



Family Protection
Authority

Media and Advocacy Action Plan (M&AAP)

2016 - 2018

Family Protection Authority

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Table of contents

I – Introduction	3	
1) The Brief and Objectives	3	
2) Methodology	3	
II - Internal Communications Environment	4	
1) Challenges	4	
2) Opportunities	4	
III - External Communications Environment	4	
1) Challenges	4	
2) Opportunities	5	
3) The national media framework	5	
4) Internet and Social Media landscape	6	
IV - Strategic Directions and Recommendations for Action	6	
1) Advocacy Plan	7	
a) policy level engagement	7	
b) media engagement and partnerships	8	
c) FPA capacity building	8	
d) FPA website as an advocacy tool	9	
e) engaging volunteers for change	9	
2) Media Communications Plan	9	
a) key target audiences	10	
b) communications strategy	12	
c) key messages	12	
d) campaign activities : 2016-2018	14	
e) campaign events execution plan & media tactics	19	
f) special events	20	
g) establishing an FPA Hotline	21	
V - Monitoring & Evaluation	22	
<u>Appendices</u>		
Appendix 1	Terms of Reference	23
Appendix 2	List of stakeholders consulted	26
Appendix 3	Advocacy Plan – Reference Table	27
Appendix 4	Media Communication Plan – Reference Table	31
Appendix 5	International & National Advocacy Days	38
Appendix 6	Suggestions for PSAs in 2015	40
Appendix 7	Sample PSA audio - for radio (in Dhivehi)	41
Appendix 8	Sample PSA video - adapted for television (in Dhivehi)	42
Appendix 9	Current production rates for some media materials and air-time (July 2015)	43
Appendix 10	Sample M&E guide	44

Abbreviations

ARC	Advocating Rights of Children (NGO)
CBO	community based organisation
CSR	corporate social responsibility
DI&E	Department of Immigration and Emigration
DVP Act	Domestic Violence Prevention Act
FA	Faculty of Arts (MNU)
FHS	Faculty of Health Sciences (MNU)
FLC	Family Legal Clinic
FLS	Faculty of Law and Shariah (MNU)
FPA	Family Protection Authority
HPA	Health Protection Authority
HRCM	Human Rights Commission of the Maldives
IGMH	Indhira Gandhi Memorial Hospital
M&E	monitoring and evaluation
MBC	Maldives Broadcasting Commission
MCS	Maldives Customs Services
MNDF	Maldives National Defence Force
MNU	Maldives National University
MoLG	Ministry of Law & Gender
MoU	Memorandum of Understanding
MoYS	Ministry of Youth & Sports
MPA	Maldives Ports Authority
MPS	Maldives Police Service
MRC	Maldivian Red Crescent
MWSC	Maldives Water and Sewerage Company
NGO	non-government organisation
PGO	Prosecutor General's Office
PSM	Public Service Media
SHE	Society for Health Education
SMART	specific, measurable, achievable, relevant, time-bound
STO	State Trading Organisation
UNFPA	United Nations Population Fund
UNICEF	United Nations Children's Fund



1) The Brief and Objectives

The overall brief of the assignment is to produce a media and advocacy action plan (M&AAP) to improve the execution of the mandate of the Family Protection Authority (FPA) over a 3-year time-frame, from 2016 – 2018.

The assignment seeks to achieve the following objectives, as outlined in the terms of reference (ToR) provided by the FPA. The ToR is provided in Appendix 1.

- a) Developing a comprehensive Media and Advocacy Action Plan, including timeline for planning, organising, implementing and hosting events/activities
- b) Define in consultation with the different sectors, the target audience, means of delivering key messages and help tailor messaging to the target audience
- c) Define parameters for written material, Radio/TV spots as well as any other media related activities
- d) Identify relevant media/communications opportunities to increase the visibility of Family Protection Authority and key stakeholders to promote the work of these organisations
- e) Determine ways of monitoring the effectiveness of media and advocacy programs.

2) Methodology

In order to deliver the requirements outlined in the ToR of the assignment, the following methodological approach was used. A wide range of direct and indirect stakeholders were consulted to obtain a clear understanding of their current work that relate to the FPAs mandate and areas of work. A comprehensive list of consulted persons from State and non-State institutions and organisations are provided in Appendix 2.

Materials produced by various stakeholders were collected and reviewed. Further information was obtained through researching national and regional/international advocacy efforts on domestic violence prevention using various media, specifically web-based and social media campaigns. Stakeholders provided printed and electronic materials currently being used to raise public awareness on domestic violence prevention, through indirect and direct methods. These include for instance, training materials used by the Maldivian Red Crescent to advocate for non-violence and materials produced by Human Rights Commission and Hope for Women NGO on increasing public awareness of the Domestic Violence Prevention Act (DVP Act). Stakeholder inputs from consultations and FPAs currently used materials/messages were used to inform and guide key message production for the media plan, and generate ideas for advocacy efforts to improve collaborative efforts by FPA.

A series of key messages were produced and pre-tested through focus group discussions (FGDs) specifically to target groups including young people between the ages of 18 to 25, and separate men and women's FGDs for the age group 25 years and above. Messages were tested to ensure that they

are culturally and linguistically relevant, meaningful, catchy, memorable and applicable to the Maldives context and positively received by various target audiences.

II - Internal Communications Environment

The internal communications environment of the FPA is limited by various factors. These include both personnel and capacity limitations which pose challenges. However, opportunities also exist to improve the existing communications environment of the Authority.

1) Challenges

- FPA currently has no dedicated media and communications staff that can support the full execution of media activities designed to make high-impact public interventions to advocate for FPAs mandate.
- The current media and advocacy efforts are conducted by the limited number of staff at the FPA who are carrying out the duties of their assigned jobs, which limit their capacity to give time or expertise to communications efforts
- Budget and human resource limitations to engage in communications efforts

2) Opportunities

- The current level of interest FPA has to improve the communications environment and the level of engagement with various stakeholders in advocacy efforts
- FPAs continuing efforts to conduct public awareness activities, both independently and in collaboration with other relevant stakeholders, and the opportunity to build on these experiences
- Production of the M&AAP to identify opportunities available to strengthen internal communications and guide future media and advocacy activities using a planned and consistent approach
- Using the M&AAP as a tool to build and expand the FPAs communications capacity and strengthen communications with dedicated personnel to execute the planned activities

III - External Communications Environment

In order to effectively use available media as a source of support and potential partner to increase FPAs ability to advocate for its mandate, it is important to understand and reflect on the existing external communications environment. While there are significant challenges to engaging media, the opportunities are also considerable. Both traditional media and new media offer potential for FPA to engage effectively with a variety of media sources.

1) Challenges

- Media in the Maldives context poses various challenges, at various levels, including capacity issues of reporters in dealing with social issues that are sensitive
- The difficulties of media oversight, due to the existing situation of lack of robust processes of accountability and professionalism of reporting standards
- The ad-hoc and re-active nature of media interest in social issues that do not maintain or sustain productive public interest and engagement on critical social issues

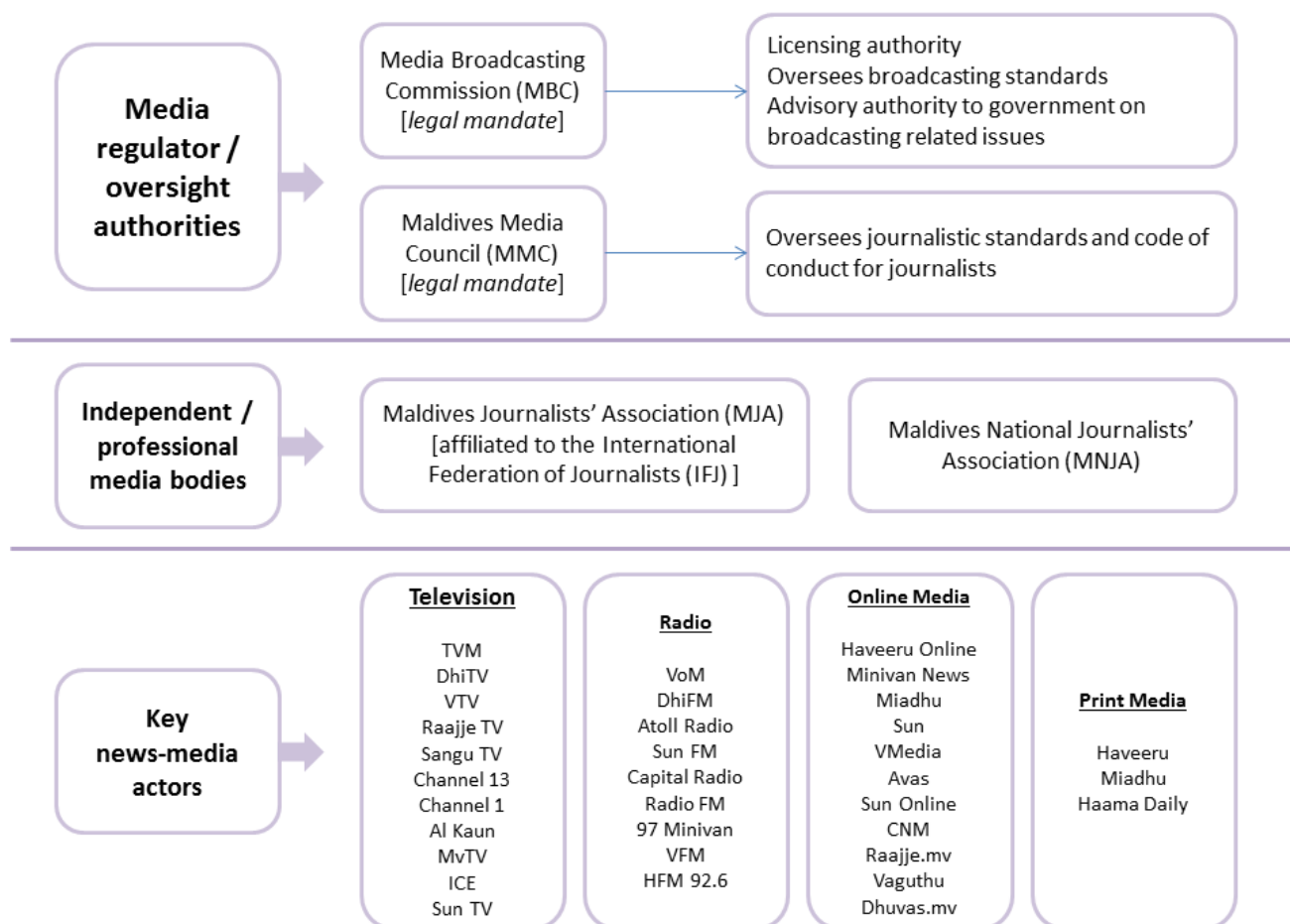
2) Opportunities

- The accessibility of media sources to State authorities such as the FPA, and the availability of Public Service Media (PSM) and similar bodies as key partners and collaborators in media and advocacy efforts at various levels
- The existence of a significant variety and number of private media outlets and sources, including traditional and new media
- The accessibility and availability of internal media channels used by key stakeholders such as the MPS and IGMH for targeted message dissemination
- The accessibility and availability of telecommunications service providers such as Dhiraagu and Ooredoo as key partners for media campaigns
- The opportunities available to collaborate with private telecommunications service providers under their corporate social responsibility policies
- The high uptake and prevalence of mobile technology and internet usage in the country which has great potential for comprehensive national coverage and reach for message dissemination.

3) The national media framework

The following table provides an overview of the national media framework and the key actors and media outlets in the current media environment in the Maldives. Many of these will be important stakeholders when undertaking the activities of this M&AAP.

Table 1 - National media framework



4) Internet and Social Media landscape

In addition to the formal national media sources, there are several web-based global social media platforms that are heavily used in the Maldives. Most popular among these include Facebook, Twitter and Instagram. Social media analysers report that 60% to 64% Facebook users in the Maldives are men, between the ages of 25 – 34.^{1, 2} This is particularly significant considering that at a global level, more women than men use this social media platform.³

According to the Communications Authority of Maldives (CAM), the national teledensity level for mobile telephones in December 2014 stood at 194.8, with 665,818 pre and post-paid mobile telephone users in the country.⁴ Mobile broadband user numbers provided by CAM for December 2014 stood at 172,093.⁵ While internet penetration in the Maldives was reported in 2011 at 34%, social network penetration was 36% indicating the high social media uptake.⁶ Given these figures, it is necessary for FPA to engage with relevant communications technology partners and maximise the Authority's capacity to reach audiences using new communications technologies and social media.

IV - Strategic Directions and Recommendations for Action

In order to improve the effectiveness of FPA to advocate for its legal mandate, the proposed strategic directions for multi-layered communications efforts include an Advocacy Plan and a Media Plan designed for implementation over a 3 year time-frame from 2016 to 2018. These are outlined separately below, with tabulated details provided in appendices for ease of reference. Appendix 3 provides detailed information on the Advocacy Plan and Appendix 4 provides the same for the Media Communications Plan. The suggestions for action proposed in these plans are designed with due consideration to the internal and external communications environment and the challenges and opportunities that are observed to exist at the time of producing the plan. The proposed action plans are designed to provide concrete solutions and practical guidance that would facilitate FPA to implement advocacy activities in a sustained manner over the 3 year time frame of the M&AAP. It is noted that the M&AAP will require enhanced communications capacity in terms of human resource for effective implementation of all suggested activities during the proposed time-frame.

In addition to the above, for the remaining part of 2015, some suggestions are provided towards the public service announcements (PSAs) which are currently being produced by FPA. The optimal use of these PSAs during the advocacy event – the 16 Days of Activism against Gender-Based Violence – in 2015, using all available media channels, is recommended. An outline of the suggested ideas is provided in Appendix 6 and a sample PSA for radio is provided in Appendix 7. The same PSA adapted

¹ Social, Digital and Mobile in South Asia by S Kemp in We Are Social blogsite, 29 Dec. 2011, <http://wearesocial.net/blog/2011/12/social-digital-mobile-south-asia/> (accessed : June 2015)

² Allin1 Social, http://www.allin1social.com/facebook/country_stats/maldives?page=1&period=six_months, (accessed : July 2015)

³ Alexa, <http://www.alexa.com/siteinfo/facebook.com>, (accessed : July 2015)

⁴ Communications Authority of Maldives, http://www.cam.gov.mv/Statistics_monthly2014.htm, (accessed : 08 July 2015) ; teledensity = the number of telephone connections available per 100 persons living in an area

⁵ ibid

⁶ Social, Digital and Mobile in South Asia by S Kemp in We Are Social blogsite, 29 Dec. 2011, <http://wearesocial.net/blog/2011/12/social-digital-mobile-south-asia/> (accessed : June 2015)

for television is provided in Appendix 8. A table of currently available market rates for the production of some media materials and air-time costs are provided in Appendix 9, which can be expanded and updated on a regular basis.

1) Advocacy Plan

The Advocacy Plan in Appendix 3 provides a comprehensive outline of the relevant details to increase engagement with policy-level stakeholders in a consistent and sustained manner to influence positive change that may facilitate the implementation of FPAs mandate. The details include priority areas, key objectives, advocacy activities and key stakeholders. SMART⁷ indicators are provided for activities with a view to facilitate monitoring advocacy activities over set time frames.

a) Policy level engagement

Currently, the FPA Board engages with policy level stakeholders to address the challenges to implementing the Authority's mandate as the need arises. According to the FPA Annual Report of 2014, the Board met with high level stakeholders on 5 occasions, including 2 meetings with the FPAs oversight Minister, the Attorney General Mohamed Anil.⁸ The other 3 meetings were with the Minister of Youth & Sport, the Commissioner of Police and the Judges Council of the Supreme Court.

In order to improve and increase the FPAs engagement at policy level with key stakeholders, the following priority areas are identified.

- 1) Budget & Finance – Article 55 of the DVP Act
- 2) Strengthening donor support & engagement
- 3) Improving engagement & collaboration with NGO/CBO & other relevant stakeholders

As noted previously, for each priority area, key objectives are provided, advocacy activities suggested, key stakeholders identified and specific indicators provided to monitor progress over the 3 year time frame of the plan.

It is evident there is an acute need to lobby parliament to ensure that the necessary budget is provided to FPA to undertake the Authority's legal responsibilities as per its mandate. Based on past experience and the challenges to securing the necessary budget, it is suggested that FPA brings Article 55 of the DVP Act to the attention of the relevant Committees of the People's Majlis.⁹ This must also be done at opportune times such as when the budget is being discussed. Another important stakeholder identified in the presentation of this M&AAP to the FPA Board is the Ministry of Finance & Treasury, which plays an instrumental role in facilitating the budget.

FPA has received considerable support from external donors during the first few years of the Authority's existence. Therefore, strengthening and sustaining donor interest and support is important to continue productive relations with donors. In order to maintain good relations with

⁷ SMART : Specific, Measurable, Achievable, Relevant, Time-bound

⁸ FPA Annual Report 2014:8-9,

<http://fpa.gov.mv/dh/images/upload/24%203%202015%20ENDORSED%20Final%20Annual%20Report.pdf>,
(accessed : 09 June 2015)

⁹ Article 55 of the DVP Act instructs the People's Majlis to provide the necessary funds to implement the law

donors, it is proposed that the FPA Board actively engages to meet with key partners from the donor community to discuss opportunities for collaboration and assistance. Further, FPAs mandate has direct relevance to many of the donors' development interests in the country. Consultations with key donors such as UNFPA and UN Women indicate that there is scope for engagement to improve advocacy. This is especially relevant for UN Women which anticipates increased focus on and support to advocacy activities relevant to issues affecting women. Whilst UNICEF focuses their support to child protection specifically, engagement with the agency is important to remain a key potential ally in national level advocacy efforts on FPAs mandate.

As the oversight Authority to ensure effective implementation of the DVP Act, FPA has a particular interest in engaging with relevant key stakeholders including NGOs/CBOs, government bodies and independent institutions. NGOs that work directly to provide services for domestic violence survivors and organisations advocating domestic violence prevention are critical advocacy allies for the Authority. Therefore, close collaboration with these allies is essential for effective advocacy. In order to remain engaged with these key stakeholders, it is proposed that FPA conducts multi-stakeholder discussion meetings to share knowledge and thereby increase understanding of issues that impact the work of all parties and seek solutions through such collaborative efforts. Building a culture of knowledge sharing would help the FPA to lead in improving the efforts to address domestic violence and other issues that come within the remit of the Authority's oversight.

Appendix 3, Section A1 provides detailed information on advocacy action in the above priority areas on policy level engagement.

b) Media engagement and partnerships

Currently, the FPA engages with media operators on an ad-hoc basis when the need arises. Therefore, the need for pre-planned and sustained engagement with media partners is evident. Stakeholder consultations show the potential among media partners for more robust and substantial collaboration to promote FPA, the DVP Act and raise public awareness on related wider issues.

The priority areas for engagement with the media over the 3 year time frame include building partnerships with Maldives Broadcasting Commission, PSM (State media) as well as leading telecommunications service providers including Dhiraagu and Ooredoo. Consultations with all these stakeholders indicate significant potential for collaboration to disseminate public service messages and conduct media campaign activities to achieve national level coverage. Furthermore, the suggestion to enter into formal partnerships through memoranda of understanding (MoUs) is based on the indication given by stakeholders that such agreements facilitate more effective and sustained collaboration.

Appendix 3, Section A2 provides detailed information on advocacy action in the above priority areas on media engagement and partnership building.

c) FPA capacity building

Currently, FPA has considerable resource and capacity constraints to conduct high impact and national level media advocacy activities. Therefore, it is understood that an acute need exists for

capacity building of FPA staff to effectively execute such activities. The suggestion to build existing capacities of FPA personnel is proposed through engagement with regional campaigns, and other stakeholders such as UN Women that can potentially facilitate access to capacity building opportunities.

A specific suggestion is to seek engagement with the global anti-domestic violence NGO Breakthrough, active both in India and the United States¹⁰. Breakthrough India conducts the globally renowned anti-domestic violence advocacy campaign, Bell Bajao¹¹. The organisation runs a variety of anti-domestic violence campaigns which could be studied for application in the Maldives context. These include engaging men as champions to end violence against women, in campaigns such as Ring the Bell¹².

Appendix 3, Section A3 provides detailed information on advocacy action in the above priority area on FPA internal capacity building in advocacy.

d) FPA website as an advocacy tool

Currently, the FPA website is an information portal to provide the public with official information relevant to the FPA. The suggestion to expand the FPA website as an advocacy tool is to increase the Authority's ability to disseminate anti-domestic violence information as well as to produce a web resource where reliable data, documentation and other issue related information can be easily available to the public. If the website can be strengthened to carry a wider range of information in interesting ways that are presented as information endorsed and/or supported by the FPA as the State authority to advocate against domestic violence, it would potentially attract a wider audience and have greater appeal as an authentic source of official information. Ideas and suggestions for activities are provided in Appendix 3 on this priority area, including indicators. An identified potential stakeholder from whom to seek assistance to strengthen the website as an advocacy tool is UN Women, whose programming focuses on supporting advocacy activities.

Appendix 4, Section A4 provides detailed information on advocacy action in the above priority area on using the FPA official website as an advocacy tool.

e) Engaging volunteers for change

FPA currently utilises the support of young volunteers to assist in the Authority's advocacy efforts. This provides a unique opportunity for individuals and various groups such as the Girl Guides, Boy Scouts, youth volunteer groups and other similar groups with the potential to mobilise on civic and public issue concerns to increase their capacity to become ambassadors for positive social change. To encourage greater participation of volunteers and expand the current team of volunteers, it is suggested that FPA conduct a specially organised volunteer forum or learning and networking activity where various groups have the opportunity to learn together about the work of FPA and the issues FPA addresses.

¹⁰ Breakthrough – USA - <http://us.breakthrough.tv/faq/> (accessed : 23 June 2015)

¹¹ Breakthrough – India – Bell Bajao - www.bellbajao.org (accessed : 23 June 2015)

¹² Breakthrough – Ring the Bell - www.breakthrough.tv/ringthebell (accessed : 23 June 2015)

Investing time and effort to recognise the contribution of volunteers and providing an opportunity to understand common goals and interests would enhance the capacity to work together in a sustainable way, and help to empower volunteers to contribute as advocates for change. Special volunteer engagement activities are suggested to be held twice a year. The optimal time for such engagement could be during preparations for campaign launches or advocacy activities such as marking global advocacy events. For instance, an informal information sharing and networking event can be arranged in early November while preparing for the 16 Days of Activism.

Appendix 3, Section A5 provides detailed information on advocacy action in the above priority areas on engaging volunteers for change.

2) Media Communications Plan

Consultations with key stakeholders showed that significant emphasis was placed on the importance of crafting the right messages for the right audiences. This is also an important aspect of the initial brief of the M&AAP. As such, during the initial research phase, target audiences were identified who are most relevant to reach within each of the activities proposed within the media plan. In this section, key target audiences are identified, a communication strategy is outlined along with the main objectives and key messages elaborated along with campaign activities, media events and tactics.

a) key target audiences

i) Youth : 18 – 25 year age group

In terms of violence prevention, this youth target audience is critical to the creation of a culture of non-tolerance to violence against partners and enables empowering women and enhancing the role of men in changing community norms. This is the age range when most young people seek employment, or continue with further education. This is also the age range when most first marriages take place among both men and women in the Maldives, where the average age of first marriage for women is 19 years.¹³ This target audience can be found in Maldives National University (MNU), private colleges, government and State institutions and in private sector employment.

Overall, the Maldivian population is highly media savvy with 100% mobile phone penetration, internet penetration at 34% (107,460 subscribers) and social network platforms penetration at 36% (114, 320 subscribers), of which the 18-25 age group make up 36% of Facebook users¹⁴. While there is no data on local broadcast media usage, there are specific programs on local FM stations that are youth-oriented with call-ins from young people, thus giving an avenue to engage directly with young people. Statistics for television or cable usage is unavailable, however, special events coverage are known to have high viewership in the Maldives.

¹³ Maldives Demographic and Health Survey 2009, Ministry of Health, October 2010, pg.68

¹⁴ Social, Digital and Mobile in South Asia by S Kemp in We Are Social blogsite, 29 Dec. 2011, <http://wearesocial.net/blog/2011/12/social-digital-mobile-south-asia/> (accessed : June 2015)

ii) Women : 25+ age group

Women in this target audience are divided into those who are in formal employment and those who are not in formal employment and remain mostly at home, often as stay-at-home parents. Statistics for Facebook users in Maldives show that the age group 25-44 makes up 46% of Facebook users and women make 40% of Facebook users.¹⁵ Anecdotal evidence suggests that women consume cable television, namely Indian television channels more than local channels. However, special events coverage is watched across the board by all segments, especially on public service broadcaster channels. Both Voice of Maldives (VoM) and TVM remains a popular and easily accessible means to reach audiences across the country, with 100% national coverage.

iii) Men : 25+ age group

Statistics for social media usage show that 60% of Facebook users in the country are male, and the top three local Twitter accounts are of average men, who do not fall under politician or celebrity category.¹⁶ Male employment is predominantly high in the formal sectors including key industries such as tourism, construction and both public and private sectors. For instance, the majority of employees in institutions such as the Maldives National Defence Force (MNDF), Maldives Police Service (MPS), Maldives Ports Authority (MPA), Maldives Customs Service (MCS) and Maldives Transport & Contracting Company (MTCC) are men. Using traditional media would not be cost effective and may not engage this audience in the most appropriate manner. However, creative usage of social media can be explored to reach them. Given the high prevalence of smart phones and internet usage, the opportunity to reach men through social media platforms is significant.

iv) Service Providers

The DVP Act mandates specific service providers with the legal obligation to report suspected cases of domestic violence, thereby taking preventive measures to assist victims of violence and deter perpetrators. As such, advocacy efforts must cover these service providers to raise awareness and increase their knowledge and confidence in responding to these legal obligations in their professional work. In addition to the Maldives Police Service, the DVP Act highlights the role of medical professionals, which are an important target audience that would be in close contact with victims/survivors or domestic violence. Medical professionals are spread out across the country providing health services through 185 service points managed by the government. It must be kept in mind that a host of other private medical service providers in clinics and hospitals operating in the country also fall under this target audience. Stakeholder consultations suggested that traditional media tools, such as calendars, pens and posters will have a higher impact than other mediums to carry key messages to these service providers. Moreover, advocacy and training modules will have better impact than utilizing a social media campaign or traditional media campaign for this target audience. The Health Protection Authority (HPA) plans to roll out the Health Sector Response to Gender Based Violence training manual through a web-based training portal to health service providers. Therefore, to supplement such efforts, FPA can boost the advocacy reach to this audience through simple and effective traditional mediums designed to serve as daily reminders of messages positioned at the workplace.

¹⁵ *ibid*

¹⁶ Information obtained via <http://www.socialbakers.com/statistics/twitter/profiles/Maldives/>

b) Communications strategy

The communication strategy for FPA will be to encourage public discussion on preventing domestic violence and encourage zero-tolerance towards this public health issue. In order to raise public awareness of FPA as the main agency to oversee the application of the DVP Act, it is recommended that the following activities are carried out consistently throughout the three year period. The overall thrust of the communication strategy would be to create public space for the discussion of the issue of domestic violence in a constructive manner, and through this effort, raise the visibility of FPA as the oversight authority to ensure the effective national level implementation of the DVP Act.

i) Key objectives

The key objectives of the communications strategy are provided below.

- 1) To highlight the key protection and prevention features available in the DVP Act and legal mandate of FPA as the oversight authority
- 2) To engage young adults in order to create safe, nurturing spaces for discussion of domestic violence and laying the foundation for healthy relationships among this crucial target audience
- 3) To raise awareness on the role of men as partners for change in preventing and stopping domestic violence at the individual, peer-group and collective level
- 4) To increase public engagement to create a society that practices “zero-tolerance” towards domestic violence cases and increase domestic violence reporting

c) key messages

The prevailing message in relation to the DVP Act is “zero-tolerance” on violence and “breaking the silence on violence”. During the focus group discussions, these messages were tested for effectiveness and clarity, and the results showed that all three target audiences considered the messages positive and empowering, and highlighted the importance of appropriate visuals to support the messages. For any effective media and advocacy plan, audience participation is crucial, thus, the proposed activities will be anchored to the following pre-tested key messages.

i) Aharen adu ufulaanan

This message is currently being used by the FPA and focuses on the individual and what they can do when faced with domestic violence. This message can be an overarching message that puts the onus on the individual to raise their voice when faced with such incidences. It can also be targeted to the youth audience, as it can be an inspiring and empowering message for them to act to change the status quo. Visuals to support this message can for instance, depict a teacher’s knowledge and understanding on how to assist a child and/or family experiencing violence in the home environment through reporting to the authorities. It could show a doctor’s knowledge of the DVP Act, and reporting on behalf of patients who are victims of domestic violence (see Appendix 7 and 8 for sample PSAs). A third PSA could feature a policeman, focussing on the legal requirement for police to act upon protection orders and how this works. The accompanying messages in all PSAs will encourage victims of domestic violence to seek assistance from FPA or MPS. As noted, these

messages can be supplemented with secondary messages highlighting the role of FPA in the DVP Act. All materials and messages should always provide the contact numbers of both the FPA and the MPS reporting hotlines. This message is suggested to be used in campaign activities planned for the latter half of 2015 reinforcing its use in the “I Spread a Smile” campaign early in the year, and also again in the campaign activities planned for 2018.

ii) Hanuhurumakee halleh noon

Currently used by the FPA, this message is also a strong statement of support to victims of domestic violence. Due to the insidious nature of domestic violence, this message is aimed at empowering victims to speak up and for those around to speak up for the victims. In other words, ignoring it won't make it go away. This message can be accompanied by visuals of how domestic violence can break down a family for generations and how children can be affected in the cycle of violence. Accompanying secondary messages under this slogan should emphasise the **consequences of violence** at individual, family and societal levels. This message can be used to highlight third party reporting as provided in the DVP Act and to give impetus for women to do something about the violence instead of suffering in silence. This message was positively received by the women's FGD conducted to pre-test messages, where it was viewed as a message of encouragement for others to support victims of domestic violence to speak up. This message is proposed for use in the 2017 campaign activities targeted at the general public and women specifically.

iii) Mikan huttuvaanee aharen

There has been an increase of domestic violence awareness campaigns that specifically target men as agents of change, and this message is to inspire men to stand up and say *no* to domestic violence. The message works on “the buck stops here” phrase and accompanying visuals should be of prominent men associated with strong family values speaking up against domestic violence, highlighting local statistics and how domestic violence is a public health issue. It should be accompanied by details of the FPA and MPS reporting hotline numbers. Some prominent men that can be approached as ambassadors for the cause are footballer Ali Ashfaq (Dhagandey), Professor Hassan Ugail, Dr. Aseel Jaleel or former Prosecutor General Ahmed Muizz. Notably, the last two are members of the FPA Board which would make this activity feasible for the Authority. It is important to make a selection of men that comes from different backgrounds, from photography to teaching. Getting youth involved in this can be effective in getting the message onto social media. This message was well-received and perceived as positive and strong by the young people who participated in the youth FGD conducted for message pre-testing. This message is proposed for use in the 2016 campaign activities to engage men as agents of change.

iv) Mi qeaku noon

It is suggested that this phrase is used as the title of the proposed tele-drama series proposed for production in collaboration with PSM for airing in June 2017 to coincide with Ramadan. It is known that Ramadan is the peak television viewing time period in the Maldives.

This message is also intended for the general public as a “buzz-word”, in order to create an attitude of zero-tolerance in society towards domestic violence. If it is delivered through a drama-series that can popularise this phrase into the common culture, it is expected to have a significant resonance at individual, household and community levels. This is a very catchy and easy to remember message that holds the potential for viral marketing. Some of the young people consulted during the message pre-testing FGD linked this message to their parents or authority figures saying these words and found it easy to associate this with prevention at household level. This slogan was also observed as a very strong and positive phrase by participants at the message pre-testing women’s FGD. This message is proposed for use in the relevant campaign activity planned for 2017.

d) campaign activities : 2016 - 2018

i) Loaibaki? : (February – May 2016)

Objective : *To engage young adults in order to create safe, nurturing spaces for discussion of domestic violence and laying the foundation for healthy relationships among this crucial target audience*

Rationale : For most young adults entering into a romantic relationship, understanding what is acceptable in a relationship is important. In addition, the relevance of love in different kinds of personal relationships, whether it is within the family or outside can be discussed in the context of violence prevention. Thus, this campaign which specifically targets the youth audience seeks to explain *what is love?*

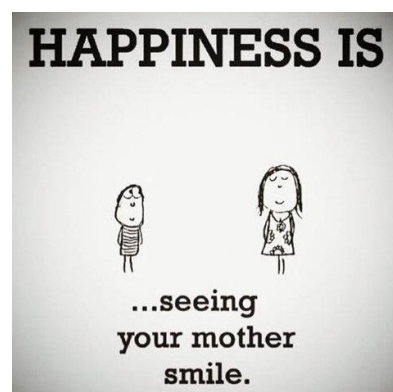
Target Audience : Youth age 18 – 25 and school students Grades 8 - 10

Execution :

a) Social Media Campaign (10 – 29 February 2016)

This will be used for the social media campaign driven towards a youth audience, where messages explaining ‘*what is love?*’ is drawn in memes and available for sharing on social media. The idea is to create content through crowd-sourcing, and to get youth involved in coming up with phrases explaining love and initiating dialogue on relationships and domestic violence. The following are some examples and suggestions for messages that memes can carry on what love is and what love is not.

1. Love is caring
2. Love is respecting each other
3. Love is not control
4. Love is understanding
5. Love is being faithful
6. Love is not stalking
7. Love is not violent
8. Love is honesty
9. Love is not forceful
10. Love is consent
11. Love is being comfortable with each other



For inspiration and ideas for executing this campaign, look to “Happiness is ...” (see above image) that is meme-generated and shared exclusively on Facebook.¹⁷ It is recommended that a similar

¹⁷ For examples of ‘Happiness is’ memes, [click here](#). (accessed : 29 June 2015)

format be followed when crowd-sourced content is used to generate memes. All memes should carry FPA hotline details or the logo on it. A Twitter campaign organized for February will focus on relationships, and the hashtag #loaibaki and #FPAMaldives can be used to allow public to complete the sentence with their definitions for love and relationships. The content generated through this activity can later be used to make into a video to be shared on Facebook and YouTube, featuring young adults talking about their perspective on what love means, and why violence in any form is not acceptable in any kind of relationship.

b) Art Exhibition (time to be decided – suggested timing : April 2016)

Additional media activities that coincide with this campaign would be the suggested public art exhibition conducted with the National Art Gallery on the proposed themes. The art exhibition will be an opportunity to disseminate further information on domestic violence prevention awareness. For instance, PSAs can be shown at the venue and FPA staff can provide supporting information and explanations on issues to visitors.

The content generated from the *Loaibaki?* Campaign can be turned into posters with FPA contact details and logo that can be displayed in public areas of schools and turned into calendars for 2017 which can be distributed to all service providers and other stakeholders. It is important to tie-in the image with parts of the DVP Act. These posters and calendars can carry lengthy text as this medium would allow people time to read and process the information. It is not necessary to do follow up activities on broadcast media for this campaign. However, social media can be used most effectively to reach this target audience.

ii) Mikan huttuvaanee aharen (September – December 2016)

Objective : *To raise awareness on the role of men as agents of change in preventing domestic violence, and to impart parenting and life skills necessary to articulate and deal with difficult situations empathically*

Rationale : It is important to address the role of men in prevention of domestic violence; as such this campaign will focus on educating men as agents of change. The following activities are to be carried out concurrently and careful planning is necessary for coherency in messaging and increasing effectiveness.

Target Audience : Men aged 25 years and above

Execution :

In order to reach a large number of men, a number of information sessions/workshops will be held for institutions that have a high proportion of men, such as the MPS, MNDF, MTCC, MCS, MPA, STELCO, MWSC, Department of Immigration and Immigration (DI&E), Dhiraagu and State Trading Organization (STO). These workshops can be held with Society for Health Education (SHE) and focus on men's role in parenting, in which combatting domestic violence will feature as one component of the curriculum. SHE is currently providing training which focuses on educating male audiences on related issues, which is an important opportunity for FPA to collaborate to strengthen this initiative.

In the run up to November 25, these workshops will be supplemented by five PSAs featuring prominent men such as Ali Ashfaq, stressing domestic violence as a public health issue and men's role in preventing domestic violence. They can use the phrases "*aharen adu ufulaanan*" and "*mikan*

huttuvaanee aharen” when addressing the public. The same visual and text will be rendered into billboards and posters which will have the logo and contact details of FPA. Such messaging can be displayed in key locations across Male’ and other highly populated areas in the country. It is notable that there are several non-traditional avenues available to FPA to publicly air such PSAs. These include the IGMH internal TV channel, the MPS internal media channels as well as the Family Court’s public announcement screens. The MNDF also has its own internal television channel which can potentially be an important vehicle to disseminate messages to male audiences specifically. It is suggested that FPA liaise with these stakeholders to access such potential channels of communication.

During focus group discussions it was raised that politicians can also be spokespersons for this cause, but it is essential that family-oriented politicians are utilized for dispensing the message. State-level engagement can also be a crucial factor and if Members of the Cabinet are seen endorsing this message, it can raise the profile of the campaign.

Depending on the availability of the spokespersons featured in these PSAs, it is recommended that they visit schools especially during assemblies and speak on topics such as bullying. This will help to reach a different target audience who will then authenticate the validity of their message.

Concurrently, a social media campaign on Facebook and Instagram, encouraging men to step up and say “*mikan huttuvaanee aharen*” and highlighting facts about domestic violence can be carried out. This is another crowd sourcing activity and should be carried out organically and allow users to decide on the direction of the message. Facebook will be an important tool that can be used as a public forum for discussion on domestic violence, and FPA can provide statistics and other necessary information in infographics that can be updated daily during the campaign period.

During this period, it is recommended that Dhiraagu, STELCO, MWSC feature FPA messages on the back of their bills. These messages can be information from the DVP Act on definitions of domestic violence, third party reporting and protection orders. This action requires pre-planning, so approved text should be shared with the utilities companies prior to the date of rolling out the campaign.

To reach mass audiences, a song by local male artists who can endorse the message can be made available on Reethi Tunes and MyTones and uploaded to YouTube and Facebook. It can also be broadcast on PSM and private channels. Popular bands like Trio or Scores of Flair or even Habeys Boduberu group can be used to record the song. The suggested campaign launch date is November 25th to coincide with International Day to End Violence against Women.

An additional media activity that can be carried out is engagement with the *Ilmee Foavahi* in association with various faculties of the MNU. It is suggested that a relevant anti-violence advocacy topic is chosen for discussion at an annual *Ilmee Foavahi* event supported by FPA each year from 2016 to 2018. These events can be broadcast on PSM and any private channels that would be willing to carry it, possibly DhiFM or Raajje TV. In addition, social media can be used extensively to create discussion while the event is taking place.

iii) Hanuhurumakee halleh noon (Mar 2017 – Aug 2017)

Objective : *To increase public engagement to create a society that practices “zero tolerance” towards domestic violence cases and increase knowledge on reporting domestic violence cases*

Rationale : During stakeholder discussions it was reiterated that the existing social protection system cannot handle increased reporting of domestic violence cases. However, taking into account the lack of public knowledge of the definitions of domestic violence as per the DVP Act and the work of FPA, it is necessary that activities are carried out to address this knowledge gap. Furthermore, the societal taboo of talking about domestic violence needs to be addressed in order to create behavioral changes within communities that would promote a positive cultural and attitudinal shift.

Target Audience : General public and women aged 25 years and above

Execution :

The media activities for the year 2017 can be kicked off with the “Hama SMS eh” campaign, modelled after India’s highly successful Maps4Aid campaign.¹⁸ With the assistance of Ooredoo and Dhiraagu, set up an SMS system whereby, people can report different types of violence against women and children.¹⁹ The idea is that the public sends just an SMS explaining the nature of violence and the location and thus allow FPA to map the frequency and the locations of such incidences. This campaign can be an effective way to break the taboo on speaking out against such incidences, especially where people are reluctant to get involved for fear of bringing attention to themselves. However, through the use of simple and widely available technology such as SMS, reporting can remain anonymous and safe. It is also suggested that in order to plan this activity in detail, that FPA reaches out to Maps4aid to learn more about this initiative. This can be done directly with that organisation or through external stakeholders such as UN Women or UNFPA with a presence in India that may be able to facilitate collaboration.

In order to create public awareness on this campaign, it is recommended to use the expansive social media presence of Ooredoo and Dhiraagu, as well as the traditional media reach of the PSM. One PSA on how to send the SMS reporting the violence, and appearances on current affairs programs on television and radio by FPA will provide opportunities to raise awareness on the domestic violence situation in the country as well as the work of FPA.

The “Hama SMS eh” Campaign PSA needs to be broadcast at Schwack Cinema, as well as the public advertising televisions at locations like Chandhanee Magu and Majeedhee Magu intersections and at the Artificial Beach. Additionally, the menu holders on tables of restaurants and cafes across the country can be used to spread the message. It is expected that the results from this one month campaign can be used to assist the work of MoLG and other state institutions working on related social issues. Further, it is highly recommended that the results of the “Hama SMS eh” Campaign be

¹⁸ [Maps4Aid](http://www.maps4aid.com/) : mapping violence against women in India, <http://www.maps4aid.com/>, (accessed : July 2015); see also [The Pixel Project’s “16 for 16” Campaign](#)

¹⁹ It is expected that in 2016, MoUs will be signed with Dhiraagu and Ooredoo as communication technology partners to assist with FPAs advocacy and media activities, and that FPA is in a position to access assistance through Corporate Social Responsibility (CSR) policies of these establishments.

released at the conclusion on social media in infographic format, so that it can be shared easily. It can also be published as a news release so news media can do stories on the results. FPA could also seek academic opportunities with MNU and Villa College and liaise with others with research interest in this area to discuss the findings and expand the use of such information.

A second activity proposed for 2017 is the production of a 5 episode dram-series in partnership with PSM, to be broadcast on both radio and television. It is known that television viewership increases during Ramadan. Therefore, it is suggested that the production is completed in time for airing during Ramadan 2017. The series will carry the title “*Mi Geaku Noon*” and will focus on social problems within an extended family living in a typical Male’ household. It is important that the story highlights the cyclical nature of domestic violence and the social factors that inhibit victims from getting out of the situation, as well as provide a resolution to the story that encourages public engagement and understanding. The overarching message is that silence is not the answer to domestic violence and speaking up against it is as important as standing up for oneself, and that there are avenues one can seek in order to free themselves from the cycle of violence.

While PSM is the key partner in the production of the series, FPA can negotiate to retain copyright such that following an exclusive first screening by PSM, FPA has the freedom to allow other private media outlets to air the drama, thereby maximising viewership. During the airing of the series, it is recommended that news websites and issue aware journalists are encouraged to write about domestic violence. FPA can further support this by providing statistics and other details to enrich the content.

A third activity proposed for execution in 2017 is the production and dissemination of posters and calendars with messages targeted to inform medical professionals and health service providers about the DVP Act and their reporting obligation as per the law. This activity has linkage to the school students’ art exhibition planned to be held in 2016, where the artwork produced is to be used as visuals for the materials produced under this activity. The messages produced in the form of a calendar will be directed mainly at service providers, although the messages on posters should speak to the general public. The posters are intended to be displayed in doctors’ waiting rooms, hospital waiting areas, corridors, staff rooms, notice boards, clinics and other locations to reach health service practitioners. The calendar is intended to be distributed to all 185 government health service providers across the country, where they will be place on the work-desks of health practitioners.

iv) *Aharen adu ufulaanan (March to December 2018)*

Objective : *To highlight the key protection and prevention features available in the DVP Act and the legal mandate of FPA as the oversight authority*

Rationale : Reviving the 2015 message “*Aharen Adu Ufulaanan*”, the activities of 2018 carries on from previous years, particularly reiterating women’s empowerment messages and encouraging the public to report domestic violence as stressed since 2015.

Target Audience : General public and women aged 25 years and above

It is notable that 2018 is an election year, which means that the media landscape is likely to be saturated with mainly politics related material. Therefore, revisiting familiar information and

providing reminders could be a strategic approach to keeping FPAs messaging alive and recognisable in the public arena. Bearing in mind the anticipated dynamics of the media landscape in 2018 as an election year, it is proposed that two substantial activities are initiated in 2018 for the most part of the year.

The first activity is to engage in a full and long-running public campaign to initiate the “*Hama SMS eh*” violence reporting campaign for a longer period of time, after carefully assessing the results of the pilot campaign in 2017. It is recommended that this campaign is launched in March on an appropriate advocacy day/moment, and carried through to the end of the 16 Days of Activism in December. This campaign will be guided by the lessons learned from the pilot activity in 2017 and efforts must be made to disseminate the data generated from the activity as previously outlined for the pilot activity. The data generated each month can be announced over the course of the campaign and disseminated along with other relevant supplementary information to enrich, interpret and explain the data in the prevailing context.

The second proposed activity for 2018 targeted at women is the production of a mini website where violence survivors can share their stories. The launching of this website can coincide with 23 April and it should be maintained throughout the year while highlighting important and relevant thematic advocacy days, such as the World Health Day, International Youth Day, International Day of Families and so on.²⁰ The website will provide women with a platform to talk about their experiences alongside helpful information on domestic violence prevention, to increase dialogue and public engagement with FPA. This website should be linked to FPA’s main website which will be developed as a comprehensive resource on domestic violence in the Maldives. The key message and purpose of this website is to stress that silence is not the answer to domestic violence. While it may be challenging to initiate this activity, it is worth attempting to establish such a public platform to share experiences, and FPA’s technical input in managing the content will be important to encourage visitors to the website. It may be necessary to provide anonymity to those submitting stories and the website can be designed to facilitate such submissions with a mechanism to enable some form of verification to ensure authenticity.

Traffic to this website can be directed from Dhiraagu, Ooredoo, Haveeru, Sun.mv and FPA’s social media presence, especially FPA Facebook and Twitter. It is recommended that some of the stories that are submitted are used for raising awareness by sharing it in infographic style on Facebook and Twitter. Again, this is where viral marketing can become useful in spreading the message as all infographics should carry the slogan “*aharen adu ufulaan*”. In addition, FPA’s contact details and logo should be on such materials and they should be supported by facts that encourage women to take steps to submit their stories and raise their voices to combat domestic violence. The website can be promoted as a platform where survivors can seek inspiration from each other to break the silence, wherever they may be in the country.

e) Campaign events execution plan & media tactics

A comprehensive tabulated action plan to execute various suggested campaigns and events are provided in Appendix 4. Based on the objectives and rationale for each campaign activity elaborated earlier, the execution plan provides a range of mediums and vehicles through which messages can

²⁰ See Appendix 5 for a list of relevant advocacy days.

be disseminated to the identified target audiences. The execution plan includes the objective for each activity suggested, identifies target audience(s) and suggests primary and secondary stakeholder(s) where relevant, and media partners to engage in the activity. It further provides suggestions on when to implement activities so that over the 3 year time frame, a consistent media profile for FPA will develop, with increased visibility and understanding of the FPA and its mandate among media stakeholders and the general public.

f) Special events

Within the year, there are certain days that are of particular relevance to FPA. It is important that media activities are linked and associated to relevant national and international advocacy days and events with a view to enhancing the overall impact of every media activity and each message endorsed by the FPA. A list of global and national advocacy days is provided in Appendix 5 as a guide, to which other important days can be added when relevant. Many of the campaign activities elaborated above are linked to these advocacy days.

Among the advocacy days identified, 23 April, the day the DVP Act was ratified in 2012 is of particular significance to the FPA. This is a day the FPA must observe as a momentous occasion and assert its position to advocate for the DVP Act. The following are some suggestions for the FPA to mark 23 April as a special occasion every year.

- i) Declare 23 April as the Maldivian national day to end domestic violence, in 2016

It is suggested that the FPA submit a proposal to the Cabinet to officially endorse and recognise the 23rd of April every year as the National Day to End Domestic Violence.

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- ii) Issue FPA official statement on 23 April every year

Issue an official media statement on 23 April each year to mark the day, to all media outlets. This statement should also be disseminated widely using FPAs social media platforms.

- iii) Anti-domestic violence message in the Friday sermon

Liaise with the Ministry of Islamic Affairs to include anti-domestic violence messages in the Friday sermon on the Friday nearest to the 23rd of April every year.

- a. In 2016, Friday 22 April
- b. In 2017, Friday 21 April
- c. In 2018, Friday 20 April

- iv) FPA endorsed subject technical experts' visibility via broadcast media

Engage with media stakeholders, specifically PSM to mark the day with a prime-time panel discussion with subject specialists and FPA presence. Potential media platforms for this include Raajje Miadhu on TVM, Fasmanzaru on VTV, Fala Surukhee on Raajje TV and Khabaru Thereyn on DhiTV.

- v) FPA endorsed subject specific material via online media

Engage with an identified writer or media reporter and produce an article to publish on 23 April. The article can be a media report based on information and data provided by FPA or an opinion

piece by an advocate, produced in English or Dhivehi and published as a comments piece in Haveeru (Dhivehi) or in Minivan News (English), or both.

The information generated from the above activities can be circulated using all available FPA social media platforms to increase the visibility of FPA and the DVP Act as part of marking 23 April.

g) Establishing an FPA Hotline

It is suggested that a short-code or memorable number is established as an FPA Hotline, with the support of telecommunications partners who may be able to facilitate this under their CSR policies. This is recommended to be done at the earliest possible opportunity so that the benefit of having a dedicated hotline can be optimised throughout the activities planned within this M&AAP.



V - Monitoring & Evaluation

Monitoring and evaluation (M&E) of both the Advocacy Plan and the Media Communications Plan is important. For this purpose, a series of SMART indicators are provided for all activities proposed within this document.

Advocacy Plan

The activities within the Advocacy Plan are aimed at improving the capacity, functionality and visibility of the FPA at policy level by reaching out and engaging with important government and non-governmental organisations and actors. These activities are designed to achieve certain key objectives that are critical for the establishment and maintenance of the FPA to deliver its legal mandate as per the DVP Act. The indicators provided for each priority area identified under the 5 overall advocacy areas should be monitored to assess the extent to which the identified objectives are being achieved. Over the 3 year period of the M&AAP, advocacy activities can be monitored using a variety of documenting tools. For instance, minutes of meetings provide the necessary information to assess the effectiveness and success of advocacy efforts to obtain adequate budgetary allocation to FPA. It is beyond the scope of this document to provide M&E solutions for each activity separately. Therefore, a simple sample guide to monitor and evaluate activities is provided in Appendix 10. It is recommended that FPA staff get acquainted with M&E using available references to guide and build capacity, bearing in mind that M&E can and need to be applied using different tools to the variety of different activities outlined in the plan.²¹

Media Communications Plan

The indicators produced for each individual activity within the Media Communications Plan can be used to assess the effectiveness of each activity. Additionally, it is recommended that the online component of the media activities are monitored closely, in terms of hits, likes, new visits, shares and retweets. These details can be easily obtained from free apps that are available in addition to those generated by [Google Analytics](#), Facebook Page Manager and Twitter deck. A useful resource to learn more about managing social media platforms is the website Social Media Examiner.²² Social media is an extremely dynamic and fast moving communications arena and it is very important for FPA to build its internal communications capacity to effectively utilise social media resources.

In addition to the above, the proposed SMS alert/survey system would provide detailed information on the level of engagement with the public and provide the FPA with substantial information that can further enhance the effectiveness of monitoring efforts. While there is no formal audience research data available for traditional media, television and radio engagements have been measured using SMS, which can be used during key activities. For online and print media, it is recommended that reader comments and how much it is shared online be gauged to analyse audiences reached.



²¹ See, for example : [Monitoring & Evaluation, J Shapiro, Civicus](#) [undated] and [Monitoring & Evaluation References, UN Women resource](#) (both accessed : July 2015)

²² [Social Media Examiner : Your Guide to the Social Media Jungle](#), (accessed : July 2015)

TERMS OF REFERENCE
Local Consultancy for the Development of
A Media and Advocacy Action Plan for the Prevention of Domestic Violence
(Reference Number: (IUL)450/1/2015/2)

1. Background:

The Republic of Maldives is one of the countries which have made significant achievements in socio-economic fronts in the last three decades. The Maldivian population is highly dispersed. More than one third of the inhabited islands have a population of less than 500 people and 70 percent of the inhabited islands have a population of less than 1000 people. This creates challenges for the provision of basic socio-economics services in an inclusive manner including services to survivors of domestic violence.

Domestic violence is a worldwide epidemic. WHO reports that globally one in three women are physically or sexually abused in her lifetime, majority of time the perpetrator is known to be a member of the family or someone known to the victim. Similar to this global trend, domestic violence is also a common phenomenon in the Maldives. The National Study on Women’s Health and Life Experiences, based on the WHO multi-country Study on Women’s Health and Domestic Violence methodology suggest that one in three women is said to have experienced some form of violence in their life time in the Maldives. The study also reports that 1 in 5 women aged 15-49 (19.5 per cent), who have been in a relationship, have experienced at least one form of physical or sexual violence – or both - during their lifetime and that 12 per cent of women surveyed reported that they had been sexually abused before the age of 15.

The Domestic Violence Prevention Act (Law Number: 3/2012) came into force on 23rd April 2012 to combat and prevent Domestic Violence in the Maldives. The DVP Act determines “that every act of domestic violence, under any circumstance, in any form or manner, among persons is strictly unlawful”. Key objectives of the DVP Act include:

- Declare all acts of domestic violence as punishable crimes
- Give protection and safety to victims of domestic violence
- Give cost-effective, due and timely justice to victims of domestic violence
- Conduct programmes for victims of domestic violence
- Take all necessary steps to prevent domestic violence and to rehabilitate perpetrators
- Facilitate the implementation of court orders and orders from other law enforcement authorities to prevent domestic violence

The Family Protection Authority was established in September 2012 under the DVP Act with the aim to combat domestic violence; create public awareness on issues of domestic violence; provide the required services to the victims of such violence; co-ordinate the work of the relevant government institutions including the Police and the Health Sector, coordinate various local efforts made by individuals (to protect victims of domestic violence) by bringing such efforts under a national policy and implementing such policies and; to undertake a leading role in carrying out such work on a national scale.

1. Justification:

Although the legal and institutional framework to combat and prevent Domestic Violence has been put in place with the enactment of the Domestic Violence Prevention Act, still much more work needs to be undertaken to prevent and combat domestic violence in the Maldives. Often, domestic violence is considered a private matter and kept within the home and as such, goes concealed in the society. In order to create a safe and violence-free environment for all, the issue of domestic violence needs to be viewed as a societal concern rather than a private matter. Domestic violence awareness targeting the general public is needed in order to increase public exploration, discussion and debate on this issue at the societal level and change gender attitudes, values and norms to combat violence. Advocacy at the level of policy makers and stakeholders is important to clarify roles

and create a collaborative environment to work together to combat and end domestic violence at community level.

Clause 52 (a) of the Domestic Violence Prevention Act mandates the Family Protection Authority to raise awareness of the relevant stakeholders and the general public on this issue and prevention of Domestic Violence. To achieve this end Family Protection Authority is seeking to hire a local consultant with strategic media and communications experience for an initial period of 08 weeks to develop a Media and Advocacy Action Plan. A Media and Advocacy Action Plan will guide the Family Protection Authority and the stakeholders to systematically and effectively intervene and increase public awareness on this matter.

2. Objectives:

The specific objectives are:

- 1) Developing a comprehensive Media and Advocacy Action Plan (M&A Action Plan), including timeline for planning, organizing, implementing and hosting events/activities.
- 2) Define in consultation with the different sectors the target audience, means of delivering key messages, and help tailor messaging to the target audience.
- 3) Define parameters for written material, Radio/TV spots as well as any other media related activities
- 4) Identify relevant Media/Communications opportunities to increase the visibility of Family Protection Authority and key stakeholders to promote the work of these organizations.
- 5) Determine ways of monitoring the effectiveness of media and advocacy programs.

3. Profile of Contractor:

- (a) Education: Masters and/or Bachelor level degree in Communications, Media or Journalism.
- (b) Work experience: At least 3-5 years of work experience in the field of communication, media or journalism.
- (c) Language: Excellent written and oral communications skills in both Dhivehi and English.
- (d) Excellent organizational and prioritization skills.
- (e) Ability to set goals and timelines and work on deadlines.
- (f) Ability to work and communicate effectively with a variety of people and organizations, both internally and externally.
- (g) Ability and willingness to work and travel to other islands independently.
- (h) Knowledge of computer and basic software (word-processing, spreadsheets, and presentations, etc).

4. Work Setting:

- (a) **Place, timing and duration of Assignment:** 08 weeks based in Male'.
- (b) **Briefing and debriefing arrangements:** the Consultant will be briefed by the Family Protection Authority.
- (c) **Mode of working:** The Consultant is expected to work independently with guidance from FPA. The Consultant is expected to complete the outputs through a combination of desk-based methods, as well as key informants interviews including feedback from individual meetings or group discussions with the stakeholders or targeted audience.
- (d) **Feedback:** The Consultant is expected to provide feedback by email on the progress of the assignment to FPA fortnightly.

Consultant:

- Fulfill the stipulated provisions in the contract and the ToR through review of documents, email communications, Skype calls and meetings.
- Maintain close contact by email with FPA.

- Communicate any complications regarding the write up as soon as possible.
- Provide contact details that allow FPA to get in contact with the consultant at any time during the consultancy.

Family Protection Authority (FPA):

- Assign a focal point to work with the consultant.
- Provide necessary information to the consultant in a timely manner.
- Provide logistic support including organizing workshops, field visits and/or other consultative meetings during the period of the consultancy.
- Review and comment deliverables in a timely manner.
- Monitor the consultancy.

(e) Target dates for specific task

Details / Weeks	1	2	3	4	5	6	7	8
Develop and approve work plan and methodology								
Desk Review of existing documents related FPA's work								
Carry out consultations (In male' and other islands) with stakeholders								
Prepare draft M&A Action Plan								
Finalize and submit the final draft of the M&A Action Plan (in both English and Dhivehi)								

5. Specific Deliverables:

- Detailed work plan indicating the work of the consultant within five days after signing the contract.
- Carry out desk review and consultations (In Male' and other islands) with stakeholders.
- Prepare draft M&A Action Plan.
- Finalize and submit the final draft of the M&A Action Plan (in both English and Dhivehi).

6. Specific Conditions:

- Basis of payment – Lump sum all inclusive (including travelling expenses and consultation fees) in three installments 25%, 40% and 35% against approval of deliverables.
 - Ownership of output: The work will be owned by the FPA.
- Conditions of payments: Upon completion and acceptance of specific deliverable referred to in clause 6 (a) and Clause 6 “specific deliverables” of the ToR as follows:
 - 25% of the agreed fee (Lump sum all inclusive) for deliverable (a)
 - 40% of the agreed fee (Lump sum all inclusive) for deliverable (b) to (c)
 - 35% of the agreed fee (Lump sum all-inclusive) as final payment for deliverable.

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15 February 2015

Appendix 2

List of stakeholders consulted

	Stakeholder Organisation / Institution	Date of consultation	Person(s) consulted
1	Health Protection Authority	11 May 2015	1) Dr. Mariyam Jenyfa, Senior Medical Officer
2	Prosecutor General's Office	11 May 2015	1) Sultana Shakir, Victim Support Officer 2) Mariyam Thoifa, Public Prosecutor 3) Nafiza Ali, Senior Public Prosecutor
3	Human Rights Commission of the Maldives	12 May 2015	1) Moomina Waheed, Corporate Affairs Director 2) Hawwa Wajda, Public Relations Officer 3) Aminath Bisa, Advocacy Officer
4	Maldives Police Service – Family & Child Protection Department / Victim Support Unit	13 May 2015	1) Mohamed Shareef, Inspector Of Police, FCPD 2) Mauroofa Saleem, Police Station Inspector, FCPD 3) Saudiyya Ahmed, Police Station Inspector, FCPD 4) Aminath Rasheeda, Sub-Inspector of Police, Victim Support Unit 5) Ismail Ali, Police Station Inspector/Media Officer
5	Indhira Gandhi Memorial Hospital (IGMH) / Family Protection Unit	13 May 2015	1) Dr Ziyen, Emergency Room (HOD) 2) Dr Zeba, Emergency Room (HOD) 3) Sister Shabeen, Ward Manager 4) Fathimath Rishtha, FPU Counsellor 5) Mariyam Hassan, FPU Counsellor
6	Maldivian Red Crescent Society	14 May 2015	1) Ibrahim Fawaz, Organisational Development Manager 2) Aminath Shifaath Abdul Razzaq, Humanitarian Diplomacy Officer
7	Society for Health Education	17 May 2015	1) Shiyama Anwar, Director, Psychosocial Dept. 2) Iyasha Leena, Senior Counsellor 3) Thoma Abdul Samad, Counsellor/Adolescent Focal Point
8	UNFPA	17 May 2015	1) Shadiya Ibrahim, Assistant Resident Representative
9	Hope for Women / Family Legal Clinic	18 May 2015	1) Suha Hussain, Founder Member/FLC 2) Nazeefa Saeed, Advocacy Officer
10	UN Women	18 May 2015	1) Fathimath Zuhana, Programme Officer
11	Family Court	20 May 2015	1) Ali Saeed, Assistant Legal Officer 2) Ahmed Shifau, Assistant Legal Officer
12	Ministry of Law & Gender	20 May 2015	1) Mohamed Shakeeb, Director, Child Rights Promotion and Prevention 2) Ahmed Faiz, Senior Legal Officer, Law and Human Rights Division 3) Akram Hussain, Asst. Director, Case Management Section 4) Leela Ibrahim, Senior Community Development Officer, Gender Section 5) Asma Idris, Asst. Social Services Officer, Disability Section 6) Fathimath Ziyada, Asst. Director, Policy and Planning Division
13	Maldives Broadcasting Commission	24 May 2015	1) Noora Ali, Secretary General 2) Aishath Shaheen, Director, Planning & Projects 3) Aishath Hana, Commission Member 4) Aminath Nuha, Strategic Officer
14	Dhiraagu	25 May 2015	1) Imjad Jaleel, Assistant Manager Public Relations
15	Family Protection Authority – Board	27 May 2015	1) Aneesa Ahmed, Chairperson 2) Zulfa Ibrahim, Vice Chairperson 3) Hussain Shihab, Board Member 4) Shiyaanath Hashim, Board Member
16	Ooredoo	27 May 2015	1) Shabeen Ali, Head of Planning 2) Hussain Niyaz, Head of Sales 3) Noora Zahir, Senior Executive – Public Relations
17	Public Service Media	01 June 2015	1) Mohamed Saeed, Chief Operating Officer 2) Mohamed Shakir, Director, Radio 3) Mohamed Ahmed Hussain (Hanafi), Director, Marketing 4) Hassan Ziyau, Senior Editor, TVM
18	UNICEF	01 June 2015	1) Mohamed Naeem, Child Protection Specialist 2) Shadiya Adam, Communications for Development (C4D)

Appendix 3

Advocacy Plan – Reference Table

Advocacy : Policy level engagement								
A1	Priority Area	Key Objective	Advocacy Activity	Key Stakeholder(s)	Indicators	2016	2017	2018
1	Budget & Finance – Article 55 of the DVP Act	To advocate for adequate budgetary allocation for FPA to implement the authority's mandate	Meeting with relevant high level stakeholders, specifically parliamentarians and relevant Majlis Committees, as well as the Ministry of Finance, by the FPA Board	Members of Parliament ; Parliamentary Group Leaders ; Minister of Finance & Treasury ; Minister of Law & Gender ; President	1) 12 formal meetings with identified individual MPs to lobby for DVPA implementation during the year (1 per month) 2) 1 meeting held each year with PG leaders during budget discussions in parliament 3) 2 meetings held each year (every 6 months) with the parliamentary Social Affairs Committee and Public Finance Committee (together) to inform on progress and challenges on implementing the DVPA & FPAs work 4) 1 meeting held with the Minister of Finance & Treasury annually to explain FPAs work and the budget proposed			
2	Strengthening donor support & engagement	To engage with the donor community at high level to increase FPAs visibility and seek support and collaboration to implement FPAs mandate	Meeting with relevant high level stakeholders of the donor community by the FPA Board, to inform about FPAs work, challenges and opportunities for collaboration	UN Resident Coordinator (UNRC) ; UNDP Resident Representative ; UNFPA Representative ; UN Women Representative ; UNICEF Representative	1) 1 meeting with UNRC held per year 2) 1 meeting with each relevant donor agency held per year (in the last quarter to coincide with discussions on the following year's workplans)			

3	Improving engagement & collaboration with NGO/CBO & other relevant stakeholders	To increase cross-sectoral collaboration & knowledge sharing that facilitate implementation of FPA's mandate	Multi-stakeholder meeting/event/ function organised by FPA to formally/informally discuss relevant issues of common concern	- NGOs / CBOs eg. Hope for Women, FLC, SHE, MRC, ARC, MDN - HRCM - MPS - Family Court - Health Service Providers - Media partners	1) 2 meetings held per year (6 monthly)			
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Advocacy : Media engagement and partnerships

A2	Priority Area	Key Objective	Advocacy Activity	Key Stakeholder(s)	Indicators	2016	2017	2018
1	Engagement with Maldives Broadcasting Commission	To address gaps in media sensitisation of domestic violence and related broader issues	Assist MBC in efforts to increase DV/DVPA awareness among media editors/reporters. For instance, provide technical expertise to review media articles produced by a media outlet, in collaboration with MBC.	MBC and other media stakeholders, both public and private, all media	1) 2 review activities conducted in 2016, increasing to 3 in 2017 and 5 in 2018			
2	Engagement with Public Service Media - PSM (State media)	To increase public awareness of FPA and the DVPA through sustained collaborative activities with the PBS	Engage with PSM to both support existing programmes 1) to provide technical support to existing programmes ; and 2) to produce a drama series (such as <i>Kaththiri</i> ,) to reach audiences through radio and	PSM – Voice of Maldives & TVM	1) FPA technical support provided to 1 programme every two months on VoM or TVM (2016) 2) FPA technical support provided to 1 programme every month on VoM and TVM (2017 and 2018) 3) FPA initiated multi-stakeholder programme conducted during 16 Days of Activism against GBV on VoM & TVM annually (2 programmes between 25 Nov & 10 Dec.) (2016, 2017, 2018)			

			TV. Proposed drama series for 2017 “Mi Geaku Noon” – see Media Communications Plan		4) 5 episode drama series produced with PSM and aired during Ramadan 2017 (See Media Communications Plan suggested series : “Mi Geaku Noon”)			
3 (a)	Engagement with media service provider	Long term collaboration with key media partners	Enter into Memorandums of Understanding (MoU) with key media partner to facilitate the proposed Media Plan	1 - Ooredoo	1) MoU signed with Ooredoo as a media partner for next 3 years, by end of January 2016 (access available opportunities through CSR policy. Eg: hotline for SMS violence survey pilot project – see Media Plan)			
3 (b)	Engagement with media service provider	Long term collaboration with key media partners	Enter into Memorandums of Understanding (MoU) with key media partner to facilitate the proposed Media Plan	2 - Dhiraagu	2) MoU signed with Dhiraagu as media partner by end of February 2016 (access available opportunities through CSR policy. Eg: free web hosting/domain for mini-website – see Media Plan)			

Advocacy : FPA capacity building

A3	Priority Area	Key Objective	Advocacy Activity	Potential Stakeholder(s)	Indicators	2016	2017	2018
1	Engagement with regional (S Asia) campaigns to build FPA capacity to advocate against DV	Recognise the relevance of learning from regional and global efforts to end VAW and engage with key campaign(s) regionally to learn and build capacity of the FPA	Identify and connect with regional advocacy efforts to improve FPA capacity to advocate on DV prevention Eg: seek opportunities for training from Breakthrough India?	1) UN Women 2) UNFPA may potentially be able to assist to find opportunities to build capacity, with INGOs such as Breakthrough India and Partners4Prevention or P4P (regional UN initiative)	1) Advocacy capacity building opportunity obtained for at least 2 members of staff each calendar year from 2016 onwards 2) Number of advocacy capacity building opportunities sourced through regional partners / UN stakeholders during 2017 and 2018			

Advocacy : FPA website as an advocacy tool

A4	Priority Area	Key Objective(s)	Advocacy Activity	Potential Stakeholder(s)	Indicators	2016	2017	2018
1	FPA website as an advocacy tool and public resource on DV issue, DVP Act and DV prevention	Increasing the functionality of the FPA website as an advocacy tool and information resource	1) Increase issue relevant substantive information on the FPA website, in easily available and accessible formats to users 2) Create a dedicated resource page on the FPA website where all key documents are made available to the public	Potential external stakeholder for technical support and funding for advocacy efforts include UN Women	1) Produce 1 set of 6-10 slides data visualisation infographics on Women's Health & Life Experiences study, by Dec. 2016 [see example : http://www.partners4prevention.org/about-prevention/research/men-and-violence-study] 2) Produce a dedicated resource page of relevant documents on policy, law, regulations, by Dec. 2017 3) Mini-website launched and active by 23 April 2018 (also see <i>Media Communications Plan for 2018</i>)			

Advocacy : engaging volunteers for change

A5	Priority Area	Key Objective(s)	Advocacy Activity	Potential Stakeholder(s)	Indicators	2016	2017	2018
1	Empowering volunteers, encouraging volunteerism to support the work of FPA	To engage volunteers to participate in anti-DV advocacy efforts ; encourage meeting, and networking opportunity to inform, educate, build capacity of anti-DV champions and empower volunteers to help carry FPAs messages and assist with advocacy efforts on an ongoing basis	Capacity building and networking meeting of volunteers, organised by the FPA	1) Girl Guides 2) Scouts 3) Youth volunteer groups 4) MRC volunteers 5) student groups sourced through student bodies, such as University Student Union etc	{{ 2015 – additional suggestion. One gathering of volunteers in November 2015 prior to 16 Days of Activism [Eg. viewing a DV awareness film/documentary + discussion] }} 2) One gathering of volunteers held twice a year in 2016, prior to advocacy moments, eg. in March and November 3) Three gatherings of volunteers held in 2017 and 2018 in March (Women's Day), August (Youth Day) and November (anti-VAW day)			

Appendix 4

Media Communications Plan – Reference Table

Key Message / Objective	Target Audience	Campaign Activity	Stakeholders	Indicators	2016	2017	2018
<p>Loaibaki?</p> <p>1) To engage adolescents and youth in order to create safe, nurturing spaces for discussion of domestic violence and laying the foundation for healthy relationships</p>	Adolescents & Youth 16 – 25 years	<p><i>Loaibaki?</i></p> <p>Social Media Campaign Launched on 10 February</p> <p><i>Duration :</i> <i>10 – 29 February</i></p>	<p>Primary stakeholder : Haveeru Minivan News (or other similar online news outlets)</p> <p>Media partner: Ooredoo Dhiraagu</p>	<p>1) Number of memes generated by end of February 2016</p> <p>2) Number of new visitors engaging on FPAs different social media platforms</p> <p>3) Social media usage statistics from Ooredoo/Dhiraagu for the campaign duration</p> <p>4) Number of news articles published in the news media about the campaign from 10-29 Feb 2016</p>	February		
	Young adolescents Grades 8-12	<p><i>Loaibaki?</i></p> <p>Art Exhibition for Male' Schools + CHSE/Villa College/MAPS</p> <p><i>Suggested time-frame :</i> <i>April 2016</i></p>	<p>Primary:</p> <ol style="list-style-type: none"> 1) Male' Schools + CHSE/Villa College/MAPS 2) National Art Gallery <p>Media partner : TBD [as per terms of MoU with Ooredoo/Dhiraagu]</p>	<p>1) Number of schools that participated in the exhibition</p> <p>2) Number of artwork submitted to the exhibition</p> <p>3) Number of people who attended the exhibition</p> <p>4) Established social media reach on all available platforms – number of views/shares/retweets on FB/Twitter/Instagram</p>		April ?	

<p>Mikan huttuvaanee aharen</p> <p>2) To raise awareness on the role of men as partners of change in preventing domestic violence, and to impart parenting and life skills necessary to articulate feelings and deal with difficult situations empathically</p>	<p>Men aged 25+</p> <p>Male employees of key organisations / establishments which pre-dominantly employ men</p>	<p><i>Mikan huttuvaanee aharen</i></p> <p>Workshop style information sharing sessions on parenting skills & life skills for men including a substantial anti-domestic violence component.</p> <p>Each workshop to have at least 20 participants.</p> <p>Workshop participants to be encouraged to produce 1 human interest story from each workshop, with a message (from men) for public dissemination.</p> <p><i>Duration : September to December 2016</i></p>	<p>Primary : SHE</p> <p>Secondary : MNDF, MPS, MPA, MCS, MTCC, Stelco, Dhiraagu, Ooredoo, MWSC, DI&E</p>	<p>1) 3 workshops successfully completed to 20 participants during the specified campaign time-frame</p> <p>2) Number of participants that attended the 3 workshops</p> <p>3) Number of human interest stories produced from the workshops</p> <p>4) Dissemination of the stories through social media – established reach through all platforms during campaign duration</p>	<p style="text-align: center;">September - December</p>		
	<p>Men aged 25+</p>	<p><i>Mikan huttuvaanee aharen</i></p> <p>Production of PSAs featuring male spokespersons advocating anti-domestic violence messages.</p> <p>Concurrent social media campaign to promote and disseminate the PSAs as widely as possible.</p> <p><i>(Also see pg. 9 for sample links to similar efforts elsewhere)</i></p>	<p>Primary: PSM</p> <p>Media Partner: Ooredoo/Dhiraagu/Haveeru/Sun.mv/Minivan News</p>	<p>1) 5 PSAs produced by end of October 2016</p> <p>2) 5 PSAs launched on 25 November 2015</p> <p>3) Number of stations that aired the PSA by the end of the 16 Days of Activism on 10 Dec.</p> <p>4) Number of views/shares/retweets of the 5 PSAs on social media platforms such as YouTube/Facebook</p> <p>5) Number of non-traditional locations that aired the PSAs (these include IGMH channel, MPS internal media, Family Court public announcement screens)</p>			

	Men & women aged 25+	<p><i>Mikan huttuvaanee aharen</i></p> <p>Production of a song by local male artists on men as agents of change to combat domestic violence.</p> <p>Song to be launched during 16 Days of Activism 2016 and made freely available to the general public on ReethiTunes/MyTones and disseminated widely on social media.</p>	<p>Primary: PSM</p> <p>Media partner: Ooredoo/Dhiraagu</p>	<p>1) Song launched during 16 Days of Activism</p> <p>2) Number of downloads on ReethiTunes and MyTones</p> <p>3) Number of views/shares/retweets of the song on social media platforms such as YouTube/Facebook</p>	September - December		
	Adolescents / school children Grades 8 - 12	<p><i>Mikan Huttuvaanee Aharen</i></p> <p>Engaging men as agents of change – identified male spokespersons/ ambassadors visit schools to give assembly talks on anti-violence, anti-bullying topics.</p> <p>This activity can be conducted to coincide with 15 May - the International Day of Families.</p>	<p>Primary stakeholder : Secondary and higher secondary schools in Malé</p>	<p>1) Spokespersons gave assembly talks at 4 schools in Malé, 1 school in Villingili and 2 schools in Hulhumalé on 15 May 2016</p> <p>2) Spokespersons gave assembly talks at 10 schools in Malé, 1 school in Villingili and 2 schools in Hulhumalé on 15 May 2017</p> <p>3) A media/news article produced about the assembly talks and disseminated by FPA via social media platforms</p> <p>4) Number of views/shares/retweets of the news article on social media platforms Facebook/Twitter</p>	May ?	May ?	

<p>University students / youth groups / general public</p>	<p><i>Mikan Huttuvaanee Aharen</i></p> <p>Arrange an annual <i>Ilmee Foavahi</i> with various academic faculties at the MNU, taking a different topic each year.</p> <p>For example :</p> <p>a) 2016 : Faculty of Law and Shariah (FLS) re: violence against women from an Islamic perspective</p> <p>b) 2017 : Faculty of Health Sciences (FHS) re: health burden of violence against women</p> <p>c) 2018 : Faculty of Arts (FA) re: media representation of women, stereotyping and violence against women</p> <p><i>Dates to be decided.</i></p>	<p>Primary: Faculty of Law & Shariah, Maldives National University</p> <p>Secondary: Figh Academy Media Partner: Public Service Media</p>	<p>1) Ilmee Foavahi public forum held at FLS on a significant advocacy day in 2016</p> <p>2) Ilmee Foavahi public forum held at FHS on a significant advocacy day in 2017</p> <p>3) Ilmee Foavahi public forum held at FA on a significant advocacy day in 2018</p> <p>4) Number of participants attended each Ilmee Foavahi public forums</p> <p>5) Number of hits/views/shares/retweets about the events on social media platforms during the live events <i>[this requires FPA to produce live messages in social media during the discussions at the forums]</i></p>				
<p>General public</p>	<p>Placement of messages on the role of men to engage to prevent domestic violence - on the back of bills, such as Dhiraagu, Stelco, MWSC and also on the back of IGMH memo</p> <p><i>Timing : to be decided</i></p>	<p>Primary : Dhiraagu, Stelco, MWSC, IGMH</p>	<p>1) Number of organisations that agreed to support this initiative</p> <p>2) Number of bills distributed with messages during the set time-frame for the activity</p>				

<p>Hanuhurumak ee halleh noon</p> <p>3) To increase public engagement to create a society that practices “zero-tolerance” towards DV and increase knowledge on reporting of DV</p>	<p>General public and Women 25+</p>	<p><i>Hanuhurumakee halleh noon</i></p> <p>One month pilot activity of ‘Hama SMS eh’ violence reporting campaign based on Maps4Aid model (see narrative for research and assistance details)</p> <p>Set up the infrastructure with the assistance of Ooredoo and Dhiraagu.</p> <p>Produce one PSA to publicise the initiative.</p> <p>Disseminate the PSA widely on social media platforms and engage with key stakeholders such as MoLG and MPS to advertise the initiative.</p> <p><i>Duration : One month from 23 April 2017</i></p>	<p>Primary: MoLG, MPS, HPA</p> <p>Media Partner: PSM, Ooredoo, Dhiraagu, private channels</p>	<p>1) Campaign infrastructure set up and functional one week before the launch date</p> <p>2) Campaign PSA completed at least one week before the launch date</p> <p>3) Number of media outlets airing/disseminating the PSA</p> <p>4) Number of views/shares/retweets of the PSA on social media platforms such as YouTube/Facebook</p> <p>5) Campaign launched on 23 April 2017</p>		<p>March – August</p>	
	<p>General public</p>	<p>Production of a 5 episode drama series in collaboration with PSM, entitled “Mi Geaku Noon” to be aired during Ramadan 2017. (see narrative for further details)</p> <p>Episodes of the drama series can be supplemented with a</p>	<p>Primary: PSM</p>	<p>1) MoU signed with PSM by November 2016, to produce the drama series.</p> <p>2) 5 episodes of the drama-series completed by the end of May 2017.</p> <p>3) PSA produced to advertise the drama-series by the end of May 2017.</p>		<p>January - December</p>	

		<p>Quiz at the end of the show, for instance, asking viewers to respond to a value-based question (poll) relating to that episode.</p> <p>To establish the reach and impact of the drama-series, conduct an opinion poll with PSM to gauge public opinion on the activity.</p>		<p>4) Number of times the PSA is aired to advertise the drama series by PSM before Ramadan 2017 begins</p> <p>5) Number of views/shares/retweets of the PSA on FPA social media platforms such as YouTube/Facebook/Twitter before the first episode is aired</p> <p>6) Number of additional media outlets approached who agreed to show repeats of the drama-series after Ramadan 2017</p> <p>7) Number of media articles generated about the drama-series from June to December 2017</p>			
	Health Service Providers	<p>Produce a "message calendar" and 3 separate posters targeted at health service providers with messages relating to the DVP Act relevant to health practitioners. Messages can be visually enhanced with the artwork produced by students in the <i>Loaibaki?</i> Campaign in 2016. This could be the winning artwork or suitable other artwork produced for the exhibition.</p> <p>This activity can be launched on World Health Day – 7 April and linked to the special events of 23 April – DVP Act ratification day (see Special Events)</p>	Primary: HPA, Ministry of Health, IGMH	<p>1) Message calendar and 3 posters produced by the end of March 2017</p> <p>2) Message calendar and 3 posters launched on World Health Day, 7 April 2017</p> <p>3) Number of government health service providers the message calendar and 3 posters are dispatched to by 30 April 2017</p> <p>4) Number of private health service providers the message calendar and posters are dispatched to by end of May 2017.</p> <p>5) Number of media articles generated about the activity by end of May 2017</p> <p>6) Number of likes/views/shares/retweets of news about the calendars and posters on social media platforms</p>		January - December	

<p>Aharen adu ufulaanan</p> <p>4) To highlight the key protection and prevention features available in the DVP Act and the legal mandate of FPA as the oversight authority</p>	<p>General public and Women 25+</p>	<p><i>Aharen adu ufulaanan</i></p> <p>Production of a mini-website as an off-shoot of the FPAs main website, designed to provide a forum for survivors of violence to share stories and experiences of violence, empowering them to break the silence, raise their voice and actively engage to prevent domestic violence in a supportive environment. FPA needs to conduct research to establish the best approach and method to execute this activity in the Maldives context. <i>Duration : April to December and beyond</i></p>	<p>Primary: MoLG, MPS, anti-DV advocates/researchers</p> <p>Media: Dhiraagu</p>	<p>1) News story about the website for public dissemination produced by 15 April 2018.</p> <p>2) Number of views/shares/retweets of the website advertising news story on FPA social media platforms such as YouTube/Facebook/Twitter</p> <p>3) Website launched on 23 April – DVP Act ratification day - 2018</p> <p>4) Number of visitors to the website by the end of each month until December 2018</p> <p>5) Number of stories submitted to the website by the end of each month until December 2018</p>			<p>April – December</p>
	<p>General public</p>	<p><i>Aharen adu ufulaanan</i></p> <p>Activate a long-term (9 month) campaign to promote the 'Hama SMS eh' violence reporting platform piloted in 2017. The new campaign can be launched on 08 March – International Women's Day – and go on till 10 December, until the end of the 16 Days of Activism in 2018. <i>Duration : 8 March – 10 December</i></p>	<p>Primary: MoLG, MPS, HPA</p> <p>Media Partner: PSM, Ooredoo, Dhiraagu, private channels</p>	<p>1) Campaign PSA completed at least one week before the launch date of the new campaign</p> <p>2) Campaign launched on 08 March 2018</p> <p>3) Number of media outlets airing/disseminating the PSA</p> <p>4) Number of views/shares/retweets of the PSA on social media platforms such as YouTube/Facebook</p> <p>5) Number of cases reported by the end of each month during the campaign time-period</p>			<p>08 March – 10 December</p>

Appendix 5

International & National Advocacy Days (to focus on and guide media activities)

Date	Advocacy theme	Potential relevant key stakeholders	Specific stakeholders for engagement
08 March	International Women's Day	<ul style="list-style-type: none"> - Ministry of Law & Gender (MoLG) - Human Rights Commission of Maldives - NGOs / CBOs - Maldives Police Service (MPS) - FPA Volunteers - MRC Volunteer Corps 	<ul style="list-style-type: none"> - MoLG - Hope for Women & FLC, - SHE - Volunteers - Identified media partner(s)
07 April	World Health Day	<ul style="list-style-type: none"> - Health Protection Agency (HPA) - Ministry of Health - Indhira Gandhi Memorial Hospital - ADK Hospital - Regional Hospitals and Island Health Centres - NGOs / CBOs - FPA Volunteers 	<ul style="list-style-type: none"> - HPA - IGMH - ADK
23 April	Domestic Violence Prevention Act Ratification day	<ul style="list-style-type: none"> - Ministry of Islamic Affairs (MoIA) - Public Service Media - Private media outlets 	<ul style="list-style-type: none"> - MoIA - PSM
15 May	International Day of Families	<ul style="list-style-type: none"> - NGOs / CBOs - Ministry of Law & Gender - Family Court 	<ul style="list-style-type: none"> - ARC - MoLG
26 June	International Day Against Drug Abuse and Illicit Trafficking	<ul style="list-style-type: none"> - Health Protection Agency (HPA) - Ministry of Health - Maldives Police Services (MPS) - NGOs / CBOs - FPA Volunteers 	<ul style="list-style-type: none"> - HPA - MPS - Journey NGO
12 August	International Youth Day	<ul style="list-style-type: none"> - Ministry of Youth and Sports (MoYS) - Ministry of Education - NGOs / CBOs - FPA Volunteers - MRC Volunteer Corps - Girl Guides Association of Maldives - Scout Association of Maldives 	<ul style="list-style-type: none"> - MoYS - Girl Guides - Scouts - Volunteers
19 November	World Day for Prevention of Child Abuse	<ul style="list-style-type: none"> - Ministry of Law & Gender (MoLG) - NGOs / CBOs - HRCM 	<ul style="list-style-type: none"> - MoLG - Advocating Rights of Children (ARC) - HRCM

25 November	International Day for the Elimination of Violence Against Women	<ul style="list-style-type: none"> - People’s Majlis - The Cabinet - Ministry of Law & Gender (MoLG) - Ministry of Education [schools] - Ministry of Islamic Affairs [Friday Sermon] - Maldives Police Services (MPS) - HRCM - Prosecutor General’s Office (PGO) - Family Court - NGOs / CBOs - NGOs / CBOs - UNFPA - UN Women - FPA Volunteers - MRC Volunteers - Media partners 	- As identified for key activities
25 November to 10 December	16 Days of Activism against Gender-Based Violence	- As above	- As identified for key activities
10 December	International Human Rights Day	<ul style="list-style-type: none"> - HRCM - Ministry of Education [schools] - NGOs/CBOs - Volunteers 	- HRCM

Appendix 6

Suggestions for PSAs for 2015

Objective : *To highlight the key protection and prevention features available in the DVP Act and the legal mandate of FPA as the oversight authority*

Rationale : The prevalent rationale for the activities that are carried out by FPA anchors the importance of speaking up and raising voices against domestic violence, it is recommended that future activities do not stray from this key message. Since the activities of “I Spread a Smile” also showcased the importance of speaking up, the activities for 16 Days of Activism in 2015 can recycle the message “*Aharen Adu Ufulaanan*” with the following activities.

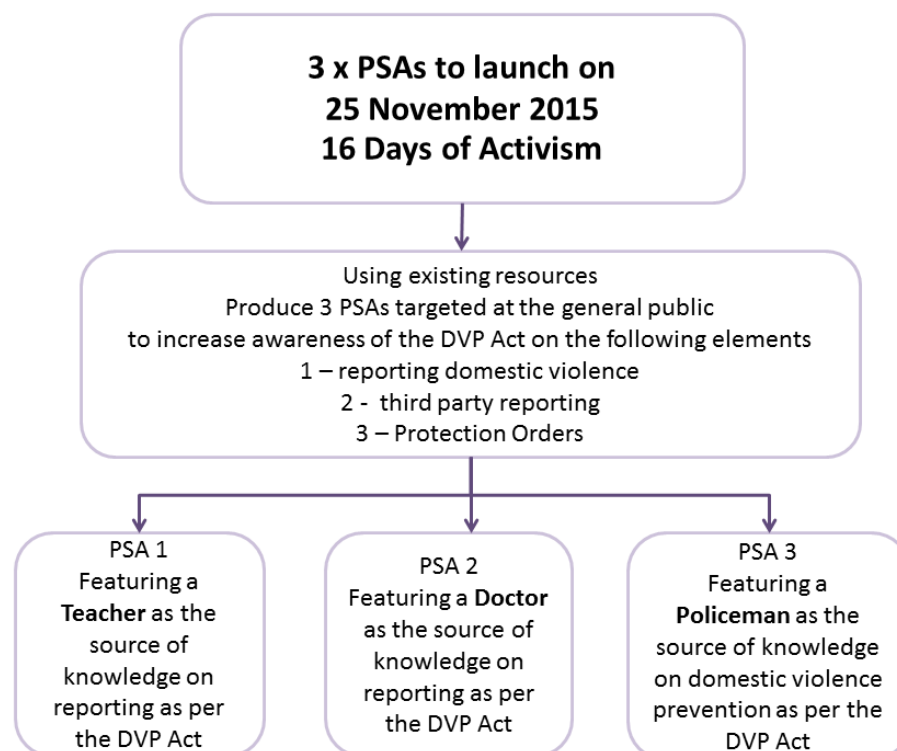
Execution :

The International Day to End Violence Against Women, 25 November is an opportune moment to launch the 3 PSAs proposed under this activity which highlights three important protection and prevention features of the DVP Act. The 16 Days of Activism, 25 November to 10 December, can be the period in which the PSAs are heavily disseminated through social media and other available communications channels. They must also be supplemented with other relevant supporting information.

However, the voiceover for all PSAs should highlight that assistance should be sought at the nearest FCSCs or MPS, which would conclude with a call to action “*Aharen adu ufulaanan. Contact FPA 000*”. The PSAs could focus on the following key areas:

1. Definition of domestic violence
2. Third party reporting and protection for witnesses and victims
3. Protection order

It is recommended that the PSAs run for a duration of three months minimum, in order to increase visibility and recall-ability, and should run on public broadcaster in addition to FPA YouTube channel, Facebook and Twitter. If possible, seek private channels for free broadcast. Targeted audience reach for the PSA featuring the doctor is the IGMH in-house TV channel, and for the PSA featuring the policeman, the MPS internal media channels which can also be used.



Appendix 8

Sample PSA video - adapted for television (in Dhivehi)

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ގަރާނާކި ހެދުމުގެ ގޮތުން ހިއްސާކުރުމަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް

<p>DOCTOR'S ROOM</p>	<p>VO (voice-over)</p>
<p>MS Doctor is sitting and facing the camera and talking</p>	<p>އަހަރުނެއް ފިރިހެން ލިޔެފައި ވެއެވެ. (ކަނޑުކަނޑު). ތަފާތު ނިޔަންކުރުމަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>Show doctor doing consultations, talking to patients</p>	<p>ކަނޑުކަނޑުގެ (ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް) ފަރާތްތަކާއި ޔަބާރުކުރުމަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>Back to talking head shot</p>	<p>ކަނޑުކަނޑުގެ ބަލަންދުކޮށް ލިޔެފައި ވެއެވެ. ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>A pregnant woman walks into see the doctor, the husband is right behind her. She sits and the man stands behind her with his hand on her shoulder</p>	<p>ކަނޑުކަނޑުގެ (ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް) ފަރާތްތަކާއި ޔަބާރުކުރުމަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>The doctor says something to the man. He shakes his head to say no, puts his hand on the shoulder of his wife, and the woman cringes, and looks to the doctor for help</p>	<p>ކަނޑުކަނޑުގެ ބަލަންދުކޮށް ލިޔެފައި ވެއެވެ. ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>From the POV of Doctor, looking at the computer screen, where history of abuse related injuries have been treated for the patient</p>	<p>ކަނޑުކަނޑުގެ ބަލަންދުކޮށް ލިޔެފައި ވެއެވެ. ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>He thinks for a while and then picks up the form to report the case</p>	<p>ކަނޑުކަނޑުގެ ބަލަންދުކޮށް ލިޔެފައި ވެއެވެ. ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>
<p>FADE TO WHITE FPA LOGO FPA & MPS Contact details</p>	<p>ކަނޑުކަނޑުގެ ބަލަންދުކޮށް ލިޔެފައި ވެއެވެ. ނިކުރުވާ ފަރާތްތަކާއި ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް ބޭނުންވާ ފަރާތްތަކުން ތަޢާލުމަށް ދަށުން ލިބޭގޮތަށް</p>

Appendix 9

Current production rates for some media materials and air-time (July 2015)

Activity / product	Rate (MVR)
Website development and management	75,000
PSA Production (30 seconds - TV) – private	25,000 – 50,000
PSA Production (60 seconds – TV) – private	30,000 – 60,000
PSA production (30 seconds – Radio) – PSM	1060
PSA broadcast package price – TV – PSM	3000 – 15,000/ month
PSA broadcast package price – Radio – PSM	7000 – 9000/ month
PSA broadcast (TV) – Raajje TV (primetime)	17,500 – 24,000 for one month
PSA broadcast (Radio) – DhiFM (primetime)	16,000 for three months

Appendix 10

Sample M&E guide

Sample Monitoring & Evaluation guide - Advocacy Plan - Policy level advocacy						
A1	Priority Area	Key Objective	Indicators	Monitoring tool(s)	Monitoring Frequency	Sample Evaluation Questions
1	Budget & Finance – Article 55 of the DVP Act	To advocate for adequate budgetary allocation for FPA to implement the authority's mandate	1) 12 formal meetings with identified individual MPs to lobby for DVPA implementation during the year (1 per month) 2) 1 meeting each year with PG leaders during budget discussions in parliament 3) 2 meetings each year (every 6 months) with the parliamentary Social Affairs Committee and Public Finance Committee (together) to inform on progress and challenges on implementing the DVPA & FPAs work	1) Minutes of meetings 2) Majlis meeting minutes relating to the budget	Annually (after the State Budget has been announced)	1) How successfully were these activities implemented, eg. how many meetings were held? 2) Did these activities reach the right decision-makers that could facilitate FPAs budgetary aims? 3) Was FPA mentioned, in the Majlis budget discussions of 2016, and was it positive or negative? 4) Did FPA get a better outcome compared to the previous year, in terms of the approved budget? 5) Did the meetings achieve the expected/desired result(s)? 6) What changes are needed to improve the effectiveness of these advocacy activities?
2	Strengthening donor support & engagement	To engage with the donor community at high level to increase FPAs visibility and seek support and collaboration to implement FPAs mandate	1) 1 meeting with UNRC held per year 2) 1 meeting with each relevant donor agency held per year (in the last quarter to coincide with discussions on the following year's workplans)	1) Meeting agenda/minutes and other documentation of meeting activities/decisions	Annually	1) How successfully were these activities implemented, eg. how many meetings were held? 2) What substantial decisions were made that contributed positively to the FPAs programming work? 3) What donor contributions were received to support the work of FPA - programming or otherwise? 4) What changes are needed to improve the effectiveness of these advocacy activities?
3	Improving engagement & collaboration with NGO/CBO & other relevant stakeholders	To increase cross-sectoral collaboration & knowledge sharing that facilitate implementation of FPA's mandate	1) 2 meetings held per year (6 monthly)	1) Meeting agenda/minutes and other documentation of meeting activities/decisions	Annually	1) How successfully were these activities implemented, eg. how many meetings were held and how many NGOs/CBOs attended? 2) How well received was the activity by stakeholders, eg. was the discussions meaningful/productive/helped to identify/clarify common issues? 3) Did the meeting yield any future collaborative work with FPA and stakeholders? 4) Did this activity result in improvements in communications/collaborations with stakeholders that made FPAs work easier? 5) What changes are needed to improve the effectiveness of these advocacy activities?



Family Protection
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