



Sema



ANNUAL REPORT

2020

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CHIEF EXECUTIVE'S REMARKS



I am thrilled to share progress information from our work in 2020. Besides our growth in number of volunteers and budget, in 2020 we had a 250% growth in terms of reach.

That is, through our core strategic programme, the National Child Helpline - we received over 1.2 million calls. This is literally serving 3,579 contacts every day. What is more interesting is that about 74% of these calls are responsive contacts, behind them a child is genuinely looking for services.

On the one hand, this means we are in constant need of professional call attendants in the areas of social welfare, nutrition, mental health, justice, early childhood development and sexual reproductive health to attend these calls 24 hours every day.

On the other hand, our communication teams are working tirelessly to create demand for our services.

This ensure the helpline services are increasingly well-known in the country and that they receive relevant calls from the general public. In essence all our other projects are aimed at feeding into our core strategic programme by creating demand for the helpline number through media; school and community outreach.

A select-look on the notable 2020 achievements include the signing of Implementing Partner Agreement with UNFPA, fundraising effort also known as COVID-19 Contingency Plan which raised a direct income of \$257,626, an MoU to run ECD call centre with BRAC international, development of the new Strategic Plan 2021 – 2025 replacing the 2016 – 2020 strategy, development of organisation's systems documents such as HR manual, financial manual, child safeguarding policy, etc. in line with the new strategic focus.

If you would take a dive into the new strategic plan 2021 - 2025, you will find a document that presents a programming and execution framework geared

towards making a difference on child welfare, child and young people's health care, education, community economic empowerment as well as citizenship and governance in Tanzania.

The document was developed within the perimeters of core organisation's mandate, the current development context and child rights landscape at global, regional and national levels. It focuses primarily on six result areas. Child Protection, Skillful Parenting and Positive Discipline, Maternal and Child Nutrition, Early Childhood Development (ECD), Adolescents and Sexual Reproductive Health (ASRH) and Organisational Development.

In 2020 C-Sema added two more satellite offices raising the number to three. The first satellite office was set back in 2015 in Zanzibar and works also as the helpline call centre for Zanzibar. Following a funding agreement with Childline Sweden (BRIS), a satellite office was set in Singida to manage joint-project implementation. The 3rd office is in Msalala, running activities funded by UNFPA.

In 2021, we are keen to raise more strategic core funds to invest in hiring new team leaders and professional volunteers for our Mainland and Zanzibar call centres. The rest of the resources shall be invested in demand creation for the helpline services in Mainland and Zanzibar. Both investments will increase our daily contacts to above 4,000.



Kiiya JK

CHIEF EXECUTIVE OFFICER



IN A NUTSHELL

Over

1.2M

contacts received by
the Child Helpline

Over

7K

children & parents directly
assisted at the Child Helpline

Over

150K

children reached
through outreach
programmes

Over

8K




reached via
WhatsApp Bots

THE NATIONAL CHILD HELPLINE - 116

In 2020 the National Child Helpline received a total of 1,208,727 calls out of which: 7,369 were responsive calls; 889,218 were callers who listened to IVRs; and 313,731 were non-responsive calls. Although responsive calls that were directly responded to by counsellors account for about only 1% of the calls received at the child helpline, it is an increase of approximately 250% from 2,054 responsive calls received in 2019. Furthermore, 73% of the callers were also able to access helpline services through the IVRs thus the helpline catered to 73% of the callers who contacted it.

The high increase of calls at the helpline in 2020 is attributed to increased awareness creation, an increase in the number of counsellors at the helpline as well as the capacity to track callers who only opted to listen to IVRs. August saw an increase of 593 calls from 339 calls received in July after 12 counsellors joined the team supported by BRAC Maendeleo Tanzania. Throughout the year, awareness was created in schools, communities, via SMS, mainstream and social media on the helpline's service with support and in partnership with various partners including; UNICEF, BMT, UNFPA, CARE International, FEED and TAMISEMI.

During the first wave of the COVID-19 pandemic C-Sema solicited funding for the creation of 3 WhatsApp Bots namely, Malezi Bot for Mainland Tanzania, Malezi Bot for Zanzibar and Mrejesho Bot for the Ministry of Health. Collectively the 3 Bots have reached over 8,000 young people with information on SRHR, COVID-19, etc.

CALL 116
THE NATIONAL
CHILD HELPLINE

- *To report information on violence against children.
- *To get information on maternal & child nutrition.
- *To get information on sexual reproductive health
- *To get or report information on harmful practices like female genital cutting & child marriage.
- *To get information on all children services

www.sematazania.org

CASE STUDY: SEXUAL ABUSE

On 17th September 2020, the National Child Helpline received a call from a good Samaritan reporting about the sexual abuse of young girl named Jane (not her real name). He called 116 because when he called the village chairperson, he had not taken any action and the police station was far from the place where the abuse happened. The caller needed help so that he could assist Jane. The CHL-counselor asked how the child was doing and he responded that she had been taken to a hospital and the man who had abused her had been captured and locked up in a room as they waited for the police.

The counsellor advised the good Samaritan to contact and collaborate with the Social Welfare Officer who would be able to take charge of the situation and help the girl. The counselor provided him with the SWOs telephone number and told him to share feedback on the case progress. A few days later, the counselor contacted the Good Samaritan. He explained that they had worked together with the police and the SWO and they were awaiting trial the following week.

The following week, the counselor contacted the SWO and learnt that the perpetrator had been sentenced to jail. The SWO was now working with the child and providing psychosocial support to help her recover. She thanked the helpline for the support.



SCHOOL OUTREACH & AWARENESS RAISING

In 2020 we increased our effort to raise awareness of and create demand for the Child Helpline service in mainland Tanzania. Throughout the year, we worked with different partners and stakeholders to reach as many children and community members as possible. Emphasis was on reaching children in schools so that we could reach as many children as possible at once and because school is a place where children spend most of their time and for many years, it becomes the second home where they spend a majority of their childhood.

When in school, children can encounter abuse or different forms of violence at the hands of teachers, their peers, or other adults that they come into contact with. A child may be safe at home but then encounter abuse on the way to school or child-to-child abuse in school. Children that have gone or are going through abuse at home are more likely to do the same to other children in school or their peers.

In the first quarter of the year, we targeted children in schools by working with District Education Officers,

Social Welfare Officers and Community Development Officers in 8 districts: Mbeya DC & Mbarali DC in Mbeya; Iringa DC & Mufindi DC in Iringa; Njombe DC & Makete DC in Njombe; and Kibondo DC & Kakonko DC in Kigoma. This awareness raising effort was supported by UNICEF and reached over 100,000 children in schools.

We also partnered with CARE International in creating awareness on Violence Against Children (VAC) and Gender-Based Violence (GBV) through a school outreach initiative that was accompanied by media campaigns. The aim of the outreach was to: sensitize children in schools on identifying and reporting VAC & GBV incidences, to create awareness on the available reporting mechanisms and to empower children to speak out when they experience or witness abuse. 5,980 children were reached in 10 schools across the district. In addition, 600 posters were distributed to 30 schools all over the district, in a few wards and at the district's headquarters in order to create awareness on reporting VAC (and GBV) through the toll-free National Child Helpline. It is expected that another 13,105 children will see these posters.

A special session on Skillful Parenting & Positive Discipline was also organized for teachers and child protection stakeholders who take care of these children in schools but are at times unaware that they themselves abuse the children as they try to discipline them amongst other things. An important aspect for a good education is healthy and open student-teacher relationships which helps ensure that children are confident and able to trust their teachers.

Throughout the year, awareness creation was done in schools and in communities through our various projects as is seen in the rest of the report.

STORY FROM THE FIELD – NEGLECT

During school outreach sessions, some children reported a few of their fellow students walking without underwear especially girls, due to difficulties within the

family or simply because their guardians don't think it is important for a girl child to wear panties at a young age. The team ensured that the guidance and counseling teachers were made aware of this problem. The teachers confirmed that it was true and came with the list of names of the children who don't have underwear and the facilitation team managed to get some underwear for them.

Children were happy and grateful. One girl said, "I have one underwear. Once I wash it, I don't feel like coming to school since it's uncomfortable and my brother and sister-in-law (who I live with) don't understand me when I don't come to school. Teachers also punish me for not attending school so sometimes I just put it on when it is wet but that makes my skirt wet so I look dirty. Now that I have more panties I will play comfortably without any worries. I don't have to wear wet underpants any more, thank you very much."



OUR WORK IN ZANZIBAR

1. KUWAZA

In Zanzibar, 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's 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.

2. National Campaign on Violence against Women and Children

We joined hands with the Ministry of Labour, Empowerment, Elders, Women and Children and other stakeholders on 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 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 as part of extending 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).

3. SRHR for Youth in Zanzibar

The Ministry of Health Zanzibar through the Integrated Reproductive and Child Health Programme (IRCHP) received funds from United Nations Population Fund (UNFPA) for the purpose of strengthening Sexual & Reproductive Health Youth Friendly Services, Family Planning, Emergency Obstetric Care and human resource for health.

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, the WhatsApp

Bot was developed and assigned a name #Mrejesho, simply 'feedback.' It comes with a main menu and sub-menus, specifically 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 will then respond 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.

#MFANYAKAZI - ADDRESSING CHILD TRAFFICKING FOR DOMESTIC SERVITUDE

In 2020, we worked with BRIS and stakeholders in Singida District Council to implement the Mfanyakazi Project in Singida District which focuses on strengthening the child protection system in the Singida Region in order to help end child trafficking in the region. This is a 10-month pilot project implemented in 2 wards: Ilongeru and Mgori.

Besides working to strengthen the child protection system, we also worked to raise awareness among children and community members on how to prevent, detect and report cases of child trafficking for domestic work. 4,208 children were reached across 6 schools. In addition to creating awareness on VAC and child trafficking in particular, we used a Happy & Sad Opinion box to collect opinion letters from children on what makes them happy and what makes them sad either in their school environment or at home. These opinions were worked on by a team of teachers and child protection actors. In every school, teachers admitted that child trafficking was a challenge in their area but they were concerned that there were several underlying contributors like parental conflicts and poverty. It was also noted that whenever they can, teachers trace and help children who have been trafficked return back home and to their schools.

As a result of awareness raising efforts, calls from Singida increased at the helpline including a trafficking case of a boy named Juma*.



JUMA'S STORY

On 06th Dec 2020, a mother called 116 from a village in Singida reporting about her 14-year-old son Juma* who had been trafficked by her neighbour, John*. John had abducted the boy in September and taken him to a neighbouring region in order to work on a farm and in exchange for the boy's labour, John would be paid by the farm's owner. Before calling the helpline, the incident was reported to the LGA but there was no sign of getting her boy back.

The helpline counsellor contacted the LGA official who promised to collaborate on helping Mama Juma and to make sure the boy was returned home safely and action was taken against her neighbour.

On 13th Dec 2020, the LGA spoke to the neighbour and he agreed to return the child within 2 days. The helpline counsellor had also referred the case to a Social Welfare Officer who worked with the LGA to make sure the child was returned home safely. After one week, Mama Juma called the Child Helpline with feedback that the child had returned home safely.



"REALIZING GENDER EQUALITY THROUGH EMPOWERING WOMEN AND ADOLESCENT GIRLS"

In 2020, C-SEMA and UNFPA together developed a work plan that is being implemented with partners in Shinyanga and Singida. The programme has an expected duration of three years, from April 2020 till April 2023. The Programme aims to contribute towards advancing gender equality and the empowerment of women and adolescent girls in Shinyanga, Msalala District and Singida Regions by strengthening the social and economic status of women and adolescent girls.

We worked on strengthened capacities of local institutions and service providers to prevent and respond to GBV including harmful practices, by support the provision of legal aid services to GBV survivors; by linking with Child helpline services. And facilitate Women and adolescent girls to have the skills and capabilities to uphold their rights including the right to be free from violence, by ignite for community dialogue, and awareness around GBV issues;



CHILD ONLINE PROTECTION

Although there is an online reporting portal available for reporting child sexual abuse images so that they can permanently be removed from the internet, prevention of such content ever getting onto the internet is the best scenario for any child. In addition, there are many other online avenues for children to be abused. With this in mind and with support from UNICEF, our efforts focused on creating awareness on how to safely navigate the internet for children in secondary schools as well as to communities in general through both social and mainstream media.

Over 6,000 children in 11 schools were also reached as part of awareness creation efforts. The outreach was a great learning opportunity for our team and opened our eyes to the high level of awareness that children have of different online platforms and how they used the internet. In every school we visited, children were able to mention major social media platforms including: Facebook, WhatsApp, Instagram, TikTok, Snapchat and Likee. Some children also described that they interact

with people from different countries through these social media platforms and through online gaming. It was interesting to note that although children knew and seemed to understand various online platforms, very few teachers knew them, particularly newer platforms like TikTok, Snapchat and Likee. Although we did not directly interact with parents during this outreach, the low knowledge demonstrated by teachers is an indication that more awareness on safe internet use is also crucial for parents (including teachers) if children are to remain safe online.

Through our partnership with #ElimikaWikiendi, we continued to raise awareness on online child protection, through both mainstream and social media. We also conducted several internal training sessions for our team so that they are better equipped to prevent, identify, and respond to instances of child online abuse. Likewise, reporters from community media stations were also trained.

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. 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", two events; one in Shinyanga and one in Zanzibar, reached over 1,200 girls from different schools.

The event in Shinyanga targeted girls in schools in a community where girls' education is faced with different challenges especially associated with GBV, VAC and child pregnancies. There were different activities and entertainment including a bicycle tournament involving 100 girls, a traditional dancing group, music by the famous Kichomi D.J. crew, and exhibition booths. Participants also got t-shirts, wristbands and there were several prizes for the winners and menstrual hygiene kits were given to 500 adolescent girls in attendance.

Although we are sure the winners were excited about their various prizes, it was what a girl from one of the secondary schools said about the menstrual hygiene kits that gave us the most satisfaction, "You have no idea how hard it is for some girls. Most parents don't understand when a girl says she is in need of pads or

understand when a girl says she is in need of pads or pants. Some girls feel like they are cursed and don't understand why this has to happen to them. They feel like they don't belong and that no one is ready to understand or help. Your kit saved so many of us because it lifted a burden." Yasinta, Form 3. We are glad that every participant got a kit that afternoon – in that sense, every girl won.

In Zanzibar, we reached 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!

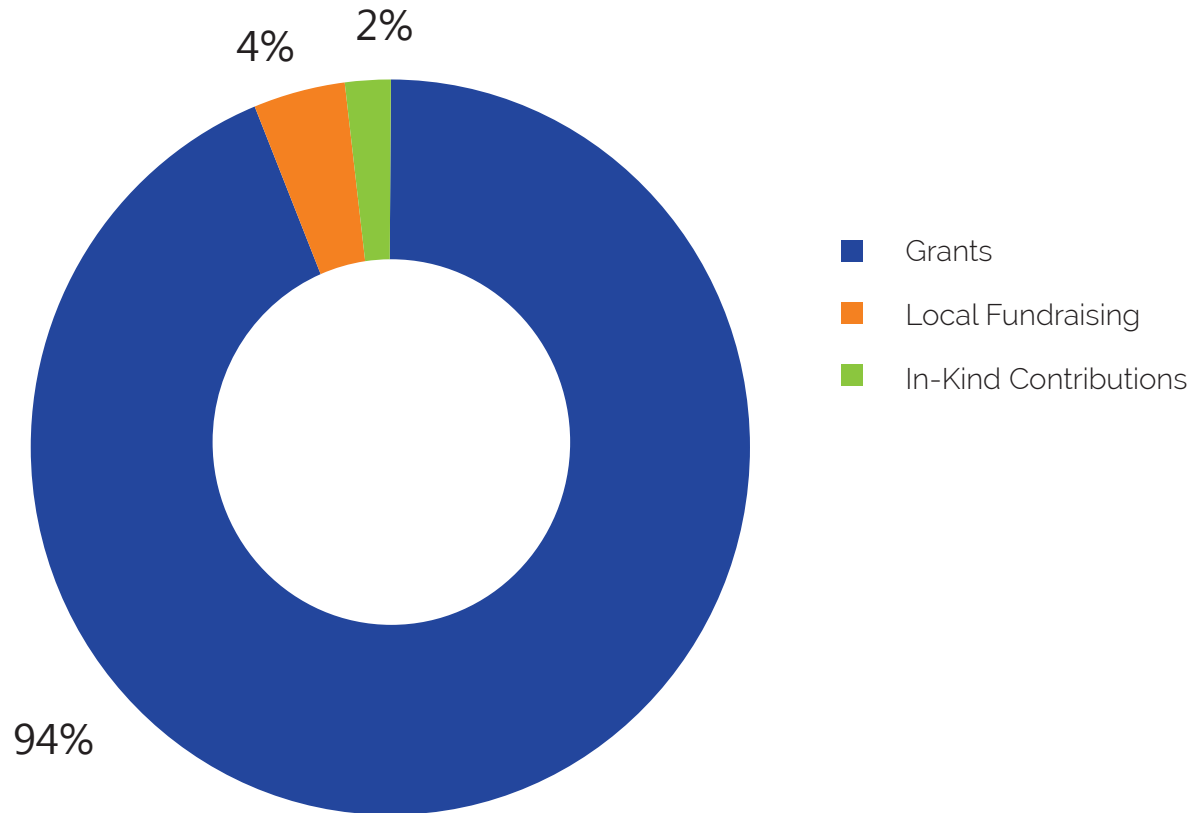
In the girls' own words;

"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," said another girl.



FINANCIAL

\$590,094 raised in 2020.



C-Sema 2020



Sema

For more information visit our website;
www.sematanzania.org