


Media and Advocacy Action Plan 2020 – 2022

Family Protection Authority (FPA)

CAMPAIGN ONE	
Slogan and Hashtag	Fostering Empathy (#FosteringEmpathy) "زینتو جو" 
RATIONALE:	<p>The root cause of all violence stems from the lack of development of the human conscience. In addition to eliminating attitudes, beliefs, behaviors and policies which contribute to violence, domestic violence prevention efforts need to focus on social transformation which attaches great importance to love, compassion, understanding, empathy, acceptance, forgiveness and gratitude. The strategic approach is to prevent violence before they occur. "Hallakee Loabi" campaign focuses on developing a good human being, in nurturing loving families, promoting gender equality and inculcating values.</p> <p>The media and advocacy activities of the campaign will be organized under the following topics;</p> <ol style="list-style-type: none"> a) Create messages to foster family values and use visually appealing billboards/posters and dramatized video clips to spread the messages. b) Profile male role models of society to promote values of gender equality and shared responsibility at home.
OBJECTIVE:	Overall: Inculcate love, compassion, empathy, respect, acceptance and gender equality within the family and amongst domestic relations.
TARGET AUDIENCE:	Children: (06 to 12years), Teenagers (13 to 18years), Youth (18 to 30years), Adult (31 to 65years), Seniors (65years and above), Expatriates (Domestic Help/Household workers)
KEY AGENCIES TO PARTNER WITH:	(MoGFSS, ARC, MSCA, Family Court, MoE, SHE, HRCM, selected Island Councils, UNICEF, UNFPA, FLC, PSM and private broadcasters.)

CAMPAIGN PERIOD:		2020 second quarter to 2022 last quarter	
Create messages to foster family values and use visually appealing billboards/posters and dramatized video clips to spread the messages.			
Action 1			
Focus Areas:	Message (for billboards, posters and video clips for TV and social media)	Target Audience/ Key Partners	Timeframe
Seniors	<p style="text-align: center;"> <i>අපේ පවුලේ: රැකියා සිටින අයට වඩා වැඩි වයසේ පවතින අයට වඩා වැඩි වැදගත්කමක් ඇත.</i> “Old is Gold” ehen noontho? (Content sample provided in Appendix 7) </p>	<p>All age groups</p> <ol style="list-style-type: none"> 1. MoGFSS 2. MSCA 3. Island Councils 5. PSM 	<p>2020 (2nd quarter) to 2021 (4th Quarter)</p> <p>Possible launch date: 15 May – International day of Families</p>
Married Couples	<p style="text-align: center;"> <i>අපේ පවුලේ: රැකියා සිටින අයට වඩා වැඩි වයසේ පවතින අයට වඩා වැඩි වැදගත්කමක් ඇත.</i> (Content sample provided in Appendix 7) </p>	<p>All age groups</p> <ol style="list-style-type: none"> 1. MoGFSS 2. Family Court 3. Island Councils 4. Private Media 5. PSM 	<p>2020 (2nd quarter) to 2021 (4th quarter)</p> <p>Possible launch date: 8 March – International Women’s Day</p>
Young Children	<p>The best environment to raise a child is a happy home</p> <p style="text-align: center;"> <i>ආප්නේ පවුලේ: රැකියා සිටින අයට වඩා වැඩි වයසේ පවතින අයට වඩා වැඩි වැදගත්කමක් ඇත.</i> (Content sample provided in Appendix 7) </p>	<p>All age groups</p> <ol style="list-style-type: none"> 1. MoGFSS 2. ARC 3. Island Councils 4. Private Media 5. PSM 	<p>2020 (2nd quarter) to 2021 (4th quarter)</p> <p>Possible launch date: 15 May – International day of Families</p>
Differently abled persons.	<p style="text-align: center;"> <i>අපේ පවුලේ: රැකියා සිටින අයට වඩා වැඩි වයසේ පවතින අයට වඩා වැඩි වැදගත්කමක් ඇත.</i> (Content sample provided in Appendix 7) </p>	<p>All age groups</p>	<p>2020 (2nd quarter) to 2021 (4th quarter)</p>

Series of Radio and TV programs focusing on importance of love, acceptance and compassion.			
ACTION 3	<p>FPA and PSM to collaborate for a series of thematic discussions by an Islamic scholar with subsequent Q and A sessions on the topic of love, acceptance, compassion and caring for the elderly, underprivileged children, differently abled and domestic helpers.</p> <ul style="list-style-type: none"> • FPA to assign and arrange a scholar they approve. • PSM, FPA and the scholar to decide on number of sessions and the topics to be addressed. • Suggested topics: <ol style="list-style-type: none"> a. Respect and role of elderly in Islam. b. Love, acceptance, empathy and compassion from an Islamic perspective. c. Acceptance and respect in Islam for the marginalized in society. 	All age groups	2020 (2 nd quarter) And 2020 (4 rd quarter) Possible delivery date: 24 April – day after - DVPA Ratification Day
		<ol style="list-style-type: none"> 1. MoFGSS 2. MIA 4. Private Media 5. PSM 	
Discussion with MoE to place more emphasis on the topic of love, compassion, empathy and acceptance for students.			
ACTION 4	<p>In collaboration with key stakeholders (specifically FCPD and MoGFSS), hold consultations with MoE to include sessions and activities for primary and secondary school students in order to instill in them the importance of “love”, “compassion”, “empathy” and “acceptance” as part of values education.</p> <p>Three sessions may be conducted within one academic year for primary and secondary students from a selected school as a pilot project</p> <p><i>Many schools currently have ongoing life skills programs. Adding a component on love, compassion, empathy and acceptance would enhance the benefits of such programs.</i></p>	Primary and Secondary School Students	<p>a. Hold discussions with key stakeholders 2020 (3rd quarter)</p> <p>b. Hold consultations with MoE to conduct sessions. - 2020 (3rd quarter)</p> <p>c. Conduct sessions for selected schools. 2021 (2nd quarter)</p> <ul style="list-style-type: none"> • After the pilot program
		<ol style="list-style-type: none"> 1. MoGFSS 2. UNICEF 3. ARC 4. MoE 5. UNFPA 	

	NOTE: This action may seem a deviation from FPA’s DV mandate, however it is a vital aspect of violence mitigation. Denmark’s system in which empathy is taught in schools for an hour every week to students between six to sixteen years would be interesting to explore.	6. FLC	sessions can be designed to suit different age groups to be delivered by any teacher.
Instagram Photo Contest on chosen 4 topics;			
ACTION 5	<ul style="list-style-type: none"> • The photo contest will use the hashtag #FosteringEmpathy • With key partners FPA to decide the timeframe and prizes for the winners. • The contest can be advertised on the key partners’ social media platforms as well as FPA’s. • Best photos are to be used on FPA’s website and productions. 	<ul style="list-style-type: none"> • Teenagers • Youth • Adults 	After each contest is completed, the winners are to be announced on significant days marked by the FPA.
Seniors	1. Love and Compassion for Seniors	1. Dhiraagu 2. Ooredoo 3. Maldivian Artists Community NGO. 4. MoGFSS 5. MSCA 6. ARC 7. HRCM	2020 (3rd quarter) Possible date to announce winners: October 1 – International Day of Older Persons
Differently Abled Persons	2. Love, Compassion and Acceptance for differently abled people		2020 (4 th quarter) Possible date to announce winners: 16 Days of Activism
Domestic Helpers	3. Compassion and Acceptance of Domestic Helpers		2021 (1 st quarter) Possible date to announce winners: 8 March - International Women’s Day
Children	4. Love and Compassion for Children.		2021 (2 nd quarter)

			Possible date to announce winners: 15 May International Day of Families
PLEDGE: A pledge to be signed by any organization or group interested in being a part of Domestic Violence Prevention.			
ACTION 6	<p>A pledge provided and promoted by FPA for organizations and groups agreeing to take responsibility for the Prevention of Domestic Violence.</p> <p>Suggested that the Cabinet and Peoples' Majlis sign the pledge as a start.</p> <ul style="list-style-type: none"> • FPA to provide a brief session on DV prevention before the signing of the pledge by any organization. • FPA to maintain list of organizations who have signed the pledge and publish it on their website. • FPA to request that the signed pledge be put up in a place where staff members of the organization can easily see it. • Each pledge signing must be made a media event. Media invited for signing and joint press statement issued by FPA and the signing org. <p>(Content sample provided in Appendix 7)</p>	<p>Youth Adults Seniors</p> <hr/> <p>1. MoGFSS 2. Relevant organizations signing the pledge 3. PSM 4. Private media</p>	<p>2020 (1st quarter) To 2022 (4th quarter)</p> <p>(Propose to include signing with the Peoples' Majlis during the launch of MAAP 2020 – 2022)</p> <p>Arrange for pledge signing with organizations on significant days marked by FPA.</p> <p>Each pledge signing is a media event and lend to creating greater visibility for FPA's work.</p>

CAMPAIGN TWO	
Slogan and Hashtag	WAKE UP, WAKE ALL UP! (#WakeupWakeallup) سوّا سوّو سوّو!
RATIONALE:	<p>Studies link domestic and sexual violence to patriarchal cultures, toxic gender norms, male privilege and gender inequality; norms which get reinforced in our society with conservative ideologies and religious misconceptions. “Heylaa: Heylavvaa” campaign aims to counteract the ideologies and beliefs which perpetuate domestic violence and raise public consciousness to bring positive changes. According to Child Rights Expert, Mariya Ali, “Power of sharing personal stories are seen as more impactful, as compassion, feeling empathy and taking action to alleviate the suffering of another happens through hearing lived experiences, statistics do not allow us to feel emotion.”</p> <p>Sharing of non-graphic experiences of domestic violence survivors by actors with emphasis on the turning point which led the survivors to remove themselves from the environment of violence and stories of how the survivors are rebuilding their lives are to be aired in this campaign on TV, social media and also used in awareness sessions. All stories must come with a disclaimer on the topics covered and the nature of materials used.</p> <p>The campaign will organize its media and advocacy activities under the 3 broad objectives.</p>
OBJECTIVE:	<ul style="list-style-type: none"> a. To dismantle radical ideologies and belief systems associated with domestic violence. b. To instill in public consciousness that patriarchal attitudes and toxic masculinity in marriages and intimate relationships are harmful. c. To increase public awareness on important components of DVPA.
TARGET AUDIENCE:	Youth (18 to 30years), Adult (31 to 65years), Seniors (65years and above) – Expatriates
KEY AGENCIES TO PARTNER WITH:	(MoGFSS, MIA, Family Court, SHE, HRCM, FCPD, Hope for Women, FLC, PILC, HPA, FPU, UNFPA, selected Island Councils, PSM, private broadcasters and Baiskoafu.)
CAMPAIGN PERIOD:	2020 second quarter to 2022 fourth quarter

	be in shadows. Even in this context survivor stories are subject to consent and willingness of DV survivors to share their story.)		
ACTION 3			
Dismantle radical ideologies and belief systems associated with domestic violence - Awareness sessions.			
Focus Areas:	<ul style="list-style-type: none"> - Message (video in Action 1 and 2 of this topic to be shown to the closed group of participants in a session) - Face to Face information sessions NOTE: Disclaimer warning.	Key Partners/ Target Audience	Timeframe
FPA to visit selected islands and hold sessions to dispel the religious and cultural misconceptions associated with the given topics.	<ul style="list-style-type: none"> • Do a video recording of a FPA approved Islamic Scholar elaborating on the following topics; <ul style="list-style-type: none"> A. Wife beating B. Marital Rape C. Child “marriages” D. Female Genital Mutilation • Sessions <ul style="list-style-type: none"> - General information on DV, statistics and the Act. - Air the 2 stories of the survivors and recording of the Islamic scholar discussing the selected topics. - Take questions from the participants if any. - If there is any question that FPA cannot answer on the spot, note the question and let them know that clarification would be provided. 	<ul style="list-style-type: none"> - MoGFSS - FCPD - HRCM - Hope for Women. - SHE - MIA - Island Councils 	
1.Haa Dhaalu Atoll – Kulhudhufushi		Sessions for male and females from the adults group and senior group to be held separately.	2021 (2 nd quarter)
2.Seenu Atoll - Hithadhoo			2021 (2 nd quarter)
3.Fuvah Mulaku			2021 (3 rd quarter)
4.Sessions for Media Students MNU		Sessions to be held together for media students. (Only for students 18years and above)	2021 (3 rd quarter)

5.Sessions for selected students of Villa College.		Sessions to be held together for students (Only for students 18years and above)	2021 (3 rd quarter)
6.Session for PSM staff (especially news and program)		Sessions to be held together for staff	2021 (2 nd quarter)
7. Pre-marital Course: The Information segment of FPA in the premarital course which addresses the importance of family values, love, respect, acceptance, equality and compassion.	Following the information on DV, air the recording of the Islamic scholar discussing the selected topics. (Choose FPA approved Islamic Scholar) A. Wife beating B. Marital Rape C. Child “marriages” D. Female Genital Mutilation	Participants of the regular sessions organized by the Family Court.	2021 first quarter To 2022 fourth quarter
ACTION 4			
Radio and TV program addressing religious and cultural misconceptions which can lead to domestic violence.			
Series of Radio and TV programs addressing religious and cultural misconceptions which can lead to domestic violence	FPA and PSM to collaborate for a series of thematic discussions by an Islamic scholar with subsequent Q and A sessions on religious and cultural misconceptions which can lead to domestic violence. <ul style="list-style-type: none"> FPA to arrange a scholar they approve. PSM, FPA and the scholar to decide on number of sessions and the topics to be addressed. Suggested topics: <ul style="list-style-type: none"> d. Respect and independence of women in Islam. e. Violence within the family from an Islamic perspective. f. Issue of child marriage, child rights, vaccination and education in Islam. (The TV and Radio programs are to be aired during the 16 days of activism)	All Age groups -MoGFSS -Islamic University of Maldives -PSM	2020 (4 rd quarter) Possible delivery date: During the 16 Days of Activism

Instill in public consciousness that patriarchal attitudes and toxic masculinity in marriages and intimate relationships are harmful.

ACTION 1			
Focus Areas:	Message through (animated graphics for social media and broadcast media)	Target Audience/ Key Partners	Timeframe
<p>Produce animated social media memes and/or cartoon comic strips to show general misconceptions about love and control.</p> <p><i>(Creative expression of the themes presented is open for the graphic artist to explore within FPA's approved parameters on the topic.</i></p> <ul style="list-style-type: none"> • <i>Young, social media savvy artist who is able to capture the drift of youth lingo and expression.</i> • <i>Suggestion: Artist Zara Fayaz – Zara Comics active on Facebook and Instagram)</i> 	<p align="center">Message Themes</p> <ol style="list-style-type: none"> 1. Control is not love 2. Possessiveness is not love 3. Dominance is not love 4. Being forced to cut ties with family and friends is not love 5. Telling you what you should and shouldn't wear is not love 6. Being forced to give passwords, cash cards pin numbers, access codes is not love 7. Stalking is not love 8. Not being allowed to study or work is not love. 9. Jealousy is not love 10. Asking for your naked photos and videos is not love 11. Blackmail is not love 	<ul style="list-style-type: none"> • Teenagers • Teenagers • Youth <hr/> <ul style="list-style-type: none"> - MoGFSS - Hope for Women - PSM - Private Broadcasters 	<p>2020 (4th quarter) To 2021 (3rd quarter)</p> <p>Possible launch date: 25 November –Day for the Elimination of Violence Against Women</p>

ACTION 3	Produce messages to address toxic behavior in relationships.		
Focus Areas:	Message through (animated graphics for social media and broadcast media)	Target Audience/ Key Partners	Timeframe
<p>Simple and short animated graphics to be used on social media and broadcast media.</p> <p><i>(Creative expression of the statements and changing them without losing the context is open for the graphic artists in line with FPA approval.)</i></p>	<p>Signs to look for in a toxic relationship.</p> <ul style="list-style-type: none"> • Nothing you say or do is good enough • Criticize on the smallest thing • Drag up your past • Makes you feel guilty, ashamed and worthless • Keeps you stressed and scared • They don't care about your feelings <p> ئۇ قىسىمىدىكى ئۇرۇنمىسى قىسقىرىشى كەينى چىقىرىشقا ئەرزىمەيدۇ. </p> <ul style="list-style-type: none"> • ئەنسىزلىك، رەزىنە، كۆيىمە، ئەمەلدارلارنى سۆزلەش. • ئۇلارنىڭ سۆزىدىكى ئەڭ كىچىك نەرسىنى كۆزگە تاشلاش. • ئۆتتۈرگەن ئىشلارنى ئەمەلدارلارغا كۆرسىتىش. • ئۇلارنىڭ سۆزىدىكى ئەڭ كىچىك نەرسىنى كۆزگە تاشلاش. • ئەنسىزلىك، رەزىنە، كۆيىمە، ئەمەلدارلارنى سۆزلەش. • ئەنسىزلىك، رەزىنە، كۆيىمە، ئەمەلدارلارنى سۆزلەش. 	<ul style="list-style-type: none"> • Youth • Adults <hr/> <ul style="list-style-type: none"> • MoGFSS • SHE • PSM • Private • Broadcasters 	<p>2021 (2nd quarter) To 2022 (1st quarter)</p>

ACTION 4			
Addressing emerging issues of domestic violence, blackmail, cyber stalking and harassment.			
Focus Areas:	Message: for TV, radio and social media.	Target Audience/ Key Partners	Timeframe
Personal accounts of blackmail, cyberstalking and harassment. (Preferably 1 story each from a male and female youth.)	<ul style="list-style-type: none"> • Video clip on personal account of having been a victim of blackmail or cyberstalking and harassment. • Focus on how it happened. • Precautionary measures that must be taken. • Why it should be reported. • The actions that will be taken after it is reported. • Statistics <p>If between 2 persons who have a domestic relation:</p> <p>“Blackmail, cyber stalking and harassment are acts of domestic violence. Blackmail, cyber stalking and harassment are crimes.”</p>	<ul style="list-style-type: none"> • Teenagers • Youth • Adults <hr/> <ul style="list-style-type: none"> • MoGFSS • FLC • PILC • SHE • FCPD 	<p>2020 (4th quarter) To 2021 (3rd quarter)</p> <p>Possible launch date: 25 November –Day for the Elimination of Violence Against Women</p>
Increase Public Awareness on important components of Domestic Violence Prevention Act			
ACTION 1			
Focus Areas:	Message: for TV radio and social media.	Target Audience/ Key Partners	Timeframe
Protection Order: Information Slides (graphics, presented in a creative manner)	<p>Message in text and voice over:</p> <p>مەن ئۆزۈم ئۈچۈن قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم.</p> <p>مەن ئۆزۈم ئۈچۈن قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم، ئۇ قانداق بىر نەرسەنى قىلىشقا تەييار ئەمەسم.</p>	<ul style="list-style-type: none"> • Adults • Senior 	<p>2020 (2nd quarter) To 2021 (1st quarter)</p>

	<p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p>	<ul style="list-style-type: none"> • Family Court • FLC • MoGFSS • PILC. 	Possible launch date: 7 April – World Health Day
<p>Emergency Protection Order: Information Slides (graphics, presented in a creative manner)</p>	<p>Message in text and voice over:</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p>	<ul style="list-style-type: none"> • Adults • Seniors • Family Court • FLC • MoGFSS • PILC. 	2020 (3 rd quarter) To 2021 (2 nd quarter)
<p>Partner abuse: Information slides (graphics, presented in a creative manner)</p>	<p>Message in text and voice over:</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p>	<ul style="list-style-type: none"> • Youth • Adults • Family Court • FLC • MoGFSS • PILC. 	2020 (3 rd quarter) To 2021 (2 nd quarter)
<p>Emergency checklist Information Slides (Animated graphics, presented in a creative manner)</p>	<p>For social media circulation only</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p> <p>لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به. لا تفرحوا بامرنا حتى نلاعنكم به.</p>	<ul style="list-style-type: none"> • Youth • Adults 	2020 (3 rd quarter) To 2021 (2 st quarter)

manner)	<p>(انگریزی اور اردو میں)</p> <p>ڈیجیٹل میڈیا کے ذریعے</p>	<ul style="list-style-type: none"> • Family Court • FLC • MoGFSS • PILC. 	
<p>Information slides on the referral pathway for reporting Domestic Violence.</p>	<p>For TV and social media.</p> <p>Animated flowchart of the current referral pathway. (From when a case is reported, the process it follows till the case is concluded)</p>	<ul style="list-style-type: none"> • Youth • Adults • Seniors • Family Court • MoGFSS • FCPD • IGMH (FPU) • HPA 	<p>2020 (2nd quarter) To 2021 (1st quarter)</p> <p>Possible launch date: 23 April – DVPA Ratification Day</p>

ACTION 2	Production of a television mini-series to raise public awareness on issues related to Domestic Violence.		
Focus Areas:	Message: content for TV, radio and social media. (Based on the TV serial, adapt it for PSM radio audience as well)	Target Audience/ Key Partners	Timeframe
<p>The proposed miniseries would encapsulate all the components of DV advocacy and awareness highlighted in MAAP 2020-2022.</p> <p>The 08 to 12-episode series would revolve around an average Maldivian family; and the DV narrative would be carried throughout the series as each episode would address, through the lives of these fictional characters, a specific issue of domestic violence afflicting our contemporary society.</p> <p>The idea for the miniseries was inspired by “Katthiri” the popular TV sitcom (filmed on a low budget) which was produced by the erstwhile Television Maldives and aired in the</p>	<p>Collaborate with PSM for the production of the series. Also explore possibility of producing the series with Baiskoafu, make the series available on Baiskoafu App.</p> <ul style="list-style-type: none"> • Delving into the root cause, the importance of promoting societal values of love, respect, acceptance. • Physical and emotional abuse, impact on victim’s mental health and wellbeing, patriarchy and religious misconceptions. • The importance of being prepared for DV crisis; emergency preps, reaching out for family support, third-party reporting. • DV prevention, crisis management, referral paths, DVPOs, psycho-social support. • The less obvious aspects of DV; negligence and abuse of vulnerable groups, abuse of domestic helpers, exposing children to physical and emotional abuse between adults, marital rape and FGM. • Intimate partner violence; dispelling the notion that control and abuse equals to love, empower young girls to be independent to pursue education and careers before marriage. 	<ul style="list-style-type: none"> • Youth • Adults • Seniors • MoGFSS • Hope for Women • PSM • Baiskoafu • FLC • FCPD • IGMH (FPU) • SHE • UNFPA 	<p>a. Securing Sponsorships and sealing partnership with PSM and <i>Baiskoafu</i> to be worked out by 2020 (4th quarter)</p> <p>b. Script and all pre-production work and filming, editing and final cut to be ready by 2021 (4th quarter)</p> <p>c. To be aired from 2022 (1st quarter) To 2021 (4th quarter)</p> <p>Possible Launch date: 08 March - International Women’s Day</p>

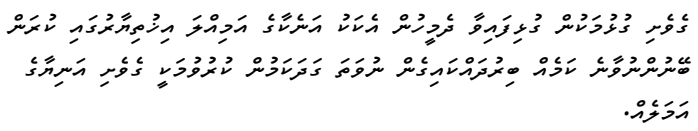
<p>late 1990s.</p> <p>The show addressed a multitude of societal issues delivered through entertainment and infotainment and was very impactful. It became such a hit that, according to the director of the show, many among the viewership of the time still reminisce the scenes and ask when such a program would be aired again.</p>			

ACTION 3			
DV awareness quiz for social media.			
Focus Areas:	Message: social media quiz on Domestic Violence	Target Audience/ Key Partners	Timeframe
Awareness Online Quiz on Domestic Violence and the DVPA.	<p>The quiz results should be generated with possibility of sharing the results online.</p> <p>The link to the quiz can be shared with Advocates Against DV to be circulated among their colleagues.</p> <p>FPA could request for receptive shareholders to share the quiz on social media.</p> <p>In addition to social media platforms, FPA website could carry the quiz on its home page.</p>	<ul style="list-style-type: none"> • Youth • Adults • Seniors <hr/> <ul style="list-style-type: none"> • MoGFSS • Hope for Women • FCPD • IGMH (FPU) • SHE • FLC • HPA 	<p>2020 (2nd quarter) To 2021 (1st quarter)</p> <p>Possible launch date: 23 April DVPA Ratification Day</p>
ACTION 4			
Presenting DV statistics and quarterly press statement on statistics.			
Focus Areas:	Message: Statistics slides and press statements.	Target Audience/ Key Partners	Timeframe
<p>Presentation of quarterly DV statistics prepared by FPA.</p> <ul style="list-style-type: none"> • Information slides for social media. 	<ul style="list-style-type: none"> • The FPA maintains an up to date detailed quarterly domestic violence statistics published on their website. • It is advised that FPA prepare information slides based on the most striking stats from each quarter, make it available on their social media platforms. 	<ul style="list-style-type: none"> • Youth • Adults • Seniors • Media 	<p>Quarterly</p> <p>First publication from 2020 (2nd quarter)</p>

<ul style="list-style-type: none"> • Quarterly press statement on DV statistics. To be shared with media and also made available on FPA social media platforms. • With Info slides on statistics. 	<ul style="list-style-type: none"> • Issue a brief press statement quarterly, based on the statistics made available on FPA’s website. Circulate it on FPA’s social media platforms and on media personnel’s WhatsApp groups or shared with specific media contacts. <p>(Entry into the WhatsApp media groups or contact with specific journalists can be arranged with assistance from the Maldives Media Council and PSM)</p>	<ul style="list-style-type: none"> • MoGFSS • MBC • MMC • PSM • FCPD • HPA • IGMH (FPU) 	
CAMPAIGN THREE			
Slogan and Hashtag	ENGAGE and EMPOWER (#EngageAndEmpower) ބަހުދުވިރަވާ! ބަހުދުވިރަވާ!		
RATIONALE:	<p>The purpose of <i>Baiveri vamaa: Baaruveri vamaa</i> campaign is to engage men the primary perpetrators of violence, as purveyors of violence prevention and to enhance the capacity of women to come forward, break the silence, stand against violence and remove the stigma. It also aims to engage men as role models in order to promote positive and healthy constructs of masculinity. The campaign also focuses on increasing third party reporting. Raising awareness of migrant workers, particularly on ways to access the services set up to protect victims of domestic violence is another aspect of the campaign.</p> <p>The campaign will organize its media and advocacy activities under the 4 broad objectives.</p>		
OBJECTIVE:	<ol style="list-style-type: none"> Engage men as purveyors of domestic violence prevention. Encourage third party reporting. Increase awareness among expatriate workers on the prevention of domestic violence. Empower women to come forward and stand against domestic violence. 		

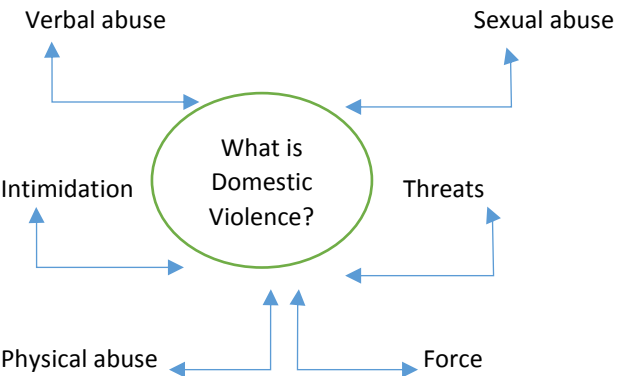
TARGET AUDIENCE:	Youth (18 to 30years), Adult (31 to 65years), Seniors (65years and above) – Expatriates
KEY AGENCIES TO PARTNER WITH:	(MoGFSS, Information Commissioners Office, SHE, HRCM, PSM, private broadcasters, FCPD, HPA, IGMH (FPU), Dhiraagu, Ooredoo, MRC, UNFPA, UN Women, Hope for Women, FLC, PILC and relevant High Commissions.)
CAMPAIGN PERIOD:	2020 first quarter to 2022 last quarter

Engage men as purveyors of domestic violence prevention

ACTION 1			
Focus Areas:	Message: for circulation through TV and Social Media – (Photograph and voice over of message)	Target Audience/ Key Partners	Timeframe
Produce Photographs of male-role models bearing anti-Domestic Violence slogans.	<p>SAMPLE Photograph: President Ibrahim Mohamed Solih holding placard and voice over of message.</p> <p>  </p> <p>(FPA to choose male role models, to give the messages. 10 sample messages are provided in Appendix 7 with suggested male role models.)</p>	<ul style="list-style-type: none"> • Youth • Adults • Seniors <hr/> <ul style="list-style-type: none"> • MoGFSS • Relevant org from where male role model is selected. • PSM • Private media 	<p>2020 (1st quarter) To 2020 (3rd quarter)</p> <p>Suggested to include in the LAUNCH of MAAP 2020 - 2022</p>

Encourage third party reporting			
ACTION 1			
Focus Areas:	Message through (video clips for social media and broadcast media) NOTE: To be aired with disclaimer and airtime allocated for adult viewing.	Target Audience/ Key Partners	Timeframe
Production & broadcast of video clips showing witness to domestic violence reporting the crime. (Sample content of 3 video clips bearing 3 different situations are provided in Appendix 7)	<p>Message</p> <p>تۆڭۈر ايسىڭ. بىچە دەرسىڭدەردە تۆڭۈر. مەڭگە تەڭر.</p> <p>تۆڭۈر ايسىڭ مەڭگە تەڭر دەرسىڭدە سەڭر راد دەرسىڭدە تەڭر. ايسىڭ مەڭگە تەڭر.</p> <p>بۇرۇر ايسىڭ بىچە دەرسىڭدەردە تەڭر تەڭر.</p> <p>(Content samples are provided in Appendix 7)</p>	<ul style="list-style-type: none"> • Youth • Adults • Seniors <hr/> <ul style="list-style-type: none"> • MoGFSS • FCPD • HPA • IGMH (FPU) • Dhiraagu • Ooredoo 	2021 (2 nd quarter) To 2022 (1 st quarter) Possible launch on: 25 May – International Day of Families
ACTION 2			
Advocators Against Domestic Violence: Sessions by FPA for selected officials from organizations.			
Focus Areas:	Message: through scheduled information sessions conducted by FPA.	Target Audience/ Key Partners	Timeframe
<ul style="list-style-type: none"> • It is advised to encourage that the Information Officer (RTI Act) of each organization take part in these information sessions on DV. • With their consent note their Viber/WhatsApp numbers to create a group for sharing DV related information 	<p>Request for a male and female staff from each willing organization to join the information sessions on Domestic Violence.</p> <p>The idea is for them to share this information on Domestic Violence with their colleagues in a non-formal setting, and to create 2 persons in each organization who could steer conversations, inform and empower others to make a stand against Domestic Violence.</p> <p>It is suggested that sessions focus on</p> <ul style="list-style-type: none"> - General info on DV and DVPA 	<p>From Organizations</p> <ul style="list-style-type: none"> • Youth • Adults • Seniors <hr/> <ul style="list-style-type: none"> • MoGFSS • FCPD 	2020 (2 nd quarter) To 2022 (4 th quarter) • Minimum one session per quarter can be held for a different group.

<p>produced by FPA.</p> <ul style="list-style-type: none"> WhatsApp broadcast feature is best for creating such groups where 200 persons can be on the list of one group. But the interactions are not shared by all in the group. It is strictly between the group admin and specific number. (Also other members of the group will not know who is on the list) 	<ul style="list-style-type: none"> Recent DV Statistics New trends in DV Importance of reporting DV. Info on numbers to call. <p>One simple call can save someone's life.</p> <ul style="list-style-type: none"> Just as FPA is currently doing, similar sessions can be facilitated separately for staff members of big organizations such as Dhiraagu, Ooredoo, WAMCO, STELCO, MWSC and STO. 	<ul style="list-style-type: none"> Organizations from where participants are selected Information Commissioner's Office 	
Increase awareness among expatriate workers on the prevention of domestic violence			
ACTION 1			
Focus Areas:	Message: simple animated graphics to be circulated on social media and in expat Viber/WhatsApp groups.	Target Audience/ Key Partners	Timeframe
Create simple animated graphics to disseminate information.	<p>Create simple animated graphics to disseminate information in following languages:</p> <ul style="list-style-type: none"> Bengali Sinhala Nepali Hindi Tamil <p>Messages need to be circulated in expatriate Viber/WhatsApp groups through selected focal points.</p>	<p>Expatriates, specifically household workers.</p> <ul style="list-style-type: none"> MoGFSS FCPD HRCM MRC 	2020 (3 rd quarter) to 2021 (3 rd quarter)

	<p style="text-align: center;">If you are a Household Worker facing violence of any sort from your employer, please call any of these numbers to report</p> <p style="text-align: center;">Police: 118 Hotline: 7764435</p> <p style="text-align: center;">FPA: 32324544</p>	<ul style="list-style-type: none"> • Relevant High Commissions <p>(While HRCM and FCPD have limited assistance in translation for some of the above mentioned languages. MRC has established good contact with lead persons from the expatriates' community who assist them in spreading messages.)</p>	
ACTION 2 Create simple animated graphics to disseminate information to expatriates on what is domestic violence.			
<p>Create simple animated graphics to disseminate information in following languages:</p> <ul style="list-style-type: none"> • Bengali • Sinhala • Nepali • Hindi • Tamil <p>Illustration given only as sample</p>	<p>What is domestic violence?</p>  <p>From any person with whom you have a domestic relation with. Which includes the domestic helper and other persons who live in the same house.</p>	<p>Expatriates, specifically household workers.</p> <ul style="list-style-type: none"> • Gender Ministry • FCPD • HRCM • MRC • Relevant High Commissions <p>(While HRCM and FCPD have limited assistance in translation for some of the above mentioned languages. (MRC has established</p>	<p>2020 (3rd quarter) To 2021 (3rd quarter)</p>

ACTION 4		INFORMATION KIOSK: Friday for Expats	
Focus Areas:	Message: Information sessions for expats on DV, referral pathways and helpline numbers.	Target Audience/ Key Partners	Timeframe
<p>FPA to take lead, and with assistance from the relevant High Commissions/Consulates identify key persons who can deliver pre-written and translated messages on domestic violence in their respective languages.</p> <p>(MRC have their own expatriate volunteers who help in disseminating information in their respective languages. It would be a good step to collaborate with MRC to gain entry to the expatriate community.)</p>	<p>Information must include numbers they can call and also what constitutes as domestic violence and their rights.</p> <p>Request from these selected speaker's/lead persons of the expatriate community to circulate the FPA created domestic violence messages within the Viber groups of the expatriate community.</p> <p>* Kiosks to be set up in areas where expatriates community gather during Friday, their break day.</p> <p>Selected Spots: Sultan Park, Artificial Beach, Rasfannu and Hulhumale beach area.</p> <p>A table or tent and one speaker system with a mike can be utilized for this easy to set up sessions.</p>	<ul style="list-style-type: none"> • Expatriates, specifically household workers. 	<p>2020 (2nd quarter) To 2022 (3rd quarter)</p> <p>These sessions can be held once every 4 months, making it 3 sessions annually.</p>
ACTION 1		Empower women to come forward and stand against domestic violence	
Focus Areas:	Message: Video clips to be aired on PSM, radio and TV channels after watershed and with a disclaimer. (For social media platforms as well)	Target Audience/ Key Partners	Timeframe
Produce 3 short video clips of survivor stories. Ideally the clips should include stories of two female survivors, a male survivor.	<p>3 Survivor stories, focus areas</p> <p>a. Briefly how it happened (the struggle), b. The turning point (Who helped and what helped) c. The journey to rebuild life. (Current life, and rebuilding and way forward, dreams and hopes for the future)</p>	<ul style="list-style-type: none"> • Youth • Adults • Seniors 	<p>2021 (2nd quarter) to 2022 (1st quarter)</p>

	<p>NOTE: No graphic details of violence must be included in the narration or visual depiction. The clips must be creatively presented to empower the audience without causing distress. The clip must portray a strong person who has overcome a challenging situation.</p>	<ul style="list-style-type: none"> • MoGFSS • SHE • UNFPA • PSM • FLC • PILC 	<p>Possible launch date: 7 April World Health Day</p>
ACTION 2			
Make animated graphics depicting a survivor’s triumph over domestic violence.			
Focus Areas:	Message: Animated graphic story of a survivor’s triumph over domestic violence. (PSM channels and private broadcasters, social media platforms)	Target Audience/ Key Partners	Timeframe
<p>Animated graphic story (For the graphic artist to express within the parameters set by FPA)</p> <p>Graphic artist suggested: Zara Fayaz, (Zara Comics active on Facebook and Instagram)</p>	<p>Showing a shadowy figure slowly rising up from a tired sitting position like a tree branching out and finally coming to stand with hands on hips and legs apart in position of strength and assertiveness.</p> <p style="text-align: center;">Voice and Text Overly Sample content provided in Appendix 7</p>	<ul style="list-style-type: none"> • Youth • Adults <hr/> <ul style="list-style-type: none"> • Gender Ministry • FCPD • IGMH (FPU) • Hope for Women 	<p>2020 (2nd quarter) To 2020 (4th quarter)</p> <p>Possible launch date: 07 April – World Health Day.</p>

ACTION 3	Produce video clips to empower women focused on primary topics relevant to the time.		
Focus Areas:	Message: Empowering video clips on following topics to be aired on PSM channels, private channels and to be circulated on social media platforms.	Target Audience/ Key Partners	Timeframe
Produce 4 video clips to empower women focused on selected topics most relevant to the time.	<p>a. Marriage is not the ultimate goal of a woman Message: <i>رەھبەت ۋە مۇھەببەت ئارقىلىق تەشەببۇس ئارقىلىق ئۆزىڭىزنى تۇتۇڭ. دۇنيا بىر تەبىئەتتۇر، دۇنيا بىر تەبىئەتتۇر.</i></p> <p>b. To encourage young women to gain financial independence. Message: <i>قۇدرەتلىرىڭىزنى ئىشقا سېلىڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ.</i></p> <p>c. To encourage young girls to stand up for themselves against control and possessiveness in a relationship. Message: <i>قۇدرەتلىرىڭىزنى ئىشقا سېلىڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ.</i></p> <p>d. To encourage women to respect their bodies and say no to forced pregnancies. Message: <i>ئىشقا سېلىڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ، ئۆزىڭىزنى تۇتۇڭ.</i></p> <p>Sample content provided in Appendix 7</p>	<ul style="list-style-type: none"> • Youth • Adults <hr/> <ul style="list-style-type: none"> • MoGFSS • SHE • UNFPA • Hope for Women • PSM • FLC 	<p>2020 (4th quarter) to 2021 (3rd quarter)</p> <p>Possible launch date: 25 November - International Day for the Elimination of Violence Against Women.</p> <p>Suggested to release the 4 videos during the 16 days of activism. (Between 25 November and 10 December)</p>

ADVOCACY ACTIVITIES

RATIONALE:	<p>There is a vital need to provide timely and professional assistance to victims and survivors of domestic violence. Sensitizing and training persons who attend to domestic violence situations and who handle cases of DV is a must. Similar to this it is necessary that organizations who provide assistance and guidance to DV victims and survivors maintain good communication and coherence in terms of the activities they carry out to address the issue of DV.</p> <p>While media as a watchdog and mouth piece of a society plays a vital role in setting the agenda for what topic is in prime focus, sensitizing and partnering with media to disseminate the correct information on domestic violence is of great importance. This segment will address these issues through the actions listed under the 4 objectives. However, it will not include any public media campaign.</p> <p>.</p>
OBJECTIVE:	<ol style="list-style-type: none"> a. Build capacity to effectively respond to cases of domestic violence. b. To facilitate expeditious path for domestic violence protection orders. c. To bridge the gaps in the system for greater cohesion and integration. d. To engage with media regulators and PSM to effectively address issues of domestic violence.
TARGET AUDIENCE:	Youth (18 to 30years), Adult (31 to 65years), Seniors (65years and above) – Expatriates
KEY AGENCIES TO PARTNER WITH:	<i>(The Peoples’ Majlis, MoH, MoGFSS, Family Court, FLC, FCPD, MBC, MMC, PSM, DJA, FPU, HPA, ISLES, JAM, MMI, MNU, MRC, private broadcasters, print and web media organizations, Dhiraagu and Ooredoo.)</i>
ACTIVITY PERIOD:	2020 first quarter to 2022 fourth quarter

Build capacity to effectively respond to cases of domestic violence

ACTION 1			
Focus Areas:	Activity	Target Audience/ Key Partners	Timeframe
Sessions on domestic violence to better equip professionals to attend and assist victims and survivors.	<p>Systematic scheduled trainings and information sessions, conducted through relevant institutions.</p> <ol style="list-style-type: none"> Discussions with key partners on how DV sessions can be delivered through the institutions for the targeted participants. Formulation of sessions to be delivered. Draw up a systematic schedule of trainings/information sessions to be held with each institution. Commence the delivery of the sessions. Delivery of sessions can be through FPA coached trainers from the institutions/relevant stakeholder institutions or FPA officials. 	<p>Police officers, medical staff, social service, Judges/Magistrates, media personnel, teachers and legal professionals.</p> <ul style="list-style-type: none"> • MoGFSS • MBC • MMC • PSM • DJA • IGMH (FPU) • HPA • ISLES. • JAM • MMI • MNU 	
1. Police Officers	<p>Institute for Security and Law Enforcement Studies.</p> <ul style="list-style-type: none"> - General Information on DV and DV Act - How to assist victims and survivors of Domestic Violence. 		2021 (First quarter)
2. Judges, Magistrates and staff of judiciary	<p>Judicial Academy of Maldives - JAM (Information session for Judges and Magistrates)</p> <ul style="list-style-type: none"> - General Information of domestic violence - The statistics - The urgency of fast-tracking cases of domestic 		2021 (Second quarter)

	<p>violence</p> <ul style="list-style-type: none"> - Importance of DVPO and EPO to victims of domestic violence 		
3. Media personnel	<p>Maldives Media Institute – PSM</p> <ul style="list-style-type: none"> - General Information on domestic violence and the DVP Act - The DV statistics - Importance of correct reporting on cases of DV. - The DV guideline on reporting 		2021 (Third quarter)
4. Medical students and Social workers.	<p>Maldives National University</p> <ul style="list-style-type: none"> - General Information on domestic violence and the DVP Act - The DV statistics - How to assist victims and survivors of domestic violence - Responsibilities of medical professionals to report on DV cases. 		2021 (Fourth quarter)
5. Teacher Trainee Students	<p>MNU</p> <ul style="list-style-type: none"> - General Information on domestic violence and the DVP Act - The DV statistics - How to assist victims and survivors of domestic violence 		2022 (First quarter)
6. Students of Shariah and Law	<p>MNU</p> <ul style="list-style-type: none"> - General Information on domestic violence and the DVP Act - The DV statistics - The urgency of fast-tracking cases of domestic violence - Importance of DVPO and EPO to victims of domestic violence 		2022 (First quarter)

7. MRC Volunteers	MRC <ul style="list-style-type: none"> - General Information on domestic violence and the DVP Act - The DV statistics - How to assist victims and survivors of domestic violence. 		2021 (First quarter)
FPA Staff capacity building	Facilitate for FPA staff members to take part in exchange programs, study tours and international conferences held on themes relevant to domestic violence. Such exposure would assist in greater understanding and finding new and effective means of addressing issues of DV. It would pave way to form stronger links with international organizations working to eliminate DV and also facilitate for knowledge and expertise sharing.	Staff members of FPA <ul style="list-style-type: none"> • MoGFSS 	2020 (1 st quarter) To 2022 (4 th quarter) <ul style="list-style-type: none"> • Proposed for minimum 4 staff from FPA to be provided with such opportunities, annually.

ACTION 2			
Mandatory sharing of Information for new health officials on the topic of Domestic Violence and familiarize with the procedure to report DV cases.			
Focus Areas:	Activity	Target Audience/ Key Partners	Timeframe
Mandatory Information session on domestic violence for health officials joining workforce. (Local and expatriate)	FPA in collaboration with HPA work to make their current online introductory sessions mandatory for new expatriate doctors joining hospitals and health centers in the islands.	New local and expatriate doctors joining the workforce.	2020 (1 st quarter)
	HPA currently has online modules available for the new expatriate doctors joining the health sector to be completed in the first 3 months they begin work. But no action is taken if these modules are not completed. The session must also be made mandatory for new local doctors joining the workforce so that they are aware of the obligation and procedures of reporting domestic violence cases.	<ul style="list-style-type: none"> • HPA • MoH • IGMH (FPU) • MoGFSS • FCPD 	
Facilitate expeditious path for DVPOs.			
ACTION 1			
Focus Areas:	Activity	Target Audience/ Key Partners	Timeframe
Maximum timeframe for issuing DVPO	<ul style="list-style-type: none"> • Proceed with legal advice on holding discussions with the judiciary to put in place a timeframe in issuing of DVPO, after the case is scheduled in court. • If the progress is not positive seek legal advice on possibility of bringing an amendment to the DVPA to include a timeframe to issue a DVPO after case has been scheduled at court. 	<p style="text-align: center;">-</p> <ul style="list-style-type: none"> • DJA • Family Court • FLC • People’s Majlis • MoGFSS 	2020 (3 rd quarter)

Bridge the gaps in the system for greater cohesion and integration.			
ACTION 1			
Focus Areas:	Activity	Target Audience/ Key Partners	Timeframe
Two day Symposium on Prevention of Domestic Violence to be held with relevant stakeholder participation, organized by FPA.	<p style="text-align: center;">AIMS</p> <ul style="list-style-type: none"> • With input from all stakeholders put in place a procedure which will be functional and give greater system and DV related activity coherence to all stakeholders. • Discuss and find solutions to current gaps in the system in providing a speedy solution to victims of domestic violence. • Revise the DVPA in order to streamline the existing ambiguities within the system. • Identify urgent areas which needs to be addressed most immediately to help victims of DV. • Formulate a list of recommendations to be submitted to the People’s Majlis for action. 	-	2020 (4 th quarter)
		<ul style="list-style-type: none"> • MoGFSS • Relevant stakeholders • People’s Majlis • MMC • MBC 	<ul style="list-style-type: none"> • Proposed to be held every 2 years. • During the period of the 16 Days of Activism starting from 25th November.
Engagements with media regulators and PSM to effectively address issues of domestic violence.			
ACTION 1			
Focus Areas:	Activity	Target Audience/ Key Partners	Timeframe
MoU with PSM	FPA to hold discussions with PSM and draft an MoU. The following points are a guide to follow: <ol style="list-style-type: none"> Request to put domestic violence in the prime focus area of PSM from 2020 to 2022. Agree to build concept and produce all TV and Radio content for MAAP 2020 to 2022. PSM to give the most cost effective rates to produced content on DV prevention. Airing of the content produced by PSM is to be free of cost in all PSM channels at the designated times and 	-	2020 (1 st quarter)
		<ul style="list-style-type: none"> • MoGFSS • PSM 	To 2022 (4 th quarter) (2020 1 st quarter) Discussion and formulating terms for cooperation with PSM) (2020 2 nd quarter)

	<p>frequency.</p> <p>e. Agree to share any viewer statistics of the time when the content produced for FPA is aired.</p> <p>f. Invitations to FPA to participate in programs related to DV aired on PSM operated Radio and TV channels.</p> <p>g. PSM published magazine Mahaldeen to carry information on DV as provided by FPA and as agreed by both parties.</p> <p>h. Allocate a focal point from PSM to coordinate activities with FPA.</p> <p>i. PSM to be the media partner for FPA pledge signing events.</p>		Finalize the agreed terms of cooperation from both sides.
ACTION 2	Broadcast Media Guideline for reporting on DV.		
Put in place a broadcast media guideline on DV reporting for media personnel to follow.	<p>Currently MBC has issued guidelines for media personnel to follow when they are covering certain specific topics, such as women’s issues, children’s issues, human rights issues etc.</p> <ul style="list-style-type: none"> • In consultation with MBC, FPA can draft a specific guideline for reporting on DV. • This guideline must be published in the Gazette and circulated to all broadcast channels and also made available on MBC and FPA website. 	<p>-</p> <ul style="list-style-type: none"> • MoGFSS • MBC • Private Broadcasters 	<ul style="list-style-type: none"> • 2021 (2nd quarter)

ACTION 3	Print/Web Media Guideline for reporting on DV.		
Put in place a print/web media guideline on DV reporting for media personnel to follow.	<ul style="list-style-type: none"> • In consultation with MMC, FPA can draft a specific guideline for print and web media for reporting on DV. • This guideline can be endorsed by MMC and published in the Gazette and circulated to all registered print and web media organizations. • The guideline must also be made available on the MMC and FPA websites. 	<p>-</p> <ul style="list-style-type: none"> • MoGFSS • MMC • Print/web media organizations 	<ul style="list-style-type: none"> • 2021 (2nd quarter)
ACTION 4	Dedicated Hotline and Dedicated Viber and WhatsApp number for DV reporting.		
Dedicated Hotline and Dedicated Viber and WhatsApp number for DV reporting.	While FPA is currently working on establishing a dedicated hotline for reporting DV, it is suggested to explore the feasibility of having a dedicated Viber and WhatsApp number for reporting cases of domestic violence.	<p>-</p> <ul style="list-style-type: none"> • MoGFSS • FCPD • HPA • Dhiraagu • Ooredoo 	<ul style="list-style-type: none"> • 2020 (3rd quarter)
