

Campaign Brief

Botswana Country Office | Interim Update: January 2019

Background

As in many southern African countries, sexual abuse and exploitation of children is a major problem. On average, one child in every secondary school classroom has experienced rape, according to the Botswana Youth Risk Behavioral and Biological Surveillance Survey. Many young people report being abused or inappropriately touched by people in power, whether relatives, teachers, taxi drivers, or clergy. In certain parts of the country, cultural expectations promote men's power over women and create an atmosphere that perpetuates exploitation and abuse.

In Botswana, sexual exploitation and abuse is directly linked to HIV and AIDS. The prevalence of HIV among adolescents aged 10-19 is 9.2%. Of the 9.2% prevalence rate, girls makeup 5.4%, while the remaining 3.7% is boys. According to the Botswana Youth Risk Behavioral and Biological Surveillance Survey of the 22.3% sexually experienced respondents:

- 33% had sexual intercourse for first time before 13 years
- 13.4% reported every exchanging sex for money, drugs or gifts
- 22% of students reported being forced to have sexual intercourse

In many cases, sexual exploitation is masked with silence which contributes to lack of disclosure by those affected. In cases where children and close family members are involved, the incidences are hardly reported and usually 'resolved' at home. There is a need to promote dialogue around these issues to break the silence and secrecy that surrounds the practice.

In response to these challenges, UNICEF commissioned a study on the Knowledge, Attitudes and Practices of Sexual Abuse and Exploitation of Adolescent Girls in 2018. The study found that major drivers of exploitation are poverty and male perceptions of teenagers as "ripe" and easier to deal with than older women. Using the study findings, UNICEF, UN Women, the Ministry of Local Government and Rural Development and the Ministry of Nationality, Immigration and Gender Affairs kicked off a national campaign to prevent sexual exploitation and abuse of children.



Lone Tshubang, Chairperson of Children's Consultative Council

Objectives

- Raise public awareness around sexual exploitation and abuse against children so that community members can openly talk about it.
- Engage men and mobilize action against sexual exploitation and abuse of children.
- Spur innovative ideas on how to combat sexual exploitation and abuse of children.
- Empower children and young people to speak out against sexual exploitation and abuse

Campaign Rollout

Launch

E Seng Mo Ngwaneng was launched by the First Lady of Botswana Ms. Neo Jane Masisi on 27th November 2018. The Assistant Minister of Local Government and Rural Development Honorable Kgotla Autletswe delivered special remarks. The Permanent Secretary of Nationality, Immigration and Gender Affairs Ms. Kebonye Moepeng and UNICEF's Representative Ms. Julianna Lindsey also officiated at the launch.



First Lady of Botswana Mrs. Neo Jane Masisi



UNICEF's Representative Ms. Julianna Lindsey

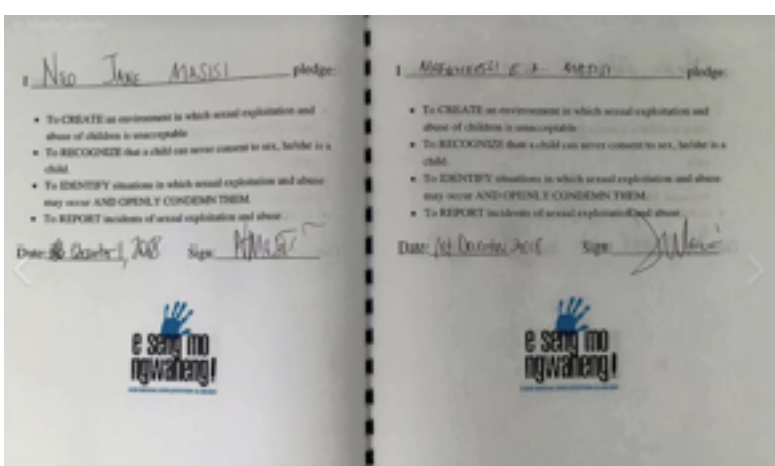
Excerpts from the First Lady's Speech

"Sexual Exploitation and Abuse is a very complex issue and it is made worse by the secrecy that surrounds it.

The secrecy is driven by our society which may stigmatise the victim and even their family – cultural norms may be a barrier to speaking out (more-so that in the majority of cases the perpetrator is someone who the victim or their family trusts) Since nobody talks about it, many children who are victims suffer in silence while we all turn a blind eye to it.

As a nation, we have the moral obligation to protect our children from sexual abuse. We need to love, nurture and protect these children ensuring that this protection is both emotional and physical.

Today I would like to appeal to all men and women across the country to rise up and say E seng mo ngwaneng! We call on men and women from all four corners of Botswana to make a personal commitment to step out of the sidelines and be part of the solution to end sexual exploitation and abuse. We need to speak with one voice and advocate for the protection of children, no matter what it takes"



The President of the Republic of Botswana Dr. Mokgweetsi Masisi and First Lady Ms. Neo Jane Masisi signed the E Seng Mo Mgwaneng Pledge Book

Social Media

Morning UNICEF.

I have seen your eseng mo ngwaneng campaign and as a victim of abuse it hits home.



Men & Boys for Gender Equality

December 8 at 9:43 AM · 🌐

unicef

I'M A MAN

To you it may be 5 minutes of sexual pleasure,
But those 5 minutes can scar the child for the rest
of their life! You need to STOP SEXUAL ABUSE NOW!

Desmond Lunga - Men and Boys for Gender Equality

LET'S END SEXUAL EXPLOITATION AND ABUSE!

E seng mo
ngwaneng!

👍❤️👹 5.7K



500+
new followers



140K
people
reached

Post Reach

November 19 - December 16

146,743

People Reached ▲ 821%

800+% ↑

Post Engagements

November 19 - December 16

25,735

Post Engagement ▲ 842%



Magz

@HFR MMR

Follow

I shared the [#esengmongwaneng](#) campaign with the WhatsApp family group because the family has actively protected some sexual predators for years. Trying to restart the conversation and hopefully one day we'll name and shame these "uncles", and get them behind bars where they belong

Activities

Following the launch by the First Lady, the campaign was further supported by His Excellency the President of Botswana, Chief Executive Officers of large corporates, politicians and other influential members of society who joined UNICEF in calling an end to sexual exploitation and abuse of children. The President and the First Lady, as well as other influential individuals, signed the "E Seng Mo Ngwaneng" pledge. The President also made a public commitment to prioritize drafting of laws that ensure protection of children from any form of abuse. The Campaign achieved the highest performing social media posts, with Facebook reaching 112,000 people in a week and Twitter generating a record level of engagement.

New and existing partnerships proved instrumental in achieving campaign goals. Large corporates such as Barclays Bank, FNB Botswana, Debswana, Wilderness Safari and G4S organized dialogue around sexual exploitation and abuse with staff members and children. Youth digital influencers, churches, musicians, parliamentarians and local celebrities participated in the campaign by sharing key messages. UNICEF also aligned the campaign messages to World Children's Day, World AIDS Day and 16 Days of Activism against Gender Based Violence.

The Country Office undertook two visits to the North West region as part of campaign outreach efforts. Three other regions will be visited in the first quarter of 2019.



Media partners engaging stakeholders



Tribal leadership hosting a community discussion with UNICEF



Survivors sharing experiences



Intergenerational community conversations



Members of the public visiting the UNICEF stall to learn more about prevention of SEA