



ANNUAL REPORT

2024

TABLE OF CONTENT

CHIEF EXECUTIVE REMARKS
2024 IMPACT RECAP
HIGHLIGHTS OF OUR STRATEGIC PLAN
2021-2025"ACHIEVEMENTS THUS FAR

6
8
9

THE NATIONAL CHILD HELPLINE IN
2024

10

OUR PROJECT INSIGHTS

- 2.1. PROGRESS IN PROTECTING RIGHTS AND CHOICES: 2024 UPDATE
ON THE CHAGUO LANGU HAKI YANGU PROGRAMME
- 2.2 SYP PROGRAMME.: 2GETHER 4 SRHR.
- 2.3 MFANYAKAZI PROJECT: COMBATING CHILD TRAFFICKING IN
SINGIDA

14
14
15
18

2.4 2024 PROGRESS UPDATE: "HAPANA MAREFU YASIYO NA MWISHO" (#SASAMWISHO) PROGRAM

19

2.5 THE KUWAZA PROJECT: EMPOWERING COMMUNITIES TO PREVENT SEXUAL VIOLENCE AGAINST CHILDREN (SVAC) IN ZANZIBAR

21

NOTABLE EVENTS IN 2024

3.1 DAC 2024

22

3.2 IDGC 2024

22
25

WHAT WE HAVE LEARNT THIS YEAR

4.1 A FRESH PERSPECTIVE ON LEARNING AND UNLEARNING HOW TO ADDRESS SOCIAL NORMS.

28

28

4.2 HIGHLIGHTS FROM THE SVRI 2024 CONFERENCE

30

4.3 C-SEMA ATTENDS THE WEPROTECT GLOBAL SUMMIT 2024

32

5. OUR ONLINE PRESENCE

34

Chief Executive Remarks

With the incredible support of our partners, funders, and the government, 2024 was a milestone year in our journey to create a safer, fairer future for the children and young people of Tanzania. We couldn't have done it without you.

Our national child helpline has been a lifeline to over 2.3 million children, offering critical support when they needed it most. Our radio programs have reached more than 5 million people, spreading vital messages about child protection, gender-based violence, and sexual and reproductive health and rights. In schools, we've engaged over 30,000 students, while nearly 20,000 young people have gained knowledge and confidence through our sexual and reproductive health rights training.

Through partnerships like the Chaguo Langu Haki Yangu program, funded by the Government of Finland, thousands of women and girls have found the strength to break free from harmful practices. With the Mfanyakazi Project, we're tackling child trafficking, and our Hapana Marefu Yasiyo na Mwisho initiative has been working to end child marriage.

The trust and collaboration we've built with organizations like Save the Children, UNFPA, and the EU have been key in pushing for stronger policies and improving local child protection systems. And we are deeply grateful to the Government of Tanzania for standing with us, especially in landmark initiatives like

the Day of the African Child and the International Day of the Girl Child in both Mainland and Zanzibar.

To our funders; we appreciate your generosity that for long has fueled this work, and we're excited to keep building on our successes together. To our staff, volunteers, and partners; your dedication and passion inspire us every single day.

As we look ahead to 2025, our mission remains clear: every child, no matter their background, deserves to grow up safe, protected, and free from violence and discrimination.

Thank you for being part of this journey. Together, we're shaping a brighter future.

Kiiya JK
Chief Executive.



2024 Impact Recap

The Child Helpline:

2,333,970

calls received, providing vital assistance to children and communities.

Radio Outreach: Reached over

5M

listeners, raising awareness on child protection and rights, gender based violence (GBV) and sexual reproductive health (SRH)

School Engagement: Empowered

30,346

students and children through interactive outreach programs.

Youth Empowerment: Engaged

19,622

young people in SRHR (Sexual and Reproductive Health and Rights) programs.

Information, education and communication materials: Produced and distributed

3,020

IEC & BCC materials in schools, communities and online platforms to educate and inform.

Capacity Building: Trained over

200

professionals, strengthening child protection gender equality efforts nationwide.

Together, we are making a difference!

Highlights of our Strategic Plan 2021-2025

Achievements Thus far

Strategic Aim 1: Child Protection & Helpline

Goal: The National Child Helpline and child protection programming are effectively integrated and function within the national child protection system for efficient prevention and response.

Achievements: The helpline expanded its services, leading to increased call volume and improved case management. A total of 2,333,970 calls were recorded, surpassing the 2 million calls received in 2023, demonstrating growing public trust in child protection services.

Strategic Aim 2: Parenting Support

Goal: Parents and caregivers create and maintain a nurturing environment for children to realize their full potential.

Achievements: Strengthened parental engagement through school outreaches and community dialogues, reaching over 13,000 children and equipping them with knowledge about their rights and how to protect themselves. Through the KUWAZA project focusing on prevention of sexual violence against children, about 300 parents and community leaders received training on positive parenting. Through the Child Helpline, 48% of contacts made were parenting-related including parent-child relationship and family relationships.

Strategic Aim 3: Maternal & Child Nutrition

Goal: Good maternal and child nutrition is understood and practiced at household, community, and national levels.

Achievements: Handled a tremendous number of Nutrition related calls at the national child helpline. In 2024, the helpline received 4684 calls related to nutrition, including 2,504 calls on Balanced Diet, 787 on Breastfeeding, 1,167

on Feeding and Food Preparation, 70 on Malnutrition, 9 on Obesity, 24 on Stagnation, 44 on Underweight, and 79 Other issues related to Nutrition

Strategic Aim 4: Early Childhood Development (ECD)

Goal: Early childhood development services at the community level are efficient and effective.

Achievements: We took part in the development and implementation of the National Multi-Sectoral ECD Program (NM-ECDP) at national and Regional Level. As part of the National Stakeholders Working Group, we contributed to developing National ECD Advocacy Messages, promoting the integration of helpline 116 for ECD information. We participated in national and global ECD forums and supported regional advocacy efforts for NM-ECDP implementation, including training sessions in Dar es Salaam.

Strategic Aim 5: Adolescent Sexual & Reproductive Health (SRH)

Goal: Adolescents have access to quality sexual and reproductive health education and services.

Achievements: A total of 19,622 young people gained knowledge and confidence through SRHR training, contributing to gender-based violence (GBV) prevention and informed decision-making.

Strategic Aim 6: Organizational Sustainability

Goal: C-Sema is a performing, delivering, and sustainable organization.

Achievements: Strengthened local and international partnerships and increased public awareness, with key collaborations from the government ministries, departments and agencies, Universities, organizations such as Seagal Family Foundation, UNFPA, and the EU, local and international NGOs leading to improved local child protection systems.

1. THE NATIONAL CHILD HELPLINE IN 2024



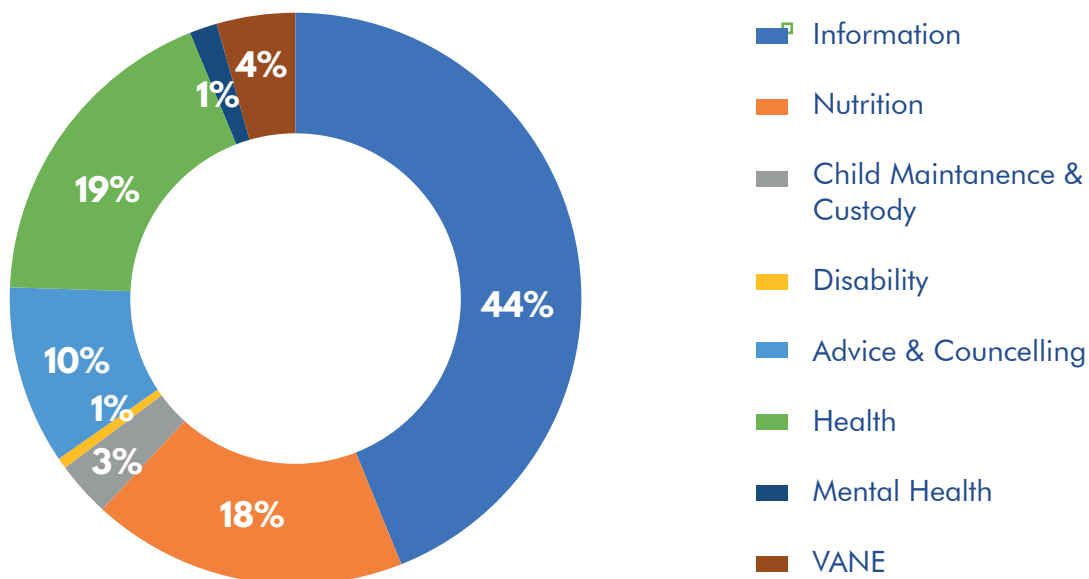
In 2024, the helpline recorded a total of 2,333,970 calls, marking an increase from the 2 million calls received in 2023. This growth reflects the increasing awareness and trust in the helpline as an essential resource for children and communities.

Of the total calls received, 2,007,870 were responsive contacts, indicating successful engagement between callers and helpline counselors. A significant portion of these interactions—1,668,803 calls—were handled through the Interactive Voice Response (IVR) system, demonstrating the efficiency of automated support in reaching many callers. Additionally, 27,681 calls were classified as cases and referrals, meaning they required further action, such as counseling, legal intervention, or social services support.

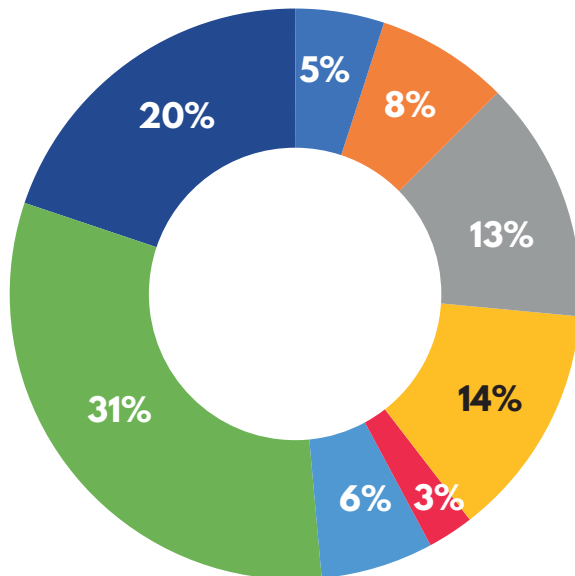
However, 326,172 calls were non-responsive, meaning the calls were either dropped before connection or the caller did not engage with the helpline services. While this number is substantial, it also highlights areas for potential improvement in accessibility, network stability, and caller follow-up mechanisms.

The increase in call volume emphasizes the growing reliance on the helpline as a safe space for children and families in distress. Moving forward, enhancing staff capacity, refining IVR efficiency, and strengthening case referral mechanisms will ensure that every call results in meaningful support for those in need.

RESPONSIVE CASES[□]

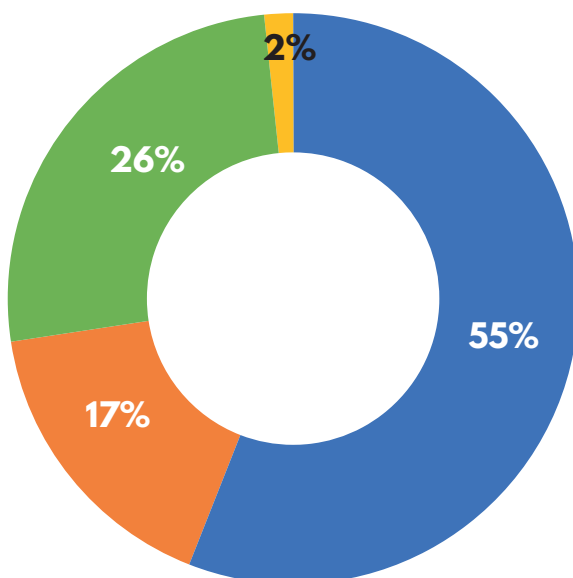


VANE CASES



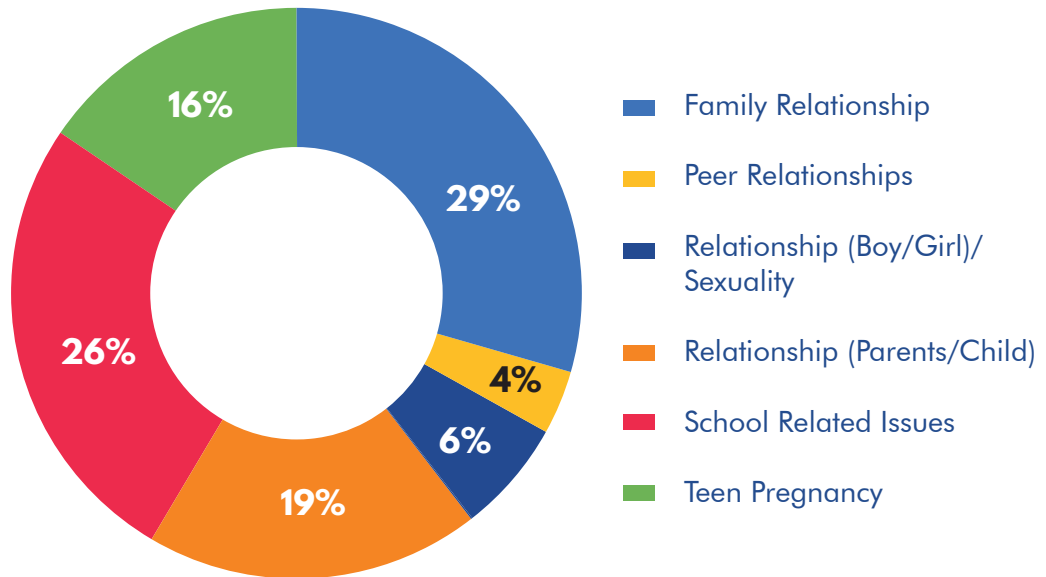
- Child Abandonment
- Child Labor
- Child Marriage
- Child Neglect
- Emotional Abuse
- Female Genital Cutting
- Physical Abuse
- Sexual Abuse (Sub Categories)

NUTRITION CASES

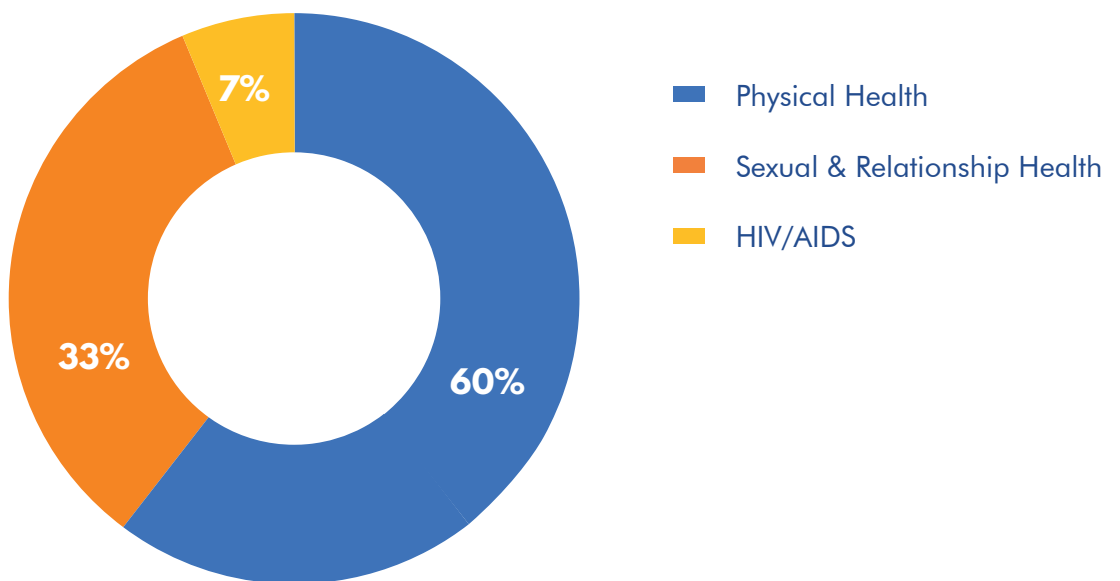


- Balanced Diet
- Breastfeeding
- Feeding & Food Preparation
- Malnutrition

ADVICE & COUNSELING



HEALTH



2. OUR PROJECT INSIGHTS

2.1. Progress in Protecting Rights and Choices: 2024 Update on the Chaguo Langu Haki Yangu Programme

In many regions of Tanzania and Zanzibar, gender-based violence (GBV), child marriage, and female genital mutilation (FGM) remain persistent threats to the rights and well-being of women and girls, particularly those with disabilities. The Chaguo Langu Haki Yangu ('My Rights, My Choices') programme, funded by the Government of Finland and implemented by UNFPA and partners, is working to change this reality. By using a multi-sectoral approach, the programme aims to ensure that women and girls, especially those most vulnerable, can live free from violence and harmful practices.

In 2024, the programme made significant strides in reaching those at risk and strengthening community responses. Through school outreaches and community dialogues, we engaged over 13,000 children, equipping them with knowledge about their rights and how to protect themselves from harmful practices. 3,020 disability inclusive IEC materials were also produced and disseminated.

Beyond children and youth, 350 community members participated in targeted awareness sessions, where they learned about the dangers of GBV, FGM, and child marriage, as well as their role in protecting women and girls. These efforts are helping to shift attitudes and strengthen community-based prevention and response mechanisms.



Our project coordinator during one of CLHY's school visits.

The Chaguo Langu Haki Yangu programme continues to make a difference by empowering individuals, strengthening institutional capacity, and challenging harmful norms. While progress is evident, the fight is far from over. By expanding outreach, leveraging digital platforms, and fostering community engagement, we are moving closer to a future where every woman and girl—regardless of ability or background—can live free from violence and with full control over their rights and choices.



2.2. SYP programme. 2gether 4 SRHR.

In 2024 This activity is part of the 2gether 4 SRHR programme, a regional initiative implemented in Tanzania focusing on the Kigoma region. It aims to enhance access to Sexual and Reproductive Health and Rights (SRHR) services. Led by UNFPA, UNAIDS, UNICEF, and WHO and funded by the Swedish Government, the programme addresses critical SRHR challenges, including HIV prevention, family planning, Gender-Based Violence (GBV), and comprehensive sexuality education for adolescents and young people. The initiative also seeks to strengthen health systems and improve access to youth-friendly services in Kigoma.

The project complements its community-based efforts by leveraging the Elimika platform, an IVR-powered (Interactive Voice Response) solution, to conduct digital surveys—baseline and end-line assessments—to monitor the programme's impact and a digital campaign to disseminate key messages on HIV, family planning, GBV prevention, puberty, and SRH rights in Kigoma and beyond.

This initiative was conducted in collaboration with a team from C-Sema, UNFPA and VIAMO, focusing on amplifying Sexual and Reproductive Health and Rights (SRHR) awareness. The process began with the collection and review of

Focus Areas

The initiative addressed critical topics, including:

- i) **SRHR Challenges:** Providing information on barriers and solutions to accessing SRHR services.

- ii) **HIV Prevention:** Emphasizing preventive measures and the importance of early testing.

- iii) **Family Planning:** Educating youths on available contraceptive options and their benefits.

- iv) **Gender-Based Violence (GBV):** Highlighting the significance of identifying, reporting, and preventing GBV.

- v) **116 Toll-Free Number:** Promoting the use of the #116 helpline as a reporting tool for GBV and a reliable source for SRHR information.

Baseline Survey and Content Development

To ensure the effectiveness of the campaign, a baseline survey was conducted prior to content deployment. This survey provided insights into the knowledge gaps and needs of the target audience.

Using the survey findings, the team developed scripts for the messaging campaign. These scripts formed the basis for audio recordings designed to relay key messages on SRHR topics. Before deployment, the audio content underwent rigorous testing to ensure clarity, engagement, and alignment with the objectives.

Deployment and Reach

Once the content was deployed, It was observed that between November 2024 and December 2024, a total of 40,781 calls were made across Tanzania by 9,598 youths:

- i. Over 5,600 male callers.
- ii. Over 3,500 female callers.

Of these, 7,485 youths actively listened to the key messages, indicating strong interest and engagement.

2gether 4SRHR programme Digital Campaign

Key Metrics

This are key metrics overview on caller volumes, unique listener counts, key messages listened and duration calls.

Total Calls

40,781

Unique Calls

9,598

Unique Listeners

7,485

Total KMs
Listened

27,896

Avg KMs per Listener

3.7

Avg calls per Listener

5



2.3. Mfanyakazi Project: Combating Child Trafficking in Singida



In 2024, the Mfanyakazi Project continued its mission to combat child trafficking for domestic work and strengthen child protection systems in Singida, Tanzania. Implemented by C-Sema (LEO) and Bris (SvEO), the project focused on capacity building, awareness-raising, and collaboration to protect vulnerable children.

A major concern was the 77 cases of child trafficking recorded by the National Child Helpline (116), highlighting the need for continued intervention. To address this, the project trained local government officials, law enforcement officers, teachers, and CSOs through capacity-building and experience-sharing sessions. It also helped establish an Inter-Agency Region Coordination Group to improve coordination among first responders.

In schools, 15,406 students across 18 institutions were educated on child rights, human trafficking, and gender-based violence. Child Protection Clubs were formed, and 540 JUU Club leaders were trained to champion

child safety. Sports bonanzas and child protection toolkits further strengthened school-based advocacy.

To expand community outreach, the project aired 12 interactive radio programs, reaching 4.5 million people across Singida, Tabora, and Manyara. Ten community dialogues engaged 612 participants, fostering collaboration among law enforcement, social welfare officers, and local leaders.

Recognizing the role of parents in child protection, experience-sharing sessions were held, educating them on child trafficking risks. Additionally, mothers in organized women's groups received training and economic support to reduce vulnerability.

With significant progress made in strengthening systems and empowering communities, the work remains critical. The high number of reported trafficking cases underscores the need for continued vigilance, advocacy, and action to ensure every child in Singida is safe and protected.

2.4. 2024 Progress Update: "Hapana Marefu Yasiyo na Mwisho" (#SasaMwisho) Program



Child marriage remains a major challenge in Tanzania, affecting thousands of girls and limiting their future opportunities. To address this issue, C-Sema, in collaboration with the European Union (EU), FELM, AMANI GIRLS HOME, and ELCT, launched the "Hapana Marefu Yasio na Mwisho" (#SasaMwisho) program—translated as "There is No Distance Without End." This three-year initiative, funded by the EU and the Finland Lutheran Church, aims to protect young girls from early marriage and promote their rights to education and safety.

In 2024, our efforts focused on empowering individuals, engaging communities, and influencing policy, ensuring that young girls at risk of child marriage receive the support and protection they deserve.

i) Strengthening Child Protection Knowledge

We trained 52 individuals on child rights and the use of the 116 National Child Helpline, equipping them with the knowledge and tools to report and respond to cases of child marriage and other forms of abuse.

ii) Engaging Communities Through Holiday Camps

Through our annual holiday camps, we reached 1,046 people, creating a safe space for young girls to learn about their rights, interact with mentors, and build confidence to stand against harmful practices.

iii) Expanding Outreach Across Key Regions

Operating in 42 counties in Kilosa District, Morogoro, as well as Nyakato Mwanza, Dodoma, Tabora, and Zanzibar, the program has brought awareness and support to girls aged 8 to 15 years, helping them understand their rights and access essential services.

As we move forward, #SasaMwisho will continue its work to create lasting change, strengthening advocacy efforts, expanding community engagement, and ensuring that every girl has the opportunity to pursue her dreams—free from early marriage.

Through the collective power of education, advocacy, and community action, we remain committed to building a safer, more equitable future for Tanzania's young girls.

2.5. The KUWAZA Project: Empowering Communities to Prevent Sexual Violence Against Children (SVAC) in Zanzibar

In Unguja North, Zanzibar, the KUWAZA Phase III program brought about real change in preventing sexual violence and child abuse. By focusing on primary and secondary prevention, KUWAZA implemented an integrated approach to address child sexual abuse, engaging a wide range of community members in the process.

The program implemented in a consortium including C-Sema, Pathfinder and Action Aid Tanzania, was centered on three main pillars: 1) the creation of a comprehensive SVAC prevention training toolkit for children, parents, teachers, religious, and local leaders, 2) the establishment of essential services, including a surveillance system, case management, and a child help hotline, and 3) the development of an advocacy strategy to drive social change.

A recent evaluation highlighted the success of this intervention. The toolkit's impact on the knowledge, behaviors, and attitudes of children aged 7-14, parents, and community leaders was significant. Children in the intervention areas demonstrated increased confidence in reporting abuse, with boys showing stronger communication skills and girls developing a

heightened awareness of gender-based violence and autonomy in decision-making. The program also led to positive shifts in parental attitudes, particularly regarding believing children who report abuse, dismantling harmful myths about victim disclosure.

What stood out most was the program's ability to open up conversations within families and communities, creating a supportive environment for children to share their experiences. The positive changes were evident in both urban and rural districts, where community members—ranging from parents to local leaders—played a vital role in fostering a culture of openness.

As we look to the future, it is clear that the KUWAZA model offers valuable lessons for SVAC prevention efforts. To sustain this success, we urge the scaling up of the toolkit and call for a multisectoral approach that strengthens early intervention and access to justice for survivors. With your support, we can expand this vital work, ensuring that more children are protected, supported, and empowered to stand against abuse. Together, we can create a safer future for the children of Zanzibar.



KUWAZA Project in action



3. NOTABLE EVENTS IN 2024

3.1. DAC 2024

This year, C-Sema celebrated the Day of the African Child by teaming up with a fantastic group of child protection stakeholders in Zanzibar namely, SOS CV Zanzibar, Save the Children, ZCRF, THRDC, ZAFELA, TAMWA, JUWAUZA, CYD, PYI, and JUVIEKA. With the theme "Education for all children in Africa: the time is now!", we emphasised our collective commitment to making sure every child's right to education and welfare is a top priority.

Pre-Event Activities

Before the big day, we partnered with Save the Children and ZCRF for an engaging Children's Dialogue with decision-makers. The goal? To promote friendly and violence-free learning environments in schools, homes, and communities. The dialogue tackled important issues like the effects of corporal punishment on children's well-being, child neglect from divorce and separation, and the community's knowledge gap on handling VAC-related incidents.

Children from the National Children's Council Advisory Board (NCAB) presented their concerns to a variety of key figures, including Social Welfare Officers, Police Gender Desk Officers, Officers from the Director of Public Prosecutions (DPP), CSOs (C-Sema, Save the Children, ZCRF), Shehas, and Women and Children Coordinators from all Shehias of the Central District, Unguja.

The Ministry of Community Development Gender Elderly and Children promised to organise a meeting with the Kadhi's and Mufti's Office to discuss raising awareness in communities about marriage and divorce procedures, aiming to reduce the divorce rate in Zanzibar. They also committed to developing awareness programmes for the Police Forces on child care and protection, establishing a Child Witness Protection Unit in the DPP's office, and educating madrasa and school teachers on guidelines and policies for corporal punishment in schools.

With ZCRF, we documented several key concerns and presented them to the heads of schools, councils, District Education Officers (DEOs), and representatives of central Unguja. These concerns included building teacher residences near schools, providing sports equipment and fencing for children's safety, supplying teaching materials for children with disabilities, and organising exam prep camps for national exams finalists in secondary schools. We also raised awareness about parent-teacher collaboration to support learning and prevent violence, and stressed the importance of children's councils. The officials pledged to develop solutions for these issues.

This is how we celebrated this year's Day of the African Child!



We also got involved in a pre-DAC sports event organised by ZCRF for children with disabilities at the Kisskasak grounds, graced by the Director of Gender and Children's Department of MoCDGEC, Honorable Siti Abas.

Main Event Celebration

Then came the big day on the 15th of June! Honorable Riziki Pembe Juma, Minister of Community Development, Gender, Elderly, and Children, her deputy Hon. Anna Atanas Paul, and the Ministry's Permanent Secretary Hon. Abeida Abdallah joined us for the celebration. The day kicked off with an inspiring march led by children, accompanied by the Zanzibar Police brass band. It was a lively display of unity, confidence, and strength in advocating for their rights reminiscent of the Soweto students in 1976.

After the march, a spirited sports tournament took place, featuring children from various schools and backgrounds. Each game highlighted critical issues affecting them. The tournament was a fantastic showcase of the children's athletic talents and provided a platform for them to voice their concerns and aspirations. They delivered powerful speeches, sharing their challenges in education, like transport difficulties and the harmful effects of corporal punishment.

In celebrating the achievements of the participating children, Minister Riziki Pembe Juma personally awarded winners of the sports games, which fostered the children's sense of accomplishment. In her speech, Minister Juma emphasised the significance of the Day of the African Child and urged students to persist in pursuing their dreams despite the adversities they may face. She also promised that her Ministry together with the government will work on the issues they outlined in their speech.

Interactive booths from various child protection organisations offered information and resources on children's rights, health, and education. Visitors to C-Sema's booth learned more about the 116 National Child Helpline and the crucial services it provides to children in need.

Beyond the Zanzibar festivities, C-Sema was honored to participate in the national event in Dar es Salaam, invited by the Ministry of Community Development. As an exhibitor, we showcased our work, especially highlighting the 116 National Child Helpline, demonstrating our commitment to supporting children and ensuring their voices are heard.

The Day of the African Child remains a pivotal moment for child protection stakeholders to reaffirm their dedication to safeguarding and promoting children's rights. C-Sema and its partners are proud to have hosted such a meaningful event, reinforcing the importance of collective action in creating a brighter future for all children. This year's message was and is still clear: the time for action is now, and together, we can make a difference in the lives of children across Tanzania.

During the main event, in Zanzibar, a march led by children, accompanied by the Zanzibar Police brass band was followed by sports tournament featuring children from various schools and backgrounds where Honorable Riziki Pembe Juma, Minister of Community Development, Gender, Elderly, and Children awarded winners of the sports games, which fostered the children's sense of accomplishment.

3.2 IDGC 2024

How we celebrated the International day of the girl child.



The journey leading to this year's International Day of the Girl Child was filled with excitement, reflection, and the undeniable spirit of change. For C-Sema, this wasn't just another event; it was a movement that began long before October 11th, where young girls from some of Tanzania's most underserved regions, often unheard, found their voices and boldly shared their visions for a more equal future. Together, we celebrated their resilience, leadership, and the shared commitment to tearing down the barriers that still hold them back.

In the weeks leading-up to the main event, we embarked on a series of satellite activities under the Chaguo Langu Haki Yangu (CLHY) project, supported by UNFPA. These events, held in schools across Kilosa, Kishapu, and Kahama DC, brought together over 1,300 girls, offering them a platform to discuss their dreams, their challenges, and the power of education and leadership in their lives.

As we listened to these girls, we witnessed something remarkable—leaders in the making. From Leah, a confident Grade 3 student from Ukenyenge Primary, who firmly asserted that girls deserve equal rights and the chance to lead, to Gift, a thoughtful Grade 6 student, who spoke about how harmful cultural practices and patriarchal systems erode girls' confidence and block their paths to leadership. These conversations were raw, insightful, and undeniably powerful, setting the stage for the main event that followed.

In Dodoma

The official commemoration on October 11th in Dodoma was the culmination of these dialogues, as we came together with six partner organizations and welcomed over 200 girls from across the country to the Girl Agenda Forum. An annual convening which brings together girls from different backgrounds and girls' rights stakeholders to celebrate girls' achievements and highlight different challenges that hinder girls to unleash their full potential.

This year's theme, "Girls and Leadership: Leveraging the Power of Technology," carried a lot of weight, and the energy in the room was palpable—a shared belief that girls have an equal right to take their place at the

decision-making tables of today and tomorrow. Ambassador Liberata Mula Mula engaging with girls during the meet the leader session.

Distinguished speakers reinforced this message. Dr. Majaliwa, Assistant Representative of UNFPA Tanzania, passionately reminded the girls of their power, stressing the importance of leaders to create safe access to digital platforms as a tool for leadership. He urged them to seize these opportunities with courage. He said, "Digital technology can be a powerful tool for girls, but it is up to us to ensure that they have safe access to these opportunities."

Similarly, Mr. Peter Mwakabaja from Plan International emphasized the critical role parents play in shaping the futures of their daughters, encouraging intentionality in every conversation they have with their children. "What we say to them shapes how they see themselves," he reminded the audience.

The highlight of the day was the personal interaction between the girls and the guest of honor, Hon. Ambassador Liberata Mula Mula during the "Meet the Leader" session. Sharing her inspiring journey from a village upbringing to national leadership, she left the girls with words that will resonate for a lifetime: "There are no shortcuts to success. Respect yourself, trust the process, and always remember, you are enough." Her message was simple yet profound, fueling the girls' dreams and reinforcing their belief in their own potential.

As the forum progressed, the girls took the lead in breakout sessions, engaging in conversations about how technology could enhance their leadership potential. These discussions were practical focusing on the real digital opportunities available to them, and how they could leverage these tools to create lasting change in their communities.

The voices of these girls were anchored in a powerful position statement that represented the dreams and demands of over 6,600 girls from across Tanzania. They called on their parents, communities, and government to support their education, dismantle harmful cultural norms, and ensure policies that empower them to lead.

Their message was clear: girls are not just future leaders; they are leaders today.

The girls spoke not only for themselves but for every girl who has ever been told she cannot lead, they spoke for those who have been denied opportunities because of their gender. And, in doing so, they demonstrated that the future of leadership in Tanzania is bright, bold, and undoubtedly equitable.

In Zanzibar

We had the privilege of joining the Government of Zanzibar and other child rights organizations to celebrate the girl child at Maruhubi Tourism College. Under the theme “Empower the Girl Child to Raise Her Voice”, the day was filled with inspiring conversations and the voices of young girls leading the way.

Starting with a powerful panel discussion where girls took charge. Ilham, a former NCAB Chair, spoke passionately about how life skills empower girls to break free from early marriage and dependency. Salha, a Children’s Council member, highlighted the urgent need for more boarding schools to protect girls from child marriage and harassment. Udhaïma, another young leader, called for more women in leadership, urging girls to pursue their education and believe in their own potential.

A special moment during the day was when Mansur, a former NCAB member, recited a heartfelt poem advocating for continued investment in girls. His call for action directed at the government, parents, and CSOs acted to remind us all of the critical role male allies play in supporting gender equality.

Hon. Anna Athanas Paul, the Deputy Minister for the Ministry of Community Development Gender Elderly and Children Zanzibar who was also the guest of honor, spoke profoundly on the importance of treating all children; girls and boys with different abilities equally. She urged parents to engage in meaningful conversations with their children, listen to their thoughts, and encourage them to take up leadership roles even when they think they aren’t capable. She also stressed the significance of safe, responsible use of technology and its potential to positively shape girls’ futures.

The event also featured a unique activity where attendees, including the guest of honor, decorated a backdrop banner with their hopes for the future of girls. These aspirations were read aloud, signaling a collective vision for a more inclusive and empowered future.

As this year’s International Day of the Girl Child drew to a close, one thing became strikingly evident: the voices of girls are not just shaping the future, they are shaping the present. At C-Sema, we are honored to stand and walk alongside them on this journey, empowering them to rise, speak, and lead.



One of our partners addressing the critical issue of male engagement in advocating for girl rights.

4. LESSONS LEARNT THIS YEAR

4.1 A fresh perspective on learning and unlearning how to address social norms.

This year, at a seminar facilitated by Tostan, our team gained a new and thought-provoking perspective on the complex issue of social norms. The seminar offered a refreshing lens, suggesting that social norms are not inherently bad. Instead, they are deeply tied to the personal and shared values of communities. This nuanced understanding challenged our traditional approach to addressing harmful practices rooted in social norms.

For years, efforts to combat harmful practices often framed social norms as the root of the problem. We sought to dismantle and eradicate these norms, viewing them as barriers to progress and well-being. However, Tostan's perspective invites us to rethink this approach. Social norms, they emphasized, serve as a cultural compass, guiding behaviors and creating cohesion within communities. The real challenge lies not in dismantling social norms but in identifying and addressing the harmful practices that may arise within their framework.

The seminar highlighted the importance of distinguishing between social norms and harmful practices. Social norms reflect the collective values and beliefs of a community, often rooted in a shared sense of identity and purpose. Norms around hospitality, mutual respect, and collective responsibility are pillars of many societies, fostering strong social bonds and support systems.

Harmful practices, on the other hand, are actions or behaviors that undermine the well-being, rights, or dignity of individuals. These practices often persist due to a misunderstanding or misapplication of social norms. Practices like child marriage or Female Genital Mutilation (FGM), for instance, are often justified through the lens of tradition or cultural identity. However, they conflict with fundamental human rights and can have devastating consequences for individuals and communities.



The key, therefore, is not to vilify social norms but to engage communities in a process of reflection and dialogue. This involves exploring the values underlying social norms, distinguishing harmful practices from beneficial ones, and fostering discussions that encourage communities to critically examine their traditions.

Central to this journey of learning and unlearning is relational building. Through authentic and respectful relationships, development workers like ourselves can support communities as they reflect on their values and aspirations. Trust and mutual respect create a foundation for meaningful dialogue and collaboration, enabling communities to:

- i. **Reassess their values:** Open conversations encourage communities to re-evaluate the principles focusing on their social norms and practices. These discussions often uncover shared aspirations for dignity, well-being, and progress.
- ii. **Discover their capacity to aspire:** Strengthening relationships nurtures confidence within communities, enabling them to envision a future aligned with their highest values both personal and shared. This process shows their agency in driving change.
- iii. **Build consensus:** Trusting relationships provide a safe space for communities to collectively decide on the practices they wish to uphold or transform, ensuring that changes are both sustainable and deeply rooted.

As development workers, our role is not to dictate or impose solutions but to act as facilitators. Communities are the experts of their own experiences, possessing the wisdom to craft solutions that resonate with their values. By guiding this process rather than leading it, we empower communities to take ownership of change.

This new perspective has prompted us to reflect on our previous approaches.

Were we inadvertently alienating communities by framing social norms as the enemy? Could a more productive approach involve working with communities to uncover the positive intentions behind their norms while addressing harmful practices collaboratively?

Adopting this approach, would mean putting more effort in building trust and fostering genuine partnerships with communities. This shift acknowledges the agency and wisdom of the communities we work with, affirming that meaningful change comes from within. It also ensures that our interventions are respectful, sustainable, and rooted in shared values.

As we move forward, we understand that the journey of learning and unlearning will continue to unfold, and this fresh perspective is an important step forward. We believe that this shift will not only enhance our impact but it will also strengthen the bonds of trust and collaboration with the communities we serve.

Adopting this approach, would mean putting more effort in building trust and fostering genuine partnerships with communities. This shift acknowledges the agency and wisdom of the communities we work with, affirming that meaningful change comes from within. It also ensures that our interventions are respectful, sustainable, and rooted in shared values.

As we move forward, we understand that the journey of learning and unlearning will continue to unfold, and this fresh perspective is an important step forward. We believe that this shift will not only enhance our impact but it will also strengthen the bonds of trust and collaboration with the communities we serve.

4.2 Highlights from the SVRI 2024 Conference.

In 2025 we had the privilege of attending the Sexual Violence Research Initiative (SVRI) 2024 conference in Cape Town, South Africa, as part of one of our key milestones for the KUWAZA project, a collaborative effort with fellow consortium members (Pathfinder, ActionAid, and ICRW) to tackle Sexual Violence in Zanzibar.

Understanding violence against women and children in their multiple forms was a theme that had us nodding and taking notes faster than we could blink. Presenters broke down the diverse and interwoven forms of VAW and VAC, explored prevalence rates, risk and protective factors, and the social forces at play. We were proud to see the work of child helplines like ours getting the recognition it deserves. It's



This conference was an absolute game changer! Buzzing with energy, the event brought together 1,500 participants from 113 countries, all united by a shared mission: advancing research and solutions to combat Violence Against Women (VAW), Violence Against Children (VAC), and the wider gender inequalities that fuel such violence in low- and middle-income countries.

It was an extraordinary gathering of minds, from researchers, practitioners, policymakers, to funders, and survivors sharing insights and inspiring each other. The sessions covered throughout the duration of the conference were centered on crucial themes on prevention, response, and evidence-based interventions that resonated deeply with our work at C-Sema.

reassuring to know that global experts and institutions like the London School of Hygiene & Tropical Medicine acknowledge helplines as crucial data hubs that reflect the reality of VAW and VAC. This fuels our drive to continue strengthening C-Sema's child helpline services, not just as a safety net, but as a powerful tool that informs programming and policy.

The discussions on prevention and response research & programs were as inspiring as they were practical. We learned about the design, adaptation, and scaling up of evidence-based interventions and how to assess their impact. This theme hit home with us, especially as we push forward with KUWAZA and our other initiatives. The sessions emphasized a key point: sustainable change requires community voices to shape and guide solutions. It's not enough to impose interventions; they need to reflect local needs and insights.

We also explored how research can be a powerful funding and programming tool, and learned that, when it comes to research, including survivor voices is essential. The keynote by Tarana Burke, founder of the “Me Too” movement, was unforgettable. *“We can’t have all these conversations without research. We need authentic information to inform our discussions and interventions.”* Tarana spoke. This reminded us that when survivor voices are at the heart of research and programming, change isn’t just possible; it’s inevitable.



The SVRI conference didn’t shy away from tough conversations. We tackled the social norms, power dynamics, and gender inequalities that fuel violence. C-Sema’s existing work on shifting these norms was enriched by new ideas and best practices from global peers. It was reaffirmed that to effectively tackle violence against women and children, we must approach interventions that go beyond immediate responses and work on changing mindsets over the long term. Jac sm Kee from the Numun Fund delivered a thought-provoking session on tech’s role in shaping societal norms. She made a powerful statement: *“Tech should not just be a tool but a platform where people are empowered.”* The takeaway? When it comes to tech,

survivor-centered, research-informed initiatives are non-negotiable.

One of the most moving parts was presenting our child-focused approach to empowering children to report sexual abuse through community-based interventions supported by the 116 Child Helpline. The audience’s engagement confirmed that our holistic approach is impactful and worth scaling.

Mr. Kolbassia MBE’s insights on the challenges of proving survivor involvement’s impact further showed the importance of empowering survivors without re-victimizing them. This validated C-Sema’s efforts in deepening survivor engagement and ensuring they are the ones leading in shaping services. Mr. Kolbassia is survivor of torture and founder of survivors speak OUT.

Furthermore, our Tech for Change (T4C) work was affirmed in unexpected ways. Jac sm Kee’s session reminded us that digital spaces are where power and control play out—and where violence can manifest in new ways. The key lesson? We need to amplify our tech initiatives to create spaces that don’t just connect but empower survivors with real-time support and services. Partnerships with like-minded organizations, such as “Our Wave,” are substantial to evolving how we use tech in our work.

What’s next for us? The conference left us inspired to:

Secure long-term, strategic funding to scale our evidence-based programs.

Redesign our interventions to be more survivor-driven and community-rooted.

Strengthen documentation practices to share impactful stories from the field.

Build partnerships with local and international research hubs.

The SVRI conference was a great reminder that we’re part of a global community that’s stronger together. We’re ready to take what we learned, keep the conversations going, and turn ideas into action. After all, change doesn’t happen in isolation; it happens when we all show up and show out.

4.3 C-SEMA attends the WeProtect Global Summit 2024.



Mr. Sebastian Kitiku - Director for the Department of Children Development - Ministry of Community Development, Iain Drennan - WeProtect's Executive Director, The Hon. Minister Dorothy Gwajima Ministry of Community Development and Mr. Michael Marwa - Director of Child Helpline Tanzania and C-Sema's Head of Programs. (Left to right)

From December 4th–5th, 2024, Abu Dhabi became the epicenter of a global movement to protect children from online exploitation and abuse, hosting the highly anticipated WeProtect Global Summit 2024. Co-hosted by the WeProtect Global Alliance and the Ministry of Interior of the United Arab Emirates, this event came at a crucial time when safeguarding children in an increasingly digital world demands urgent, coordinated action. The summit's theme, "A Critical Call for Action on Child Online Safety," solidified the urgency of the mission.

With over 300 million children falling victim to online sexual exploitation and abuse each year, the scale of the crisis is staggering. Every second, reports of child abuse imagery flood law enforcement agencies, highlighting the dire need for immediate action. As technology evolves, so do the threats making the work of organizations like ours more essential than ever.

The summit brought together an extraordinary mix of global leaders: government officials, tech pioneers, academics, child safety advocates, and survivors of online abuse. Together, we explored cutting-edge solutions to some of the most pressing challenges of our time, including the risks posed by emerging technologies like artificial intelligence (AI).

One of the summit's pivotal moments was the unveiling of groundbreaking research on how emerging technologies are exploited to harm children. The topic of AI-generated child abuse material sparked discussions on how both technology and human intervention can combat this growing menace. From AI-powered tools that help law enforcement identify offenders in real-time to survivor-led panels offered invaluable insights, the summit showcased a future where innovation and empathy work hand in hand to protect children.

The voices of survivors stood at the heart of the event, providing deeply personal accounts that challenged the global community to step up with meaningful action. The #MyVoice#MyFuture campaign amplified the perspectives of young people, ensuring that their rights, concerns, and dreams of a safer online world took center stage.

A standout session, “Health and Wellbeing: Looking After Frontline Responders,” shed light on the mental health challenges faced by those working tirelessly to protect children, including law enforcement officers, helpline counselors, and content moderators. This session emphasized the need for trauma-informed care, a cause championed by our Helpline’s Director and Head of Programs, Mr. Michael Marwa, who shared powerful insights from the frontlines.



Michael Marwa Director of Child Helpline Tanzania, C-Sema's Head of Programs and Regional Representative for Africa at Child Helpline International.

Representing Africa with distinction, Michael who’s also the Regional Representative for Africa at Child Helpline International, highlighted the unique challenges faced by child protection responders across the continent. From navigating cultural barriers to addressing burnout among frontline responders, he brought all these critical perspectives to the table.

He also showcased innovative practices from Tanzania’s National Child Helpline, including daily debriefing sessions and access to mental health support for helpline staff. Marwa emphasized the importance of resilience-building in low-resource settings, offering a blueprint for empowering responders to continue their vital work.

Takeaways and a Call to Action

As the summit drew to a close, participants left with actionable steps to drive progress:

- i. Developing robust policies on Online Child Sexual Exploitation and Abuse (OCSEA) and AI technologies.
- ii. Establishing research departments to tackle emerging threats, including AI and Female Genital Mutilation (FGM).
- iii. Organizing regional summits, particularly in East Africa, to share best practices.
- iv. Collaborating with academic institutions to deepen research into digital safety and child protection.

The WeProtect Global Summit 2024 was a resounding reminder that protecting children online is a shared responsibility. Governments, tech innovators, law enforcement agencies, and civil society organizations must work together to create a safer digital world.

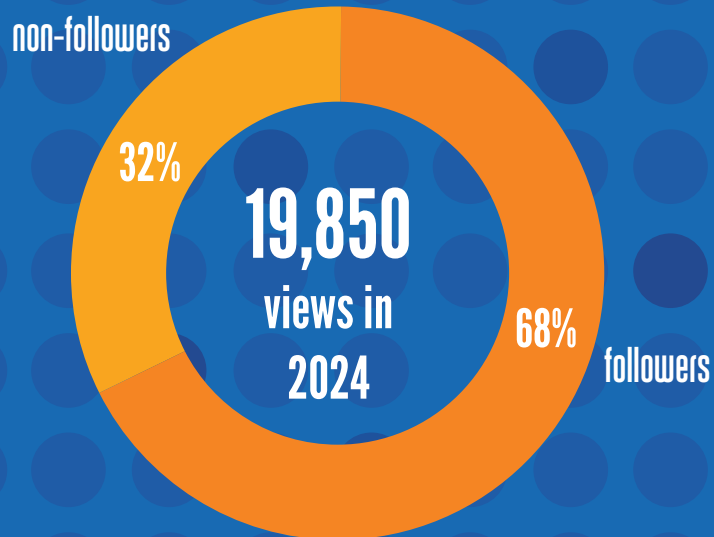
Through the contributions of leaders like Michael and the tireless efforts of all organizations like ours, the summit emphasized the importance of a holistic approach: combining policy advocacy, technological innovation, and mental health support for responders. As new threats continue to emerge, so too must our collective determination to safeguard children’s futures.

As the world continues to navigate the challenges of the digital age, the message is clear: The time to protect the next generation is now!

4. OUR ONLINE PRESENCE



Views



Reach

33,782



an increase of
73.7%
compared to 2023

28,153 of these reaches were

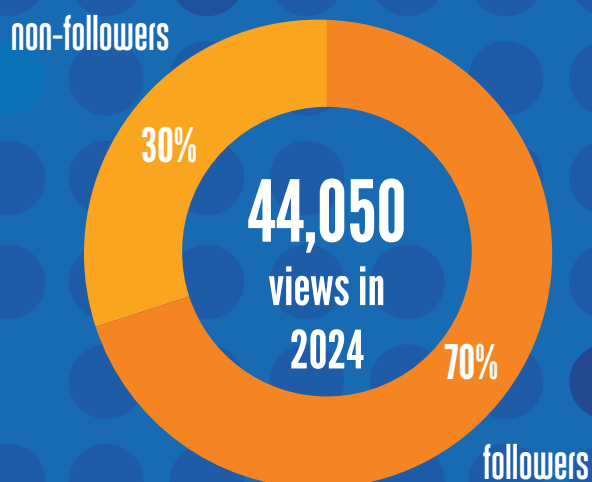
from non-followers, indicating a

144.6% increase in new
audience engagement.

key insight: Facebook excelled in expanding its reach to non-followers, demonstrating successful audience growth and content visibility.



Views



Reach

20,571 showing a **3.3%** increase from the previous year. The majority of reach came from non-followers, further emphasizing audience expansion.

(14,299)

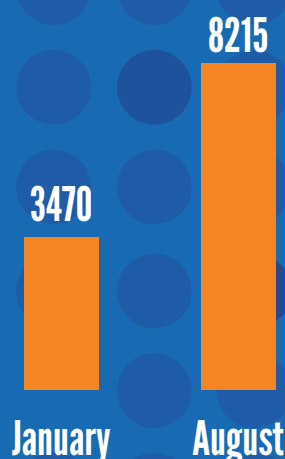
Content Interactions

content interactions doubled, showing a 100% increase, with a total of 2.7K interactions recorded. This reflects strong audience engagement with visual content.

key insight: Instagram's focus on visually appealing content drove significant engagement and attracted a large number of non-followers, making it a key platform for audience growth.



Impressions



Engagements



New Follows

A peak of 29 new follows is seen between August and November.

Likes and Shares

Likes increased from 43 in January to 82 in December

key insight: X demonstrated consistent growth in impressions and engagements, with notable increases in likes, shares, and new followers, showcasing its effectiveness in maintaining audience interest.



www.sematazania.org