

Proposed Project on

**MEDIA SENSITIZATION CAMPAIGN ON POVERTY REDUCTION
STRATEGIES FOR YOUNG PEOPLE**

Submitted By

**International Centre for Conflict and Human Rights Analysis, Cameroon
ICCHRA-CAMEROON**

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www.icchra.org

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PROJECT SUMMARY

1. Project Title:

Media Sensitization Campaign on Poverty Reduction Strategies for Young People in Mezam Division in the North West Province, Cameroon.

2. Project Goal:

The project aims at improving the participation of young Cameroonians on national poverty reduction strategies, through an effective youth-friendly sensitization media campaign.

3. Project Focus:

Sensitize young people on the concept of national poverty reduction strategy papers vis-à-vis Cameroon's Poverty Reduction Strategy Paper (PRSP), with the intent to building their capacities to harness the opportunities that it presents, while identifying the gaps that exist therein to appropriate stakeholders. The main tools of sensitization will be the radio and the television.

4. Name, address and status of the applying organisation

4.1 Name: International Centre for Conflict and Human Rights Analysis, Cameroon (ICCHRA-CAMEROON)

4.2 Address: P.O. BOX 670, Bamenda

Bamenda Central Sub Division, Mezam Division, North West Province, Cameroon

4.3 Location: Commercial Avenue, Bamenda.

4.4 Status: NGO

4.5 Contact person

Mr. CHI Primus CHE (Country Coordinator of ICCHRA-CAMEROON)

Tel: (+237) 7787 48 94

Email: cameroon@icchra.org

Website: www.icchra.org

5. Project cost

Total project budget: **6,983,400 frs CFA (10,743.7 Euro)**

6. Number of members: 25

7. Duration of project: 5 months

8. Starting time: Takes effect once the project is approved

A. GENERAL INFORMATION ON THE APPLYING ORGANIZATION

1. Project title

Media Sensitization Campaign on Poverty Reduction Strategies for Young People in Mezam Division in the North West Province, Cameroon

2. Brief information of the group

The International Centre for Conflict and Human Rights Analysis, Cameroon (ICCHRA-CAMEROON) is a non-discriminatory, non-profit making and non-governmental organization whose primary function is to serve the needs of youths, children and women at national and international levels. ICCHRA is a research, teaching and training program that critically examines the policies and actions of Governments, International Organizations and independent actors that affect the realization of human rights around the world.

ICCHRA- CAMEROON was established in Cameroon in January 2006, although it gained official recognition only on June 12, 2006 as per Acknowledgement Receipt N^o. **0045/E.29/1111/VOL.8/APPB**. The Country Head Office is located in Bamenda, the Capital of North West Province.

The mission of ICCHRA-CAMEROON is based on the belief that there is a new generation of potential leaders reaching adulthood who are internally prepared to depart from the leadership styles and consciousness of the past, to forge and implement a new paradigm in the world. Our intent is to support them in their development by providing a curriculum in peace building, conflict management, regional integration, security studies, human rights and consciousness designed to help them become consciously aware, high integrity and heart centered leaders in their communities and the world.

3. Activities of ICCHRA-CAMEROON

A/ Human Rights Education and Sensitisation;

B/ Advocacy and Lobbying;

C/ Human Rights Field Work Activities (Research);

D/ Counseling;

E/ Conflict Analysis/Resolution and Peace-Building;

G/ "Young People and the Preservation of Community Water Catchments" Program;

G/ Civic and Democracy Education.

B. TECHNICAL INFORMATION ON THE PROJECT

1. BACKGROUND AND RATIONALE

In Cameroon, young people below 30 years make up over 70% of the total population of about 18 million and also constitute a significant proportion of impoverished and vulnerable persons. As such, any meaningful government strategy to alleviate poverty and enhance economic growth must involve them. Although Cameroon's poverty reduction strategy paper mentions some major youth-related concerns, most youths are largely ignorant about the existence of this document and the accompanied opportunities addressed there in. This could be linked to many factors including but not limited to: ineffective means of dissemination of information; ambiguous government policies; and growing apathy amongst youths on government policies. More so, in spite of the fact that Cameroon's Poverty Reduction Strategy Paper (PRSP) highlights some youth issues such as education and training; human rights and gender equality; employment; and health, some short-coming can however be identified: ambiguity on the definition of who a youth is with respect to age in Cameroon, non inclusion of youth specific poverty diagnostic data with respect to the various geographical regions; failure to acknowledge young people as a diverse group, with varied needs; etc. There is therefore the need to formulate/conceive youth-friendly interventions to sensitize young Cameroonians on the opportunities presented by the current PRSP and how to access them, while equally identifying the gaps that occur in the existing document. Mindful of the falling reading culture among young Cameroonians as acknowledged by many educational authorities, especially voluminous and technical documents like the PRSP, and the ever growing influence and power of radio and television on information dissemination, effective utilization of these mediums of communication could overcome the prevailing problem of falling reading culture.

2. GOAL AND OBJECTIVES

The project seeks to improve the participation of young Cameroonians in developing national poverty reduction strategies and exploring the opportunities presented therein, through an effective youth-friendly sensitization media campaign.

Specifically we intend to:

- Identify and document in a comprehensive manner youth specific interventions and gaps in Cameroon's PRSP.
- Build the capacity of selected young people on these findings.
- Engage the trained young people and other PRSP stakeholders in extensive media campaigns to reach out to more youths.
- Document the feedbacks from the media campaigns for presentation to the appropriate stakeholders.

4. BENEFICIARIES (TARGET GROUPS)

The project targets mainly young Cameroonians between the ages of 18-35 years resident in the Mezam Division of the North West Province of Cameroon, especially vulnerable youths in the informal sector. Mezam Division is made up of seven Sub-Divisions, comprising about 20 villages, with a total population of over 400, 000.

5. TIME FRAME

The time frame for this project will be 5 months as from the time funds are secured.

7. EXPECTED OUTCOME

- General awareness among young Cameroonians of the existence of the PRSP for over 2,000 youths..
- Educating at least 20 young people directly and 200 indirectly on how best to access and harness the youth-related opportunities present in Cameroon's PRSP
- At least one thousand young people aware of the PRSP consultation process and how to get involved.
- Overall improved economic status of at least 20 young people and their close family members.

8. ACTIVITIES

ICCHRA-CAMEROON will use the following outline of activities to realize the goal and objectives above:

- Development of programme content for media campaign
- Identification of participants/ Core team for media campaign

- Identification of Resource Persons
- Capacity building of participants/ Core team for media campaign
- Identification and negotiations with media organs
- Media campaigns proper
- Monitoring and evaluation
- Reports writing and disseminations.

9. METHODOLOGY

The main tools for sensitization will be the radio and television. These media sensitization campaigns will take the form of interviews, debates, focus group discussions, round tables, interactive shows etc. Invitations will be served to key government stakeholders directly involved in the coordination and implementation of government policies such as the provincial delegates of; youth affairs, small and medium size enterprises, finance and the budget, regional planning, agriculture and rural development, social affairs etc. Issues to be discussed during these media appearances will include but not limited to:

- The concept of PRSPs
- Review of Cameroon's PRSP and its current youth interventions
- Gaps on youth interventions on Cameroon's PRSP
- The role of young people in national PRSP processes and poverty reduction.
- Mechanisms of improving young people's effective participation in national PRSP processes.
- The PRSP consultation process etc.

The media appearances will serve as a prelude to a wider and more extensive, but different project involving the organization of capacity building workshops for youth groups and individual young people on poverty reduction strategies in the context of Cameroon's PRSP.

10. MONITORING AND EVALUATION

Monitoring will be ongoing as it will permit us to adjust from short comings observed in the course of the project. This aspect will assist us to meet up with the objectives outlined for the project.

An internal evaluation will be conducted at the end of the project to assess the impact of the campaign in an effort to improve on performance in subsequent projects in other areas and to see if there is need to continue and or improve on the project in the present site. This will involve the organization of interactive radio and television quizzes on the issues that have earlier been addressed in the programme,

during which handsome financial prizes will be offered to the participants that call and provide the correct responses. Also, random interviews will be carried out among young people on their understanding of issues relating to the PRSP that have been discussed during the media campaign.

11. TIME FRAME

Activities	Duration (Weeks)																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1. Development of programme content for media campaign	x	x															
2. Identification of participants/ Core team for media campaign		x															
3. Identification of Resource Persons		x															
4. Capacity building of participants/ Core team for media campaign			x														
5. Identification and negotiations with media organs		x	x														
6. Media campaigns proper				x	x	x	x	x	x	x	x	x	x	x	x		
7. Monitoring and evaluation				x	x	x	x	x	x	x	x	x	x	x	x	x	
8. Reports writing and disseminations																x	x

12. BUDGET

S/N	Activities	Resources Needed	Quantity Needed	Unit Cost/ FCFA	Total Cost/ FCFA
1	Development of programme content for media campaign	Professional inputs of 2 staff for 7 days	2 X 7	20,000	280,000
		Secretarial services	1	25,000	25,000
		Documentation	30	5000	150,000
	Sub-Total				455,000
2	Identification of participants/ Core team for media campaign	Communication (radio announcements, phone calls, emails etc.)	Lump sum	Lump sum	100,000
		Transportation	20	2,500	50,000
	Sub-Total				150,000
3	Identification of Resource Persons	Communication and transportation	3	10,000	30,000
		Sub-Total			
4	Capacity building of participants/ Core team for media campaign	Communication (radio announcements, phone calls, emails etc.)	Lump sum	Lump sum	50,000
		Hiring of venue for 5 days	1 X 5	25,000	125,000
		Stationery/hand outs/course folders/note pads/pens for 20 participants	20	5,000	100,000
		Training equipments: Flip chart board, cardboard papers, markers, PPP etc.	Lump sum	Lump sum	200,000
		Board for participants: 2 coffee breaks and lunch for 5 days at 5000frs/person	20 X 5	5000	500,000
		Resource fees for 2 resource persons at 50,000frs/day for 5 days	2 X 5	50,000	500,000
		Transportation of participants for 5 days at 1000frs/each	5 X 20	1000	100,000
		Video coverage and snap-shots	Lump sum	Lump sum	200,000
	Sub-Total				1,275,000
5	Identification and negotiations with media organs	Communication (phone calls, emails, letter writing etc.)	Lump sum	Lump sum	50,000
		Visits to media outfits	Lump sum	Lump sum	50,000
		Cost of hosting 2 radio and 2 TV programmes/week for 3 months	Lump sum	Lump sum	1,000,000
	Sub-Total				1,100,000
6	Media campaigns proper	Communication(phone calls) for 3 months	Lump sum	Lump sum	150,0000
		Transport cost of participants	20 X 12	3,000	720,0000

		for 3 months at 3000frs/week			
		Subsistence for participants for 3 months at 5000frs/week	20 X12	5,000	1,200,000
		Acquisition of recorded programmes on tapes/CDs	Lump sum	Lump sum	200,000
	Sub-Total				2,270,000
7	Monitoring and evaluation	Communication, transportation, documentation etc	Lump sum	Lump sum	150,000
	Sub-Total				150,000
8	Reports writing and disseminations	-ICCHRA professional inputs and Secretarial services/documentation	Lump sum	Lump sum	200,000
		Disseminations	Lump sum	Lump sum	400,000
		ICCHRA project coordinator allowances for 5 months	1pr X 5mths	150,0000	750,000
	Sub-Total				1,350,000
9	Contingencies				203,400
	GRAND TOTAL				6,983,400 frs CFA 10,743.7 €

Exchange rate used: 1 € = 650 frs CFA

13. TECHNICAL SUPPORT

Technical support for this project will be provided by ICCHRA-CAMEROON and the various stakeholders directly involved in the conception and compilation of Cameroon's PRSP. ICCHRA-CAMEROON will be responsible for supervision, monitoring, evaluation and reporting. Interim or mid-term and final reports will be produced and copies shared with partners.

14. FINANCIAL INFORMATION

ICCHRA- CAMEROON is an entirely voluntary organization and it does not have a regular source of funding. As such, it is impossible to predict what budget ICCHRA- CAMEROON will be able to work with from one financial period to the next. ICCHRA-CAMEROON's achievements since its inception have been largely founded on the voluntary commitment of its members, often with the aid of national volunteers.

ICCHRA-CAMEROON continues its work on very little resources, occasionally receiving small donations from board members for some community-based projects. No member of ICCHRA-CAMEROON receives an income for their work - members generally support themselves hand-to-

mouth through part-time work elsewhere. The minimal economic activity in Cameroon and the lack of employment opportunities here mean that this situation is not uncommon.

ICCHRA-CAMEROON does not receive any financial assistance from the Cameroon government, although, when appropriate, it informs government agencies of relevant projects. The Cameroon government provides virtually no financial assistance to aid organizations on the ground, and has never financed ICCHRA-CAMEROON in the past. ICCHRA-CAMEROON is committed to realize her objectives and projects by partnering with other civil society organizations, CSOs within or out of Cameroon who share a common vision.