



منظمة الصحة اليمنية

Yemen Health Organization

YHO Communication Strategy for PSEA Awareness in "Social Behaviour Change Communication Initiative on 5 Essential Family Practices to increase acceptance to immunization and decrease malnutrition in Taiz, Ibb, and Ad Dhali' Governorates".

Project Overview:

The primary objective of this communication strategy is to effectively raise awareness among the community or beneficiaries regarding Protection from Sexual Exploitation and Abuse (PSEA) over an 8-month period in " Social Behaviour Change Communication Initiative on 5 Essential Family Practices to increase acceptance to immunization and decrease malnutrition in Taiz, Ibb, and Ad Dhali' Governorates" project. The strategy aims to promote comprehension, encourage reporting, and cultivate a culture of accountability and respect within the community.

Target Audience:

The primary target audience comprises community members, beneficiaries, and stakeholders directly involved or impacted by the SBC project. Secondary audiences may include local authorities and influential figures within the community.

Key Messages:

1. PSEA is a priority: Emphasize the importance of safeguarding individuals from sexual exploitation and abuse within the community.
2. Reporting mechanisms: Inform community members about accessible and confidential channels for reporting incidents of PSEA.
3. Accountability: Stress the collective responsibility of community members in preventing and addressing incidents of sexual exploitation and abuse.
4. Support and assistance: Highlight available support services for survivors of PSEA, including counseling and legal aid.





Communication Tools and Methodology:

5. Community leaders: Conduct interactive sessions during all project trainings to educate community members about PSEA, its ramifications, and how to prevent and respond to incidents.
6. Information Sessions: Arrange regular sessions in collaboration with local leaders and community volunteers. Disseminate key messages through presentations, posters, and leaflets distributed in public spaces, community centers, and schools.
7. Digital Campaigns: Utilize social media platforms, WhatsApp, and mobile applications to disseminate PSEA awareness messages to a broader audience. Develop engaging content, including infographics and pictures, to reach diverse demographics and enhance visibility.
8. Feedback Mechanisms: Establish feedback mechanisms such as suggestion boxes and complaint hotlines to gather input from community members and monitor the effectiveness of communication efforts. Utilize feedback to adjust messaging and strategies based on community needs and preferences.

Timeline:

▪ Months 1-3	Develop communication materials, feedback mechanisms, training resources, and conduct training sessions in all project trainings.
▪ Months 4-6	Implement social media awareness sessions, continue gathering feedback, take action on any reported incidents of SEA, and involve community volunteers in conveying key messages on PSEA.
▪ Months 7-8	Evaluate impact, gather feedback, and make adjustments for continuous improvement.

Monitoring and Evaluation:

YHO will ensure regular monitoring and evaluation will be conducted to assess the reach, engagement, and effectiveness of communication activities. Key performance indicators include workshop attendance rates, feedback received from community members, and changes in awareness levels and reporting behaviors related to PSEA.

