



2017

ANNUAL REPORT

www.sematazania.org



Our main work is to listen to children's voices and indeed we have continued listening to them.

'2017 has been a year of listening...'

From Mgagadu in Pemba, Tunduma in Songwe to Mpanda in Katavi and Sirari in Tarime, children contacted us via the toll free 116 National Child Helpline and we were there to listen to them!

We want to thank all those that TRUSTED and BELIEVED in us to LISTEN to the voices of children.

Kiïya JK
Chief Executive | C-Sema



LISTENING to Children VOICES

When IN NEED of SOMEONE !!



2017 in a Nutshell

2017 was a year of listening, and as a learning organisation we increased our focus on staff capacity building especially in the subject of data. We partnered with [CIVICUS](#) and [dLab](#) for surveys and data training respectively so that we could transform the voices of children into useful information that will inform better children's services.

We also trained **over 60** volunteers on crisis counselling to attend to cases reported to the National Child Helpline.

It has been a year of listening to children's voices...

We actively participated in advocacy for better children services via Tanzania Ending Child Marriage Network (TECMN) advocacy engagement in DODOMA with parliamentarians to lobby and advocate for the change of the Law of Marriage Act (1978) that allows room for oppressing young girls and sometimes forcing them into to child marriage.

In Zanzibar we attended the launch of the National Plan of Action to End Violence against Women and Children 2017 - 2022 in August 2017. A key policy document for child protection in Zanzibar.

SEE HOW WE IMPACTED COMMUNITIES IN 2017

116 - National Child Helpline

Over
18,000
contacts
handled

#MALEZI Parenting Articles

Over
104 weekly
articles
published

'SEMA' Magazine

Over
3,000 FREE
copies
distributed to
children

The 116 - National Child Helpline in 2017

1,072

Responsive contacts received services from our counsellors

17,392

Non - responsive contacts were handled by our counsellors

532

Child protection cases were identified and handled through the National Child Protection System

4,200

Children were reached through our outreach program

378

Successful referrals to child protection service providers were initiated

Indeed we Listened. Stories ... Worth Sharing

Mariam's Story, 'A Case on Sexual Abuse'

On 7th December 2017, a devastated mother called #116, from Temeke District in Dar es salaam and reported that her ex husband and the father of her 5 year old daughter, Mariam, had taken the child from her home and travelled with her to Songea Region without her consent.

The mother was called by a neighbor who had heard rumours that her ex-husband had been sexually abusing Mariam by using his fingers on her private parts when giving her a bath. She explained that he had restricted his current wife, Mariam's step mother and anybody else from bathing Mariam stating that he is the only one who would give his child a bath — this raised the step mother's suspicions.

On receiving this information, the Child Helpline contacted the Social Welfare Officer and the Police Gender and Children's Desk at Songea City Council. As a child protection Team (CPT), they quickly contacted the woman who reported the matter to Mariam's mother and managed to make a home visit. The allegations were in fact true and Mariam was taken to the hospital for further medical checkup and treatment. Luckily, she was free from any signs of STIs. She was treated and discharged while continuing with medication.

The Child Protection Team ruled that Mariam remain under the care of the District Social Welfare Officer while procedures to reunite her with her mother in Dar es salaam are being made. A criminal offence case was opened at Misufini police post. On 18th Dec, 2017 the first hearing was held and Baba Mariam was charged with sexual abuse of a child. The Child Helpline is following with the CPT to see that justice is granted and that if found guilty the perpetrator is incarcerated for a prison term.

Tanzania Child Online Protection Portal

We are proud to talk about work we do as secretariat of the *Tanzania Child Online Protection Task Force*, (COST). COST brings together industry, government frontline service providers and CSOs to work together in ensuring children are safe in exploring various opportunities availed by the internet in Tanzania. COST facilitated the formation of the [Tanzania Child Online Protection Portal](#) that was successfully launched in October 2017, collaborating with [IWF](#).

The portal is a platform for the public to report suspected online child sexual abuse content, available in both English and Kiswahili.



Semu Mwakyanjala, Principal Corporate Communications Officer (PCCO) at TCRA Speaking during the launch of the Tanzania Child Online Protection Portal.

#MALEZI - Skillful Parenting & Positive Discipline

#MALEZI which translates to 'Parenting' is our flagship 2016 - 2020 strategic theme and hashtag.

Evidence from the National Child Helpline informed us parenting style and practices are one of the drivers of child abuse. We are addressing this by sharing parenting & Positive Discipline best practices via our weekly parenting articles on two national daily newspapers, Mwananchi and Daily News.

As the secretariat of the Parenting in Africa Network - Tanzania Chapter we successfully organised the 2 country consultative meetings; one in Shinyanga and the other in Dodoma in the quest to share professional experience in regards to parenting and reinforce indigenous African parenting knowledge by incorporating it into our projects.



Outreach

Meaningful Child Involvement is key to our heart, as is our tradition, we organized day of the African child (DAC 2017), #SikuYaMtoto. The event turned out to be a crowd puller with **over 1,200** children from all backgrounds attending the event.

Data collected from the Child Helpline in Zanzibar was used to ignite dialogues in the family and communities via the local radio stations on Child Abuse reporting. A good example was during the International Day of the Girl Child were C-Sema collaborated with the Ministry incharge of women & children in radio programmes on Child Abuse.

We were also part of the National event to commemorate the International Day of the Girl Child in Tarime District where we were tasked to train **over 100** children on Child Abuse and how children can protect themselves from abuse.

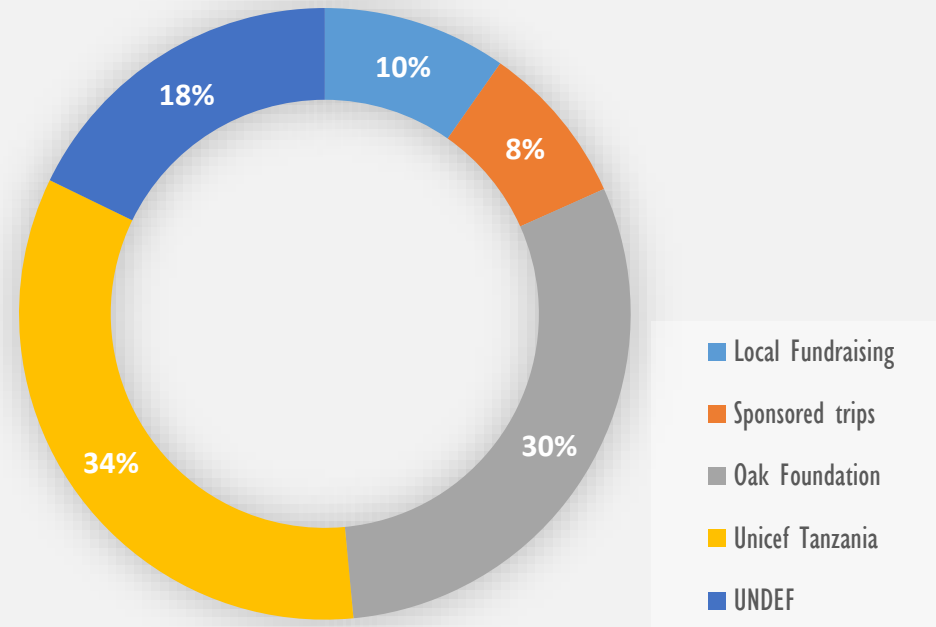


Funding summary

Here are our key areas of investment including some projects name and amounts spent in 2017...

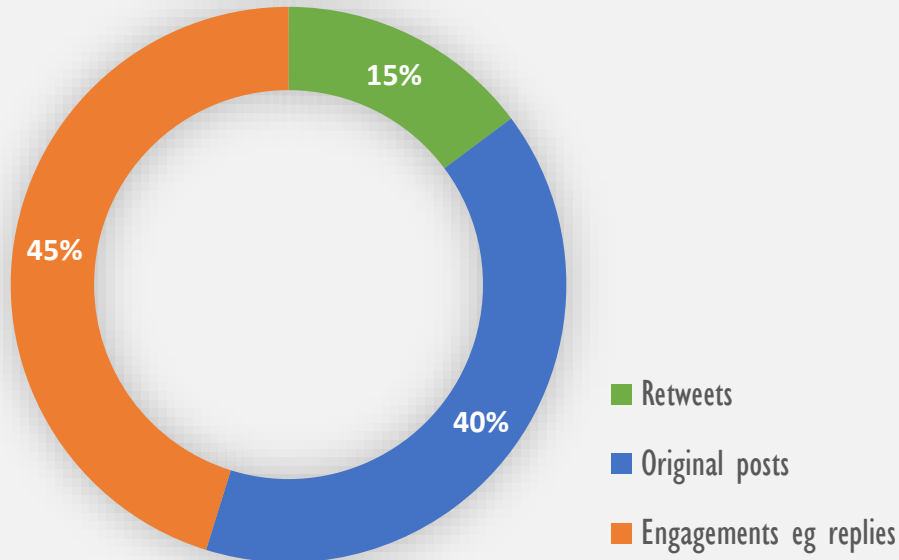
- Civic Education via SMS — \$56,000
- Strengthening National Child Helpline \$106,000
- Organisation strengthening programme \$8,000
- Strategic funding \$122,000
- Operations \$22,000

Fund Diversity of \$314,600 raised in 2017



Social Media in numbers...

How our strategic hashtag #Malezi fared in 2017



Key #Malezi stats on Twitter

- Total number of #Malezi original posts on Twitter – 972
- Average number of engaged user per session – 204
- Number of people we reach per session – 937,596
- Approximately 1.2 million accounts saw our #Malezi posts



Collaborations

We value our funders, strategic partners and friends for investing with us in 2017



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C-Sema

2016-2020 Strategy
'Better service for children'
#Malezi

member of
**Child
Helpline
International**