



Sample syllabus for the #FrontlineEndingFGM/GMC Caravan and Media Academy.

Date: TBC
Location: County Located, Kenya
Sessions: Tree of Life Survivor Training; Caravan Training; Local Media Training; Impact Measurement Training.
Practical Sessions:
Opening Remarks from the Government of the Republic of Kenya



Our Caravan in Guinea-Bissau

Day 1

Born Perfect Women's Caravans: Driven by those Who Know: Fuelled by Those Who Care.	
Theme	The Tree of Life : Survivor training for 15 survivor activists leading on the Caravan in Kenya
Learning Goals	Survivor activists and leaders from the 7 Caravan regions in Kenya are trained on the ToL FGM trauma/empowerment model. This trauma treatment prepares survivors to take leadership roles in the campaign, and to run ToL sessions the day before the Caravan


	arrives in each village.	
8am - 9am	Breakfast	Responsible person
9 - 9.30	<p>Opening Remarks</p> <p>Opening Ceremony led by Jeremiah Kipainoi, life-long activist fighting FGM and lead of Kenya team</p> <p>Dr Gillian Hughes, Psychologist (Institute for Global Health Development, Queen Margaret University) who has adapted the ToL for use with FGM trauma survivors.</p>	<p>Permanent Secretary</p> <p>Dr Gillain Hughes.</p>
9.30 - 10.45	<p>Introduction of survivor participants</p> <p>Introductions and getting comfortable with each other</p> <ul style="list-style-type: none"> • Personal introduction and organisation if applicable • Map of country and community grouping- stand where you came from to be here 	TBC
10.45 - 11.00	Break	
11.00 - 1.00	<p>The Tree of Life Presented</p> <ul style="list-style-type: none"> • Ground rules and agenda for the week • Why do we start with trauma recovery? • Doing your own Trees (part 1) • Sharing your trees in the Forest of Life (part 2) 	TBC
1.00 - 2.00	Lunch	
2.00 - 3.00	From FGM to child marriage my story told.	TBC
3.00 - 4.00	Tree of Life part 3: talking about the storms of life	TBC
4.00 - 4.30	Break	
4.30- 6.30	Tree of Life part 4: Presentation of my tree and celebrations	TBC
6.30 - 7.30	Dinner	
7.30 - 8.30	<p>Home groups - Split group up</p> <ul style="list-style-type: none"> • Participants are split into small regional groups each for the 5 regions to begin planning on the Caravans. • Ahead of the arrival of the CBOs, journalists and influencers who will join 	TBC

	for day 2.	
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Day 2		
Theme	Strategy: what has worked, how we can be more strategic	
Learning Goals	<ul style="list-style-type: none"> • Presentation of the learning from previous campaigns in the relevant local language • Participants understand the different GBV campaigns that have been tried and are able to analyze why they did/didn't work • Participants can produce a power map • Participants can identify who has the power to create change in their area • Participants can identify a range of tactics to create that change • Participants can order the tactics appropriately (escalation) 	
8am - 9am	Breakfast	
9am - 9.30am	Opening circle	TBC
9.30 - 10.45	The Power of local media campaigns:- films from Sierra Leone, Liberia and Nigeria.	TBC
10.45 - 11.00	Break	
11.-12.00	Intro to Strategy - Lesson from the Born Perfect FGM Caravan in Guinea Bissau.	GMC/FrontlineEndingFGM Guinea-Bissau Team
12.00 - 1.00	Who - 'Targets' <ul style="list-style-type: none"> • Participants break into 7 key Kenya region groups to include government, duty bearers, CSO, local journalists. • Work on their regional power map for the Caravan and media campaigns. • Together we create a whole group map of 'targets' to get on their Caravan 	TBC
1.00 - 2.00	Lunch	
2.00 - 3.30	Who - 'Allies' <ul style="list-style-type: none"> • Route planning in detail for each of the 5 Caravan regions. • Facetime live- the new convening tool for activists 	Jeremiah Kipainoi (GMC)
3.30 - 4.15	Home groups	
4.15 - 4.30	Break	

4.30 - 6.30	Analysing different FGM and GBV media campaigns <ul style="list-style-type: none"> • what worked • what didn't 	TBC
6.30 - 7.30	Dinner	
7.30 - 9.30	Story-telling session <ul style="list-style-type: none"> • Presentation of a successful BornPerfect Caravan/Media campaign in Guinea Bissau. 	GMC/FrontlineEndingFGM Guinea-Bissau Team

Day 3,

Theme	Media Campaigns to Follow The Caravan. 	
Learning Goals	<ul style="list-style-type: none"> • Participants understand the range of media options available in Kenya • Participants can approach a journalist and pitch a story • Participants are confident speaking on local radio 	
Facilitators	TBC	
8am - 9am	Breakfast	
9am - 9.30am	Opening circle	TBC
9.30 - 10.45	How the media works in Kenya <ul style="list-style-type: none"> • Small group discussions about different types of media in Kenya • Who reads/watches/listens to what • Which is powerful • Which reaches most people 	TBC
10.45 - 11.00	Break	
11.00 - 12.45	Working with social media on the FGM alert maps. How to stop the cutting in Kuria, for example, using local media <ul style="list-style-type: none"> • Participants learn from the experience of the Christmas cutting campaign in Kenya 2021 	Jeremiah Kipainoi

12.45 - 1.00		
1.00 - 2.00	Lunch	
2.00 - 3.00	Local radio <ul style="list-style-type: none"> Participants identify influencers in the 7 regions for the vernacular radio campaigns. 	TBC
3.00 - 4.15	Getting in the media-Participants understand how to get on local radio <ul style="list-style-type: none"> Participants think about what next steps beyond local radio might be. 	TBC
4.15 - 4.30	Break	
4.30 - 5.30	Practise session <ul style="list-style-type: none"> Talking on the radio/how to message prepare your influencers. 	TBC
5.30 - 6.30	Deciding on which influencer works best.	TBC
6.30 - 7.30	Dinner	

Day 4		
Theme	The use of local media campaigns in the respective areas/ Regions/districts and measuring their impact.	
Learning Goals	<ul style="list-style-type: none"> Bringing it all back home - using the Global Media Campaign to train the trainers back home on how to use local media. How to use digital media Measuring impact effectively (60 Decibels model) https://60decibels.com/ 	
Facilitators	TBC	
8am - 9am	Breakfast	
9am - 9.30am	Opening circle	
9.30 - 10.45	<ul style="list-style-type: none"> Presentation from media campaigners Methodologies which will work well for the campaign in their respective area Learning best practices from local media campaigns in other countries 	On Zoom: Ifrah Ahmed, Somalia, Rugiatu Turay, Sierra Leone etc. TBC
10.45 - 11.00	Break	
11.00 - 12.45	<ul style="list-style-type: none"> Measuring Impact of the Caravans in the 7 	Ellie Rodgers/Ale

	regions <ul style="list-style-type: none"> • Avoiding collective pressure • The importance of returning 6 months later • The use of simple questionnaires: Designing a simple gold standard impact measurement study. • Using mobile phones to check back in. 	x Kayali , Impact Consultants 60Decibels and Global Media Campaign.
12.45 - 1.00		
1.00 - 2.00	Lunch	
2.00 - 3.00	Local radio <ul style="list-style-type: none"> • Prepare sessions for the local radio in respective Regions. • Survivors prepare their sessions which will be used with the media campaign. 	TBC
3.00 - 4.15	<ul style="list-style-type: none"> • The harsh reality: No receipts- no repeats - the business of keeping your finances in order. 	GMC
4.15 - 4.30	Break	
4.30 - 5.30	<ul style="list-style-type: none"> • Exploring the Global Media Campaign virtual media academy for teaching locally how to run media campaigns. • https://globalmediacampaign.org/media-training-hub/ 	Maggie/Jeremiah
5.30 - 6.30	<ul style="list-style-type: none"> • Safeguarding media activists in a hostile environment 	TBC
6.30 - 7.30	Dinner	

The #Frontline Media/Bootcamp academy **will complete on XXX @ 12.00pm** to all participants to travel home. Generally, the agenda for the final morning is determined during the training.