



**A MEDIA CAMPAIGN TO RAISE AWARENESS ON ELIMINATING
CHILD SEXUAL ABUSE MATERIAL ONLINE**

CAMPAIGN REPORT, APRIL 2021



British High Commission

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ABOUT THIS REPORT

C-Sema management extends heartfelt gratitude to the British High Commission in Tanzania for extending support that made the campaign and printing of this report possible.



British
High Commission
Dar es Salaam

DESIGN

Jamii Design Limited

RATIONALE

The campaign was initiated as a response to increases in Child Sexual Abuse Material (CSAM) online during the pandemic, raise visibility within Tanzania of the national portal created to remove such material from the internet, therefore increasing portal usage and protecting children from re-victimisation by reducing the availability of such material online.

In 2017 C-Sema launched the national portal for removal of CSAM, with the help of the the Internet Watch Foundation and financial support from WePROTECT. However, awareness of both the portal and the issue of CSAM in the general public is low. This pilot of an awareness initiative invested resources to inform the public of the portal and the challenge of CSAM.

The National Child Helpline data shows that that during the COVID-19 pandemic, incidences of CSAM were on the rise, with the increased amount of time that children and offenders were at home, worldwide. Therefore, there is a direct COVID-19 link to this support.

The campaign was conducted by C-Sema with funding from the British High Commission in Dar es salaam, Tanzania.

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.

Through the National Child Helpline, we serves 3,597 contacts every day. We offer profession services in the areas of child protection, GBV, nutrition, mental health, justice, early childhood development and sexual reproductive health, 24 hours every day.

C-Sema leads Tanzania's efforts to fight Child Sexual Abuse Materials and it is the founding organisation of the national taskforce that implements the national plan created under the (UK-led) WePROTECT Global Alliance, which Tanzania joined in 2019.

ABOUT BRITISH HIGH COMMISSION DAR ES SALAAM

The British High Commission in Tanzania maintains and develops relations between the UK and Tanzania.

Assistance from the UK builds on the initial WePROTECT investment in creation of the portal, and will ensure this valuable tool for addressing a global crime brings benefit across the world, not just in Tanzania:- to team, to create, design and sometimes translate content for said campaigns.

THE CAMPAIGN

The campaign delivered two outputs: - on the one hand, the campaign built CSAM awareness raising campaign online, to sensitisation the general public, through awareness-raising content that is available, targeted and visible across major social media networks, with clear information on how to report Child Sexual Exploitation and Abuse (CSEA). This activity has helped profile the existing helpline service as a trusted space to report incidences of child abuse including reporting such issues via call / text or WhatsApp, etc.

On the other hand, the campaign informed the general public of the CSAM portal through online materials (including on Facebook and Instagram videos) and offline material (radio jingles) which has captured both digital and analogue audiences. The intended outcome was to deter potential future offenders; reduce CSEA offending and reoffending; and raise an awareness amongst the general population of the issues involved in these crimes.

The key indicators included the number of reported incidences via the portal, which should increase in Tanzania; metrics from online platforms on the number of engagements of the material; and the number of traditional media spots which will spread the messaging to a wider audience.

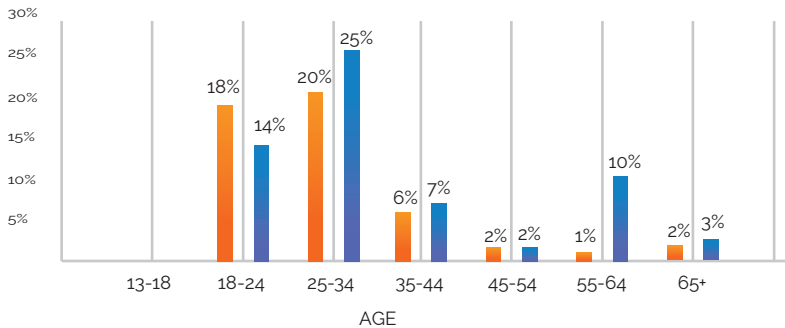
THE RESULTS

The campaign started in late February 2021 and was completed on April 15th 2021. Here are the results, both social media and radio campaign.

The activities started with contents creation where 5 sessions were held which resulted in contents including video scripts (texts and word document for the designers). These contents were then used to produce materials including 3 radio jingles recording and mixing, 3 animated videos and over weekly social media banners.

DEMOGRAPHIC DATA OF PEOPLE REACHED ON SOCIAL MEDIA:

Female 48% and male 52%



Info: - Location of the people reached: 100% all in Tanzania. As you can see there are no 'children' under 18 years here. However, available research shows that in fact children are online posing as adults due to both country and social media restrictions.

RADIO STATION SESSIONS AND JINGLES

Radio chart brief description

Coverage – the geographical location of a radio station.

Reach based on social media followers – observed number of people who listen and follow a radio station.

Reach per radio station – observed number of people who listen to a radio station.

Total listeners from radio stations – Actual number of people who listen to a radio station.

Impression – number of times a jingle or session was heard by listeners.

Frequency of airing – number of times a jingle or session was played.

Social Media chart description

Impression by channel – number of times a channel has heard by followers.

Impression by session – number of times a session has heard from channels by followers.

METHODOLOGY

(i) Radio campaign

On the radio stations we summed up each of the 7 radios individual reach. This was done by referring to each radio station's social media channel, an estimate of people who are likely to listen to a radio station was obtained "reach based on social media followers", this figure came up to 30 million, exclusive to Tanzania Mainland radio stations. Then a percentage contribution of every radio station "30,000,000" was estimated and used to provide the observed number of people who listen to radio station "reach per radio station". The impressions of every radio station were a product of the frequency of airing of the jingles based on reach per radio station.

Data interpretation

Just for your further interpretation, based on our 30 million total listeners in the Mainland, Clouds FM is leading with 118,586,329 impressions i.e., 23,717,265 people listened to our jingles, 5 times. On the Zanzibar side, ZBC FM is leading with 178,304,715 impressions received i.e., 11,886,981 people listened to jingles 15 times.

Table 1: Radio sessions and jingles

Coverage	Name of radio station	Reach based on social media followers	Reach per radio station	Total number of listeners	Impression	Airing frequency
Mainland (program only)	Clouds FM	8,265,849	23,717,265	30,000,000	118,586,329	5
	East Africa Radio	1,234,164	3,541,196		17,705,982	
	Triple A FM	2,790	8,005		40,026	
	Radio Maria	952,680	2,733,532		13,667,661	
Zanzibar (jingles only)	ZBC	49,854	11,886,981	15,000,000	178,304,715	15
	Chuchu FM	10,302	2,456,366		36,845,490	15
	Micheweni FM	2,754	656,652		19,699,560	30

(ii) Social Media Campaign

With reference to social media channels, @ElimikaWikiendi sessions hosted on Twitter attracted a total of 203,265 impressions i.e., 40,653 impressions per session. A total number of 5 sessions were hosted via the #ElimikaWikiendi hashtag. See the rest of the data on the tables 2 and 3 below

Table 2: Social Media sessions

Name of hashtag	Social media network	Reach	Session based impressions	Total impressions per channel	Number of sessions
#ElimikaWikiendi	Twitter Influencers and Elimika Wikiendi Sessions	40,653	203,265	7,000,000	5
East Africa Radio	Instagram Video through Influencers and Elimika Wikiendi	6,723	33,615	1,000,000	5

Table 1: Radio sessions and jingles

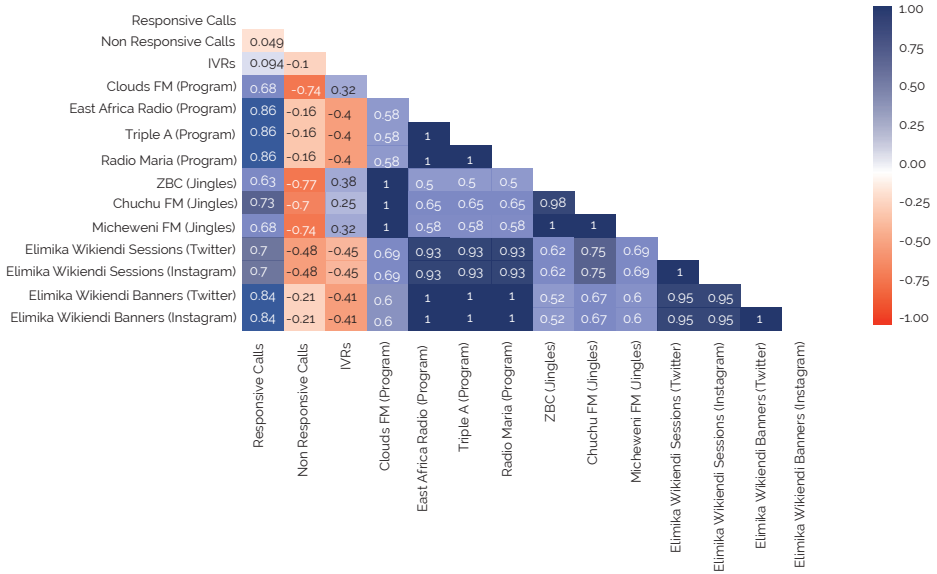
Name of Social Media Account	Social media network	Reach	Impression by banners	Total number of listeners
@ElimikaWikiendi	Twitter Influencers and Elimika Wikiendi Sessions	40,653	731,754	7,000,000
	Instagram Video through Sponsorship	8,000,000	NA	NA
	Instagram Video through Influencers	6,723	121,014	1,000,000
@SemaTanzania	Instagram	6,095	37,516	468,957
	Facebook	79,478	431,440	
	Video views Facebook	79,478	178,473	192,160
	Video views Instagram	6,095	13,686	

CORRELATION ANALYSIS OF MEDIA CAMPAIGN AND THE NUMBER OF CALLS RECEIVED AT THE NATIONAL CHILD HELPLINE

Responsive* calls portrayed a strong positive correlation with all social media channels and radio stations while non-responsive calls shown either no or negative correlation with all social media channels and radio stations.

A Strong positive correlation of responsive calls has an implication that 'with an increase in media campaign', more and more callers present genuine CSAM cases and therefore concludes that the campaign was a success.

See correlation graph below for more information



0.75 - 1 = Strong positive correlation

0.25 - 0.75 = Weak positive correlation

-0.25 - 0.25 = No any correlation

-0.25 - -0.75 = Weak negative correlation

-0.75 - -1 = Strong negative correlation

CONCLUSION AND RECOMMENDATIONS

Since its inception in 2017 the IWF portal in Tanzania had only received 934 page views, in both Swahili and English languages (2020). Page view until the end of the campaign has grown to 3,930.

Surely, this grant has created some level of demand for the portal. However, the pilot period was limited for only a few weeks of played jingles and social media campaign, both in Zanzibar and Mainland. More time is needed for the created contents to have a long-term impact on the population.



Sema

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For more information visit our website:
www.sematazania.org