



ANNUAL REPORT

Healing men through dialogue facilitation

2022

EDITION

#HeCareZA

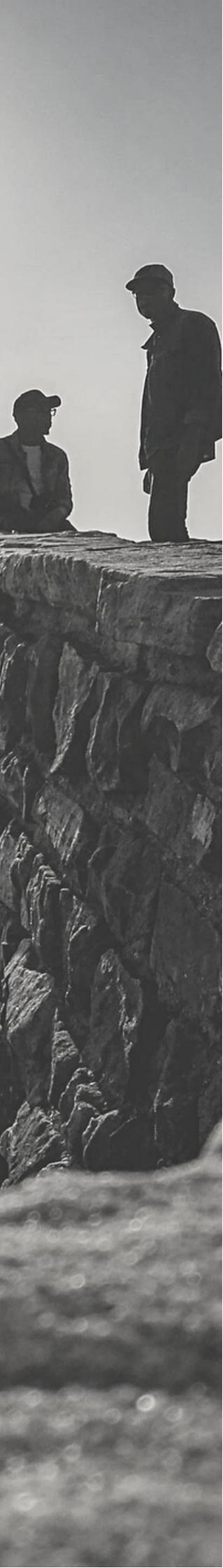


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About CABBC

The Centre for Analytics and Behavioural Change is a non-profit organisation. Established in 2020, it uses social media analytics and online dialogue to track and counter misinformation, disinformation, fake news, and divisive rhetoric in real time.



cabc.org.za



About heCareZA

The heCareZA project uses social media listening and critical dialogue to disrupt narratives of gender discrimination and violence at scale. Our project aims to understand the narrative that drives gender inequality and gender-based violence (GBV) in South Africa and to dismantle this narrative in collaboration with male change agents through critical dialogue and social mobilisation. We encourage fathers to take action in the world to disrupt the intergenerational cycle of violence and to improve fathering and partnering practices. Over time, this work will disrupt the social and cultural tolerance on violence as well as the intergenerational transfer of discriminatory norms and lead to a measurable positive change in the narrative.

Given the virtual nature of this social media project, our geographic reach is wide and we work across diverse urban and rural communities of South Africa. We extend the impact of our work by dialoguing and creating digital content in multiple languages, including standard and slang dialects of English, isiXhosa, isiZulu, seSotho and Afrikaans. In 2023 the project will be upscaled and the reach will be increased through sectoral engagement and community radio stations.



hecareza.co.za

Introducing Our Team

Our innovation is in our collaboration. We have a diverse, highly experienced multidisciplinary team that possesses deep expertise in all the key focus areas we work in. This covers a wide range of skills, including academia, technology, research and analytics, dialogue facilitation, conflict mediation, psychology, communication, and marketing and advertising.



Stef Snel



**Jenna-Lee
Strugnell**



**Geoff
Mamputa**



**Astrid Treffry-
Goatley**



Aviwe Konde



**Rinchen
Van Rijswijk**



Kyle Janse



**Zenani
Dlamini**

Issue Statement

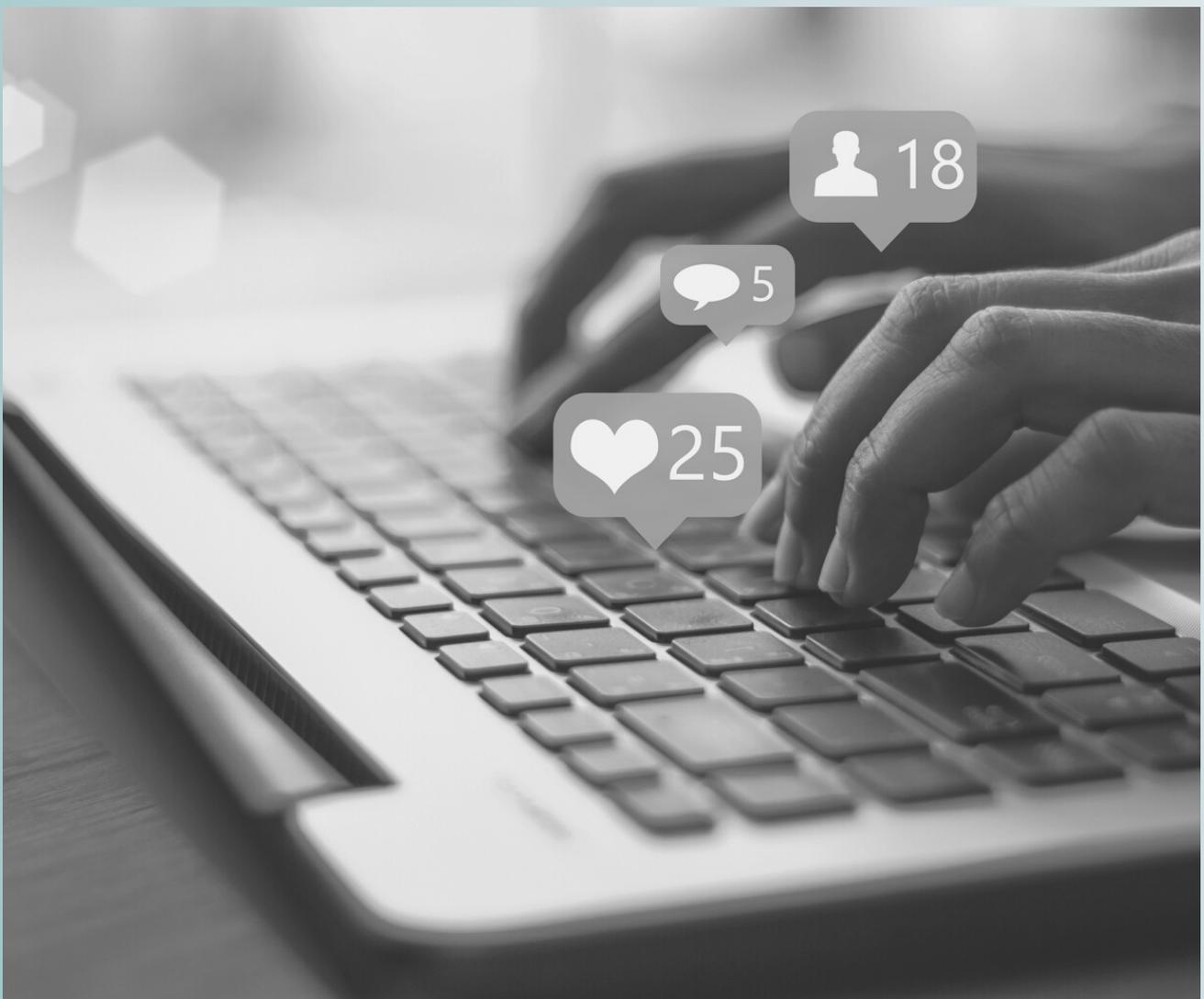
Gender-based violence is a human rights issue of global concern, which occurs in online and offline spaces. Due to widespread underreporting and low prosecution rates, available statistics fail to adequately reflect the true extent of GBV. However, between 2019 and 2020 alone, 53 293 sexual offences were reported to the South African Police Service (SAPS, 2020) and, in the same time period (2019-2020), 2 695 women were murdered in South Africa. These intersecting levels of violence have significant consequences for women, children, and families on a global scale. In South Africa GBV remains a major obstacle to the achievement of peace, gender equality and social cohesion. Gender-based violence is one of the most expensive public health problems globally and has a fundamental impact on economic growth. In KPMG's recent report, GBV is estimated to cost South Africa between R28.4 billion and R42.4 billion per year – or between 0.9% and 1.3% of GDP annually.

When addressing the intergenerational cycle of violence, we acknowledge that there are multiple reasons why fathers find it difficult to embrace a mutually positive relationship with their children and their partners (present or not). Many of the reasons flow from socially constructed gender stereotyping, or from discordant gender relationships derived from deeply socialised and socially reinforced discourses around gender. A common response to this complex circumstance is expressed through power relationships that are similarly derived. GBV is a typical expression, which has reached pandemic proportions globally, and especially in places that are riven by other challenges such as South Africa. Essentially, it is apparent that the narrative of unequal gender norms and misogyny drives GBV, and this impacts the lives of children, especially those between the ages of 0 and 6.

Importance of Social Media

In 2020, the number of social media users in South Africa increased by 14% from 22 to 25 million people. Interestingly, South Africans spend an exceptional amount of time on social media – an average of 3.2 hours a day, compared to the global average of 2.4 hours (Park, 2021; Kemp, 2021).

Social media brings social biases to light and opens opportunities for them to be evaluated and addressed at scale. Addressing prejudice on social media is critical because the online space influences offline behaviours. For example, research suggests that online hate contributes to offline violence). Virtual communities and networks also offer individuals opportunities to interact, and to find solidarity.



Our Approach

We know that “hurt people, hurt people” (attributed to Charles Eads, 1959). Accordingly, rather than judging men or alienating them, through hostile engagement, we focus on deepening ours and their understanding of their experiences and of gender discrimination through online social media in South Africa. Moreover, we harness these social media platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to dismantle gender discrimination and violence. Fathers are an important target group of the project as men will be changing harmful gendered norms of behaviour for the benefit of themselves, and for the improved safety and wellbeing of their children and partners. Additionally and critically, for sustainability and long term impacts, modelling these new attitudes and practices to sons and daughters so that they are likely to adopt the practices as they grow up, thus fundamentally disrupting the intergenerational transfer of misogynistic practices.



1

Create a safe space

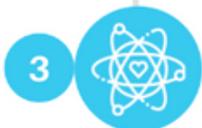
Make the person feel understood and heard



2

Understand their perspective

Allow both parties to express their perspective



3

Reflect on beliefs

Reflect on core beliefs that could be enabling harmful beliefs



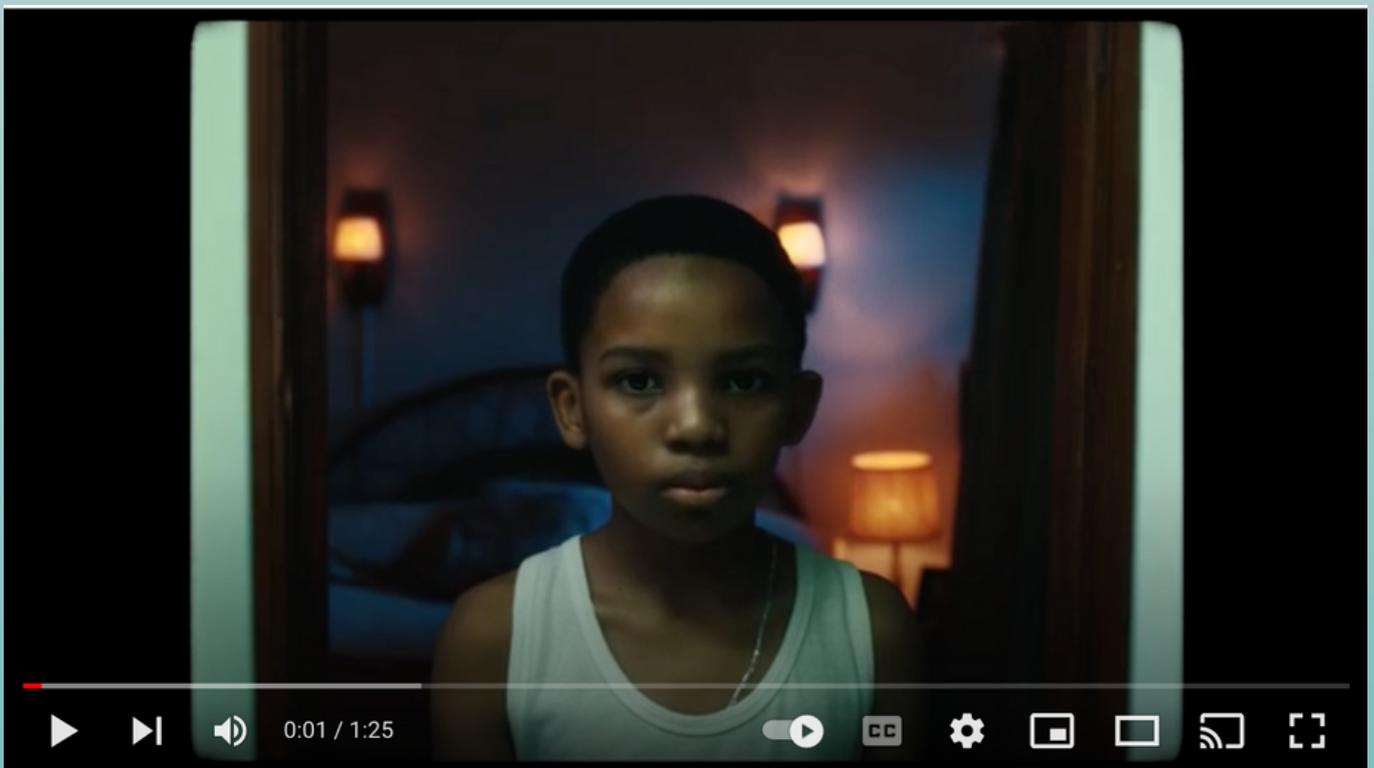
4

Encourage critical engagement with information

Help people question mis and disinformation

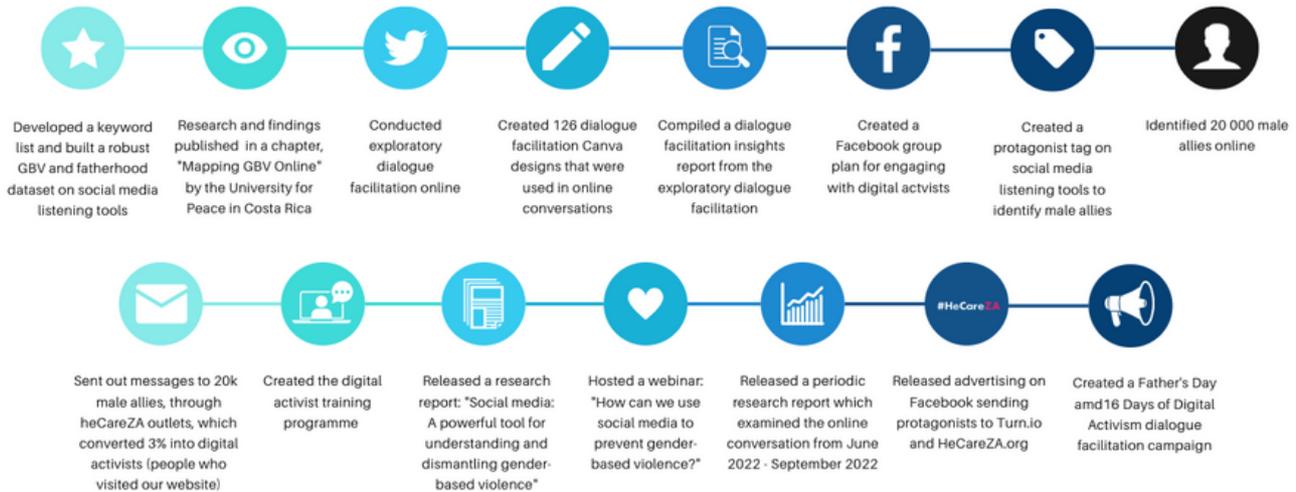
A Brief History of heCareZA

The heCareZA project was successfully piloted in 2020 (report [here](#)). Gender discrimination was mapped in real time, 11 500 male allies were identified online and invited to be trained in dialogue facilitation and to work in the project as digital activists. We engaged the respondents in transformative and self-reflective dialogue. These men are still involved in the programme's ever growing collection of digital activists. The CABC's GBV Reflections ad, has achieved 1 x ciclope, 2 x finalists loerie awards, 1 x bronze loerie award, 1 x museum of modern art archive and was a finalist at the AICP international film festival. It has achieved over R5 million in free flighting, including 200 slots across 8 DSTV channels. The radio version of the ad was flighted across multiple PRIMEDIA channels.

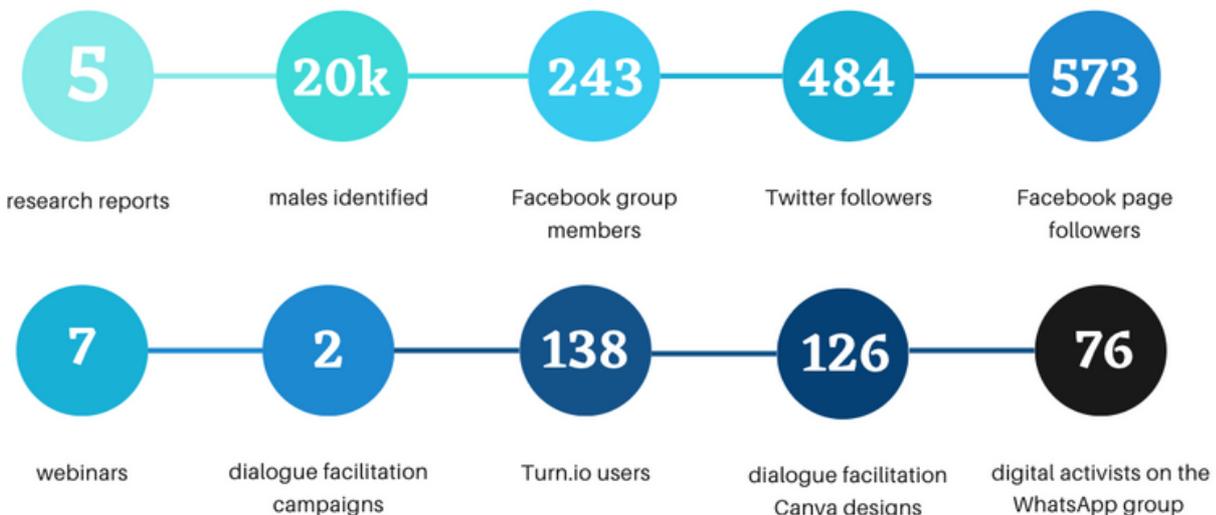


Highlights of 2022

heCareZA Achievements



heCareZA Stats



Research Report

Social media listening tools were used to gain deeper insight into discriminatory gendered discourses and GBV attitudes in real time. Further insights were gained on fatherhood, male caregivers and the intergenerational cycle of violence. We created a dataset in the social media listening tools to unpack the narrative of fatherhood in South African public social media. In our research, we were particularly interested in exploring the connections between young fathers and their young children, and investigating the impact of these relationships on the cycle of GBV. Research reports were compiled and insights were used to create data-driven interventions. Research was disseminated to partnership organisations, key stakeholders, NPOs, digital activists and the general public through round tables, webinars, mailing lists, social media, WhatsApp groups, and academic publications. The research was used to strengthen the heCareZA intervention and those of other NPOs. A baseline/benchmark dataset was created against which to measure impact for the duration of this 7-year project.



Published Chapter: “Mapping Gender Norms in Public Social Media”

Preliminary research results were published by the [University for Peace](#) as a chapter in "Mapping Online Gender-Based Violence" - edited by Dr. Mariateresa Garrido. The findings in the [chapter](#) reported on three dominant themes, which are presented through graphical representations and narrative summaries, and provide a thematic overview of the conversations taking place on public social media.

heCareZA Research Report

The heCareZA [research report](#) shares an overview of the outcomes of our research into discriminatory gendered discourses and GBV attitudes.



Mobilising Digital Activists

Male allies and fathers are identified, mobilised, trained and held in process over time to facilitate self-reflective and healing conversations with other men. They learn to lead critical conversations online to challenge gender discrimination in real time, and mentor others to do the same. Through dialogue facilitation, we encourage men to keep speaking out and to take action both online and offline. We encourage fathers to take action in the world to disrupt the intergenerational cycle of violence and to improve fathering and partnering practices. The infographic below outlines the design of the dialogue facilitation engagement process for heCareZA.

heCareZA Design

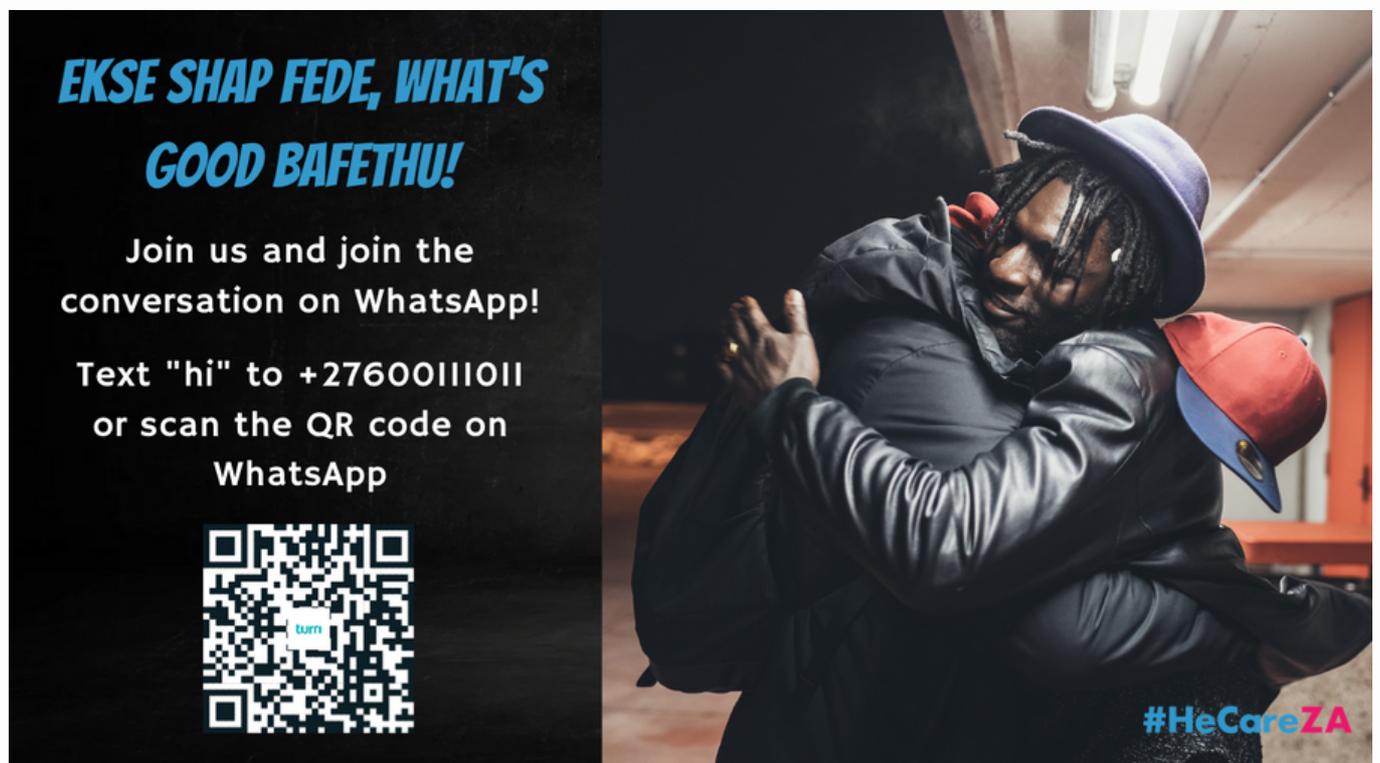


Social media listening tools were used to find 20 000 allies and fathers who are speaking out against gender-based violence and discriminatory gender norms on public social media. A series of messages were sent to these men and fathers to trigger a dialogue and to get them to click through to the dialogue facilitation training, contained in the skill kit on the heCareZA website. These allies and fathers were served information, messages, and nudges by dialogue facilitators to reflect on their current thinking, consider alternatives and also be given invitations and reminders. Change agents are provided with dialogue decks for inspiration as well as dialogue facilitation social media content and hashtags (eg. #IsonoSethuYini). An additional platform for dialogue facilitation training and resources is the interactive Turn.io menu. To look at the menu individuals can WhatsApp “hi” to +27 (60) 011-1011 or click on this link to go there directly.

Recruiting Allies

Recruitment of male allies is achieved through targeted advertising on the [heCareZA Facebook page](#). Content is shared multiple times a week. Change agents are also recruited from partner organisations and interns from the African Leadership Academy have been trained in the dialogue facilitation methodologies and been mobilised to become digital activists in this space

The [heCareZA Twitter page](#) shares thought provoking content to get men into a process of reflection. The Twitter page is also used to send out messaging to protagonists (men who are allies and are speaking out against misogyny).



EKSE SHAP FEDE, WHAT'S GOOD BAFETHU!

Join us and join the conversation on WhatsApp!

Text "hi" to +27600111011 or scan the QR code on WhatsApp



#HeCareZA

heCareZA Website Analytics

The analytics below are from the heCareZA website between 30 August 2022 and 13 December 2022. This is the time period in which messages were being sent out to allies encouraging them to visit the [Skillkit](#) on the heCareZA website.



528
users



515
new users



731
sessions



1407
page views

Networks of Support

Support networks are created for male change agents through the [heCareZA Facebook group](#) and WhatsApp groups. Through these platforms we facilitate ongoing dialogue, support & engagement with identified men to become digital activists and drivers of behavioural change.

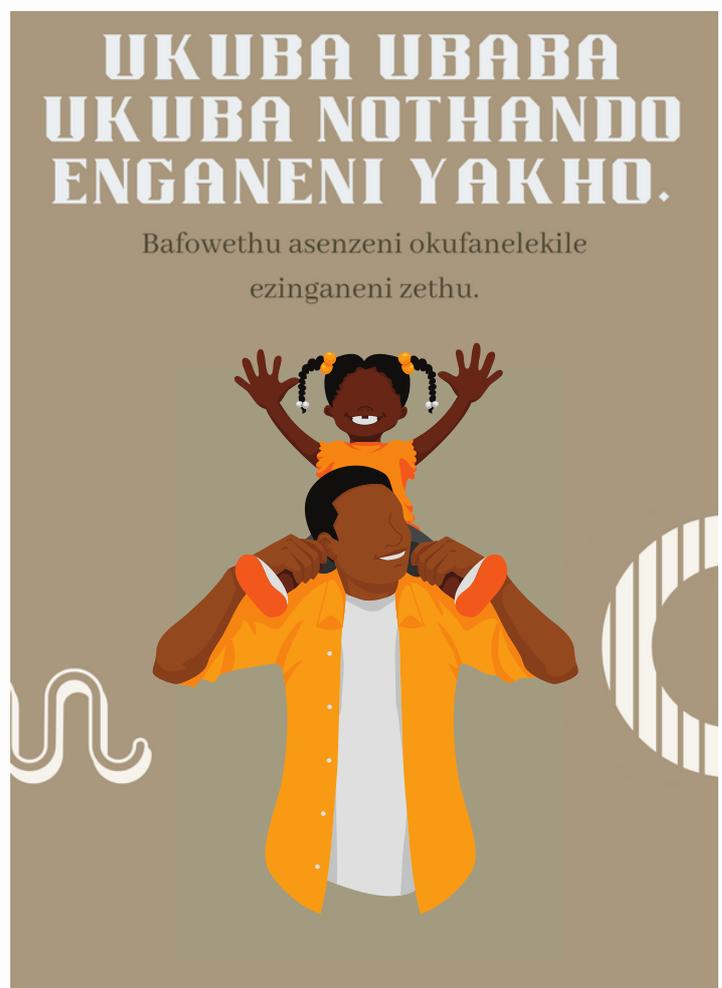
Men are encouraged to share their thoughts, ask questions and support each other. 243 members have joined the group. The group is a space for men to explore their feelings and reflect on their experiences. The dialogue team has a monthly plan for the group with the aim of modelling dialogue to give group members opportunities to join the conversation. The posts and facilitation take a variety of different forms, are in different languages, and have a casual and authentic look and feel. We want to model organic posting as ultimately we want members to be sharing on the group. More and more men have participated in these conversations, it has inspired other men to do the same and the groups have gained their own momentum.

Change agents from partnership organisations are invited to dialogue jams. These are fun collective online dialogue sessions that are hosted on Zoom creating a learning space in which the team can have discussions and work collaboratively. Our research indicates that dialogue jams have exponentially increased the reach and impact of this work. It also improves idea generation and facilitators are able to work together to find solutions to difficult tweets.

Dialogue Facilitation Canva Designs

We have created 126 dialogue facilitation social media designs in multiple languages and these have been released onto the content repository on the heCareZA website. These dialogue facilitation social media designs are developed from online dialogue facilitation and research insights. They are designed to support the work of dialogue facilitators, change agents and partner organisations. The fatherhood designs are created specifically with fathers of young children in mind.

These designs can be shared to social media platforms directly from the website. Dialogue facilitation social media content is disseminated to partnership organisations, key stakeholders, digital activists, NPOs and the general public through round tables, webinars, mailing list databases, social media and WhatsApp groups. A content repository of the existing heCareZA website was further developed.



Dialogue Facilitation Campaigns

Father's Day Dialogue Facilitation Campaign

Much of our work also focuses on breaking the cycle of intergenerational violence and thus we have been exploring the topic of fatherhood in our work. We created [dialogue facilitation designs](#) around fatherhood, which were broken down into different themes and can be shared by users on social media to start conversations. We ran a Father's Day dialoguing campaign where we dialogued with other organisations and digital activists over the Father's Day weekend. Our findings from that dialogue intervention were written up into a [report](#) and we presented a [webinar](#) to share these results.

16 Days of Digital Activism Campaign

The [16 Days of Digital Activism Campaign](#) ran between 25 November to 10 December. The research consisted of the 3 reports: Each report documents the online narratives during its specific period, tracking the top conversations, topics and hashtags based on the dataset. View report 1 [here](#), report 2 [here](#), and report 3 [here](#). The team spent three days, 25 to 27 November, dialoguing, amplifying positive messaging and engaging digital activists. A "Digital Activism" WhatsApp group was set up as a collaborative space for organisations and individuals to share resources, learn from each other and connect. The group currently has 76 digital activists who are involved in using social media for good. The dialogue facilitators run the WhatsApp group and regularly share insights, content and resources on there to encourage engagement and increase the collective impact. Partnership organisations are supported by liking, sharing and commenting on their content.

Webinars & Presentations

Over the course of the year we have hosted various webinars and presented at other organisations' webinars.

Sonke Gender Justice (Sonke), Heartlines, Innovation Edge (IE) and Centre for Analytics and Behaviour Change (CABC) hosted a thought-provoking webinar about the urgency of increasing father involvement in child care in South Africa. The online dialoguing around fatherhood was an extension of this collaboration and networking opportunity.

We hosted a Father's Day webinar where we presented the insights from an extensive dialogue facilitation campaign around fatherhood. In addition to this, the team hosted a webinar, "How Can We Use Social Media To Prevent Gender-Based Violence?" Another webinar was hosted to report on the gathered insights from 16 Days of Digital Activism.



What heCareZA Men of Action Say

Our Facebook group is a place where men can share their thoughts and experiences. Here are some of the posts that men have shared:

- "How can men help stop gender-based violence? Create a Safe Environment for Children. ...
- Be Actively Involved in Raising Their Own Children. ...
- Stop Harmful Ideas of Toxic Masculinity. ...
- Create a Safe Listening Space for Women. ...
- Support Women's Organizations and Services Globally and in Your Community. ...
- Understand & Practice Consent. ...
- Stand Against Rape Culture.

Madoda ngicabanga ukuthi angekhe kusohlule loku. lets #EndGBV now. "



We can't look away, Only WE can stop this.
7 w Like Reply

Waarhied daai
See Translation
6 w Like Reply

As we are mans in the world we must support women's and our children bcoz we were not born to abusive women's and children's so as man's we must try to have communication with those women.

On the environment that has much abusive especially if front of children's that can affect the child to be cromatised and he or she can even see that they are not safe in their home coz of that bullying person. #As man's in Africa we must stop GBV let's be united with woman's and our childrens.

Langa Oomani
Aphesh Marinana
4 w Like Reply

You start with the men in your life. We've been conditioned never to let on when we're hurt, disillusioned or heart broken and most importantly when we need help at our lowest. Learn to read the people in your life. Forget what they'll say "ndigrend", "kuzo lunga", "indoda imele iqine"...focus on the energy they are putting out/not putting out, pay attention to the subtle comments and it'll all unravel. Also remember we are very guarded, because intlungu yendoda in most cases kuhlekiswa ngayo esp by women. So for us to let our defenses down, takes for consistent, meaningful effort proving that that you are for me and not waiting for a chance yokuhlekisa ngam while caught with my pants down

18 h Love 93

But honestly we going through a lot and we taking each day and try to speak it out to people but mostly we are not willing to talk because ksasa we become a joke... So kunzima and kunzima for real

17 h Like 12

4 h · 🌐
#menhowcanwehelpyou
The pressure of having to be strong for everyone is heavy, we are suffering from "indoda must".

12 1 Comment 1 share



Partnerships

Through heCareZA, we have developed long standing relationships with many key stakeholders in the GBV sector. These partnerships strengthen our capacity, increase our reach and boost the relevance of our work to policy and practice. We are dedicated to supporting the work of other organisations by sharing our research, dialogue facilitation tools and social media content.

The Future

In 2023, the heCareZA project will be upscaled and specifically focus on gender discrimination, GBV and fatherhood at an unprecedented scale through social media. In addition to using social media, we will run awareness and recruitment campaigns in collaboration with (offline) sectoral partners to boost project impact and reach. Content and recruitment messaging will be shared through their networks to help to identify and recruit additional change agents to join the heCareZA dialogue facilitation process. We will build evidence of the reduction in online gender discrimination through critical dialogue. We will use the social media listening tool to track changes in the gender discrimination narrative over time. In addition to expanding the project in South Africa, we hope to replicate the project in other countries.





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Get in Touch!



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..... [Facebook Page](#)



..... [Facebook Group](#)



..... [Twitter Page](#)



..... [CABC Website](#)



..... info@hecareza.co.za



..... [Turn.io Menu](#)

