

REVIEW ON THE PROMOTION OF YOUTH PARTICIPATION IN THE FRAME OF THE JUNIOR REPORTERS CLUB AND ONE MINUTES JUNIOR INITIATIVES

©UNICEF/UN0484734/Ramasomanana



INTRODUCTION

UNICEF supports approximately 6 million young people in Madagascar through its media and ICT initiatives to promote youth participation and child expression. The Junior Reporters Club (JRC) and One Minutes Junior (OMJ) initiatives have been implemented primarily for this purpose.

Implemented in 2007, the Junior Reporters Club (JRC) programme offers young people and adolescents the opportunity to express themselves on issues that concern them (children schooling, sexual reproductive health, access to water, children's rights, Covid-19, etc.) through radio broadcasts that they produce themselves after undertaking training.

The One Minutes Junior (OMJ) initiative, implemented since 2011 and resumed in 2018, concerns short videos production training in which young people are led to express themselves on broader themes (hope and dreams, youth challenges, leisure, etc...). The videos produced are then presented to an audience during the annual OneMinutesJr festival competition.



©UNICEF/UN0484745/Ramasomanana



REVIEW OBJECTIVES AND QUESTIONS

The main purpose of the review is to have an objective, honest and constructive internal reflection on the two initiatives. The results will then serve as a decision tool for UNICEF Communication for Development, Media and External Relations sections and partners in whether to continue and adapt the implementation of the two programmes, or stop them.

The objectives were to assess: (1) **the strategic positioning**, (2) **performance**, and (3) **cross-cutting dimensions** of these initiatives over the 2016-2020 period, by answering the following strategic questions:

- In their current conceptualization and performance, are both initiatives worth pursuing?
- Are the conceptualization and size of the two initiatives appropriate given the human and financial costs, needs, and potential?
- What have been the impacts of these initiatives and the consideration of equity, gender and human rights principles?



METHODOLOGY

- The parties involved in the evaluation were composed of: UNICEF Madagascar, JRC and OMJ beneficiaries, implementing partners (ministries and regional directorates), radio stations hosting JRCs, and the technical coaches from these radio stations.
- The approach was participatory and mixed (qualitative and quantitative) in terms of data collection, analysis, and interpretation: document review, written questionnaires, online interviews and discussions, RapidPro survey, workshops.





MAIN RESULTS

Strategic positioning	Performance	Cross-cutting dimensions
– Evolving, low-prioritized objectives due to lack of planning, monitoring and evaluation – Children's participation evolving from perceived as the objective itself to a means of advocacy – Development of participants' technical and social skills – Low representation of voices and social positions' diversity	– Lack of synergy among UNICEF project management sections – UNICEF coordination mechanisms with partner ministries not respected – Need to strengthen synergy between JRC and other actors in similar programs – Partners' involvement imbalanced – Administrative process blocking financial management and non-deliverable materials for a ministry – Beneficiaries of the projects satisfied with the technical and social skills they acquired – Lack of clear monitoring indicators to measure audience size for radio broadcasts – Low audience for skits and videos. – Individual impacts observed whereas community and policy level's impacts not visible – Contributions of the two initiatives to youth strategy and national youth policy not evident	– Human rights, equity and gender principles consideration in the conceptualization and implementation of the initiatives – Lack of marginalized groups' inclusion



CONCLUSIONS AND RECOMMENDATIONS

- The drawbacks in terms of program conceptualization and monitoring prevent the programs from continuing as it is.
- Poor planning fosters a lack of visibility and the expected social changes have not been clearly defined. Advocacy messages do not necessarily translate into impacts.
- The lack of indicators does not allow for impacts measurement. There is a need to strengthen equity in recruitment, gender balance of participants, plurality of voices, and inclusion of marginalized children.



Conceptualization	Project size	Impact
– Participatory review of objectives and indicators – Linking individual and social development in the theory of change – Identify SMART (Specific, Measurable, Attainable, Realistic and Time-bound) indicators	– Review the projects synergy with other UNICEF cross-cutting programs – Reorient partnerships with Sifaka and Fondation Hirondelle	– Conduct in-depth qualitative surveys to assess impacts and understand social mobilization mechanisms – Ensure a balance between children's participatory rights and their right to protection

For more information :

Fonds des Nations Unies pour l'Enfance
Maison Commune des Nations Unies, Zone Galaxy Andraharo
B.P. 732 Antananarivo -Tel: (261-20) 23 300 92 - Site web: www.unicef.org/madagascar

