ETHIOPIA PSEA NETWORK

Prevention of Sexual Exploitation & Abuse Communications Campaign

On behalf of the Ethiopia PSEA Network & UN Women Ethiopia Country Office





Prevention of Sexual Exploitation & Abuse Communications Campaign

Agenda have developed a Prevention of Gender-Based Violence (GBV) and Sexual Exploitation and Abuse (SEA) campaign with information, education and communication (IEC) materials for the direct and indirect beneficiaries of the Prevention of Sexual Exploitation and Abuse (PSEA) Project in Oromia (West Guji), SNNP (Gedeo) and Somali (Fafan, Dawa, Liban, Afdar, Siti and Arer) regions of Ethiopia.

The project is led by UN Women Ethiopia Country Office (ECO) on behalf of the Ethiopia PSEA Network, funded by the Ethiopia Humanitarian Fund (EHF) as well as UN Women ECO.

The goal of the project is to advance the support available for at-risk internally displaced (IDP) communities in the targeted areas of operations, as well as to enforce zero-tolerance for attempted and actual acts of sexual exploitation and abuse by UN staff and partners.



Communications objectives

PSEA IEC materials

- Building PSEA capacity and awareness within the humanitarian community, including Ethiopia PSEA Network members; PSEA focal points and SGBV service providers; and UN staff and partners (including NGOs and Government).
- To raise awareness surrounding what SEA is and preventative interventions in Ethiopia for internally displaced persons (IDPs) and host communities in Oromia, SNNP and Somali regions.



There are three content packs, each with a distinct target audience:

Content Pack 1: PSEA IEC materials for IDP communities of Oromia and SNNPR

- IDPs and host communities in Oromia: West Guji
- · IDPs and host communities in SNNPR: Gedeo

Content Pack 2: PSEA IEC materials for IDP communities of Somali Region

• IDPs and host communities in Somali: Fafan, Dawa, Liuban, Afdar, Siti and Arer

Content Pack 3: PSEA IEC materials for humanitarian workers

- Ethiopia PSEA Network members as **PSEA Focal Points**
- SGBV service providers
- UN staff and partners

Content Pack 1: PSEA IEC materials for IDP Communities

The materials are available as A5 leaflets, A2 posters, as .png files for use online (including social media), and .pdf files for print and for adapting for use in other materials.

This awareness campaign is designed to be accessible to every member of the community. It informs IPDs and members of the host communities they have the right to complain and how to do so. It also informs them of their continued right to assistance if they report SEA on their own behalf or for another.

PSEA – key messages for communities

- 1. Assistance is always free
- 2. Every person has the right to be safe from harm and abuse
- 3. It's never the survivor's fault
- 4. You can report suspicion of harm and abuse
- 5. You have the right to protection and services
- 6. We will listen to you

Target audience:

IDPs and host communities in Oromia (West Guji) and SNNPR (Gedeo)

How to use the materials:

Each pack contains a complete set of A2 posters and A5 leaflets which can be displayed within organisation offices, at One-Stop Centres, health clinics, school-rooms and within premises where training, community meetings and assemblies are regularly held. The leaflets can also be distributed by teams during field visits.

1. Assistance is always free





1.1.1



1.1.2



1.1.3

1.1.4

2. Every person has the right to be safe from harm and abuse



1.2.1

3. It's never the survivor's fault



5. You have the right to protection and services



ETHIOPIA PSEA NETWORK You have the right to **protection** and services WOMEN III NO EXCUSE (6)

1.3.1

4. You can report concern or suspicion of harm or abuse



ETHIOPIA PSEA NETWORK You can of harm or abuse WOMEN TO EXCUSE TO ABUSE

1.4.2



ETHIOPIA PSEA NETWORK You can of harm or abuse WOMEN IN NO EXCUSE (6)

1.4.3 1.4.4 6. We will listen to you



1.5.1





1.6.2

1.5.2

Content Pack 2: PSEA IEC materials for communities

The materials are available as A5 leaflets, A2 posters, as .png files for use online (including social media), and .pdf files for print and for adapting for use in other materials.

This awareness campaign is designed to be accessible to every member of the community. It informs IPDs and members of the host communities they have the right to complain and how to do so. It also informs them of their continued right to assistance if they report SEA on their own behalf or for another.

PSEA - key messages for communities

- 1. Assistance is always free
- 2. Every person has the right to be safe from harm and abuse
- 3. It's never the survivor's fault
- 4. You can report suspicion of harm and abuse
- 5. You have the right to protection and services
- 6. We will listen to you

Target audience:

IDPs and host communities in Somali: Fafan, Dawa, Liuban, Afdar, Siti and Arer

How to use the materials:

Each pack contains a complete set of A2 posters and A5 leaflets which can be displayed within organisation offices, at One-Stop Centres, health clinics, school-rooms and within premises where training, community meetings and assemblies are regularly held. The leaflets can also be distributed by teams during field visits.

1. Assistance is always free





2.1.1





2.1.3



2.1.4

2.1.2



2.1.5

2.1.6

2. Every person has the right to be safe from harm and abuse



2.2.1

3. It's never the survivor's fault



2.3.1 2.3.2

4. You can report concern or suspicion of harm or abuse





2.4.1



2.4.2



2.4.3 2.4.4



2.4.5

5. You have the right to protection and services



2.5.1

6. We will listen to you



2.6.1





Content Pack 3: PSEA IEC materials for humanitarian workers

The materials are available as A5 leaflets, A2 posters, as .png files for use online (including social media), and .pdf files for print and for adapting for use in other materials.

The materials are designed to enhance every humanitarian agency and organisations' commitment to PSEA implementation, increase awareness for staff on expected conduct and beneficiary rights, and support their advocacy for PSEA commitment and implementation.

This pack contains the information and tools needed to recognise, report and respond to SEA: what SEA is, how to refer and report if you become aware of a SEA incident, understanding where your role begins and ends, and guidance on how to support a survivor.

- 1. IASC Six Core Principles
- 2. PSEA: key messages for humanitarian workers
- 3. Decision Tree: what do I do if I become aware of a SEA incident?
- 4. How do I refer a SEA complaint?
- 5. Steps to follow: an effective complaints mechanism checklist
- 6. SEA: a survivor-centred approach
- 7. PSEA Focal Points: how to respond to a survivor
- 8 What is the role of a PSFA Focal Point?
- 9. Whom to contact, where to go
- 10. PSEA during COVID-19
- 11. PSEA during emergencies
- 12. GBV Pocket Guide

Target audience:

- Ethiopia PSEA Network members as PSEA Focal Points
- SGBV service providers
- UN staff and partners
- NGOs and Government

How to use the materials:

A2 posters and A5 leaflets can be displayed and distributed within organisation offices, at agency and inter-agency events, and within premises where training and meetings are regularly held.

Social media and emails:

The .png files can be used to increase PSEA awareness for staff in tweets, Facebook posts and via email.



1. IASC Six Core **Principles**

ETHIOPIA PSEA NETWORK

IASC's core principles relating to sexual exploitation and abuse by humanitarian workers in Ethiopia

- Sexual exploitation and abuse by humanitarian workers constitute acts of gross misconduct and are therefore grounds for termination of employment.
- Sexual activity with children (persons under the age of 18) is prohibited regardless of the age of majority or age of consent locally. Mistaken belief regarding the age of a child is not a defence.
 - Exchange of money, employment, goods, or services for sex, including sexual favours or other forms of humiliating, degrading or exploitative behaviour is prohibited. This includes exchange of assistance that is due to beneficiaries.
- Any sexual relationship between those providing humanitarian assistance and protection and a person benefiting from such humanitarian assistance and protection that involves improper use of rank or position is prohibited. Such relationships undermine the credibility and integrity of humanitarian aid work.



- Where a humanitarian worker develops concerns or suspicions regarding sexual abuse or exploitation by a fellow worker, whether in the same agency or not, he or she must report such concerns via established agency reporting mechanisms.
- Humanitarian workers are obliged to create and maintain and environment which prevents sexual exploitation and abuse and promotes the implementation of their code of conduct. Managers at all levels have particular responsibilities to support and develop systems which maintain this environment.



To report concerns: Contact name Phone number Email URL

3.1.1

2. PSEA: key messages for humanitarian workers

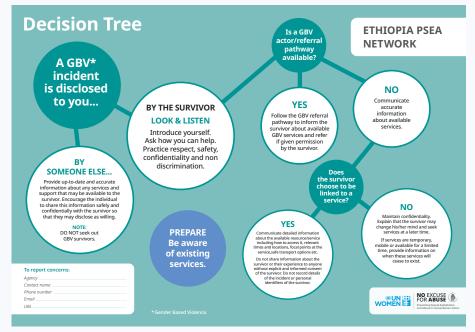


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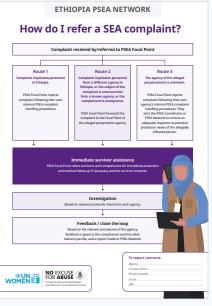
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3. Decision Tree: what do I do if I become aware of a SEA incident?

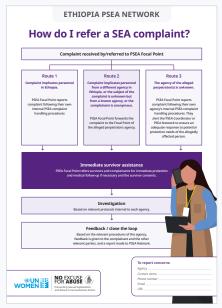


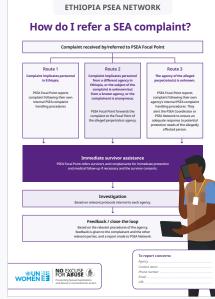
3.3.1

4. How do I refer a SEA complaint?



3.4.1





3.4.2 3.4.3 5. Steps to follow: an effective complaints mechanism checklist



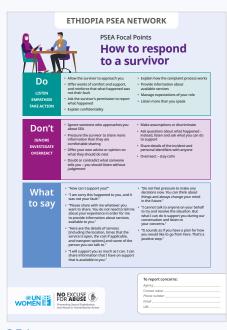
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6. SEA: a survivor-centred approach



3.6.1 3.6.2

7. PSEA Focal Points: how to respond to a survivor

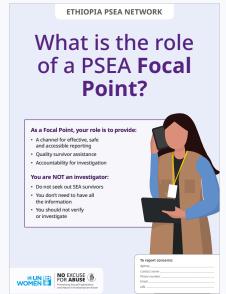


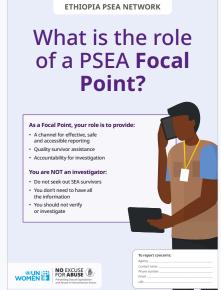


3.7.1 3.7.2 8. What is the role of a PSFA Focal Point?



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3.8.2 3.8.3

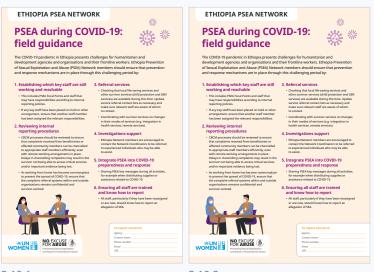
9. Whom to contact, where to go





3.9.2

10. PSEA during COVID-19

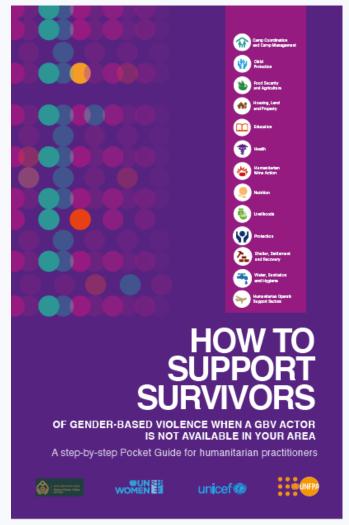


3.10.1 3.10.2

11. PSEA during emergencies



3.11.1 3.11.2



Key messages Do's, Don'ts and what to say Step-by-step guidance Seeking support & PSEA Prepare, Look, Listen & Link Immediate guidance for children and adolescents under 18 years

Contents

PAGE USE FOR

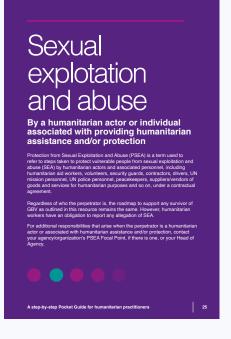
Immediate quidance

Preparation and building knowledge and skills to

WHO ARE THE RELEVANT SUPPORT SERVICES I CAN HIGHLIGHT TO THE SURVIVOR **DEPENDING ON** WHAT THEY ASK **FOR HELP WITH?**

HOW SHOULD I BEHAVE IN THIS SITUATION?

> **WHAT ARE THE KEY DO'S** DON'TS?



3.12.1

Index: Content Pack 1

1. Assistance is always free









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1.1.4

2. Every person has the right to be safe from harm and abuse



1.2.1

3. It's never the survivor's fault



1.3.1

4. You can report concern or suspicion of harm or abuse









5. You have the right to protection and services





1.5.1

1.5.2

6. We will listen to you







1.6.1

1.6.2

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1. Assistance is always free









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2.1.5

2.1.6

2. Every person has the right to be safe from harm and abuse



2.2.1

3. It's never the survivor's fault





2.3.1

2.3.2

4. You can report concern or suspicion of harm or abuse









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5. You have the right to protection and services



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6. We will listen to you







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1. IASC Six Core Principles



3.1.1

2. PSEA: key messages for humanitarian workers



3. Decision Tree: what do I do if I become aware of a SEA incident?



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4. How do I refer a SEA complaint?



5. Steps to follow: an effective complaints mechanism checklist



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6. SEA: a survivor-centred approach



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7. PSEA Focal Points: how to respond to a survivor



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8. What is the role of a PSEA Focal Point?



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3.8.2

3.8.3

9. Whom to contact, where to go





3.9.1

3.9.2

10. PSEA during COVID-19





3.10.1

3.10.2

11. PSEA during emergencies



3.11.1

3.11.2

12. GBV Pocket Guide









3.12.1

About the campaign

The PSEA IEC materials are available in a range of formats and languages.

Formats

A2 poster size

A5 leaflet size

- .png files for use online, including email and social media.
- .pdf files for print and for adapting for use in other materials.

Languages

Each item is available in the following languages:

- English
- Amharic
- Somali
- Oromiffa
- Tigrinya

To find out more

If you would like to know more about the campaign or if you have questions about the IEC materials developed, please contact UN Women at maria.kjersem@unwomen.org or +251 93 003 0021.

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The information, education and communication materials in this guide have been developed by the Ethiopia PSEA Network and UN Women Ethiopia Country Office. Any use of the materials (including adaption or modification of artwork) should be requested to the UN Women Ethiopia Country Office.

