

CANADA FUND PROJECT BRIEF

1. Project Title : Children's Participatory Media Action: Promoting and Protecting the Human Rights of Abused Children in 5 Barangays of Marikina, Quezon and Manila Cities
2. Location : Marikina, Quezon and Manila
3. Project Sector : Strengthening civil society
Social/welfare services
Radio/television/print media
4. Budget : Php 1,092,400.00
5. Implementing Organization : Association for the Rights of Children in Southeast Asia

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6. Duration : October 10, 2007 - October 31, 2007

7. Project Description :

The project is an advocacy project aimed at empowering children in the five (5) target urban poor communities to take initiatives and action that will promote children's protection rights and protect children from being abused – whether physically, mentally, emotionally or sexually. It will involve the setting up of child protection media brigades composed of at least 10 children in each of the target communities. It will also involve the implementation of community-based education and training programs aimed at children and adults. As an educational radio program, it is expected to reach out and help a wide population of potential listeners. It is therefore imperative, that the social marketing component of the project become successful. Aside from encouraging a growing number of children and adults in the target communities to listen to and participate in the radio and community programs, the radio program is expected to reach a growing number of population as a result of the radio as a public broadcast medium.

8. Beneficiaries : 7,250 individuals

9. Expected Results :

- Children in the five target barangays access information on sexual awareness, human rights and child rights from the radio program created
- Adults in the five target barangays access information on sexual awareness, human rights and child rights from the radio program created
- Children develop the skills, knowledge and proper attitude to effectively respond to cases of disclosures of abuse and seek help for their peers
- Children are empowered to undertake collective action to protect and promote their rights

10. Midterm Results :

This report covers the first quarter of project implementation with the following expected activities:

- Set-up the project team/Meeting of the Project Management Steering Committee
- Preparatory Activities
- Project Management Steering Committee Meeting
- Community Preparedness Workshops and Presentation of the Project

Project Accomplishments/Project Outputs

The following were the project accomplishments in the first four months of implementation:

Setting-up of the project team/Meeting of the Project Management Steering Committee

The Project Steering Committee as well as the project structure was officially set up as soon as the project was approved by the Canadian International Development Agency (CIDA). Each barangay partner organization identified its representatives and forwarded their names to the Project Steering Committee. Barangays Tondo and Olandes included children as representatives to the Steering Committee.

The participants reviewed the project proposal and leveled off on the rationale and urgency of addressing the issue of child abuse as it is a phenomenon growing in endemic proportions. The participants also discussed lengthily the local or community-level situation of child abuse underscoring the traditional view that this phenomenon is *nakakahiya* or shameful and therefore should not be talked about. This culture of shame requires all those involved in the project to maximize all opportunities for educating the widest possible children and adult audiences within the project areas.

The participants discussed in detail specific factors that could work for or against the achievement of the project objectives. In particular, the following issues were raised:

- Radio listening is a decreasing practice among urban poor children and families as television is the staple source of information and entertainment for most urban poor families; but radio still is the more affordable mass broadcasting medium. It is therefore important that the practice of listening to the radio is reinforced in the target communities. For example, in deciding on the project's radio program schedule, primary consideration is that it should not compete with children's animated shows on television during weekends. Most appropriate schedule would be on Sundays, between 10:00 am to 12:00 noon.
- The project should consider rural children and families as indirect beneficiaries of the radio program, especially if the proponent chooses a station that has broad coverage, specifically beyond Metro Manila.
- It is best to review the Chronogram of Activities within the first quarter of 2008 since the partners' program calendars are already full up to the end of December, 2007.
- To simplify financial management, the ARCSEA should identify which portion of the budget will be directly managed by the project coordinator of each barangay and those that will be directly managed by the ARCSEA. The ARCSEA was also requested to develop a simple reporting format (narrative and financial) for each partner organization or community, especially when simultaneous activities in the various communities are scheduled and when ARCSEA's project coordinator and officer cannot be present in all communities at the same time.

Preparatory Activities

For the month of December, 2007 and first half of January, 2008, the ARCSEA consulted with individuals and prepared various documents, as follows:

- Draft of the Memoranda of Agreement (MOA) with the Samahan ng mga Maralitang Kababaihang Nagkakaisa – National Office (SAMAKANA) and the Samahan ng Maagang Pagkatuto ng Bata

(SMPB). The ARCSEA will partner with the SAMAKANA to implement the project in the communities of Talanay, Old Balara, Vitas and Manresa and with the SMPB in Olandes, Marikina City. Barangay Veterans in Quezon City, where SAMAKANA is also present, was identified as a 'control' community for comparison of results. Except for the pre-implementation and post-implementation surveys, no other activities will be done in this community.

- Draft of the budget for the partners.
- Draft of the survey questionnaires.
- Training program for children and adults with the following basic content (1) Broadcasting; (2) Organizing; (3) Education on Children's Rights, Awareness of Abuse and Personal Safety; (4) Reporting of Disclosures; and (5) Referral System for Abuse.
- Draft of the proposed broadcast program for the weekly radio program.
- Draft modules for training as junior radio broadcasters and consulting professional radio broadcasters.
- Final draft of project administration & finance forms.

Other preparatory activities were:

- Identification of non-government organizations and government institutions and scheduling appointments with them to encourage their support for the project, by means of sharing successful case interventions as far as rehabilitation and treatment of sexual abuse cases of children is concerned, as potential sources of resource persons for the broadcast program, and as members of a referral system that radio listeners can approach.
- Meeting Isis International – Manila as a potential trainer for the junior broadcasters. This was recommended by the Project Advisory Committee.
- Requesting quotations from radio stations.

Project Management Steering Committee Meeting

Budget Review: Each item on the approved budget proposal was reviewed by the group, emphasizing which budget items will be directly released to the partners by the ARCSEA, and which items will be directly managed by the proponent. The ARCSEA and its partners agreed to work hard in a) generating additional resources that could help amplify the project by increasing the number of children who can benefit from the Junior Broadcasters' Training Program; and, b) allowing the Radio Program to run beyond the eight months period funded under the proposal. The group proposed that the ARCSEA look for sponsors of infomercials that could be produced with clear child abuse prevention messages. Embassies could be targeted as potential sponsors of these infomercials. The Spouses of Heads of Mission Association (SHOM) was also targeted as the ARCSEA had established relations with the current SHOM President, Ms. Cosetta Fedele.

Report Forms: The Steering Committee members requested the ARCSEA to start preparing report forms (attendance sheets, activity report form, vouchers, and liquidation report forms). It was suggested that in the next steering committee meeting, an orientation in filling up the forms could be given by the ARCSEA. As the MOAs were still being reviewed at this point, it was proposed that the ARCSEA's financial policies for partners be attached to the MOA.

Presentation of Draft Partnership MOA: The ARCSEA presented the draft partnership MOA to the partners represented in the meeting. As the partners required the approval of their officers before signing any MOA, they requested to bring the draft MOAs back to their organization. It was suggested that the signing of the MOAs be held simultaneous with the centralized public launch of the project.

Presentation of Draft Survey Form for Comments: The ARCSEA presented the draft survey forms that resulted from a series of the project secretariat meetings and review of literature. Since going through the survey items one at a time would take up the most part of the day, it was agreed that members of the Steering Committee would take home a copy of the form and discuss it with key stakeholders in the community. Comments will be submitted during the next Steering Committee Meeting.

Community Preparedness Workshops and Presentation of the Project

- All of the adults who participated in the community preparedness workshops are key leaders of each community and they all expressed their support for the project.
- The phenomenon of child abuse and its attendant root causes were discussed with the participants. This helped break the culture of silence among these key stakeholders of the project.
- The adults and children were most interested in the skills and knowledge they will gain from the project, specifically the broadcasting skills that the children will be able to develop in the course of participating in the project.
- The roles and expectations from the children were likewise discussed in detail. The children were excited that they will be trained as junior broadcasters as well as peer counselors.

Difficulties Encountered

- The Project was envisioned to start in November, 2007. However, due to the heavy schedule of the partners, the activities in the community could not be started until the first quarter of the 2008. The ARCSEA, together with the partners, will have to determine whether to extend the project or assess if it is possible to compress the activities within 8 months.
- The project did not start as planned due to the following reasons:
 1. Delayed receipt of first tranche due to the ARCSEA's late submission of the requirements (submission of bank certification and board resolution). This was caused by a very recent election of a new set of the ARCSEA Board of Trustees. Hence, the ARCSEA did not push for an earlier implementation of major activities since it had not yet received the first tranche. The funds were received within the last week of December, 2007.
 2. The Memorandum of Agreement was not signed during the 2nd Project Committee Meeting because the partners requested for more time to review the MOA.
 3. Initial queries with radio stations showed a big disparity in the cost of airing a 30-minute radio program. The ARCSEA is leaning towards a radio station with national coverage but has to consider the budget allocated for this. The top radio stations submitted an impossibly huge rate that would mean an airtime of 2-3 months only, based on the original budget allocation for airtime. Substantial period is therefore required to conduct intensive negotiations with top radio stations with wide-coverage.
 4. Isis International – Manila, an NGO that provides training to junior broadcasting, submitted a quotation that is beyond the budget. The ARCSEA is exploring the possibility of contracting individual consultants or search for other institutions that could provide the training at an acceptable cost.

Unanticipated Benefits of the Project

- Except for Brgy. Manresa, the other four barangays were able to identify the members of the Child Protection Media Brigade at the onset of the project instead of organizing them in Month 10. This is important because of the significant role they will play in the major activities and workshops for children.
- The Children's Collective, a group of 12 children aged 13 – 17 years old, was included in the Project Steering Committee to serve as Junior Facilitators. This group of children is affiliated with the ARCSEA's partner organization from another project, the Salinlahi Alliance for Children's Concerns.
- While the project is geared towards prevention of abuse in the communities, available data and information show the increasing number of children abused in the communities where the project is implemented. Hence, it was agreed during the brainstorming sessions by the Program Staff that a referral system for cases or reports on abuse shall be put in place.
- The NGOs and institutions which could be included in the referral system were identified and letters of invitations were already sent to them.
- As indicated above, the inclusion of the Salinlahi Children's Collective in the project will hone their facilitation and leadership skills and at the same time provide the needed human resource for the project. This is also an opportunity for them to be exposed to various situations and realities of children in urban poor communities.

Target Beneficiaries

The ARCSEA targeted 2,500 direct project beneficiaries. Table 1 shows the number of direct and indirect beneficiaries.

Table 1. Targeted Number of Beneficiaries

	Female	Male	Children	Parents	Total
Direct	650	600	1,050	200	2,500
Indirect	4,250	1,750	4,000	2,000	12,000
Total	4,900	2,350	5,050	2,200	14,500

In the first quarter of implementation, the project has already benefited 61 direct individuals which is about 2.4% of the total targeted direct beneficiaries. This number is expected to increase once the project has already begun its trainings and education workshops, training of child protection media brigades and regular on-air programs.

Impact on Women

Currently, the project has benefited 18 women-members and 31 young girls from barangays Olandes, (Marikina City), Vitas (Tondo, Manila), Manresa and Old Balara (Quezon City). The project gave the women and young girls the opportunity to participate as one of the core implementers of the project.

Impact on the Environment

It is still too early to identify the project's impact to the environment.

Finances

As of 28 February 2008, the proponent has already disbursed ₱160,100.00 or 30% of the first tranche of grant amounting to ₱546,200.00.