



# CHILDLINE ZANZIBAR ANNUAL REPORT 2020



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**DESIGN AND PRINTING**  
JAMII DESIGN LIMITED

## ABOUT C-SEMA

C-Sema is a not-for-profit organisation established to promote and protect children's rights in Tanzania. Our core strategic programme is the National Child Helpline. With the Internet Watch Foundation hotline, we remove child abuse images through an online portal.

C-Sema has worked in Zanzibar since 2015 and was formally registered by the Registrar of Societies in April 2021, a few days before the printing of this report. Although the organisation is registered as C-Sema it will operate and serve the community under the brand and logo of the Childline Zanzibar. In this report therefore, Childline Zanzibar means C-Sema in Zanzibar.

## CHILDLINE ZANZIBAR MANAGER'S REMARKS



We are grateful to have expanded our partnership in Zanzibar this 2020 compared to past years, in terms of funding and program implementation. Starting from children who are our core beneficiaries to government ministries and agencies, CSOs and development partners. We are proud of being able to gain recognition from our case management referral partners (frontline child protection service providers) which has helped us to easily manage the case management procedure at the Childline Zanzibar Call Centre.

Innovation and the use of technology for development has landed us an opportunity to partner with the Ministry of Health Zanzibar and UNFPA to develop national GBV campaign materials and later develop a Sexual Reproductive Health information and services feedback platform which was important to youth during the Covid 19 pandemic outbreak.

2020 saw the launch of our media department and the opening of media accounts specifically for our work in Zanzibar. We are now available on all leading social media platforms Facebook, Twitter, Instagram and WhatsApp through our name: Malezi Zanzibar.

Despite the pandemic, 2020 has been a year of success at the helpline in terms of increased both responsive and non responsive contacts, there was less outreach in schools and communities especially at the beginning of the year but the use of media has proved to work for us on awareness raising and keeping us connected with our beneficiaries to accelerate conversation and interactions even when the pandemic forced everyone to work from home and limited the outreach activities.

It is my hope that 2021 will bring more joy in the faces of children we serve in Zanzibar!

Fatuma Ahmad,  
**C-Sema Zanzibar Representative &  
Childline Zanzibar Manager**



# IN A NUTSHELL

**1,644**

contacts received by  
the Child Helpline

Over

**10,000**

children & youth reached

Over

**1,300**

community members reached

Number of young people  
accessed the #MaleziBot  
platform over

**2,000**

#MrejeshoBot on young people  
feedback on SRHR services was  
accessed by over

**3,000**

## CHILDLINE ZANZIBAR - 116

With support from UNICEF, ChildLine Zanzibar was also able to develop the Directory of Frontline Service Providers that will enable the helpline to smoothly manage referrals of cases reported at the helpline. Like everyone else, the helpline was also taken by surprise by the COVID-19 pandemic and as part of efforts to respond to and learn from it, ChildLine Zanzibar in collaboration with UNFPA, trained counsellors on responding to crisis calls during the emergency situations like that of COVID-19 and other pandemic outbreaks, how to identify and respond to GBV and VAC survivors and prioritise their services in regards to human rights.

In 2020 ChildLine Zanzibar received a total of 1,644 calls. 3% of these were responsive calls while 97% were non-responsive calls. Despite the challenge of a high number of non-responsive calls at the helpline, awareness raising efforts contributed to an increase of responsive calls in the last quarter of the year where people called with genuine questions and inquiries. 60% of all responsive calls and 54% of all non-responsive calls were received in the fourth quarter of 2020. It is expected as awareness efforts continue in 2021, calls and cases will continue increase at the helpline.





# WHATSAPP BOTS KEY STATS 2020

During the first wave of the COVID-19 pandemic C-Sema solicited funding for the creation of three WhatsApp Bots namely, MaleziBot for Mainland Tanzania, MaleziBot for Zanzibar and MrejeshoBot for the Ministry of Health, Zanzibar. The two #MaleziBots were an extension of the helpline services targeting young people and young parents who would chat with the AI bots instead of calling the helpline. The #MaleziBot Zanzibar reached about 2,000 young people in 2020.

The The Ministry of Health Zanzibar through Integrated Reproductive and Child Health Programme (IRCHP) received funds from United Nations Population Funds (UNFPA) for the purpose of strengthening Sexual Reproductive Health (SRHR) Youth Friendly Services, Family Planning, Emergency Obstetric Care and human resource for health. Particularly, the ministry contracted C-Sema to build a youth friendly platform to help gather timely feedback on service availability vs. service quality, at the SRH Youth Friendly Services (YFSCs) facilities. This is the genesis of the #MrejeshoBot which managed to reach over 3,000 young people in 2020.

## CASE STUDY: NEGLECT

On 21st April 2020, ChildLine Zanzibar received a call from a father reporting about his son's delinquency and asking for help on behaviour change for the boy. He explained that his son had been misbehaving from a young age to the extent that he dropped out of school while in standard three. The boy's mother had been working on his behaviour but later realised he had not been attending school but rather ended up spending his days in the streets and often hung out with a group of friends who were bad influence. The caller added that now his son had stopped going to school completely and had run away from home, some neighbours had spotted him in the market where he sold perished goods that he randomly picked up from stores. The boy had been running and hiding away from anyone he knew especially neighbours and teachers.

The ChildLine counsellor probed to understand the situation of the home environment and the relationship between parents and children, parents and teachers of their son's school as well as the number of children in the family, and as she listened to his responses, she realised that the father has not been actively present most of the times at home leaving the whole burden of looking after the kids on his wife who had four more children who

were younger than the said son. The father confirmed to have not been taking part in following the progress of the boy at home or school and that he had only been responding to concerns that were often raised by the mother regarding his son's misbehaviour.

The counsellor scheduled a parenting counselling session with both parents. She advised them on which parenting skills to apply and the positive discipline measures to use for changing and moulding their son's and the rest of their children's behaviour. She also advised the parents to calmly approach and take their son home because the market place is harmful for the child's behaviour. Lastly, they would have to build a rapport with the boy's teachers and collaborate with them to ensure the boy gets enrolled back in school when schools re-opened after COVID-19. The counsellor insisted that in case they needed any advice, the parents should not hesitate to call back the helpline and if need be, they will be referred to a social welfare officer. She finally advised them to take full responsibility of parenting as a team and not to let the mother do the job alone. The parents were both happy with the support they received and promised to call back for feedback on their son's progress.

## KUWAZA

The KUWAZA (Kuzuia Unyanyasaji wa Watoto Zanzibar) programme is a three-year multi- component VAC prevention and response intervention funded by the Oak Foundation. Implemented by three partners (Pathfinder International Tanzania, ActionAid Tanzania, and C-Sema), the KUWAZA program aims to reduce sexual violence against children (SVAC) in Unguja North, Zanzibar. KUWAZA is a collaborative community-based program with interventions aimed at various segments of the community including children, parents, teachers, religious leaders, and community leaders.

With the COVID-19 pandemic causing schools and many offices and businesses to shut down, we worked to strengthen the capacity of frontline service providers so that they could understand the requirements for immediate



referral when responding to Sexual Violence Against Children cases. This was part of a COVID-19 contingency plan to protect youth and children from sexual exploitation and abuse as such incidences were expected to increase during the pandemic because of school closure that made children and youth stay home which has been reported in various studies as a place where abuse often occurs despite the expectation that it should be a safe place for them.

With support from various partners, we also contributed PPEs to frontline welfare providers and protectors of children so that they would be safe as they continued serving their communities. C-Sema purchased and distributed safety essentials including hand sanitizers, masks, bio and infrared thermometers procured for Unguja North's frontline protection service providers including SWOs, Shehas, police officers and Shehia women and Children Coordinators to get them through at least three months as they continue to serve the community during COVID-19.

As KUWAZA phase II was coming to an end, an evaluation of the programme was conducted by our partners, ICRW. The evaluation noted high knowledge levels of VAC and GBV attributed to KUWAZA school club activities and other school-based teacher-learner engagement activities. School children expressed knowledge about: what SVAC is, the settings in which it occurs or is likely to occur; their right to be protected from SVAC; where they can report SVAC incidences and; how to protect themselves.



# NATIONAL CAMPAIGN ON VIOLENCE AGAINST WOMEN AND CHILDREN

In 2020 we joined hands with the Ministry of Labour, Empowerment, Elders, Women and Children and other stakeholders in the National Campaign on Violence against Women and Children in Zanzibar. The aim of this campaign is to decrease the acceptability of violence against women and children, increase the help seeking by those affected, create public awareness and understanding, generate discussions and ensure action around violence against women and children. A total of 7,000 copies of Sema Magazine, 4,000 posters and brochures, 2 radio jingles, four banners and one animation were developed and disseminated to schools and communities with the responsible Ministry and stakeholders.

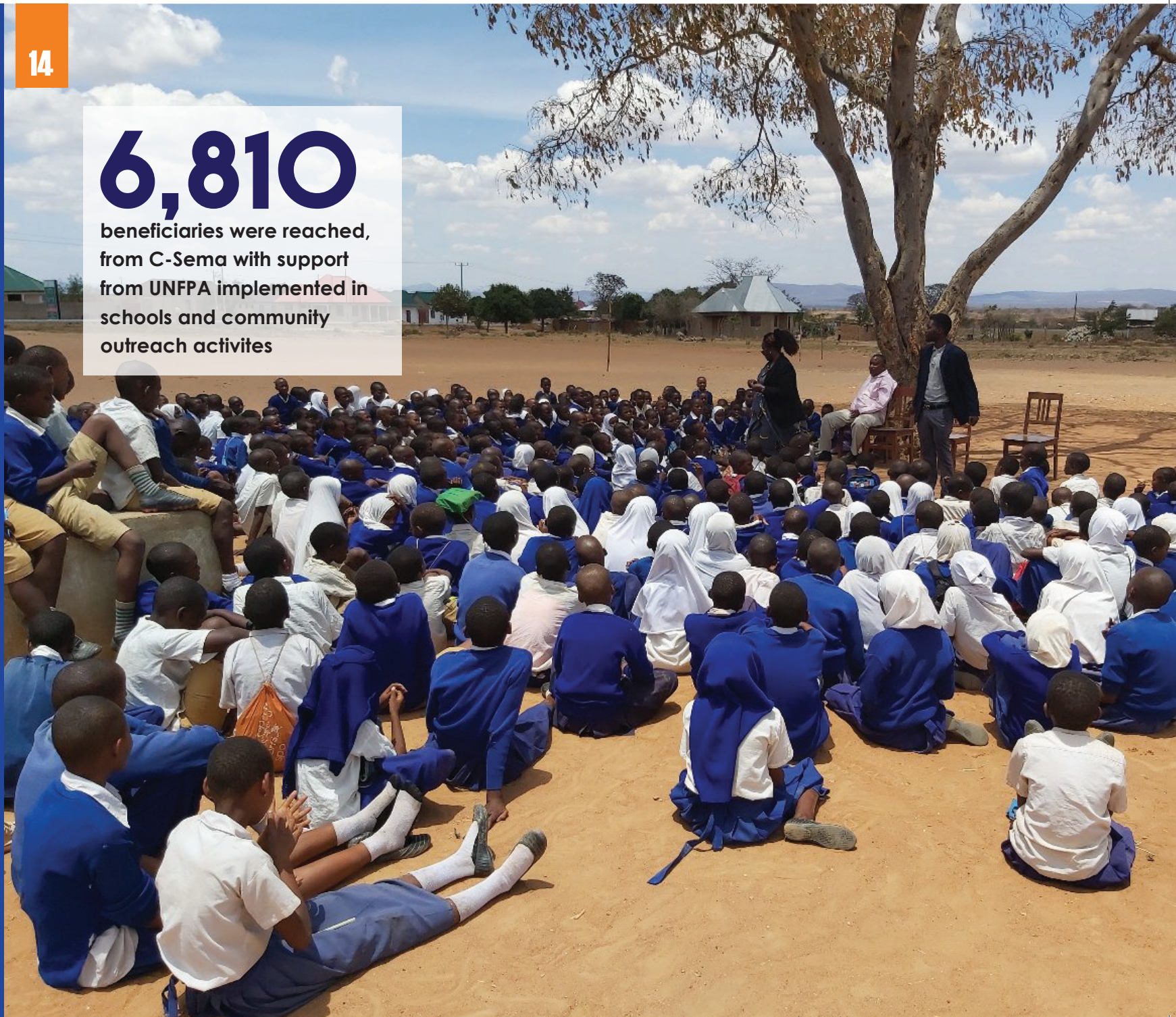
As part of the National Campaign phase two, C-Sema with support from UNFPA implemented school and community outreach activities to extend the dissemination of the National GBV and VAC campaign

messages. Through this activity, 6,810 beneficiaries were reached, 2,397 direct beneficiaries reached in both schools and communities while 4,413 indirectly reached in schools including those reached in schools during the commemoration of the International Day of the Girl Child. 1,050 direct beneficiaries were reached during the GBV animation screening (775 women and 275 men).

These awareness efforts on VAWC lasted throughout the year and on 19th December, ChildLine Zanzibar took part at Kimbia Bila Shaka event (KBS) organised by Upendo Zanzibar and Save the Children, a marathon and exhibition of partners' work meant to empower girls to strive for and get equal opportunities in their societies. We showcased our work, calling for participants to reach out to the helpline if they witness incidences of GBV or VAC and the GBV animation was screened for over 300 people to watch.

# 6,810

beneficiaries were reached,  
from C-Sema with support  
from UNFPA implemented in  
schools and community  
outreach activities



## SRHR FOR YOUTH IN ZANZIBAR

In the first quarter of 2020, Childline Zanzibar was consulted by the Ministry of Health Zanzibar through its department of Integrated Reproductive and Child Health Programme (IRCHP) with support from UNFPA, to develop an e-platform for feedback on SRH services provided to youth in Zanzibar.

The ministry wanted to build a youth friendly platform to help gather timely feedback on service availability vs. service quality, at the SRH Youth Friendly Services facilities. C-Sema was assigned by the ministry to gather information from youth on preferred platform, develop that platform and create demand for said service / platform, through both social and mainstream media. After consultations with youth, a WhatsApp Bot was developed and assigned a name #Mrejesho, which simply means 'feedback'. It comes with a main menu and sub-menus, with features to allow seamless feedback and generates data with a visual dashboard to

track trends on the bot. It allows youth to access correct information about SRH education and provide feedback on the SRH quality of services provided to youth through youth friendly health service centres in Zanzibar. It was a great innovation especially during the time of a pandemic outbreak.

To use the service, WhatsApp users can save the number (0779 109 990) to their phone contacts, then text the word 'Hi' in a WhatsApp message to begin. The bot then responds via a series of prompts, covering key queries and information – and ideally – dispelling some of the rumours and misinformation around the SRH topics. So far, the platform has been reached by 3,313 youth since June 2020 requesting information on SRH myths busting, SRH services feedback and statistics on SRH services in Zanzibar. Feedback provided by youth on SRH services enables the ministry to plan, provide and manage better SRH services through youth-friendly health centers.

## EVENTS

### #SIKUYAMTOTO 2020

In 2020, we once again commemorated the Day of the African child with Apps&Girls, Jamii Forums, Elimika Wikiendi, Children's Dignity Forum, JengaHub, Msichana Initiative, Save the Children, Action Aid and Global Religions for Children Foundation. Unlike previous years, this was our first ever online event as schools were closed during the month of June. Children from Zanzibar and Tanzania Mainland were able to meet, debate and interact online and the best part was that the online platform used to facilitate this discussion was created by our very own young Tanzanian girls from Dar es salaam-based digital technology organisation, Apps & Girls.

Four online sessions were held: One session was a dialogue for children about their rights and protection as well as the role they play in protecting themselves and others; and the role others play in protecting them from abuse. The second session was an online art class hosted by a brilliant, young, upcoming artist called Emmanuel Mtawa who also goes by the name 'Leon Art'. The third session was a parenting panel with the theme "Mwanangu Amenifudisha" which prompted participating parents to pause and reflect on all the lessons they have gathered from their parenting journeys. The final session was Innovation in Information and Communication Technology (ICT). In this session, three young ladies presented innovative solutions using ICT: an integrated school management system to help schools manage data; a startup called WakusomaDrive which works like Uber for students; and Huduma Smart, a company that trains domestic workers and provides a job market for them via a tailored website. It was amazing to learn of all the projects these young people are already executing in their communities.







## THE INTERNATIONAL DAY OF THE GIRL CHILD 2020

As part of the National Campaign Against Gender-Based Violence and promoting the theme for IDGC 2020 "My Voice Our Equal Future", a series of events; were held in Zanzibar in the week leading up to 11th October reaching over 978 girls from 10 secondary schools.

The first 5 schools were visited in the week leading up to the International Day of the Girl Child. As part of the National Campaign Against Gender-Based Violence and promoting the theme for IDGC 2020 there was a screening of an animation based on a case received at the National Child Helpline (116). The video is about a 12-year-old girl who after learning about violence against children (VAC) opens up and reports one of her male teachers who has been sexually abusing her. The story highlights several important issues that perpetuate the cycle of sexual and gender-based violence (SGBV) in Zanzibar including muhali – the culture of silence – and ends with a call to action for girls, boys, women and men to stand together and speak out against GBV and VAC.

The peak of the event brought together 200 girls from the remaining two schools. Two inspiring young women and role models – Mafunda Faki, Youth Representative of Tanzania to the East African Community (EAC) and Abla Mohammed, an entrepreneur who has developed products that she supplies to shops and supermarkets – spoke to girls about their journeys. They shared their wins, the challenges they face, what girls can do to fight for their dreams, and how they can use their voices for change so that they too can achieve their dreams like Mafunda & Abla – and even more!

In the girls' own words;

"I really love Abla's story, despite not making it in formal education, she still managed to create a business and employ herself and others as well as provide entrepreneurship knowledge to 100 girls. Many girls would rush into early marriage after encountering a situation like Abla's."



# C-Sema 2020

For more information visit our website;  
<https://sematanzania.org/zanzibar>

