



*Communication for  
Development  
Foundation  
Uganda*

**CDFU**

# **RESILIENCE** **in 2021**

**CDFU ANNUAL REPORT**





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# OUR STORY CANVAS In 2021





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# ACRONYMS

<b>ANC</b>	- Antenatal Care
<b>ART</b>	- Antiretroviral Therapy
<b>ASRH</b>	- Adolescent Sexual Reproductive Health and Rights
<b>CA</b>	- Community Activist
<b>CDFU</b>	- Communication for Development Foundation Uganda
<b>EC</b>	- East Central
<b>EVAWG,</b>	- Ending Violence Against Women and Girls
<b>FGM</b>	- Female Genital mutilation
<b>FP</b>	- Family Planning
<b>GBV</b>	- Gender Based Violence
<b>HBC</b>	- Home Based Care
<b>HIV</b>	- Human Immunodeficiency Virus
<b>HMIS</b>	- Health Management Information System
<b>HTS</b>	- HIV Testing Services
<b>IEC</b>	- Information, Education and Communication
<b>IPC</b>	- Interpersonal Communication
<b>IWD</b>	- International Women's Day
<b>KP</b>	- Key populations
<b>LC</b>	- Local Committee

<b>LLINs</b>	- Long-Lasting Insecticide-Treated Nets
<b>MCA's</b>	- Male Change Agents
<b>MNCH</b>	- Maternal and Newborn Child Health
<b>MoH</b>	- Ministry of Health
<b>OPD</b>	- Outpatient Department.
<b>PDC</b>	- Parish Development Committee
<b>SBCC</b>	- Social and Behaviour Change Communication
<b>SOPs</b>	- Standard Operating Procedures
<b>SPSWO</b>	- Senior Probation and Social Welfare Officers
<b>SRHR</b>	- Sexual Reproductive Health and Rights
<b>STI</b>	- Sexually Transmitted Disease
<b>TBRA</b>	- Traditional Birth Referral Agent
<b>VHTs</b>	- Village Health Teams
<b>VMMC</b>	- Voluntary Medical Male Circumcision
<b>WASH</b>	- Water, Sanitation and Hygiene
<b>PEP</b>	- Post Exposure Prophylaxis
<b>SMC</b>	- Safe Medical Circumcision
<b>NBS</b>	- Nile Broadcasting Services
<b>NTV</b>	- Nation Television



# RESILIENCE IN 2021,

## A Foreword by the Board Chair



### Francis Xavier Sentamu

*Board Chairperson*

**W**arm greetings from Communication for Development Foundation Uganda (CDFU). It gives me great pleasure to present to you the 2021 Annual Report. This report gives an account of the activities undertaken in line with what we had set out to achieve based on our Strategic Plan. As the Board of Directors' Chairperson, I have had the honour of leading and working with a dedicated team of members. The year 2021 was characterized by a mix of events nationally and globally. Some of the most memorable are the general elections for the President, members of Parliament and other positions of leadership. The country was also faced with the difficult times brought by the COVID-19 pandemic. These events affected implementation of some activities; however, the team was resilient and innovative and utilized the opportunities presented to ensure we continued to deliver as expected.

Our accomplishments this year are a testimony of the high levels of commitment of the team. CDFU was able to successfully implement different activities addressing a range of areas including malaria prevention and control; gender-based violence; prevention of teenage pregnancy and child marriage; family planning; prevention of HIV and treatment; and access to health services. In addition, the team carried out SBCC capacity building of local organizations and implemented a media

campaign to promote milk consumption among school going children.

CDFU interpersonal and mass media engagements reached approximately 6,246,000 (Six million two hundred forty-six thousand people) with messages promoting healthier and safer practices; utilization of services and social change while utilizing a mix of media and community platforms. We hope this report brings inspiration to you and that we continue to work together to transform society where individuals take action to improve their lives.

I extend my utmost gratitude to the different ministries, district stakeholders, the Board, Development Partners, Consortium partners on different Projects/Activities, CDFU Management and Staff who made the execution of the 2021 mandates and programming deliverables possible. We are very grateful to community and households that our interventions have "touched."

Francis Xavier Sentamu  
Board Chairperson



# WELCOME TO OUR 2021

## A LETTER FROM THE EXECUTIVE DIRECTORS



**Basil Tushabe**

*Executive Director Management*



**Anne Gamurorwa**

*Executive Director Projects*



**Allen Nankunda Babihuga**

*Executive Director-Technical Assistance*

**O**n behalf of CDFU, we wish to extend our gratitude to the Board of Directors, Members of CDFU and other key stakeholders for the guidance and support that enabled us to continue designing and implementing development communication services despite the challenges brought by the COVID-19 pandemic.

The activities highlighted in the report offered opportunities and influenced individual, household and community attitudes and practices. The testimonies and key results shared demonstrate impact of the interventions we implemented among the communities we serve.

In the year 2021, CDFU continued to contribute towards motivating people to improve their wellbeing through SBC interventions despite the COVID-19 pandemic. The upsurge of COVID-19 cases in June 2021 prompted the government to resume lockdown and other restrictive measures disrupting the continuity of physical engagement with our target audiences.

CDFU remained at the forefront of the COVID-19 response supporting the Ministry of Health and other stakeholders. We utilized our toll-free Hotline 0800200600 and other digital platforms to provide information, counselling and referrals to those who needed help. In addition, we utilized mass media and social media platforms to maximize dissemination of messages and engagement of the audiences to keep safe against COVID-19 and other infections.

At community level, we worked with community resource persons including members of Village Health Teams (VHTs), Key Influencers, Community Activists and Champions to reach households. They used megaphones to spread messages especially about how to prevent COVID-19 and vaccination as they promoted handwashing with soap. Most engagements, meetings and trainings were conducted virtually to comply with the Standard Operating Procedures (SOPs) to prevent further spread of COVID-19.

As an organization, CDFU continues to devote her focus towards empowering individuals and communities to take action to improve their well-being.

# CDFU STORY

Our story is founded on who we are, what we believe in, what we work towards and what we value.



## OUR VISION

"A transformed society where individuals take action to improve their lives."



## OUR MISSION

"Design and deliver communication programs tailored towards sustainable development."

## OUR VALUES

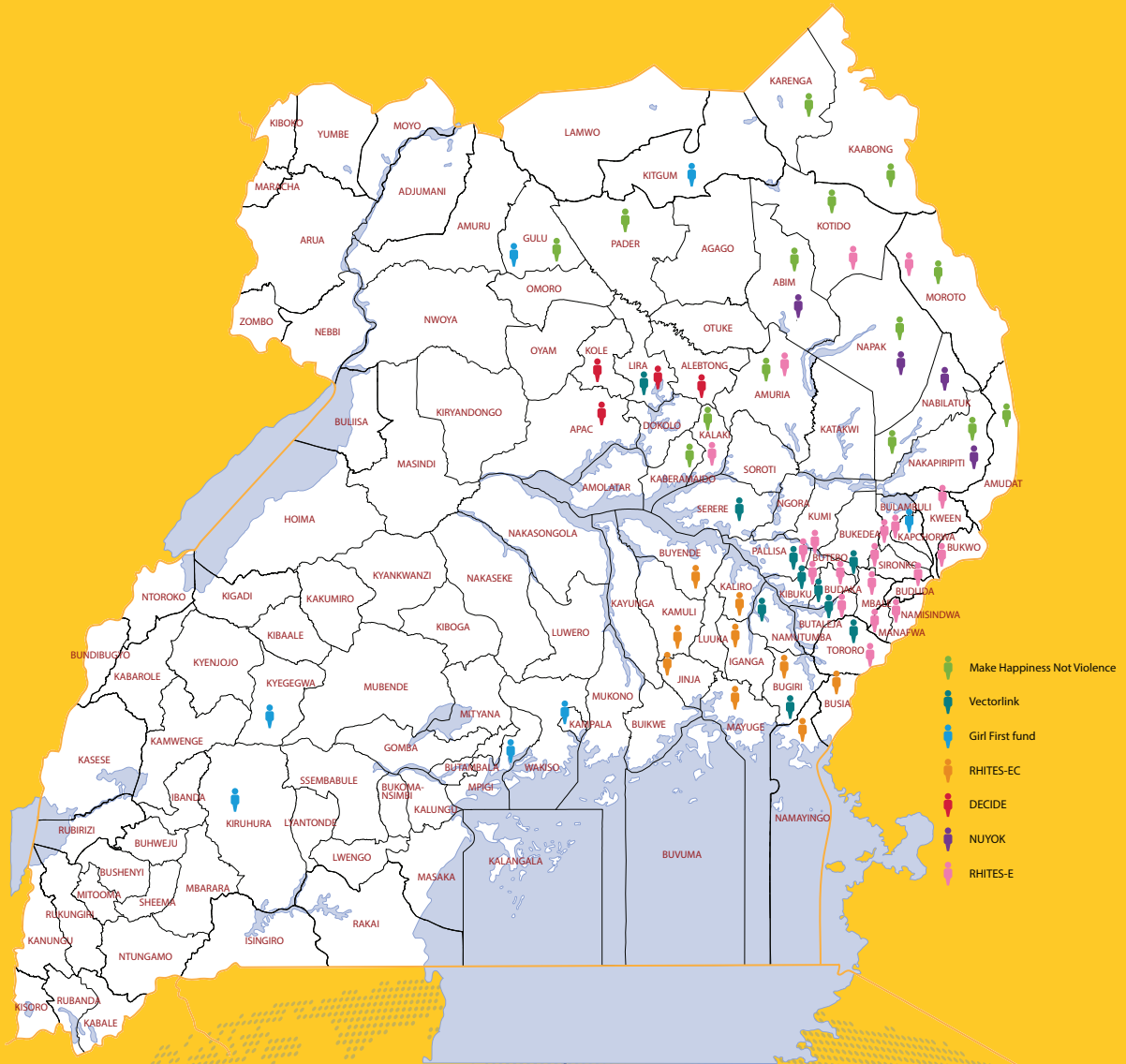




# OUR PRIORITIES

Strategic  
Communication with  
specific focus on  
health; environment;  
agriculture and  
livelihoods; education;  
civic engagement and  
financial literacy.

## OUR REACH





# OUR IMPACT CANVAS

CELEBRATING CHANGE, 2021 IN NUMBERS AND WORDS



Reached

**6,246,034**

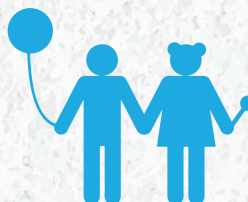
people

(3,685,160 males and 2,560,874 females) with social and behavioral change messages across different media and community platforms. Mass media messaging (Television talk shows and spots reached 1,348,000 people) while interactive radio talk shows, spots and announcement reached 1,219,454 people).



**21,686**

people provided psychosocial support through our toll free call-center (0800 200 600)



**35**

adolescent girls and boys rescued from child marriage in the districts of Apac, Kwanja and Kole with support from PDCs, local radio stations, CPCs, police, LCs, PSWO, traditional leaders.



**76%**

People reached in at least 65 districts observed based on participation in the interventions implemented in 2022.



A total of

**159,467**

Tweet impressions and a Facebook post reach of 55,507 with discussions by followers on EVAWG, SRHR and COVID -19.



Number of households using tippy taps increased from 26.5 % to 55%; a total of

**1,625 households**

with functional tippy taps in Lira district .





568

Integrated community health outreaches were conducted targeting adolescents between 10-24 years, children under 5 years, women and men in the reproductive age. Focus areas included (ASRH awareness, counselling and referral, health education talks, family planning, HIV and STI counselling and testing, pregnancy screening, immunization, health talk, malaria prevention & treatment and deworming).



35

drama groups Supported to disseminate information to communities for positive change in social norms, attitudes and practices that discourage harmful



1,020

Community Activists trained, mentored and supported to create awareness to individuals and households on GBV issues, practices like Female Genital mutilation (FGM), child marriage and Violence Against Women and Girls.



5,560

referrals made by TBAs for ANC, deliveries, immunization and FP services.



604,706

home visits undertaken by VHTs/Change Agents reaching 1,194,455 people



47,268

IEC materials printed and distributed to different audiences including COVID-19 posters, community conversation posters, FAQs



71

episodes ( 58 Akyar-Karimojong word which means "life" and 13 in the Pokot language) were translated, recorded, post produced and broadcast on different radio stations in Karamoja region



4,265

community dialogues conducted reaching out 127,950 communities members with different messages





6,367

radio spots, 488 announcements, 828 DJ mentions with messages on EAVWG, SRHR, malaria prevention and treatment, ANC, gender equality, MNCH and COVID- 19 broadcast.



1,472

Cultural and religious leaders engaged and trained to improve their knowledge, attitudes and social norms on VAWG, SRHR, and to adopt healthy behaviors and utilization of health services

## Make Happiness Not Violence Campaign mini- survey 2021, celebrating progress



55%

(n=864) CDFU Mini survey 2021 of the respondents acknowledged that the GBV situation is improving as a result of Community Activists'(CAs) work and media campaign activities.



52%

Individuals reached in 13 districts reported a positive change in their behaviour in regard to VAWG through interventions by cultural and religious leaders.



Over 2600

GBV cases reported.

Cases reported through the toll free center, CAs and police increasing GBV case reporting rate to 64 per cent



# HEARTS AND minds





# HEARTS AND MINDS

## Influencing behavior change through integrated programs

During the year, CDFU continued to support integrated projects namely: Regional Health Integration to Enhance Services in Eastern Uganda (RHITES- E), East Central Uganda (RHITES-EC) and Northern Uganda (RHITES-N, Lango). SBCC interventions focused on improving service uptake through addressing emerging determinants and barriers that include low knowledge levels, poor attitudes, and negative social and cultural norms.

Activities implemented focused on increasing adoption of healthy behaviors and utilization of health services in regard to malaria; maternal, newborn and child health (MNCH); family planning (FP); nutrition; Water, Sanitation and Hygiene (WASH); HIV prevention, care and treatment; tuberculosis (TB); Viral Load and Voluntary Medical Male Circumcision (VMMC). Community sensitization and one-on-one interfaces were used as the main channels of communication through creating awareness, promotion of healthy behaviors and mobilizing adolescents and youth (20-24), men and women of reproductive age for services across the 45 districts. VHTs acted as community champions/agents of change in the areas of maternal and child health, nutrition, family planning and WASH.

## CHANGE MAKING

Mobilized communities to participate in integrated outreaches targeting maternal health and family planning service provision with the aim of bringing services closer and nearer to the disadvantaged and hard to reach communities.

Line listing and mobilization of unimmunized children for DPTI, DPTIII and measles vaccines – this increased number of children immunized to



**7,261**

in only three sub counties of Lira district



**95**

community mother care groups were formed to promote IYCF Practices/ behaviors among households in three sub counties of Lira district.



A total of  
**720**

care groups were formed  
in only three sub counties  
of Lira district



**54,219**

people were mobilized for  
HTS; 28,052 tested in 30  
districts of Eastern Uganda.



Reached

**878,150**

people with key messages  
on COVID-19, HIV/AIDS, GBV,  
malaria and FP in 30 districts.



**90,515**

households with improved  
latrines in 30 districts of  
Eastern Uganda



**214,327**

clients in 11 districts of East  
Central Uganda received  
services like (condoms  
distribution, family planning  
services, ANC, immunization,  
VMMC) through IPC.



**2,471**

for ANC and 2,742 deliveries  
as a result of referrals by RAs  
(Traditional Birth Referral Agents)



**1,597,988**

household members were  
reported using LLINs in 30  
districts of Eastern Uganda



**14,025**

households supported with tippy  
taps through SBCC and 300 sub  
counties supported for sanitation  
and hygiene in response to  
COVID-19.



## RESILIENCE IN 2021



VHT/champions carried out

**548,386**

home visits reaching 2,191,199 people in 30 districts of Eastern Uganda



Referred

**17,515**

for COVID-19 vaccination, HTS and FP services in 11 districts of East Central region



Oriented

**34**

health care workers and 112 non-health care workers from 7 districts (Kamuli, Jinja, Iganga, Mayuge, Bugiri, Busia, Namayingo) on Risk communication and community mobilization to raise awareness against COVID-19 among vulnerable groups at health facilities and in key hotspots.



Reached

**2,999**

travelers and trucker drivers with messages on COVID-19 Vaccination uptake and integrated with HTC services.



**585**

facility-based providers / District Based Trainers and health workers oriented on Interpersonal Communication skills and deployed at 126 health facilities in 11 districts of East Central region.



Reached

**10,181**

people through 675 health education sessions at different entry points (OPD, ANC, ART, and nutrition clinics),



**80**

leaders and 15 adolescent peers and champions from Mayuge District and Busoga kingdom engaged to carry-out community WASH home improvement campaigns.



**582**

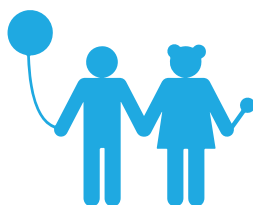
KP/PPs were screened for STI treatment and received STI treatment in Busia, Namayingo and Bugiri districts.



## SPOTLIGHT ON STRATEGIC ACTIONS

### Sexual Reproductive Health Rights(SRHR) information for youths on service pathways and ending child marriage

This intervention presents a holistic approach to reduction in child marriage in Uganda. It combines ASRHR, education, protection and empowerment for adolescent girls through engagements with men, women, boys, local, religious and traditional leaders to challenge social norms of ending child marriage and teenage pregnancy.



674

adolescents' boys and girls between 10-24 years in hard to reach communities of Apac, Kole and Kwanja received family planning, immunization, ANC, pregnancy screening, HIV counselling and testing, deworming, malaria testing and treatment, referral and ASRH awareness services provided by the health workers.

### Collaboration with relevant structures to promote child protection and reduce child abuse in communities.



153

case management (follow up) cases of child marriage and teenage pregnancy conducted with support from Child and Family Protection Unit of Police, Community Development Officers, Senior Probation and Social Welfare Officers and Child Protection Committees in Apac, Kwanja and Kole districts.



*Making reusable pads Abongodic primary School Bala Sub-county Kole district*



# MAKE HAPPINESS NOT VIOLENCE CAMPAIGN



# MAKE HAPPINESS NOT VIOLENCE CAMPAIGN: GENDER EQUITY FOR WOMEN AND GIRLS

By their 15<sup>th</sup> birthday (95%) women and girls in Uganda have experienced physical or sexual violence committed by their partners and non-partners (UBOS-2021). Almost half (45%) of women who were married have been physically abused by their partners. Violence Against Women and Girls (VAWG) has serious implications on the health of women and girls. Intimate partner violence along with all forms of domestic violence increased tremendously during the COVID -19 pandemic lockdown and restrictions. The number of cases of sexual gender-based violence (SGBV) according to the Uganda Police Crime Report (2020) and the media showed an average of 2,707 cases of sexual and gender-based violence reported to the police every month.

Make Happiness not Violence Campaign uses multi-media and multi-channel approach, with a media campaign in 22 districts as well as community activities. We are using SASA!, an evidence-based approach to prevent violence against women and girls.

We are encouraging communities to personally and collectively use power to create safe, violence-free communities for women and girls, and ensure sexual reproductive health and rights.

Make Happiness not Violence Campaign is part of the UN Joint Programme on GBV funded by the Swedish Embassy and UNWomen. It is also part of the EU-UN Spotlight initiative to end violence against women and girls

## SOUNDING THE ALARM



# 59,558

people (30,749 Males; 28,809 Females\_Ipsos) reached through radio spot messages focusing on ending child marriage, community responsiveness in raising young people and responsible parenting.





### 6,246,034 viewers

(3,685,160 males and 2,560,874 females) reached through Television broadcast, talk show and TVC: CDFU produced and broadcast a television documentary on NBS and NTV highlighting the plight of market women during the lockdown. Market Women: Building resilience in the face of COVID-19.). The documentary was an advocacy piece that brought the challenges such as hygiene, financial support and security of the market women to the attention of the authorities and policy makers. As a result, the advocacy efforts contributed towards having some of the measures addressed by the authorities in the subsequent lockdowns.



### 16 Days

of Activism CDFU produced and broadcast mini-feature stories titled Cultural Leaders at the Frontline to Liberate Women in commemoration of 16 Days of Activism. The mini-feature stories highlighted the role of cultural leaders from Ker Kwaro Acholi, Teng Adhola and elders from Karamoja and Amudat in EVAWG under the shield of culture, appealing to communities to reach out to the cultural institutions since they play a big role in fighting VAWG



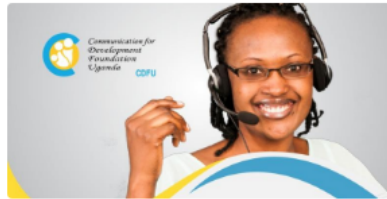
### 214,974

people reached through facebook (post reach of 55,507), Twitter (159,467 Tweet impressions) and WhatsApp. CDFU utilized social media to reach youth, men, women and engaged them in discussion to challenge negative beliefs and attitudes on Sexual and Reproductive Health, HIV and AIDS, FP, GBV and COVID-19.

## TWEET HIGHLIGHTS

### Top Tweet earned 2,493 impressions

Mutual consent is when both partners actively agree on how & when to have sex. Mutual pleasure actually makes sex more enjoyable for both partners, this helps both parties to improve on their sexual intimacy. Call 0800 200 600 for more information, counseling & referral. #WithHer  
pic.twitter.com/gT7qW7IGSG



5 7

View Tweet activity

View all Tweet activity

### Top Follower followed by 13.4K people



### Top mention earned 260 engagements



**UN Women Uganda**

@unwomenuganda · Aug 3

Toll Free Numbers to Report Violence Against Women and Girls in Uganda!

☎@UN\_Women supported partners @PoliceUg, @CDFUUG, @Justice\_Centres, @FIDA\_Uganda and @Uganelaw to report now! #WithHer #SpotlightEndViolence

Supported by @GlobalSpotlight and @SwedeninUG  
pic.twitter.com/fk3YY37aZM



3 45 82

## AUG 2021 SUMMARY

Tweets  
22

Profile visits  
501

New followers  
13

Tweet impressions  
13.6K

Mentions  
24

## TWEET HIGHLIGHTS

### Top Tweet earned 1,464 impressions

Tune in tonight Saturday 6th February @nbsv Live@9 bulletin at 9pm and listen in first hand to a reformed FGM surgeon and the Amudat Cultural leaders on the frontline to liberate women and girls. #EndFGM #MakeHappinessNotViolence #WithHer  
pic.twitter.com/Adar55ZSt



10 10

View Tweet activity

View all Tweet activity

### Top mention earned 317 engagements

**TMCGroup**

@TMCGLtd · 25 Feb 2021

Ongoing at Golden Tulip Hotel: @TMCGLtd & @RockHealthUG as part of the USAID Social Behavioral Change Activity is hosting a Digital Health Partners workshop. Some of the partners represented include @MinoHealthUG @JohnsHopkinsCCP @bayloruganda @PSF\_Uganda @USAIDUganda @CDFUUG  
pic.twitter.com/4lug7JmGN



441 49

## FEB 2021 SUMMARY

Tweets  
22

Profile visits  
441

New followers  
48

Tweet impressions  
11.9K

Mentions  
49

## TWEET HIGHLIGHTS

### Top Tweet earned 740 impressions

If women are respected within the institution, the institution is better able to treat its female ( & male) clients, customers, students, among others with respect & dignity. Call 0800 200 600 for more information, counselling & referral. #MakeHappinessNotViolence #SASATogether  
pic.twitter.com/ln3FFLUV



11 10

View Tweet activity

View all Tweet activity

### Top mention earned 66 engagements

Current Situation, @CDFUUG Make Happiness Not Violence campaign Project Coordinator Pamela Sinia handing over orange t-shirts to community activists and champions in Pader District ahead of 16 Days of activism. #OrangeTheWorld #16Days  
pic.twitter.com/yavTvzAJo



17

View Tweet activity

View all Tweet activity

## NOV 2021 SUMMARY

Tweets  
39

Profile visits  
892

New followers  
14

Tweet impressions  
16.3K

Mentions  
60

## TWEET HIGHLIGHTS

### Top Tweet earned 1,356 impressions

NAWOU Women's group @unwomenuganda and Engaging Men for Accountable Practices(EMAP) group @UNFPA welcoming Ms Luta Shaba Program Coordinator @GlobalSpotlight & other guests to Site 2 visit, in Kotti Village Loroo Subcounty during the EU UN Spotlight Joint Monitoring Visit.  
pic.twitter.com/Atu0o0Jb



10 10

View Tweet activity

View all Tweet activity

### Top mention earned 80 engagements

**Owuor Kennedy**

@OwuorKennedyWFP · 18 Apr 2021

During last week's joint monitoring visit to Kangole Girls Primary School in Napak District in #Karamoja by @IrEmbuUganda and @WFP #Uganda we learnt that the school's vegetable garden ensures that the students are able to eat healthy nutritious meals. @Irish\_Aid @DaloumCd @CDFUUG  
pic.twitter.com/4XwP83gT



13 13

## APR 2021 SUMMARY

Tweets  
64

Profile visits  
1,834

New followers  
30

Tweet impressions  
27.2K

Mentions  
85

## TWEET HIGHLIGHTS

### Top mention earned 80 engagements

During last week's joint monitoring visit to Kangole Girls Primary School in Napak District in #Karamoja by @IrEmbuUganda and @WFP #Uganda we learnt that the school's vegetable garden ensures that the students are able to eat healthy nutritious meals. @Irish\_Aid @DaloumCd @CDFUUG  
pic.twitter.com/4XwP83gT



13 13

View Tweet activity

View all Tweet activity

## APRIL 2021 SUMMARY

Tweets  
64

Profile visits  
1,834

New followers  
30

Tweet impressions  
27.2K

Mentions  
85



### COMMUNITY ACTION

- CDFU trained and worked with **1,020** Community Activists(CAs) in 13 districts to use innovative community mobilization approaches including SASA! Together<sup>1</sup>. The activities mobilized individuals (75,720 men and women), communities and institutions to personally and collectively use power to create safe, violence free environments for women and girls and ensure their sexual and reproductive health and rights.
- Over **2600** GBV cases were reported through the CDFU toll-free center. In addition, community activists as a result of our mentorship documented, reported and referred 105 cases of VAWG to the police. These included 25 cases of teenage pregnancy that were referred to police; 13 cases of land wrangles which were referred to the cultural leaders and Local Councils. Some cases were reported as being handled through mediation. Up to 18 cases of child neglect that were being handled by the Child and Family Protection Unit(CFPU), and counselling by FIDA. Most of the cases were on emotional violence which required counselling and mediation done by the CAs and LCs. Nine (9) physical assault cases were referred to KAWOU, police and FIDA for resolution; economic violence registered 10 cases that were also settled through counselling by CAs.

### MEASURING CHANGE

- CDFU conducted a Make Happiness not Violence Campaign mini survey in 2021 to measure the change attributed to implementation of campaign activities in 13 districts (Pader, Gulu, Amudat, Amuria, Kaberamaido, Abim, Kalaki, Napak, Nakapiripirit, Nabilatuk, Moroto, Kotido and Kaabong). The survey established self-reported change of respondents exposed to campaign activities in respect to social norms, attitudes, and behaviors towards violence against women and girls. It further assessed knowledge, attitudes, and behavior change of Community Activists and communities exposed to radio talk shows, coordination meetings, public events, and other campaign activities. The survey findings highlighted:

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<sup>1</sup> **SASA! Together:** Is a community mobilization approach to prevent violence against women by transforming power imbalances between women and men at all levels of the community. "SASA!" means "NOW!" in Kiswahili, emphasizing the urgent need to prevent violence against women. SASA! is also an acronym for its four phases: Start, Awareness, Support, and Action. "Together" emphasizes that change is possible with collaboration, support, and solidarity.

**SASA!** walks communities through a process of change addressing a core driver of violence against women and girls: the imbalance of power between women and men, boys and girls.

## Messages that respondents can recall from SASA! Together activities

**34.1%** Violence Against women and Girls

**32.9%** Balacing power

**31%** Sharing decisions

**23.6%** Good communication

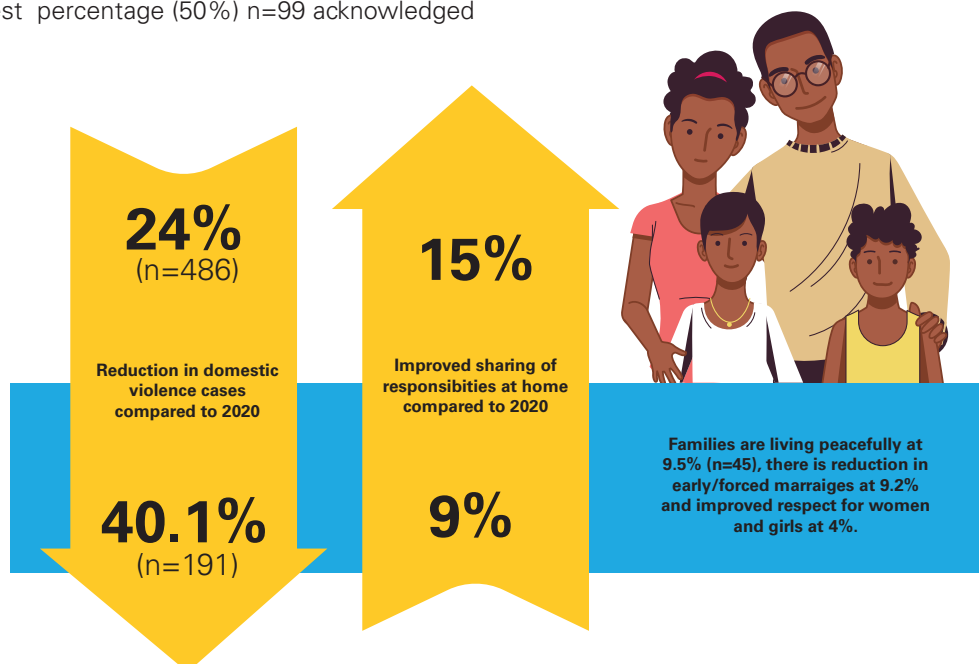
**22.2%** Couples helping each other

**Source:** CDFU Mini survey 2021

- Up to 55% (n=864) of the respondents acknowledged change that had happened in respect to ending Violence against women and girls between March 2020 and December 2021 as a result of Community Activists'(CAs') work and media campaign activities.
- Men and women between 25-34 years had the highest percentage (50%) n=99 acknowledged

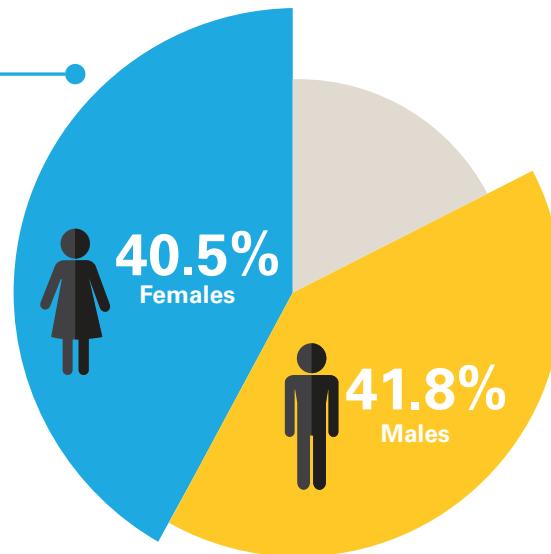
that the GBV situation is improving as a result of Community Activists'(CAs) work and media campaign activities.

More than half (60.8%) of the respondents had listened to messages disseminated urging them to stop violence against women and girls and to avoid alcohol since it fuels VAWG.





Majority of the respondents 82% (40.5% Female and 41.8% Males) n=709 had received and at least Listened to any message on Make Hapiness Not Violence campaign in the last three months before the survey took place.



### Setting Ground



David Erotu, a religious leader in Aita village, Aita Parish, Akeriau Sub County, Amuria District shared that SASA Together enabled him to integrate issues that affect women into his preaching and pastoral counseling. He said it broadened his mind to look at things beyond the loosely translated biblical verse that tells women to submit to men.

# FOSTERING FUTURES





# FOSTERING FUTURES

## Enhancing Livelihoods, Food and Nutrition security

We worked with communities to build resilience shocks, enhance livelihoods and improve food security and nutrition among the vulnerable rural families in Karamoja's four districts of Abim, Napak, Nakapiripirit and Nabilatuk. 58,126 households living in poverty were reached through the activities implemented. Under the leadership of Catholic Relief services, Nuyok Program is implemented by a consortium of local and international partners. The project outcomes included: empowered, resilient, healthy families; responsive, inclusive governance; and a vibrant private sector that engages smallholders at every level.

### SHIFTING THE NEEDLE

Through a radio serial drama- (Akyar radio drama) and Mother Care groups we empowered communities with knowledge and skills to improve farming methods for food security and household savings to better prepare families for un



**486**

Male Change Agents who later also had discussions with community members with respect to the messages and actions taken by the listeners as a result of exposure to Akyar radio serial drama.



**4,023**

community members were directly reached by Male Change Agents(MCAs) during the broadcast while 14,401 people reached by the peers that had been reached by MCAs in 4 districts of Karamoja.



58

Akyar storylines were translated, recorded, post produced and broadcast on radio stations of Heritage FM, Ateker FM and Karibu FM reaching 88,613+ people in the five Karamoja Districts.



The level of influence of Akyar serial drama was demonstrated through various calls from the community expressing their appreciation of the drama and the positive actions adopted as a result of being exposed to the serial drama messages. Some community members shared that they had adopted modern farming methods like planting foodstuffs in rows as a good agronomic practice as opposed to the old traditional methods of growing crops. Some listeners also shared that Akyar serial drama influenced them to establish kitchen gardens and joined producer marketing groups.



44,304

Participants practically applied the knowledge and skills they acquired regarding good personal hygiene practices like hand washing demonstration at the five critical hand washing moments.



Some community members started growing different crops to ensure good nutrition at household.

*"Some women have joined the mother care groups and trained on food demonstration and preparation because of Akyar radio serial drama. Other community members have also started saving in SILK group to have money generated for IGAs in their homes" shared Chebokopoi, Male Change Agent Moroto district*



# Events

## Celebration of International Days

CDFU utilize international and national events to advocate for promotion of WASH practices, ending FGM, VAWG prevention and SRHR promotion.

*World Water Day : "Good Sanitation Hygiene for strengthening COVID-19 response."*



*Rogom school-  
WASH/ Health club  
marching during  
World Water Day 22  
of April celebration in  
Rogom Parish.*







*CDFU staff  
celebrating World  
Water Day.*



*Symbolic  
tree planting:  
Commissioner and  
RDC during the  
Word Water Day in  
Nakapiripirit District*





# 16 Days of Activism: End Violence Against Women Now

CDFU also participated and supported district based events of the 16 Days of Activism against Gender-Based Violence (25th - 10th December 2021). The events took place throughout the project districts through drama groups entertainment and sports events; creating awareness on EVAWG, how teachers and parents can contribute towards ending harmful cultural practices such as FGM and child marriage by embracing girl child education and referral pathways to ensure women achieve justice and support the girl child in education.



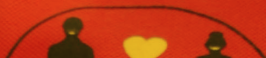


*Celebrating 16 Days of  
Activism in Moroto District.*





# SIXTH HIGHEST



# SIXTH HIGHEST

## Fighting Malaria

Uganda has the sixth highest number of deaths per year from malaria in Africa with approximately 11 million cases and over 10,000 deaths reported annually<sup>1</sup>. Malaria is endemic in approximately 95% of the country affecting over 90% of the population. It remains a leading cause of morbidity and mortality among children under 5 years of age and pregnant women. Malaria accounts for 30-50% of outpatient visits at health facilities, 15-20% of all hospital admissions and up to 20% of all hospital deaths.

During the year, CDFU continued to provide expertise for Social Behavior Change (SBC) in 14 high malaria burden districts of Northern and Eastern Uganda.

## KEY ACHIEVEMENTS:

CDFU produced and broadcast 140 post IRS radio spots in the local language on 8 local radio stations as a way of sensitizing the community in the prevention and control of malaria with an estimated reach of **88,400** people.

As a result, the spot messages contributed to increased knowledge on importance of malaria prevention and influencing early treatment, IPTp uptake among pregnant women while influencing early malaria treatment seeking within 24 hours on onset of malaria signs and symptoms. **86% (n=851)** of the sampled households gained knowledge on effects of practices that reduce the efficacy of IRS.

**560** malaria committees were formed in 14 districts. These convened at monthly basis to review progress of the set milestones on malaria prevention and control in their respective communities.

Conducted 84 public drives reaching out to **8,400** people (**4,079 males and 4,321 females**) in 14 districts during SBC interventions addressing the negative malaria practices that affect IRS gains like smearing, painting, plastering of walls, renovating roof tops of the house before spraying households.

**Following the analysis made from CDFU engagements, the key results that contributed towards prevention and control of malaria included:**

<sup>1</sup> Malaria in Uganda .statistics and facts 2020



94%

with correct knowledge about mosquito net use and beliefs and practices will reduce their vulnerability to malaria

79%

with skills on how to re- purpose the old mosquito nets

86%

of households in 14 districts with knowledge about effect of smearing

*"Whereas government is helping us.... it's our responsibility as household heads to ensure our families live free from malaria so as avoid unnecessary malaria treatment expenditures" shared **Mahaizeyo Brian** a participant during the community dialogue meeting in Kangai community, Butebo district.*



# NUTRITION BOOST





# NUTRITION BOOST

## Media Campaign to promote Milk Consumption

With support from SNV and in collaboration with key partners in the industry, CDFU designed messages promoting milk consumption among school going children. The messages were aired on TV and radio reaching an estimated **2,226,485** people on three television stations (NTV, NBS and Bukedde) and **1,474,087** on 5 radio stations (Capital FM, Simba, CBS, Radio One and KFM). The campaign focused at increasing learners' milk consumption while at home to improve their nutrition, health and education outcomes. It also aimed at motivating parents to buy milk for children at home just like they provided under the school program hence boosting the domestic market. Overall, the campaign raised awareness about the importance of milk consumption among primary and secondary school going children. The messages reached parents who are the key decision makers at home.

### Actions taken after exposure to the messages

Some of the actions taken by those exposed to the milk consumption messages on TV and radio included: providing children milk on a daily basis; not adding water in children's milk; and some husbands (as targeted in the advert) started providing money for milk.

The toll-free call centre agents addressed questions and concerns of those exposed to the messages had. Some of the callers had myths and misconceptions associated with milk consumption which were addressed. These included: belief that children should not be given undiluted milk; children who take milk will "think like cows"/be like animals; assumption that milk is for young babies only.

*"After the advert on radio, I have decided to cut on other expenditures in order to buy my child a cup of milk every day" housewife, Kampala.*

*I now make it a point in ensuring my child takes pure milk. No adding water like before to prevent running stomach. Father, Kampala- Security Guard.*

*I like the TV message. It promotes open communication between parents on welfare of children. Man 20 years. Wakiso*

A woman with short dark hair, wearing a brown sleeveless top and a dark skirt with a green patterned sash, is pushing a metal wheelbarrow. A young child is strapped to her back in a green and orange patterned cloth. The wheelbarrow contains some light-colored material. In the background, there is a structure made of many thin, vertical wooden poles, with a green plastic container hanging from one of the poles. The scene is bathed in a warm, golden light.

# COMMUNITY POWER



# COMMUNITY POWER

## Mobilizing citizens for social change

Community support is built if the members are actively involved in the process of change. Community Mobilization is a critical approach that CDFU uses to pass on messages promoting individual and social change. CDFU mobilized communities focusing on malaria and HIV prevention and treatment; prevention of GBV (including early marriage and teenage pregnancy) and access to maternal health services through drama, dialogues, health education sessions and activations.

### Gathering Momentum

#### Drama as a community engagement strategy

CDFU uses drama as a form of edutainment to both raise awareness on harmful community practices. We worked with drama groups to pass on messages to communities to promote positive change in social norms, attitudes and practices to discuss harmful practices like Female Genital Mutilation (FGM, Child Marriage, and VAWG. Drama was also used to pass on messages on prevention and control of malaria, good hygiene and sanitation practices, and COVID-19 SOPs. The communities perceived drama as entertaining, learning and as the preferred choice of engagement activity.

#### Fostering Collaboration with Religious and Cultural Leaders

Religious and cultural leaders were critical in promoting disease prevention and treatment, creation of a supportive environment, addressing resistance to change/barriers, compliance to set standards, sharing information and integrating COVID-19 messaging. CDFU provided platforms to positive cultural leaders to talk to their communities as gatekeepers of traditions and social cultural norms and the ruler of behaviour that individuals follow.

CDFU engaged **1,472 cultural and religious leaders** through meetings/dialogues; participation as quest speakers on radio programs and officiating at events to mobilize the communities. A mini feature stories under the series Cultural Leaders at the forefront to deliberate women and girls was broadcast with Cultural leaders speaking against FGM, child marriage and other related harmful norms (<https://www.youtube.com/watch?v=7ZbljNEw6GE>).

*"We support and empower individuals and communities to claim and advocate for their rights, change their behaviour. In our community where religion has a major influence on people's opportunities in life, it would be like running into a dead-end not to involve the religious leaders" shared a Religious Leader, Butebo district*

*Minister of State for Gender and Culture during her visit to Amudat district.*





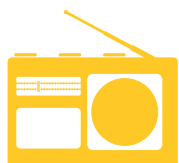
# STRONGER SKILLS



# STRONGER SKILLS

## Capacity building in SBCC

CDFU supported and equipped 6 grantee partners of Girls First Fund with knowledge and skills to plan, implement and evaluate behavior change interventions to ensure that girls within their communities are free from child marriage and able to exploit their potential. Girls First Fund's focus is on girls, families and communities on ending child marriage with grant making directed to community-based and locally-focused national organizations. The partners supported were: Access Youth Initiative (AYI), Community Initiative for Prosperity and Advancement limited (CIPA), Women and Girls Rights Advocacy Uganda Limited (WAGRAU), Soroti Girls Right Initiative (SGRI), Kikorongo Women Community (KWC) and Mentoring and Empowerment Programme for Young Women (MEMPROW) and a total of 29 participants were trained. The process included: orientation, SBCC capacity assessment, and SBCC basic skills training. Evaluation by the participants showed they had gained basic knowledge and skills in SBCC that they were going to utilize as they implement activities.



### REACHING AUDIENCES THROUGH RADIO



#### Radio Serial Drama and other radio programs

**Rock Point 256:** Since 2005, CDFU has been designing, producing and airing Rock Point 256 radio serial drama. Radio serial drama is a popular medium of communication CDFU utilizes to influence behavior change among the target audience to promote healthy behaviours including improved hygiene, food and nutrition security, prevention of teenage pregnancy and early marriage; malaria prevention and treatment, ASRHR, antenatal care attendance, HIV&AIDS prevention and treatment, FP and prevention of GBV.



## RESILIENCE IN 2021

**Broadcast:** During the year 2021, **13 episodes** in Pokot community were translated, recorded, post produced and broadcast on Kalya FM radio station reaching 40,613+ people in Karamoja districts. The feedback from listeners indicated that the drama was educative on FGM with most callers condemning the act and looking forward to more awareness and educative messages to end FGM. The topic alone on FGM empowered young people to be part of the production.

CDFU also conducted **287 radio talk shows** for increasing availability of, access to, and demand for quality services, positive behaviour change, and influencing community to take action. The focus of the talk shows was mainly on IWD celebrations following theme, 16 DOA, joint decision making, couple communication, COVID-19, EVAWG, FGM, malaria prevention and treatment, FP, nutrition, WASH, HIV prevention, care and treatment; tuberculosis (TB); and MNCH.

*"I enjoyed the drama on Kalya FM where Lotem and Annet were caring for each other. This should be embraced by our communities that are very violent to their wives knowing women if given attention and cared for they will subvert their roles at home" said Loribo Lotoyale Sigor, Amudat district*



# 0800 200 600

## A Toll Free Call Center for Health and Wellness

The Toll-free Hotline (0800 200 600) is a free hotline number that allows Ugandans (youth, teenagers, adolescents and adults) to call and share issues affecting them as well as getting real-time feedback. It is available countrywide and linked to all the community and media activities implemented by CDFU as well as participating partner organizations.

The call center offers young people and the public at large the opportunity to call for information, psychosocial support and referral on pertinent issues including reproductive health, HIV&AIDS, COVID-19, GBV and VAWG, nutrition, malaria, TB, civic education, adolescent and sexual reproductive health and rights, life skills and parenting and climate change. In addition, the call centre is used for alerts for outbreaks such as Ebola and COVID-19 and natural disasters like drought, floods and landslides. The Hotline premises on anonymity, confidentiality and being non-judgmental.

The call centre facility provides reliable, anonymous, and non-judgmental service seven days a week from 8:00 am – 11:00 pm Monday to Saturday and from 4:00 pm - 11:00 pm on Sunday.

### CALLS REACHED 2021

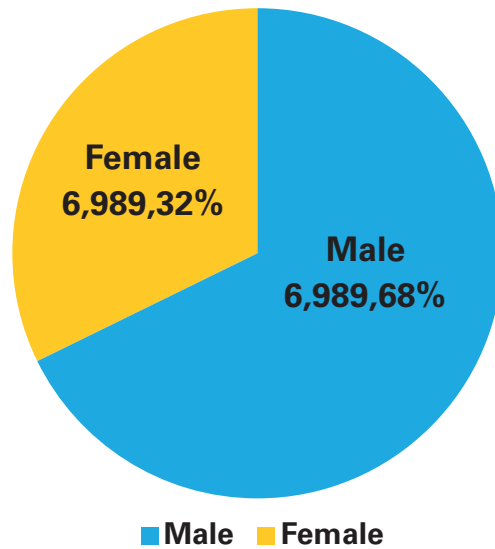
**21,686** calls registered

**14,697** (68%) male and **6,989** (32%) female.

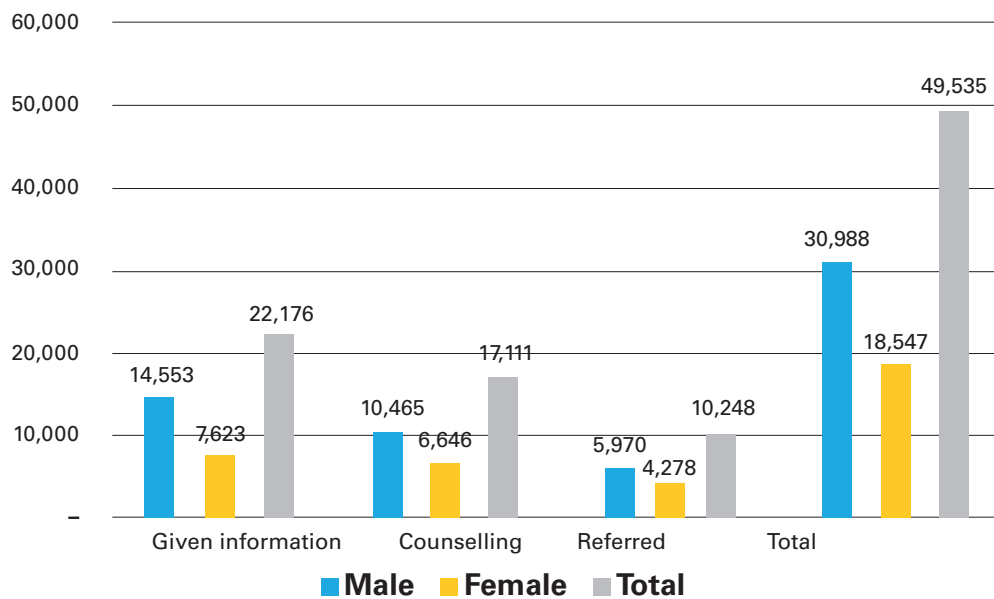
**4,044** calls addressed COVID -19



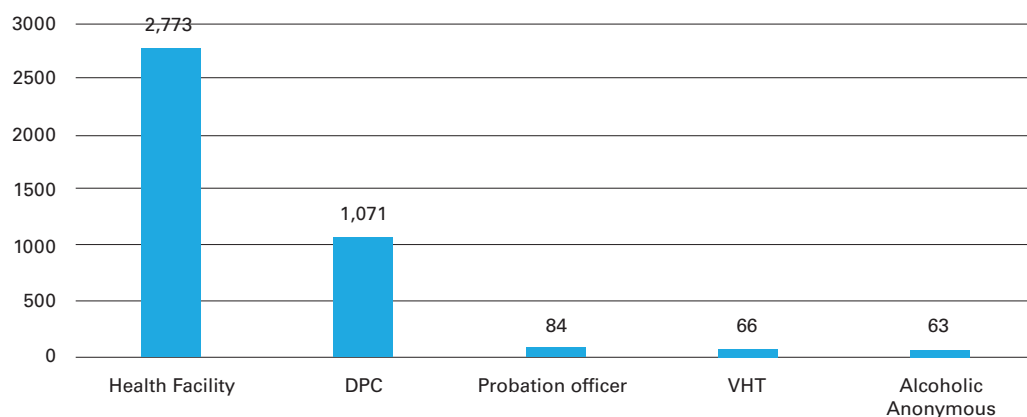
**TOTAL CALLERS BY SEX 2021**



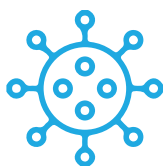
**SERVICES PROVIDED TO CALLERS 2021**



### REFERRAL PATHWAYS



## FAQS ON KEY ISSUES SHARED BY CALLERS?



### COVID-19

- Is it true that people with HIV will not receive the COVID-19 vaccine?
- Is the COVID-19 vaccine meant for COVID- 19 patients only?
- Can animals spread COVID-19?
- What are the signs and symptoms of COVID- 19?
- Can a breast-feeding mother also get the COVID-19 vaccine?
- Sexual and Reproductive Health
- What are the characteristics of an adolescent?
- Why do I have a burning sensation and pass pus in my private parts?



### Sexual and Reproductive Health

- What are the characteristics of an adolescent?
- Why do I have a burning sensation and pass pus in my private parts?





### HIV/AIDS

- When will PLHIV start getting the HIV injections to replace swallowing ARVs tablets?
- How can a discordant couple have a baby who not is infected with HIV?
- What is the difference between PEP and Prep?
- Can I breastfeed my baby when I am HIV positive and the baby doesn't get infected?
- Can ARVs prevent one from getting pregnant?



### SMC/VMMC

- What is the importance of circumcision and how long does it take to heal?
- Can I still use a condom after SMC?
- Is it true that you cannot produce more than 4 children if you get circumcised because of the anesthesia?



### Family planning

- What are the long-term family planning methods?
- Can I use panadol as a form of family planning?



### Gender Based Violence

- "What can I do because my wife no longer listens to me and does not do any house work because she has more money than I have?"
- "What can I do to a man who tried raping my brother's wife forcefully?"
- "What can be done to a 40-year-old teacher who engaged in sexual intercourse with his 13-year-old student?"
- "Where can I report my husband who does not provide home needs and constantly attacks and beats me up in my house?"



## CALLER BENEFITS FROM THE CALL CENTER

### 26 YEAR OLD MALE, KUMI

*Appreciate the support I got from the Hotline after reconciling with my girlfriend. Thank you for saving my girlfriend; she was determined to abort this child if Hotline did not support us resolve the communication challenge. We now live together and I escort her for ANC services"*



### 48-YEAR-OLD FEMALE, LWENGO

*My husband was forcing our daughter to marry at the age of 13 years. With counseling and guidance, we were encouraged to involve the LC I for a dialogue which we did and the issue was resolved"*





**COMMUNICATION FOR DEVELOPMENT FOUNDATION UGANDA (CDFU)  
REPORT AND FINANCIAL STATEMENTS  
FOR THE PERIOD ENDED 31 DECEMBER 2021**

**Statement of Financial Position**

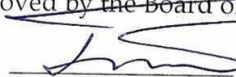
**As at 31 December 2021**


		Year Ended 31 Dec 2021 UGX	Year Ended 31 Dec 2020 UGX
<b>ASSETS</b>	<b>NOTES</b>		
<b>NON-CURRENT ASSETS</b>			
Property and Equipment	5	899,413,025	948,414,810
		<u>899,413,025</u>	<u>948,414,810</u>
<b>CURRENT ASSETS</b>			
Account Receivables	6	59,940,846	359,595,742
Cash and Cash Equivalents	7	72,226,902	276,758,401
		<u>132,167,748</u>	<u>636,354,143</u>
<b>CURRENT LIABILITIES</b>			
Account Payables	8	109,894,530	290,774,635
Borrowings	9	20,695,135	20,816,544
<b>NET CURRENT ASSETS</b>		<u>1,578,083</u>	<u>324,762,964</u>
<b>NET ASSETS</b>		<u>900,991,108</u>	<u>1,273,177,776</u>
<b>FUND AND NON-CURRENT LIABILITY</b>			
<b>Fund</b>			
General Fund	10	(492,885,448)	(464,243,888)
Capital Fund	11	899,413,025	948,414,810
Restricted Fund	12	33,175,944	307,024,129
<b>TOTAL CAPITAL AND RESERVES</b>		<u>439,703,521</u>	<u>791,195,051</u>
<b>Non - Current Liabilities</b>			
Borrowings	9	461,287,587	481,982,722
		<u>461,287,587</u>	<u>481,982,722</u>
<b>TOTAL CAPITAL AND RESERVES</b>		<u>900,991,108</u>	<u>1,273,177,773</u>

*The accounting policies and notes set out on page 28-46 form an integral part of these financial statements*

The Financial Statements were approved by the Board of Directors on its behalf by:

  
Chairman-Board of Directors

  
Executive Director

  
Finance Manager

29.06.2022





**COMMUNICATION FOR DEVELOPMENT FOUNDATION UGANDA**

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