At a glance!! Ending Ritual Child Sacrifice & Murder in Kamuli Busoga Eastern Uganda

**Project Goal**

Our goal is to execute a Grass-Roots Campaign in the Kamuli Busoga Eastern Uganda region to provide the training, tools and motivation to encourage and empower local communities to end ritualistic child murder in Uganda. We will:-

- Establish enduring cooperative agreements with organizations who share our mission, including local community groups, Government and non-government organizations.
- To ensure effective letter campaign to get our local members of parliament to bring the issue to the floor of parliament
- Office counseling & support to the victims’ family and survivors
- To train local people to appreciate skills/trades instead of them thinking that one can get riches and blessings by sacrificing a child
- Offer legal aid and advice to the victim’s family.
- Creation of community working groups to respond & report missing Children within 2hrs
- Develop re-usable material and presentations to effectively reach and influence the target audience;
- Mobilize a radio campaign to increase awareness and notify the community of related events;
- Identify local offenders; and
- Measure success and refine our approach for subsequent regional campaigns.

**Detailed description of the activities.**

Following is an itemized list of activities.

1. Coordinate with OC Police station via meetings, email and phone to schedule face-to-face detailed coordination meetings. We have already pre-coordinated with each organization and they are prepared to mobilize quickly upon project initiation.

2. Travel to Kamuli township to meet with Local leaders and community members We will schedule a 2-day trip and will schedule all meetings during the single trip to minimize travel costs. We will meet first one-on-one with OC to pre-coordinate. We will then meet with representatives from the local community in a single meeting at the RHF facility. By the end of the meeting, we will have articulated cooperative agreements, a coordinated approach, and roles and responsibilities.

3. Work with the local leaders Region, community groups, local government, non-government organizations and media specialists to develop emotionally-intense and provocative radio and print media. The goal is to not just educate but instill a sense of urgency, horror and self-reliance. To accomplish this, we will seek to make the audience personalize specific cases to maximize impact. We will identify specific offenders, explain the self-serving motives of the Witch Doctor and customer, describe the level of brutality, show the lack of prosecutorial action and finally show detrimental impact on the community and the lack of benefit to anyone but the Witch Doctor. This material must convince the community that these are shams and not consistent with traditional healing. Our relationship with local fm radio enables us to inexpensively air 12 ads per day for 12 months. Our Media Specialist consultant will ensure a professional campaign. We will coordinate with and present a test run to ensure the message is appropriate and will resonate with target audience.

4. Identify performance metrics, measurement methods and responsible parties and develop an “As Is” baseline for each metric against which future performance will be measured (ie: number of Witch Doctors in region, prevalence of child murder in region, law enforcement activities and results, level of community awareness and current attitudes, etc). We will set a schedule for the presentation and analysis of the metrics to validate and refine the approach.

5. Initiate distribution of material via volunteers and radio campaign. We will print fliers/pamphlets and posters pertaining to the campaign as a whole to be distributed throughout the region during public meetings, sporting events, and door-to-door.

6. Engage Region local law enforcement and community organizations to identify known offenders who have promoted child murder.
7. Perform research, conduct interviews, and develop fact sheets about specific offenders to complement other printed material;

8. Develop training material and train volunteer trainers on the message, material and process

9. Conduct a Trial Awareness Campaign to an anticipated local community audience and to include distribution of material and training session.

10. Coordinate and conduct recurring disruption demonstrations in the vicinity of specific offenders; Print pamphlets specific to particular offenders’ to be distributed during demonstration;

11. Analyze the degree of influence, outcomes and response to the campaign in accordance with pre-specified metrics and against baseline. Evaluate the value of the metrics and refine as appropriate

12. Based on the findings, tailor the material and approach to maximize its effectiveness for expanded distribution to other geographic regions in Uganda.

We view the continued delivery of the material and education as outside the scope of this effort.

**Targets**

The primary benefit will be realized by the entire community in the Kamuli Busoga Eastern Uganda region and hopefully beyond. Benefits include:

- **Children:**
  - Alerted more thoroughly to the danger and the need to protect themselves and their peers, hopefully precluding their abduction and murder.
  - Educated on the truths about the true motivation behind ritualistic child murder and how it contrasts with, not supports, traditional beliefs, ensuring an informed next generation.

- **Women’s Groups and Girls**
  - As primary caregivers, altered to the dangers of entrusting children to the care of others
  - Improved safety for their children and thus ability to divert more attention and time to work

- **Authentic Traditional Healers**
  - Enabled to provide their traditional services without the stigma and competition associated with corrupt “Witch Doctors”.

- **Law Enforcement**
  - Provide ethical, devoted law enforcement with the resources and political support needed to prosecute crimes.

- **The Community as a Whole**
  - Improved child safety and eradication of a dangerous growing issue.
  - Increased confidence in their Government’s interest and ability to protect them.
  - Understanding that as a community, they can jointly take control over improving their lives.

**Targets involvement in the design, implementation and evaluation of this project**

Rape Hurts Foundation (RHF) has been actively working for 9 years to establish relationships with Government and non-government organizations to support the eradication of ritualistic child murder. Through our work with the community, particularly with Girls/Women’s and youth groups, we have deep insight in the communities’ concerns and constraints. We work created a task force group the “Mama ‘Wa’ Banna”, a group of hundreds specifically established to address this issue. Additionally, we have established cooperative agreements with local law enforcement and the Kamuli Police – Child & family protection Unit to jointly pursue this effort.

**Local Community.** The Mama ‘Wa’ Banna, has volunteers to work with us to make this campaign a success. They are extremely motivated and enthusiastic to get started. We have accounted for the means by which we will coordinate, which includes funding for coordination and training meetings and have local facilities available to hold meetings. The local community active participation will include:
• Maximizing community participation in awareness and training sessions, to include “train-the-trainer” support to continually spread the message throughout the community.

• Assisting with identifying local, known offenders.

• Assisting to develop material that will best resonate with the community.

• Assisting with developing metrics by which to measure success and subsequently collecting those metrics (such as: number of disappearances, discovered murders, arrests, and prosecutions; noticeable changes in perception of Witch Doctor practices; decline in number of Traditional Healers engaged in Child Murder; number of community members participating in campaign activities and attending awareness sessions; emergence of spin-off activities to expand campaign)

Mobilisation plan and/or publicity plan

RHF has identified and coordinated with the resources needed to develop radio and print material to reach a broad-based audience. Additionally, we have developed a detailed plan to mobilize the campaign to the first trial community and a conceptual plan to mobilize beyond that community after we have incorporated all lessons learned. Per our project description and budget, our mobilisation and publicity plan include volunteer distribution of material and radio advertisements to heighten awareness and notify participants of times and places of training sessions.

How do you intend to follow-up on the project?

A key component of our approach is to develop metrics jointly with local government and local community participants, which will provide us insight on the success of the campaign and changes we should incorporate. Specific volunteers and board members will be assigned to each metric, with instructions on how and how often to collect data to ensure an accurate and, as much as possible, a quantitative analysis.
## Budget Outline

<table>
<thead>
<tr>
<th>Item #</th>
<th>Budget Item</th>
<th>Description</th>
<th>Amount Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Supplies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Training Material</td>
<td>Markers, flip charts, pens, notebooks, tape</td>
<td>$825</td>
</tr>
<tr>
<td>1.2</td>
<td>Mobilization/Coordination</td>
<td>Phone calls, test SMS, printing, mailing</td>
<td>$631</td>
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<tr>
<td>1.3</td>
<td>Meeting Material</td>
<td>Food and Water for meetings with Stakeholders</td>
<td>$349</td>
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<tr>
<td>1.4</td>
<td>Transportation</td>
<td>Transportation for meetings and training sessions</td>
<td></td>
</tr>
<tr>
<td>1.4.1</td>
<td>Coordination</td>
<td>Transport RHF staff to Kampala and Jinja to meet with associated organizations and Government Departments. Three (30) trips to include cost of gas, bus fare? rental?.</td>
<td>$920</td>
</tr>
<tr>
<td>1.4.2</td>
<td>Training Session</td>
<td>Transport Facilitators to the meetings or to the training?. Facilitators include law makers, human rights activists and officials. Travel costs included</td>
<td>$682</td>
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<tr>
<td>1.5</td>
<td>Banners/Posters</td>
<td>Printing of 5,000 banners and 10,000 posters</td>
<td>$8,800</td>
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<tr>
<td>1.6</td>
<td>Radio Commercials</td>
<td>12 months of radio commercials with 12 ads per day. This price includes a discount from Baaba FM, which is a RHF partner that broadcasts throughout Eastern Uganda</td>
<td>$4,320</td>
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<tr>
<td>1.7</td>
<td>Awareness Training Meetings</td>
<td>Expenses associated with conducting Awareness Training Meetings in 700 Villages (2 meeting per village. Targeting 200 Villagers per meeting). Expenses include: Food, Water, Supplies</td>
<td>$6,750</td>
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<tr>
<td>1.8</td>
<td>Publish Public Statement</td>
<td>Issue a Public Statement and have it published in a National newspaper in English, Swahili and Luganda. Expense covers the cost of publishing in the Paper</td>
<td>$1,500</td>
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<tr>
<td>2</td>
<td>Services</td>
<td></td>
<td></td>
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<tr>
<td>2.1</td>
<td>Media Consulting</td>
<td>Consulting services pertaining to development of effective public service announcements and printed material (posters and banners).</td>
<td>$200</td>
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<td>2.2</td>
<td>Graphic Design Consulting</td>
<td>40 hours of Graphic Design for posters and banners. Hourly cost. Service is being donated for free</td>
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<td>2.3</td>
<td>Project Coordination</td>
<td>Hours of coordination provided by Director:- Includes coordinating meetings and activities with associated organizations and government agencies, tracking costs, coordinating volunteer efforts</td>
<td>0</td>
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<tr>
<td></td>
<td>Grant Total</td>
<td></td>
<td>$24,977</td>
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</table>

### Other comments

RHF is not requesting additional funds for this particular effort from other sources. RHF board members and volunteers have studied this issue for over years and are deeply committed and highly knowledgeable about the tasks at hand. We have already accomplished significant groundwork through coordination with Government and non-government organizations to remove barriers, assure cooperation and assign resources. Fortunately, the community is highly eager to commence and participate in this effort. This has assured us of active and significant volunteer participation, precluding labour costs.