



**USAID**  
FROM THE AMERICAN PEOPLE

# THROUGH OUR EYES:

Participatory Communication for Community  
Empowerment and Social Change

QUARTERLY REPORT #9

January 2010

This publication was produced for review by the United States Agency for International Development. It was prepared by ARC International under Cooperative Agreement: EWD-A-00-07-00002.



American Refugee Committee  
I N T E R N A T I O N A L

## ***Through Our Eyes:***

**Participatory Communication for Community empowerment  
and Social Change**



**Reference: APS #M-OAA-EGAT-WID-07-248  
Cooperative Agreement: EWD-A-00-07-00002**

**NINTH QUARTER REPORT**  
October 1-December 31, 2010

Submitted to:

**U.S. Agency for International Development (USAID)  
Office of Women in Development (EGAT/WID)**

**January 2010**

## TABLE OF CONTENTS

1)	Introduction/Background.....	2
2)	Report Overview.....	2
3)	Security Situations: Liberia, Rwanda, Uganda, Thailand, S.Sudan.....	2
4)	Program Implementation.....	3
4.1)	OBJECTIVE 1.....	3
4.2)	OBJECTIVE 2 .....	4
4.3)	OBJECTIVE 3 .....	5
5)	Lessons Learned and Applied Action .....	6
6)	Voices from the Field .....	7

---

## 1) Introduction/Background

*Through Our Eyes* is implemented by American Refugee Committee-International (ARC) and its partner Communication for Change (C4C). The project uses community-generated, participatory video activities to address gender-based violence (GBV), harmful traditional practices (HTP), and related health concerns in conflict-affected settings.

Participatory videos initiate a dynamic process of local engagement and dialogue on sensitive issues, such as GBV and HTP. Videos are produced by, with, and for community members through a process that emphasizes collaboration and inclusion. The faces, scenarios, and locales in the videos have immediate resonance for viewers and the medium is accessible to all, regardless of literacy level.

Originally piloted in Guinea and Liberia in 2006, *Through Our Eyes* has received multi-year support from USAID/WID. This funding enables activities with ARC-Liberia, ARC-Rwanda, ARC-Southern Sudan, ARC-Uganda, and ARC-Thailand. As of October 2009, video activities are running in all five countries.

---

## 2) Report Overview

Progress was made on all three project objectives this quarter. Key activities included an initial two-week community video training in Thailand in October, planning for an upcoming follow-up training in Uganda, and completion of baseline assessment activities in all 5 countries.

A meeting was held with the project's AOTR, Julie Hanson Swanson, on November 29 to provide project updates and discuss upcoming travel plans.

The Program Coordinator held a presentation on *Through Our Eyes* at USAID on December 7, during the "16 Days of Activism against Gender Violence."

ARC submitted an application to Rockefeller Foundation for possible use of their Bellagio conference center for the *Through Our Eyes* Global Workshop.

---

## 3) Security Situations: Liberia, Rwanda, Uganda, Thailand, Southern Sudan

The security situations in Liberia, Southern Sudan, Thailand, Uganda, and Rwanda remained stable during the reporting period.

---

---

#### 4) Program Implementation

##### 4.1) OBJECTIVE 1

To conduct an in-depth desk review—in conjunction with participatory pre-, mid-term, and post-intervention assessments—on relevant social norms that influence or sustain targeted GBV/HTP issues in conflict-affected populations in Liberia, Rwanda, and Pakistan.

##### Activities ACCOMPLISHED during reporting period:

- **October 2009** – The Thailand team completed the structured survey component of the baseline assessment.
- **October 2009** -- Key members of the Thailand team were interviewed on film, to learn about their perceptions of how the project can influence change in their communities, and what they personally hope to gain from participation.
- **October-December 2009** – The desk review was reviewed internally by the ARC Senior Manager of Technical Services and Senior Director of Program Quality, and externally by consultant Tegan Molony. Feedback was incorporated into the next iteration of the article.
- **November 2009** – The Program Coordinator conducted preliminary analysis of survey data. Meetings were held with the community steering committees in each site to disseminate preliminary findings.
- **November- December 2009** – The Rwanda team completed the structured survey component of the baseline/midterm assessment. Data collection is now complete in all 5 countries.
- **October-December 2009** – Monthly reports were collected from each team, including information about new films produced, playbacks conducted, technical support needs, challenges faced, and success stories. Feedback on each monthly report was generated for each team by the Program Coordinator and C4C Consultant.

##### Activities PLANNED for next reporting period:

- Desk review submitted to additional internal and external reviewers for feedback.
- Desk review to be finalized for publication.
- Further analysis of baseline assessment data conducted.
- Ongoing collection of monthly reports
- Informal interviews conducted with key team members and participants in each country to assess perceptions of the project, and to document changes in attitudes/behaviors noted since the initiation of the project.

#### 4.2) OBJECTIVE 2

To facilitate knowledge, attitude, and behavior change related to relevant GBV/HTP issues in each country/cultural context.

#### Activities ACCOMPLISHED during reporting period:

- **October-December 2009** – The following # of playbacks and productions were completed by each team during this reporting period:

	<b>Southern Sudan</b>	<b>Liberia</b>	<b>Rwanda</b>	<b>Uganda</b>	<b>Thailand</b>
<b>Productions</b>	2	0	8	3	3
<b>Playbacks</b>	15	20	48	7	15

- **October-December 2009** – The Program Coordinator and C4C Consultant provided ongoing technical support related to video production and GBV/HTP/gender themes covered in the films to the Liberia, Rwanda, Southern Sudan, Uganda, and Thailand teams through calls, emails, and meetings in-country.
- **October 2009** -- The Program Coordinator, C4C Consultant, and ARC Uganda video team member Pamela Anena traveled to Thailand to implement a 2 week community video training. Twelve participants from ARC and local partner groups took part in the training.
- **October 2009** -- The Thailand team made their first two video productions: a docu-drama on positive family relationships (titled "Lovely Home") and a drama on early marriage (titled "Repentance").

#### Activities PLANNED for next reporting period:

- A one week follow-up community video training in Gulu, Uganda
- A monitoring & technical support trip to S.Sudan (Yei & Nimule)
- A one week community video follow-up training in Nu Po, Thailand
- Continued technical support provided to Liberia, Rwanda, Southern Sudan, and Thailand teams

### 4.3) OBJECTIVE 3

To create a toolkit and advocacy materials to facilitate replication and disseminate lessons learned among an international audience to aid others in the use of participatory communication to address GBV/HTP.

#### Activities ACCOMPLISHED during reporting period:

- **September 2009** – The TOE toolkit was reviewed by ARC’s Senior Manager of Technical Services and Health Technical Advisor. Feedback was incorporated into the next iteration of the toolkit.
- **November 2009** – TOE Southern Sudan team member Patrick Vuonze, received news that he was selected as a semi-finalist for the Plural+ Film festival (organized by the UN Alliance of Civilizations and IOM). The video he submitted, “Home away from Home,” was among the top 35 videos to be viewed by the International Jury. Patrick has also been requested to submit his film for possible screening at the Human Rights Watch film festival.
- **November 2009** -- ARC submitted an application to Rockefeller Foundation for possible use of their Bellagio conference center for the Through Our Eyes Global Workshop.
- **November-December 2009** – ARC participated in a number of events during the “16 Days of Activism against Gender Violence.” The Program Coordinator held a briefing on Through Our Eyes at USAID on December 7 and ARC’s GBV Program Officer participated in a panel on working with men and boys to address GBV. Two new advocacy films were created by the Program Coordinator for these events— a general Through Our Eyes overview film and a film on working with men and boys to address GBV (featuring footage from the TOE program).
- **December 2009** – The list of videos produced to date was updated by the C4C consultant and Program Coordinator. Videos produced by each team were copied and catalogued at ARC.
- **December 2009** – The Program Coordinator, Health Technical Advisor, and Senior Manager of Technical Services spent one week at ARC’s headquarters in Minneapolis. During the visit, the Program Coordinator and Health Technical Advisor met with key HQ staff to discuss achievements of the project to date, brainstorm about how to further strengthen the management and implementation of Through Our Eyes activities, and to strategize for the future of the Through Our Eyes project.

#### Activities PLANNED for next reporting period:

- Continued review and restructuring of the Through Our Eyes toolkit.
  - Review video list with each country team to ensure accuracy.
  - Program Coordinator to travel to New York to meet with the C4C Director and representatives from other New York-based agencies, and attend the Reproductive Health Response in Conflict Consortium (RHRC) annual meeting (*Please note: travel fees for this trip will not be charged to the USAID/WID grant*).
-

---

## 5) Lessons Learned and Applied Action

### **BUILDING SOUTH-SOUTH LINKAGES:**

One of the key components of the Through Our Eyes project is building linkages between the community video teams in each of the five countries. During this reporting period, Through Our Eyes Uganda team member and ARC partner agency representative, Pamella Anena, traveled to Thailand to co-facilitate a community video training for Burmese and Karen refugees living in Thailand. Pamella had never traveled outside of East Africa, so she was very excited at the prospect of co-facilitate a training in Thailand. None of the Thailand training participants had ever traveled to Africa, and were eager to meet and learn from someone from Uganda. Pamella's training and facilitation skills, and ability to share and connect with the Karen and Burmese refugees was remarkable. Pamella was able to share with the Thailand team some of the successes and challenges that her team has faced, and also screened the first two Uganda films for the Thailand team. The Thailand team was inspired in part by the Uganda team's film "A Home is Good with a True Man" to create a film on building good relationships in the home, titled "Lovely Home."

Pamella is now the fifth video team member to co-facilitate trainings in other country sites. In the next quarter, we plan to help further reinforce the relationships between cross-trainers and country teams by arranging technical support calls between co-facilitators (like Pamella) and the country teams that they trained. Currently, the technical support calls are led by the Program Coordinator and C4C consultant, but it would be even more powerful to encourage the teams to connect with each other for ongoing technical support.

### **SUPPORTING TEAM GROWTH**

Through the community video project, ARC & C4C have worked to nourish local teambuilding. In many of the country programs, the video teams are comprised of participants from ARC and a number of other CBOs. In Thailand, for example, the team includes representatives from 5 different organizations and community groups. In order for teams to hold together and stay strong, we have learned that teambuilding activities, scheduling regular group planning sessions, and establishing a communication focal point are essential. Strong, enduring teams also require buy-in and long term commitment from each of the member organizations and groups. If member groups are not fully aware of the commitment involved, or are not entirely sold on the methodology, or do not work to integrate video activities into existing work plans, team participation tends to fade over time.

### **IMPORTANCE OF PROPER EQUIPMENT MAINTENANCE**

During this reporting period, several of the video teams had difficulties with equipment malfunctioning and/or breaking. Many of the equipment damages happened largely because proper precautions were not taken to prevent damage (*of course it must also be noted that some equipment breakage is expected when working in such challenging settings with shaky infrastructure*). Replacement equipment can be costly, and can take time to procure. This can lead to gaps in programming, where teams are waiting for new equipment to be ordered and face difficulties moving forward with program activities in the meantime. During ongoing technical support calls, it will be important to remind teams about the steps that they can take to avert damage.

The C4C consultant has been the main point of contact for troubleshooting equipment problems, but in the future, we plan to encourage the more seasoned video team members (like

those from Liberia and southern Sudan) to take more of a lead role as a “first responders” for equipment troubleshooting.

## 6) Voices from the Field

“In the camp, they are very interested. I hope that when they watch the video they will watch their mind and their character and [decide that] they would like to change something in their character.”

-Christ Say, *Through Our Eyes Thailand Team Member (October 2009)*

“Many things we do harm women, like when I smoke opium I feel so harsh that I always beat my wife, I really appreciate your teachings. I have learnt enough.”

-*Southern Sudan playback participant (November 2009)*

“I am someone who faced the problem seen in the film. I had nowhere to get help. But now I have heard enough from you and the ideas from people can now make me stay strong.”

- *Southern Sudan playback participant (November 2009)*