Cape Town Rating Centre

BOARD REPORT JUNE 2012

PHILLIPA TUCKER
PROJECT: MONITORING THE MAPUTO PLAN OF ACTION

A strengthening of Sexual and Reproductive Health and Rights (SRHR) Responses and Reporting in Africa (Maputo 2 & ICPD)

FEBRUARY 2012 – JANUARY 2014 (24 MONTHS)/300 000 USD

I. Monitoring the MPOA & ICPD Workshops

This includes 3 workshops each in five countries in SADC in which a minimum of 30 participants (key players from media, civil society and government as well as various other stakeholders) will achieve the following objectives:

- Develop national strategies and action plans to strengthen national M&E systems and report of the MPOA & ICPD.
- Identify accountability systems and processes for each member state with clear roles and responsibilities for each stakeholder group.
- Establish strategic and accountable partnerships to drive the implementation of the MPOA & ICPD at the national levels.
- One workshop for AUC in Addis Ababa.

II. E-MPOA & E-ICPD: Using Social Media

This includes a campaign that uses various types of social media including an MPOA & ICPD SRHR website, an MPOA & ICPD SRHR newsletter, a Facebook group, Pod casting, Web Video, Tweets and Android and other Dissemination of reports of workshops, sharing best practice, discussions and other relevant points of discussion from workshops.

We began with this section of the project first. Linky Olayi was hired for this purpose. She also covers ICPD+ and CCM projects with minimum 4 posts, tweets and facebook updates per week. Please see attached social media figures for increased coverage since January 2012. Additionally a LinkedIn discussion forum has been started and currently has 100 members and growing gradually. Please see CT social media section below for more details.

III. Monitoring the MPOA & ICPD: Desk Advocacy

This includes conduct one-on-one meetings and telephone calls with relevant stakeholders as a means to reach those that do not participate in workshops and liaising with activists advocating for greater inclusion of women, girls and vulnerable groups in demanding accountability by providing statistical support for their work.

AAI has given detailed feedback on numerous presentations, by AUC, Ford Foundation and UNAIDS partners. Of significance is closer working relationship with Sheila Tlou (Director UNAIDS Regional Support Team for Eastern and Southern Africa), responsible for keynote address at World AIDS conference in Washington DC in July. Sheila sourced input from various people and AAI has sent her content and been in conversation about both DC and a role in Windhoek (which unfortunately will not work out due to other commitments). Strategically, Eka Williams presentation at Global Power Africa Network meeting contained a quantity of AAI research and advocacy work. Our AUC counterparts are also including accountability in many of their own presentations at meetings across the continent, which is significant.

Phillipa continues to conduct Acc Lit and MPOA trainings whenever invited. These occur about once every month or two. We hope to have time to train other staff to do so, most urgently being Teju and the new MPOA 2 staff member.

IV. Monitoring the MPOA & ICPD: Presentation Advocacy

This will include the dissemination of Phase 1 findings at conferences, workshops and meetings, including need for best practice to be understood and included in future work, as well as to inform others of what the project is about and to share our lessons learned with them.
Nothing is being done around MPOA at Washington. However we have received funding to do work with various partners at Windhoek in Sept. the details are being decided at the moment and will be finalized in the weeks to come. Early ideas concern a pre-conference capacity building session on accountability and another on ICPD + and MPOA. AAI is partnering with a number of Ford Partners as a means to synchronise activities, and AAI is managing this process.

**PROJECT: STRENGTHENING COUNTRY COORDINATING MECHANISMS THROUGH EMPOWERMENT OF MARGINALIZED COMMUNITIES**

Promoting Meaningful Participation of Women, Girls and Groups Marginalized by Sexual Orientation and Gender Identity (SOGI) in Country Coordination Mechanisms (CCMs) and Other Funding Mechanisms in the context of HIV, TB and Malaria in Southern Africa.

**AUGUST 2011 – JULY 2014 (36 MONTHS)/ 300 000 USD**

Major activities to achieve in 2012 include:

Objective 1: To assess and document the current levels of participation of women, girls and SOGI groups in CCM and other such funding mechanisms including conducting research on to what degree the GE and SOGI strategies are being absorbed, who is promoting the strategies, what understanding women, girls and SOGI groups have of the two strategies and to what degree they are using them.

Objective 2: A Needs Assessment report on promoting greater and more meaningful participation of women, girls and SOGI groups to participate in CCMs and other such funding mechanisms.

These will be followed by a series of workshops in that begin in November 2012 and continue into 2013, please see project brief for further info.

The CCM project has already completed the Literature Review and completed dissemination and is currently working on the Community Consultations and Needs Analysis Reports. Field research has been completed in six countries (instead of the original five, due to a remarkable interest from Swaziland) and the Working Paper is due end of June 2012. This report has been slightly delayed due to family circumstances of one of the staff members but due to the fact that second visits to conduct Needs Analysis will not be necessary, we will easily catch up and complete both reports on schedule. Financially increasing to six countries has also been covered by the saving made of not doing two trips to each of the five original countries.

Partnerships with the International HIV Alliance have recently been brokered and their considerable interest in this project bodes well for not only the results of this work (increased dissemination channels) but also for the continuation of the work should the need be found.
PROJECT: INCREASED ACCOUNTABILITY ON INTERNATIONAL CONFERENCE ON POPULATION DEVELOPMENT PROMISES IN AFRICA

Mobilization, capacity building and advocacy for increased and improved civil society partnerships with the African Union and Regional Economic Communities in Africa for greater accountability in the ICPD and MDG processes.

JUNE 2012 – DECEMBER 2012 (6 MONTHS)/ 150 000 USD

Major activities to achieve these objectives include:

- Conducting 2 workshops (one for East and Southern Africa (Johannesburg), and one for West and Central Africa (Lagos))
- Support the 5th Africa Sexual Health and Rights Conference in Namibia, Windhoek on 19-22 September 2012. $20,000 USD of the budget is allocated to organize relevant events such as Accountability training, Child Marriage exchange and Youth SRHR leadership research dissemination during the 5th Sexual Rights Conference.
- Conduct general advocacy around ICPD+.
- $30 000 USD of the budget is allocated to NAPP for concurrent activities on MPOA and ICPD+.

The funding for this project was finalized mid-June and plans are in place for each of the above activities. This project has an exceptionally tight delivery schedule and due to it being our first funds from Ford New York to AAI Africa we are aware of the pressure to deliver timeously as well in terms of quality. The Windhoek conference and two workshops are possibly the two most important events for AAI.

The work is very much again taking the staff beyond the typical AAI scorecard work, and yet based on our needs-based ethic; we consider it more than worthwhile to be entering into this work. Many CSOs have avoided getting involved in the ICPD+ processes as they think they do not have enough experience and thus are allowing the few very powerful voices to be heard. We hope to counter that, and as partners with the AUC are planning to deliver an African Common Position on the ICPD+ by the end of 2012. This is an enormous task but a very worthwhile one for both SRHR as well as for AAI as an organization.

Logistical planning around Windhoek has already begun with partners and development of activities in its first stages.
GENERAL: AAI SOCIAL MEDIA ACTIVITIES

In brief, since the CT office took over the AAI website, FB, Twitter accounts we have seen the following activity:

**Facebook**
Likes: 1318 (13 Feb) increase to 2767 (11 June)

Highest number reached: 50 (13 Feb) increase to 702 (11 June) - (with a high of 81108 during 48 hour advert period at cost of USD 75.

**Twitter**

We have seen an increase from 210 (31 Jan) to 266 (19 June) including some top quality people. P Tucker has also begun tweeting in her personal capacity and is being followed by Crowd out Aids which helps to amplify AAI’s work a bit.

A sample of some of our new Twitter followers:

- KNCV Tuberculosis Foundation is a center of expertise for #TB control, committed to reducing TB in the Netherlands and worldwide, in around forty countries.
- E. Africa Business in a subnetwork of the Evolutionary Business Council - speakers & writers using their influence to spread prosperity globally
- Save the Children@SCILebanon We save children’s lives. We fight for their rights. We help them fulfil their potential. In Lebanon since 1953.
- HSPH AIDS Initiative @HarvardAIDS Dedicated to research to end the AIDS epidemic, especially in Africa and developing countries.
- NAPWA US @napwaus NAPWA is the oldest & largest advocacy group for PLW #HIV #AIDS. AIDSWatch, National HIV Testing Day, & our Healthy Living expo provide trusted leadership.
- HIV Glasgow 2012 @HIVGlasgow The Int. Congress on Drug Therapy in HIV infection focuses on therapeutic strategies & research in HIV (Followers and following does not equal endorsement)
- AIDS RIGHTS ALLIANCE @_ARASAcomms ARASA is a partnership of over 50 NGOs working together to promote a human rights response to HIV and TB in Southern Africa.
- Lila @Lila_Italia LILA | Lega Italiana per la Lotta contro l'Aids | Italian League for the Fight against Aids
- Veronique Taveau @GlobalFundVero Responsable de la com pour les pays francophones au Fonds mondial et citoyenne engagée. J'ai parfois des tweets coup de gueule, ils n'engagent que moi.
- Tim France @francetim Expect personal views on global health and development issues; aid effectiveness; dialogue and social media; non-profit business models and strategic thinking.
- Maryanne W-Wanyama @MaryanneWaweru Kenyan journalist. Writes about social issues. Writes about women's issues.
LinkedIn AIDS Accountability: Sexual and Reproductive Health and Rights

Discussion Forum

The forum now has 101 members and has about 20 discussion strings. A lot more needs to be done, and time needs to be spent inviting people and engaging them but it’s a good networking start, and a quick and reasonable quality presence. Another tool however may be a better way to go at a later stage as Linked in is continuously moving towards being a job-finder site and so may not be the best choice.

AAI website

Digital Pro has offered to host our site as a nominal cost of ZAR 300 per month and so in June we began to move the site from Sweden to South Africa. Unfortunately the technicians encountered all sorts of problems to the extent that we have had email as well as blog updates problems since early June. It would appear however that from 19 June that these have been resolved and the website is now faster, does not crash and require re-booting twice a day, and moreover we have discounted support in English rather than Swedish which helps the Africa office as it grows. It is just another sign of the increased operations happening in the Africa office and how we are able to secure ICT support at lower costs, which is always helpful.

Digital Pro also does our design and layout at reduced costs for the reciprocation of being able to advertise on their site that they do exactly that.

The figures below detailing hits and visits also demonstrate that the AAI office has not only managed to maintain the website presence but indeed grow it to over double its number of users. This was a concern at handover from Sweden due to a smaller staff complement but with regular daily updates and consistency we hope we will continue to grow our social media presence. Please note that visits demonstrate a better measure of people actually having visited the page and read it, whereas hits hit the server.

Three out of the top six search strings are for AIDS Accountability in one form or another, which also demonstrates that visitors are seeking us out rather than accidently landing on our website unintentionally.

<table>
<thead>
<tr>
<th>Month</th>
<th>Hits</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2012</td>
<td>3636</td>
<td>303</td>
</tr>
<tr>
<td>May 2012</td>
<td>48250</td>
<td>3419</td>
</tr>
<tr>
<td>April 2012</td>
<td>34908</td>
<td>2900</td>
</tr>
<tr>
<td>March 2012</td>
<td>38092</td>
<td>3004</td>
</tr>
<tr>
<td>February 2012</td>
<td>28885</td>
<td>2446</td>
</tr>
<tr>
<td>January 2012</td>
<td>20127</td>
<td>1613</td>
</tr>
</tbody>
</table>

We hope as Digital Pro takes over the management of the site to be able to progress to more accurate stats tracking to ensure we are doing the best that we can for the organization and have the maximum impact for our work.