

Animation Tool ‘My Body, My Territory’ & Complementary SGBV Resources

SGBV

The 3D Animation tool “My Body, My Territory” is a pedagogical tool to sensitize communities, institutions and ethnic community organizations on SGBV.



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Background

UNHCR Colombia has established partnerships with government agencies and civil society organizations to address SGBV at both the national and local level. The office has a strategy in place and utilizes a systematic approach to addressing SGBV, which is coordinated with multiple partners.

Within this overarching strategy, UNHCR noticed that previous materials used to disseminate information about SGBV prevention and the protection of women and girls were inadequate; they were not accessible to poorly educated community members or indigenous peoples who do not speak Spanish or English. Moreover, new tools and strategies were needed to improve sensitization of public institutions about SGBV.

Location Urban and rural of the department of Chocó, Colombia

Time & Duration 2008 to present

Population Groups IDP and local communities

Actors UNHCR (Quibdó, Medellín, Bogotá) Central Emergency Response Fund (CERF), Colombian authorities and indigenous organizations..



Description

UNHCR Colombia developed a video animation tool for awareness raising and training for both community members and institutions, with specific consideration of the needs of different age groups, gender and ethnicities. The tool has been used in workshops and shared with several local institutions, international and national NGOs. UNHCR also developed alternative community outreach materials, including a photo calendar with pictures of indigenous people and Afro-Colombians, with messages about SGBV prevention and related rights. The project promotes the rights of internally displaced persons including children, youth, women, the elderly, and disabled persons, as well as the cultural rights of the indigenous people and Afro descendant's communities.

Steps to Implementation

- Conduct participatory assessment sessions with community members to determine accessibility of current educational materials and resources concerning SGBV; ensure that sessions include a diversity of members from within that community i.e. women, girls, youth.
- Identify the current gaps.
- Research and utilize culturally specific ways of communicating i.e. community stories or symbols specific to a particular ethnic or indigenous group. Use simple language.
- Invite SGBV experts to go to the ethnic territories to see the reality communities face, and use the findings in the tools developed.
- Research and compile the relevant regulations, institutions and frameworks on IDP rights, particularly related to women, children, youth, and disabled persons. Conduct training sessions for rights holders, ethnic organizations, NGOs, service providers, government institutions and armed forces to sensitize them on SGBV and to strengthen the capacity of communities to respond to the issue.
- Develop pedagogical tools in response to these gaps to raise awareness about SGBV for rights holders, NGO service providers, government and local institutions.
- Conduct evaluations and get feedback during and after training sessions with community groups and organizations.

Impact & Results

The video animation is effective because it incorporates culturally sensitive information and symbols, which makes it more relevant and accessible to different communities. It also uses simple language, enabling communication to a wide variety of audiences.

In this way, the tool has:

- Increased attention to cases of SGBV
- Provided institutions, authorities, organizations, and communities with an educational tool using audiovisual technology, introducing the topic and working with all members of the target communities.
- Provided indigenous authorities and community councils with a pedagogical tool to facilitate discussions about SGBV within different community groups.
- Provided UNHCR field offices operations with a working tool for the implementation of SGBV strategies in the different field offices
- Encouraged community mobilization to address SGBV, and to identify risks, gaps, prevention and protection of SGBV in contexts of displacement and armed conflict.
- Successfully included age, gender and diversity dimensions in the tool.

Constraints

The timing and deadline of the project were the main constraints, since it requires time, human and financial resources to go through the process of identification, submission of preliminary results for validation process, organizing experts to visit the areas of interest and finally submit all material for feedback and validation by UNHCR and community member

Lessons Learned/Keys to

- During consultations with the communities, staff should be ready to patiently listen to what community members have to say, and be open to criticism and suggestions.
- Community involvement and partnership is vital in the design and production processes to ensure cultural sensitivity of the tool.
- An effective communication model is vital; basic and simple language should be used to ensure effective communication to a diversity of audiences. Continuous feedback and validation from stakeholders is vital.