



“STATE OF THE WORLD’S GIRLS” and “CHIL PROTECTION IN MUSIC INDUSTRY” REPORTS LAUNCH

ACTIVITY REPORT

Introduction:

2019’s, International Day of the Girl Child (IDG) aimed to highlight and address the needs and challenges girls face, while promoting girls' empowerment and the fulfillment of their human rights. This year’s IDG theme is ***GirlForce: Unscripted and Unstoppable***.

In utilizing the IDG as a platform, Plan International and a local NGO named Bright Jamii Initiative (BJI) launched the Plan International “**State of the World’s Girls’ Report 2019**” and BJI’s “**Child Protection in Music Industry (CPinMI) Report 2019**” as part of the Girls Get Equal Campaign which aims at reshaping society’ perception and norms while promoting positive attitudes towards girls and young women. The partnership aims at influencing change on media, film and the music industry where discrimination and stereotypes are evident. This is to ensure girls and young women are equally represented and these platforms will promote stories of girls’ power and achievements.

Building on this multi-sectoral ground work that aimed at strengthening the implementation of the National Plan of Action to End Violence Against Women and Children (NPA-VAWC) - which adopted **INSPIRE approach** - with a keen focus on “**Norms and Values**”, this partnership, as per approved recommendations from **CPinMI** report, among other things engaged strategically selected stakeholders to have a technical working groups’ discussion to analyze the impact of media, music and film industry on equal representation.

The workshop aimed to disseminate and review findings from the “**State of the World’s Girls’ Report 2019**” and its relevance to Tanzania context, highlight on recommendations from the **CPinMI** report and have joint discussions on perceptions of girls and young women in the film, media and music industry. It was expected that stakeholders recommend solutions to address these negative perceptions and commit on actions that each stakeholder will take forth in ensuring girls and young women are equally represented and celebrated. A Monitoring, Evaluation and Learning (MEL) framework will be developed to help guide proposed actions plans towards realization of the projected results.

Specific objectives:

- The dialogue aimed to mobilize a joint plan to guide the key actors in the media and arts context to ensure child rights are observed as well as equal representation of girls and women in the music videos and stage plays as a means to address the existing challenge on negative portrayal in music and media industries.
- To build on existing Government’s buy in on the lines of action resulted from CPinMI report, the dialogue’s resolutions shined the light on gender perspectives of which will be incorporated in these lines of action and some will be incorporated in existing like-minded initiatives.

Targeted Stakeholders vs Attendees (100pax):

Stakeholder	Target	Attended	Reasons for the gap
children	15	15	
Chaperones	2	2	

Media (radio, tv, online tv, bloggers)	12	40	The number increased as some of them came to participate and others to cover the event
Music, Film and cartoonist Artists and Producers	18	23	This is was increase participation of different artistic association
National Arts Council (BASATA), Tanzania Film Board, TCRA, LATRA, MICAS, MoHCDGEC, PMO, PO-RALG	10	9	Due to short notice, a representative from MoHCDGEC couldn't make it
Tanzania Women Interfaith Network (TWIN)	6	4	Balancing presence of the government ministries
Religious and Cultural leaders	8	8	
Development partners (UNWOMEN, USAID, PACT, FREEDOM HOUSE, UNFPA, WORLD BANK, SIDA, WOMEN FUND TANZANIA, SAVE THE CHILDREN)	9	3	Short notice
CSO representatives: TGNP, WiLDAF, TAMWA, TMF, TAWLA, TEN_MET, TAWOTEA	7	15	We more participation here due to late requests from some of the CSOs who were also potentially forward carriers of the agenda.
GRAND TOTAL	100	100	

The dialogue's proceedings:

Program was from 9:30am to 2:00pm

- Arrival and registration
- Open Speeches by BJI and Plan International
- Presentation of the research reports by Plan International and BJI – *(see attached presentations)*
- Moderated Plenary discussion bringing together all targeted actors including the artists representative, media and film artists
- Group discussions on report and provide recommendations, commitments and action plans:
 - Children
 - Religious, cultural leaders and TWIN
 - Media, Script Writers, Music and film artists and producers + NAC, TFB and MICAS
 - CSOs, International organizations,
 - Government: NAC, TFB, TCRA, LATRA, MoHCDGEC, MICAS, PMO and PO-RALG
- Plenary session: Groups Presentations (Recommendations and Commitments)
- Plenary session: the way forward by rapporteur
- Closing Speech by Chairperson of TWIN and representatives from PMO and PO-RALG

Outputs:

1. Stakeholders' enhanced awareness on the need of girls' and young women's equal representation and child protection in media, music and film content and need to strengthen coordination among regulatory authorities thereof.
2. Stakeholders' recommendations and commitments on the way forward in addressing this issue. (See annex I below)
3. Activity report and minutes (attached)

Annex I:

Stakeholders' Recommendations and Commitments:

(F) Officials from Government Organizations, Regulatory Bodies and Associations

- With its primary objective being protecting children, the government should encourage positive parenting from the family level all the way to the top by engaging local governments.
- Regulatory bodies, arts and music associations like National Art Council (NAC) / (BASATA), Tanzania Film Board (TFB and Tanzania Communication Regulatory Authority (TCRA) should reinforce current relevant and suitable regulations in place.
- The government should encourage harmonization of all policies, laws and regulations governing media and production and promotion of different art works with considerations of customs and religious laws.
- The government will continue to provide more opportunities to women and girl children to influence decisions including supporting entrepreneurial endeavors and leadership positions in schools, health sectors, artworks industries and politics.
- The government will continue to invest and empowering women through education.
- The government will be supporting parents by educating them on child protection legal framework and upholding good moral conduct.

(g) Non-Governmental Organizations / Civil Society Organizations

- To incorporate the findings from the two studied, into the review of the National Plan of Action to End Violence Against Women and Children (NPA-VAWC) to be specific in social norms and parenting and family support thematic areas.
- Stakeholders should learn from international markets and movies and gain perspective on how to address these challenges.
- Leaders with national spotlight need to emulate positive perspectives in the way they portray women and condemn negative gender stereotypes.
- Education and training should be often given to artists, parents of young artists and art teachers on preserving the dignity of women and children.
- Laws should be reinforced to curb inappropriate conduct across all platforms.
- The government should educate the masses on limiting unsupervised use of electronic devices for children
- Artists should create content that can be used in schools showcasing good role models to emulate.
- Artists should create art featuring positive female role models to influence society positively.
- Artists should adhere to the rules so their work is featured more widely.
- Child protection policies should be enforced.
- Artists need to be reminded that along with entertaining they are to educate the society hence they must embrace their role as role models.
- The government should actively campaign against the patriarchy and chauvinistic customs and traditions that encourage the mistreatment and abuse of women and children.

(h) Religious Leaders and Organizations

- To educate and train parents about women’s rights and child protection policies.
- To encourage parents to raise their kids in discipline, good morals and ethics.
- To eliminate negative Religious practices that discourage educating women and girl children.
- To actively condemn immoral behavior in media and arts as well as stern follow-up on the offenders.
- To advocate for the structure of BASATA to include religious leaders.

(i) Artists and Media Personalities

- The policies should be strongly emphasized and enforced for the wellbeing and safety of child artists.
- Parents should be at the forefront of protecting their children against exploitation at festivals and in projects that do not promote family values including inappropriate dance competitions.
- Content aired must promote local art produced and featuring our culture and values. Suggested preference is 60:40 (local content to foreigners’ content). This is because a lot of the foreign content aired does not promote Tanzanian values and yet is highly favored to a Tanzanian audience.
- Artists must be aware of the influence and power their work has and thus, be conscious and sensitive to what they create and how it will reflect on their brand and society.

(j) Children

- Parents need to be hands on with bringing up their children as upright and moral citizens, especially girls, equipping them with skill on how to maneuver challenges in a globalized world.
- The government should crack down hard on any offenders who endanger and humiliate women and child entertainers including banning their works indefinitely.
- The government should educate and reassure parents of child artists and personalities that their children will be safe working in the industry.
- Artists should respect themselves and their work and avoid reinforcing negative stereotypes involving women.
- The government should acknowledge, award and incentivize artists with good behavior and follow the rules in place in order to encourage others to follow in their footsteps.
- The government should create club programs in schools centered on all forms of arts to encourage diversity in the kind of art being produced and the messages it promotes.
- Government and non-government organizations must put together more conferences and workshops that provide forums for different stakeholders to discuss and educate others about the challenges and abuse experienced by the girl child.