

Protection from Sexual Exploitation and Abuse (PSEA)

Communication Strategy

South Sudan

2019 – 2021

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PSEA Communication Strategy / South Sudan

Period: 2019 – 2021

Use and distribution: For PSEA Task Force members only

1. Background

The United Nations has a zero-tolerance approach to sexual exploitation and abuse (SEA). While there have been a low number of reported incidents in South Sudan, the need for robust prevention and response mechanisms remains a priority given the risks created by the complex operating environment. These risks include ongoing conflict, economic hardship, food insecurity, limited access to basic social services and the poor living conditions of the local population, which combined increase the vulnerability to gender-based violence and survival sex.

Most UN personnel, civilians or peacekeepers, and aid workers perform their duty with the utmost integrity, respectful of the national population. However, some fail by committing SEA against members of the population they are supposed to protect; which constitutes unacceptable breaches of fundamental human rights and deep betrayal of UN and aid sector core values.

Consequently, there is a need to ensure that community members are aware of the UN's prohibition on SEA and are mobilized to report incidents. Many people may not be aware of where and how to make complaints or what to expect during the investigation process that may follow. UN personnel and contractors also may not have adequate knowledge of policies and procedures on Protection from Sexual Exploitation and Abuse (PSEA). There is also a need to educate all audiences – UN and local communities – about the differences in SEA, sexual harassment and gender-based violence, which is prevalent in South Sudan due to political and intercommunal violence.

As the PSEA issues are a system-wide concern, a coherent and systematic approach to communication activities is required to ensure consistent and disciplined messaging that is tailored to specific audiences.

2. Purpose

This communication strategy outlines the joint response by UN entities and humanitarian organizations in South Sudan to raise awareness about the prevention of, and response to, sexual exploitation and abuse.

The strategy provides guidelines for the planning, development and implementation of public communication activities on SEA and PSEA. It aims to support agency specific planning and facilitate a coordinated approach across the humanitarian, development and peacekeeping/building nexus. Through an integrated set of communication products tailored to the specific needs of each target audience (internal and external, local and international), the strategy aims to raise awareness on PSEA, while encouraging appropriate reporting and promoting UN/humanitarian standards and reporting mechanisms.

The strategy is developed through a participatory and consultative process and in close cooperation with the United Nations Communications Group (UNCG) and PSEA Task Force Co-Chairs and members. The strategy is under the leadership of DSRSG/HC/RC and follows guidance from IASC's global PSEA Task Force, DPKO's SOP on public information activities and the system-wide strategy on PSEA in South Sudan.

3. Scope / applicability

In line with the with the System-wide Strategy 2018 – 2021 on PSEA in South Sudan, this communication strategy applies to members of the PSEA Task Force, including South Sudan NGO Forum, UNAFPs and Mission managers and spokespeople engaged in communication work related to SEA and PSEA. It does not replace existing agency or mission specific communications directives.

4. Objectives

- Provide consistent and accurate information on SEA and PSEA in South Sudan.
- Raise awareness on measures taken to prevent SEA in South Sudan, including the activities of the nationwide task force, UN/humanitarian values and standards of behaviour; mechanisms for reporting, victim support, outcomes of administrative measures; consequences for false allegations
- Provide key messages for use by different stakeholders for specific target audiences.
- Provide common ground for developing agency-specific communication plans on PSEA and organizing joint communication and awareness raising activities at PSEA Task Force (PSEA TF) level to enable broader reach across the country.
- Provide guidance and mechanisms for reporting of PSEA communication and awareness raising activities across the UN/humanitarian sector and in different locations of the country.
- Provide guidance for media sensitization.

5. Principles

- Emphasize the role of a crosscutting/system-wide approach and involvement of NGOs and other relevant partners.
- Contextualize the issue by placing it within the broader context of the positive impact of UN/humanitarian activities in South Sudan as well as the high standards and rigorous rules of conduct applied to all personnel.
- Balance awareness raising and transparency with mitigating the risk of false allegations and exaggerating the threat.
- Focus on the positive impact of UN/humanitarian interventions.

6. Target audiences

- Local population
 - Vulnerable groups (women, children, elderly women, persons with disabilities)
 - Youth groups
 - Religious and community leaders
 - CSOs and local NGOs
 - School teachers and university personnel
- Local media
- UN/humanitarian personnel
- Implementing partners
- National/local government

7. Risks

- Increase in false allegations
- Creating a perception of greater risk than exists and jeopardising the ability of UN and humanitarian personnel to build strong relationships with local communities
- Insufficient capacity to manage an increased number of complaints/enquiries which can create frustration for the complainants
- Misinterpretation of PSEA by those reporting, humanitarian sector personnel and media
- Risk of confidentiality breaches

8. Communication products/activities

Messages should be tailored to effectively reach specific audiences. The communication products and activities should consider/incorporate the following:

1. The broad message of the UN's standards of conduct and policies on SEA - included in generic messages to all target audiences.
2. Explanation of the PSEA TF and the system-wide approach on PSEA in South Sudan.
3. Explanation of the SEA reporting mechanisms and Community Based Complaints Mechanisms (CBCM) contact details and contacts of the respective UN/Humanitarian departments.
4. Explanation of the process for investigating allegations and commitment to transparency, confidentiality and fairness.
5. Explain whistle-blower protections for persons submitting allegations.
6. Draw attention to the consequences of false allegations which can include administrative or disciplinary measures for UN/humanitarian personnel.
7. Explain the difference between SEA, Gender Based Violence (GBV) and sexual harassment.

Develop joint communication products for use by PSEA TF members such as:

1. Brochure, posters
2. *I Pledge* and *Honouring Our Values* campaigns
3. Quarterly bulletin/newsletter
4. Presentations and backgrounders
5. PSEA info kit for new arrivals
6. No Excuse cards / 6 principles flash cards
7. Sub-page dedicated to PSEA awareness raising on One UN website
8. Emblem indicating safe space for reporting
9. Use of specific colours to ensure one identity

In addition to the communication products listed above, the following communication activities would be undertaken in line with the System-wide Strategy on PSEA in South Sudan:

1. Community awareness campaigns and outreach programmes on PSEA, including the use of radio programmes, community dialogues, community developed songs, community theatres and in using multiple channels (radio, social media, websites, face to face interactions, etc.). In addition to host communities, this would include local religious, cultural, civic and political leaders.
2. Conduct regular awareness activities (workshops, dialogues) targeting UN staff and aid workers including volunteers, on PSEA, policies, standards and code of conduct on PSEA.
3. Develop key messages and materials on PSEA for use on various channels as mentioned above including artistic translation of messages to bridge literacy barriers.

Themes and slogans for the awareness raising activities and communication products should be derived from existing documents and best practices.

Specific communication tools used to address the local communities (as rights holders) should consider the illiteracy level and the local languages. Examples are radio PSAs, cartoons, face to face interactions, brochures, posters, visual aid such as art created by local artists to communicate across literacy borders. Where possible, communication materials and messages should be translated into local languages, or at least in Arabic.

To communicate to UN/humanitarian sector (responsibility holders), tools which can be used include social media campaigns, quarterly bulletins for focal points; joint presentations and backgrounders, PSEA info kit for new arrivals, No Excuse cards / Six principles flash cards, emblem for use in posters and other print items.

Through the use of specific colours, font and artwork, communication products/materials/presentation will be synchronized at PSEA TF level and ensure consistency.

Colours:	red, yellow, pink, green, blue <i>(colours should be similar to the ones used for GBV campaigns but not the same)</i>
Font:	Impact, Calibri
Artwork elements:	Stop Hand, UN in South Sudan logo

Draft key messages and public information as well as communication tools for each target audience are compiled in Annex 1. They can be used by PSEA TF designated spokespersons and/or for agency specific communication plans.

9. Engagement with media

To improve reporting on PSEA and increase correct reporting through

- capacity building
- guidelines for journalists explaining the terms and how to report correctly and according to ethical procedures, including using of the GBV sub-cluster media reporting guidelines on GBV cases
- awareness raising on terminology, procedures, impact of false allegations and misleading reporting
- providing tailor made messages
- differentiating between international and local media
 - **local:** focus on locally taken measures to combat SEA taking into consideration cultural/religious/political sensitivities and using partnerships with local authorities to deliver the message
 - **international:** it is likely that only significant stories will be reported by international media and in such cases the respective organization should follow their respective crisis communication procedures

10. Clearance, roles and responsibilities

Joint communication products developed at PSEA TF level should be approved and cleared by designated UN/humanitarian officials/DSRSG/HC/RC before dissemination. For practical reasons, the PSEA TF Co-chairs can approve some key communications.

- UNCG should be informed of all planned activities through the communications officers and a task Force member assigned as a focal point and consulted on key points.
- Joint key messages and events should be brought to UNCG by the designated PSEA TF member/focal point. UNCG will support with advice, design and dissemination.
- To ensure consistency, all activities should be coordinated with gender and other relevant advisors/focal points/sub-clusters.
- DPI and External Relations/Media Affairs could be consulted for guidance on developing communications products (posters, leaflets, videos).
- The joint PSEA communication strategy will be managed by PSEA TF Co-chairs and coordinated by a designated TF member who will also serve as a focal point for UNCG.
- A working group formed upon decision of the PSEA TF and composed of PSEA TF members and UNCG representatives, will meet regularly to update messages, annexes and plan/follow up on joint communications activities.

11. Reporting

- PSEA TF members should coordinate any communication/outreach activities as well as photos with the respective entity's communication focal points and report back to the PSEA TF.
- PSEA TF members will share their respective communications strategies on PSEA (in case such are available, and sharing is authorized by the respective HoA) and calendar of scheduled awareness raising activities and trainings on PSEA (both internal and external).
- Media monitoring/Tracking of the press coverage on joint initiatives, media articles and references both online and through print media will be coordinated by a designated PSEA TF member.
- A designated PSEA TF member or RCO will compile activities into one joint calendar, communications best practices will be compiled into a A-Z manual and photos will be put together into a photo library.

ANNEXES

ANNEX 1



PSEA Comms
Strategy ANNEX 1 Sa

1. Sample messages

ANNEX 2



PSEA Comms
Strategy ANNEX 2 Bu

2. Budget and workplan 2019

ANNEX 3

3. Examples of public information campaigns and outreach materials



PSEA Comms
Strategy ANNEX 3.1.

3.1. SEA Stand Down Day 2018 activities



PSEA Comms
Strategy ANNEX 3.2.

3.2 Honouring Our Values



PSEA Comms
Strategy ANNEX 3.3.

3.3. I Pledge to make Zero Tolerance a Reality



PSEA Comms
Strategy ANNEX 3.4.

3.4. Best Practices Leaflet

ANNEX 4



PSEA Comms
Strategy ANNEX 4 M

4. Media Guidelines for Ethical Reporting of GBV cases

ANNEX 5



PSEA Comms
Strategy ANNEX 5 Dc

5. Do's and Don'ts

ANNEX 6



PSEA Comms
Strategy ANNEX 6 Vc

6. Vocabulary. Terms and definitions

ANNEX 7



PSEA Comms
Strategy ANNEX 7 Ke

7. Key reference documents

ANNEX 8

8. Relevant contacts



PSEA Comms
Strategy ANNEX 8.1.

8.1. UNCG Communications officers



PSEA Comms
Strategy ANNEX 8.2.

8.2. PSEA TF members