

Detailed Implementation & Financial Report

SRHR Digital Awareness Campaign January – December 2024

1. Project Overview

- **Title:** SRHR Digital Awareness Campaign
- **Location:** Zambia (national coverage through radio + digital platforms)
- **Duration:** January – December 2024
- **Objective:** Break stigma around sexual and reproductive health (SRHR) by reaching rural and urban youth with accurate, youth-friendly information through digital and radio platforms.

2. Background & Rationale

- SRHR remains a taboo topic in many rural communities, with youth lacking safe spaces for information.
- Digital platforms and radio are effective in reaching young people with accessible and confidential services.
- This project aligns with Zambia's Adolescent Health Strategy and contributes to SDG 3 (Good Health & Well-being) and SDG 5 (Gender Equality).

3. Activity Components

- **Media Fellowships:** 10 youth trained as SRHR digital advocates.
- **Radio Campaign:** 30 interactive radio talk shows produced and aired in rural and peri-urban districts.
- **Digital Platforms:** WhatsApp hotline and Facebook page launched for confidential queries.
- **Community Engagement:** Distribution of campaign posters and SRHR leaflets.

4. Detailed Execution Phases

- **Phase 1 – Training & Content Development (Jan – Mar 2024):** Youth media fellows trained; campaign messages developed.
- **Phase 2 – Radio & Digital Rollout (Apr – Sep 2024):** 30 radio programs aired; hotline launched; Facebook page managed.
- **Phase 3 – Outreach & Engagement (Oct – Nov 2024):** Posters distributed; youth feedback collected.
- **Phase 4 – Monitoring & Reporting (Dec 2024):** Usage data analyzed; impact report compiled.

5. Implementation Timeline

Phase	Timeline
Training & Content Development	Jan – Mar 2024
Radio & Digital Rollout	Apr – Sep 2024
Outreach & Engagement	Oct – Nov 2024
Monitoring & Reporting	Dec 2024

6. Outcomes & Impact

- **Reach:** 15,000 youth reached through radio and digital platforms.
- **Engagement:** WhatsApp hotline responded to 1,200 confidential queries.
- **Behavioral Change:** 3 clinics reported increased youth visits for SRHR services.
- **Youth Empowerment:** 10 youth media fellows gained skills in digital advocacy.

7. Key Partners

- **ZNBC Radio & Local Stations:** Broadcasted SRHR shows.
- **UNICEF Zambia:** Technical and financial support.
- **District Health Offices:** Provided medical staff for hotline responses.
- **Youth Media Fellows:** Content creators and campaign ambassadors.

8. Youth/Community Testimonials

“I could call the hotline without fear. It felt safe to ask about things we never discuss at home.”
— **Anonymous, Hotline User**

9. Financial Report – Donor Grant (\$50,000)

Budget Item	Amount (USD)	Description
Training & Fellowships	\$8,000	Training workshops, stipends, manuals
Radio Program Production	\$15,000	Airtime, recording, facilitator fees



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Digital Platform Setup	\$10,000	Hotline setup, moderation, ICT tools
Campaign Materials	\$5,000	Posters, leaflets, translations
Monitoring & Evaluation	\$7,000	Surveys, hotline data analysis, reporting
Administration & Contingency	\$5,000	Coordination, overhead
Total	\$50,000	

10. Summary

The SRHR Digital Awareness Campaign successfully leveraged radio and digital tools to provide youth with accurate reproductive health information in a safe, accessible manner. With over 15,000 youth reached and increased service uptake at local clinics, the project demonstrated how innovative media can transform SRHR engagement. The model offers scalable potential for national SRHR programming.

Approved by:

A handwritten signature in black ink, appearing to read 'Mercy Ndhlovu'.

Mercy Ndhlovu
Executive Director