It's possible

C-SEMA STRATEGY 2016 - 2020
USE OF ICT FOR CHILDREN SERVICES ADVOCACY, GOVERNANCE AND ACCOUNTABILITY

PROBLEM

As Information and Communication Technologies (ICT) transforms the way we learn, work and communicate, new opportunities and challenges arise at individual, community as well as government level in Tanzania.

In the past **3** years
WE LEARNT

Citizen's limited access to public service delivery related information such as role of government in delivering quality education, free access to health & maternal services,

They dont know of availability of subsidies in areas concerning women and children in every Local Government Authorities (LGA's)

Call centre

Customer

? ? !
!! ?

-Police's gender and children desk
-Social welfare services
-Nutrition advice
-Health and maternal services.

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FACT: Available data collected through the national Child Helpline which we operate -indicates that 78% of legitimate callers from rural districts, who contacted the helpline between June and December 2013 sought information on public service access in their communities.

WHAT WE WANT

- We want to see a Tanzania where all parents are informed about their roles & responsibilities towards children's right;

- A Tanzania where all children are free to express themselves; and

- A Tanzania where all communities are proactive in their support towards all children's growth and development!

OUR MISSION

- To respond to children in need of care and protection AND voice their concerns to policy and decision-makers.

HOW WE DO IT

C-Sema takes a comprehensive approach to Child Services:

First, by working with children and their parents on the one hand and communities and local governments on the other. This approach allows us to understand local challenges faced by children and their parents in accessing services as well as the challenges local authorities' service providers face in provision of said services, respectively.

We Emphasize on Child Participation.

Some of the lessons we have learnt over the past few years is children inclusiveness from problems identification to action and solutions. We have been able to respond to children's priorities as opposed to adults' priorities towards children services. When children are at the heart of your programming, communities would easily support your cause and we have enjoyed communities' support in our projects' areas. Levels of vulnerability are also contextualized giving special attention to Children Living with Disability, HIV, Child-Headed Households, etc.

HOW WE DO IT

- We believe DIALOGUES matter. Our approach to 'contagious' topics in our country, such as age of girl's marriage, FGM, gender equality, etc. is dialogue. These topics often receive mixed reactions from religious and cultural contexts. Available evidence indicates that after decades of campaigns against them, little seem to change and early marriages, FGM, etc. continue to enjoy existence. We want to create enabling environment for communities, religious and tribal leaders to engage in dialogues.

USE OF ICT TO GATHER EVIDENCE FOR GOVERNANCE AND ACCOUNTABILITY

- **NATIONAL CHILD HELPLINE** - Responds to children in need of care and protection through free telephone number 116 AND voice their concerns to policy and decision-makers. Mostly parents and concerned community members contact the helpline for abuse reporting of information seeking. Depending on the matter reported, we would then link callers to our network of frontline service providers (mostly Social Welfare Officers, Police's Gender & Children Desk, or CBOs, etc.) within the callers locality. We would then follow on the case and be sure to document successes or challenges in accessing sought/requested service. This data we then use to inform government on what works, lessons and challenges on both access and provision of children services.

- **SMS Portal** - This project aims at answering information access problem in seven rural districts (districts with highest public services access information demand according to the National Child Helpline's data) in both mainland (6 districts) and Zanzibar (1 district) through employing mobile phone's SMS to inform the general public about their constitutional and legal rights, hence ignite dialogues for accessing social and legal services in Tanzania on the one hand, and provide opportunities for collective participation in the political process by community members in their Local Government Authorities, on the other.

USE OF ICT TO GATHER EVIDENCE FOR GOVERNANCE AND ACCOUNTABILITY

- HAPPY AND SAD OPINION LETTERS - By randomly selecting schools and children who would participate in quarterly (opinion letters writing) controlled data collection on issues affecting children (through opinion letters) in Tanzania – actionable data is availed. The actionable data is not only helping in gathering children voice, take and feel in 'children services' but also help ignite dialogues in homes, communities and government to understand that their voices matters a lot from policies designing to budget prioritizing.

THE FUTURE 2016 -2020

- C-Sema Strategy 2016 – 2020 has been developed to build on our determination to give a voice to children in Tanzania and through this to empower them to shape the world and realise their rights. Central to this strategy is a commitment to make Tanzania a safer place for children by helping to protect them from violence and by ensuring their voices are used to influence policy, legislation and practice. Grounded in children's rights principles and working in partnership with government's key Ministries, Departments and Agencies, the major goals of the strategy are to strengthen our communities' capacity to protect children and to utilise the unique data set generated by C-Sema to influence and strengthen child protection systems in both Mainland Tanzania and Zanzibar.

- In making changes, opportunities such as the emerging Sustainable Development Goals (SDGs) have been seized by C-Sema. Staff profiles would need to be modified and developed in certain thematic areas like research and data analysis for advocacy. C-Sema needs expertise on research to be able to systemically collect data on upcoming SDGs indicators that are of sufficient quality relevant in terms of SDGs monitoring.

- C-Sema needs to maintain its vision and mission and governing structures. Evidence based advocacy, a successful part of our work, needs to continue. Research needs strengthening, as we currently struggle to translate our data into domestic policy influencing.

- UNCRC article 12 will remain a core principle of C-Sema. The possibility of simply speaking to someone will remain as important as any action taken on the basis of data. While Article 12 will continue to guide our work, Article 19 will become more important for our data and advocacy work, particularly in relation to the SDGs.

- And lastly, use of current & new information and communication technologies platforms & tools will need to be developed, such as online child protection for children in Tanzania, online counselling platforms, traditional awareness raising through community radios, TVs and social media for knowledge sharing and knowledge generation more broadly.

OUR STRATEGY 2016 - 2020 PRIMARY GOALS

1. Improve Evidence-based Advocacy

Priorities:

1.1 Improving the Quality, Capture, Analysis and Use of Child Helpline Data.

By providing children with a voice that can reach decision makers. This way we add value to the individual voice by creating an impact that affects all children. We will fully capitalise on this major collective asset by developing into a truly data-driven organisation fully capable of telling meaningful stories that resonate both intellectually and emotionally with our audiences. We will work towards a quicker, more up-to-date and user friendly collection and provision of more comprehensive, qualitative and quantitative data. This will require a backbone of skilled analysts, statisticians, researchers, visualisers and story tellers and sophisticated utilisation of the right technology and social media.

1.2 Inform LGA (Local Government Authorities) Budget Allocations with Evidence about the Demand for Children Services and Constraints Faced.

We often are a child's first entry point to protection mechanisms. Our referral function places child helplines at the centre of child protection systems. Strengthening these systems is at the core of our work – evidence to support meaningful local/national government's budget investments to improve both services for children and infrastructure for children services – is essential.

2. Governance and Accountability

Priorities:

2.1 Use Interactive SMS Service to Boost Access to Information

35 million Tanzanians live in rural settings where majority are in complete information blackout. About 15 million of rural and urban Tanzanians own radio sets though a majority fraction are not listening to said radio sets due to the high cost of batteries for radio sets and the dearth in electricity provision to rural dwellers. Some of the additional challenges are low purchasing power of most citizens, limited access to the internet in rural areas, limited circulation of newspapers. Moreover, most media outlets are urban-based.

2.2 Civic Participation

The District and Town Councils Act 1995, provides for intended links between the local government and the residents of the given area through committees/councils, which are designed to mobilise citizen participation in local development. "Priorities for local service delivery and development projects are brought to the said residents' committees (village councils) for discussion before being forwarded to the Ward Development Committee (WDC). These residents' councils provide opportunities for informed residents' participation contributing their views in what should be prioritized in terms of either development projects or service delivery. Child Participation in Randomised Opinion Letters is one such activity that will provide data to ignite these dialogues.

OUR STRATEGY 2016 - 2020 PRIMARY GOALS:

3. Building an Effective & Sustainable Organisation

3.1 Developing and growing a strong brand as a leading expert in first-hand evidence-based advocacy on child rights
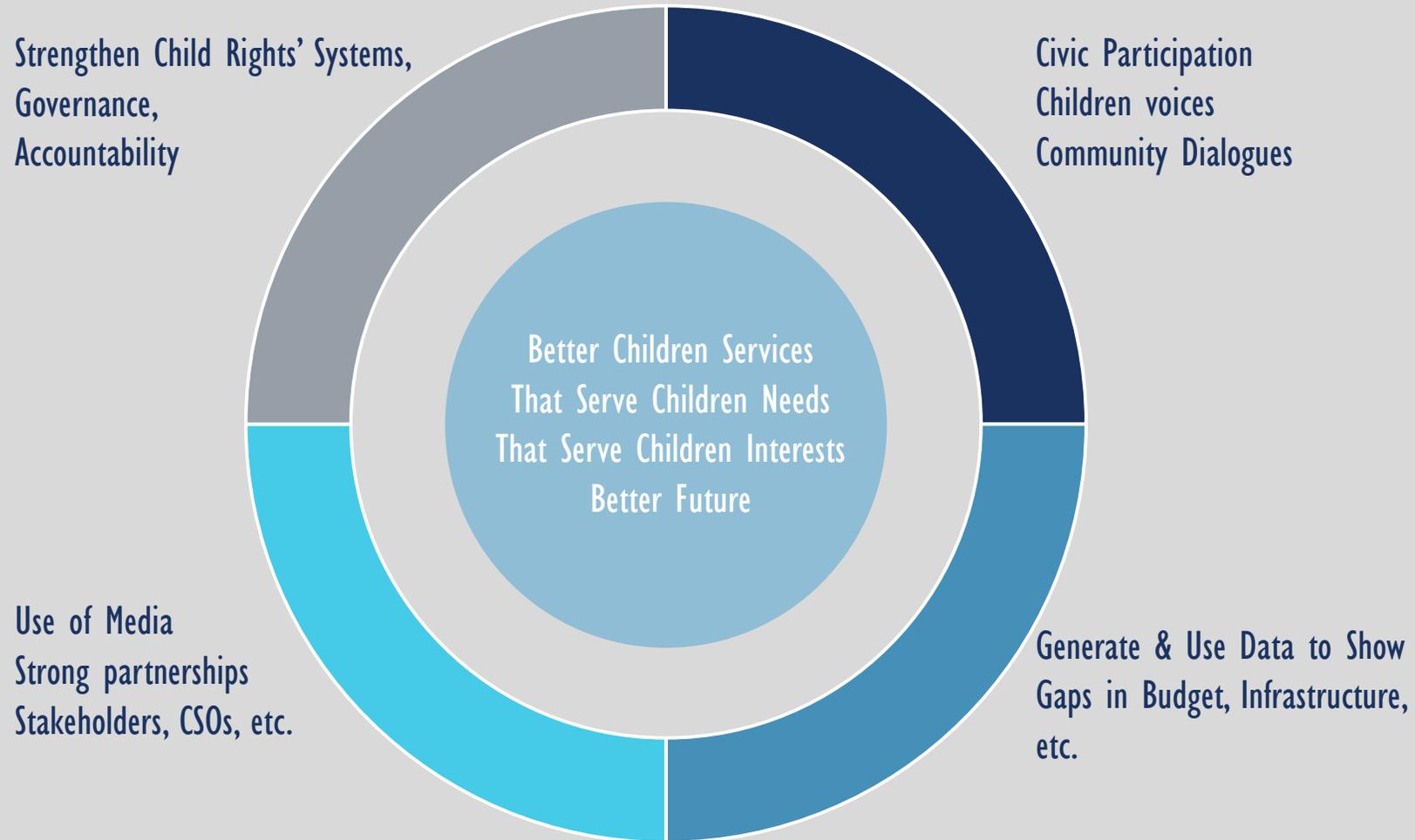
We want to continue the expansion of C-Sema's donor pool and our ability to mobilise resources locally. Our ability to locally fundraise is linked to whether our 'brand' relates to solving pressing needs for children through evidence-based advocacy. Yet our 'brand' respect will attract respectable organisations whose brands matter most to them. We will position C-Sema as an excellent employer, able to attract a talented and dedicated workforce, where employees are valued and able to develop their individual skills and abilities.

3.2 Building strong partnerships with key stakeholders at local, national, regional and global levels

Current formal partnership with government need to be retained and new ones exploited to better serve children. Further possibilities to continue working through a developed network of local organisations, national and regional organisations should be sustained.

THEORY OF CHANGE (2016- 2020):

Strengthen Child Rights' Systems,
Governance,
Accountability

Civic Participation
Children voices
Community Dialogues

Better Children Services
That Serve Children Needs
That Serve Children Interests
Better Future

Use of Media
Strong partnerships
Stakeholders, CSOs, etc.

Generate & Use Data to Show
Gaps in Budget, Infrastructure,
etc.

ANNEX 1. GOAL: IMPROVE EVIDENCE-BASED ADVOCACY

Impact	A Tanzania where children live free from violence and enjoy their rights in safe schools, homes and communities.
Goal	Generate evidence thro helpline and opinion letters to advocate for increase LGAs' budget for child protection, education, health and nutrition and increase LGAs accountability.
Approaches	Child protection, education, health and nutrition sector increase investments in protecting children and improve children services quality

Activities	Improving the Quality, Capture, Analysis and use of Helpline Data.	Inform Local Government Authorities Budget Allocations with Evidence about the Demand for Children Services and Constraints Faced.	Child Participation in Randomised Opinion Letters Writing in randomly selected schools and districts in Tanzania	Positive parenting and child rights governance SMSs sent to the public

Dialogues through SMS and Web-based Platforms (App) |
| **Outcomes** | There is increased commitment to/and investment in evidence-based violence prevention, education, health and nutrition sectors in LGAs
Positive parenting skills increased for parents in Tanzania | | | |
| **Indicators** | Increased # of learning opportunities available for policy implementation and decision-making

Availability of up-to-date and user friendly comprehensive, qualitative and quantitative data | Increased % of funding in child protection, education, health and nutrition sectors

Increase in number of cases of children victims of abuse who receive services at LGAs | # of programmes/projects and policies that are influenced by children's voices

# of cases reported by children through opinion letters | Dialogues on safety of children in homes, schools and communities is stimulated

# of online conversations tho' positive parenting hastag #Malezi increase |

ANNEX 2. GOAL: Building an Effective Stakeholders Partnership

Impact	A Tanzania where children live free from violence and enjoy their rights in safe schools, homes and communities.

Goal	Strive to build effective working relationships with LGAs, the media, donor and other organisations

Approaches	Initiate partnerships conversations, follow-up with negotiations and conclude with clear relationships' roles and expectations

Activities	Awareness raising of the helpline telephone number 116	Building strong partnerships with key LGAs officials, Police Gender/Children Desk, donors and other CSOs	Education on child online sexual exploitation in all its forms Launch portal for suspected online child sexual abuse content reporting	Articles on positive/skillful parenting published on Sema Magazine & local newspapers Dialogues through community radios on parenting

Outcomes	There is increased reliability and understanding of the helpline as a first entry to children services by the general public Strengthened community VAC responses

Indicators	Increased # of legitimated calls at the helpline # of newspaper articles, news items, TV and radio programme's on the helpline cases/services Increase in # of online reporting and conversations about the helpline	Increased # of successful helpline referrals at the police, health and social welfare facilities Financial sustainability strengthened	# of cases reported through the child online abuse material reporting portal # of online abuse content removed or blocked	# of articles on positive and skilful parenting published # of radio dialogues' held