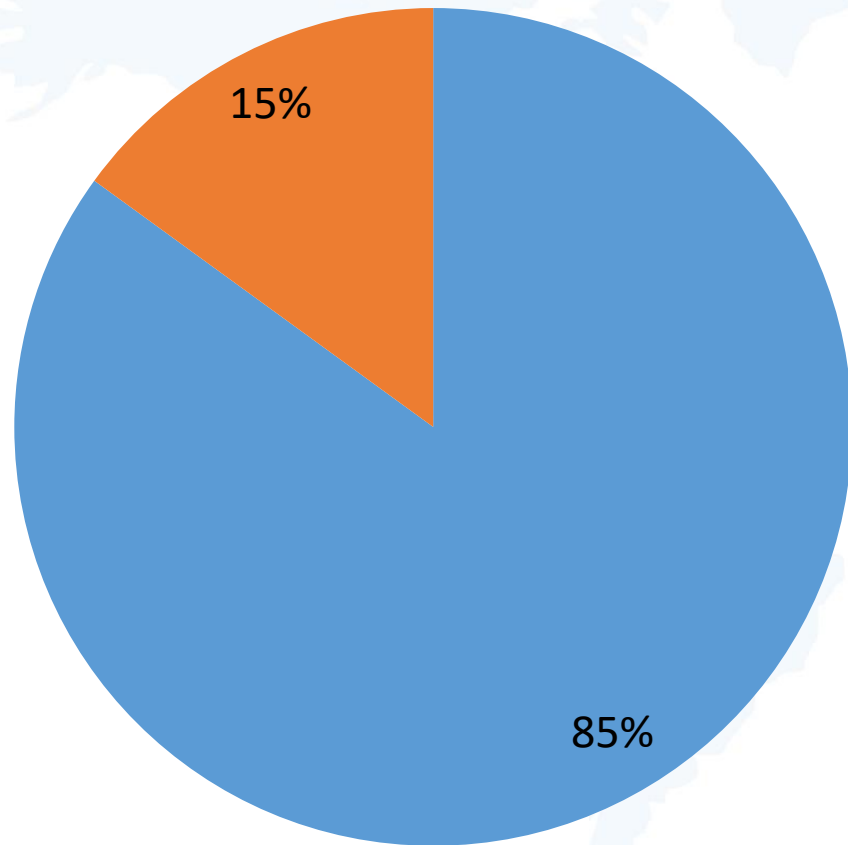
## METHOD:

- The research study design was combination of a qualitative and cross-sectional observational study involving 150 participants conveniently sampled from two out of five of Zambia's biggest cities (Lusaka and Kitwe)
- Data was collected via an administered physical questionnaire
- This was a low evidence study and was conducted as a prelude and pilot to a bigger study

# Objectives:

- The general objective of the research study was to ascertain the sources of information on Gender-based violence (GBV)
- Identify key interventions on prevention of GBV that can be recommended

## RESULTS

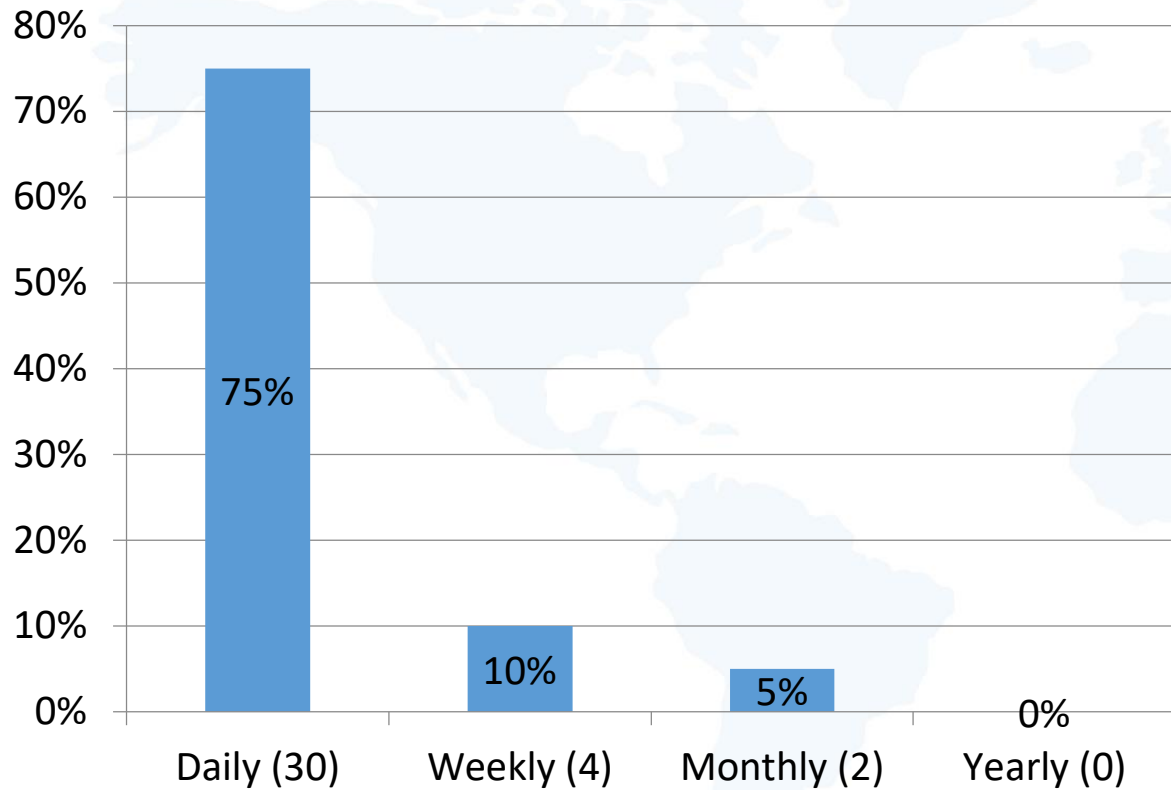


### “Participants who use Facebook”

Do you use Facebook?- 85% said “Yes”

Do you use Facebook?- 15% said “No”

## RESULTS



### “Frequency of use Facebook” *How often do you use Facebook?*

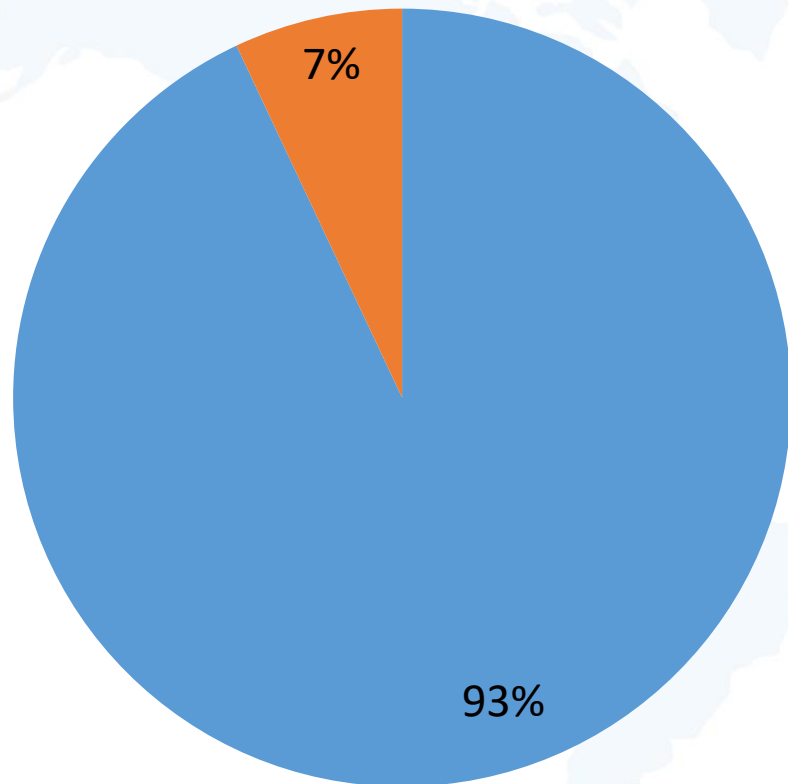
Daily? - 75% said “Yes”

Weekly? - 10% said “Yes”

Monthly? - 5% said “Yes”

Yearly? - 0% said “Yes”

## RESULTS

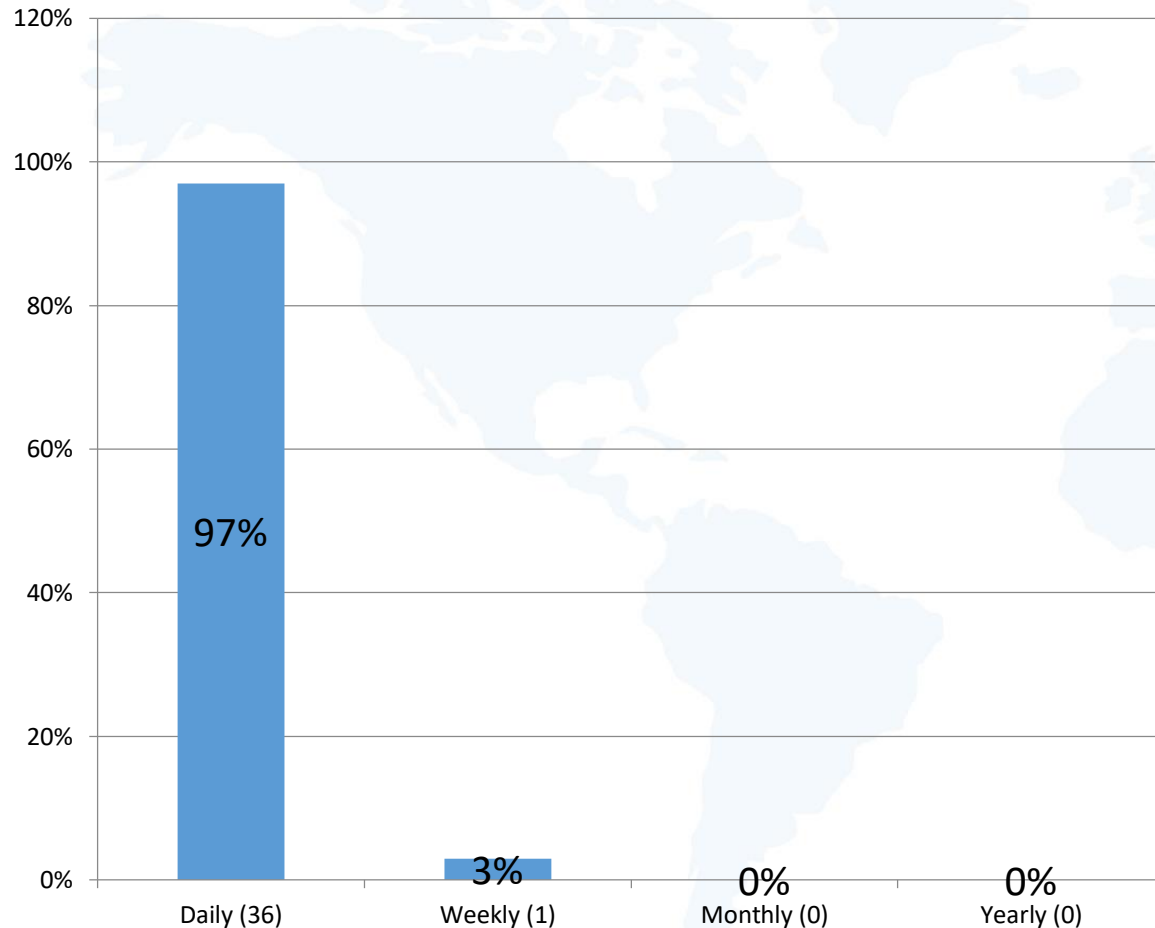


### “Participants who use WhatsApp”

Do you use WHATSAPP? - 93% said “Yes”

Do you use WHATSAPP? - 7% said “No”

## RESULTS



### “Frequency of WhatsApp use” *How often do you use WhatsApp?*

Daily? - 97% said “Yes”

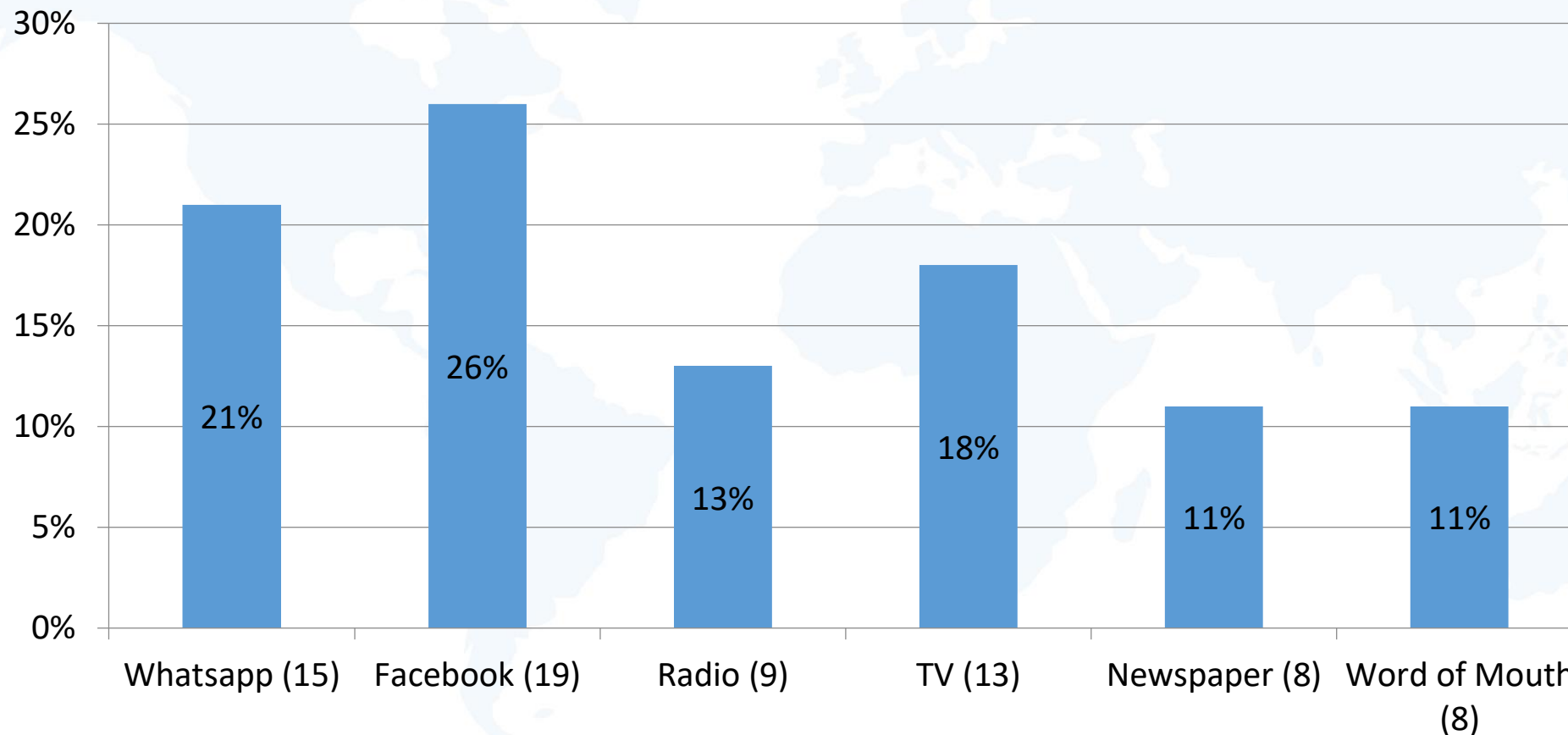
Weekly? - 3% said “Yes”

Monthly? - 0% said “Yes”

Yearly? - 0% said “Yes”

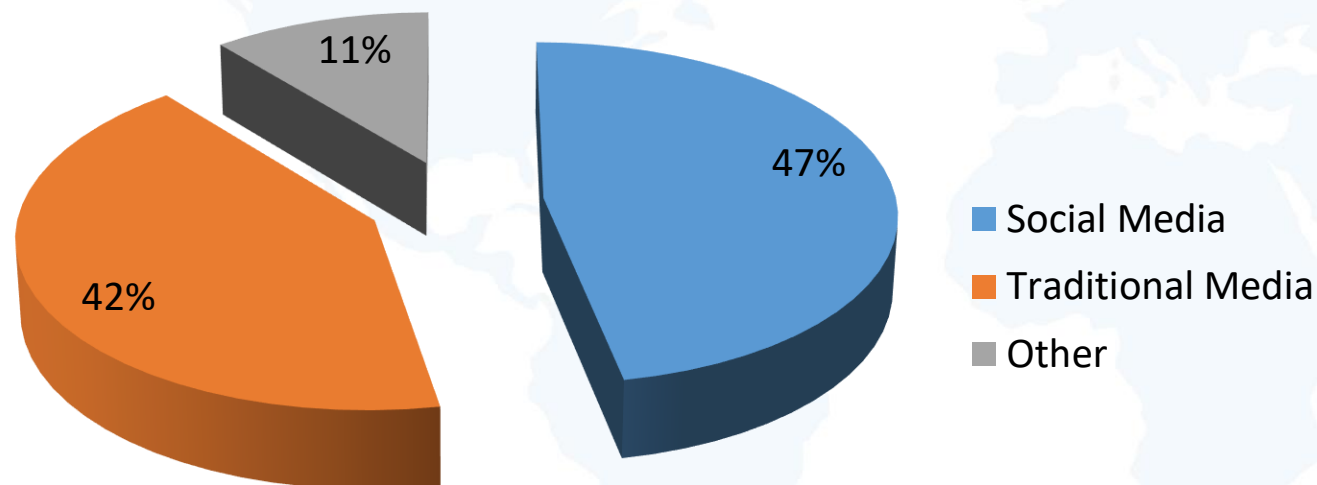
## RESULTS

### “Common Sources of News on GBV”



## RESULTS

### “Synthesis of common sources of GBV news”



#### Key findings:

The research findings identified three major categories of information sources on GBV

- **Social media:** a combination of Facebook and WhatsApp
- **Traditional media:** a combination of print and TV
- **Other:** a combination of verbal transmission methods

# Conclusion

- The results from the study demonstrated that social media is one important platform in Zambia which locals rely upon to obtain information, and particularly information on GBV happening in local communities
- Social Media has overtaken Traditional media as the number one source of community news on GBV and so may possibly be explored as a low cost tool to deliver services on human rights as well as sexual and reproductive health, including intimate partner violence (IPV)
- Links to Social pages, Social working groups, Church fellowship groups, Social networks, are among the low cost intervention that could raise awareness on GBV/IPV

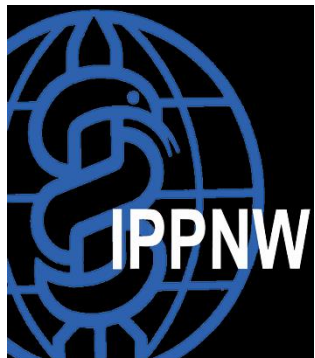
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