



Introduction: The PML project will develop a pilot Message Library (ML) for South Sudan focusing on three hazards. In South Sudan, a draft ML is only partially complete, and the project will draw on the existing messages to build the pilot library. Messages will be grouped into hazards (topics). The Message Library will help practitioners and clusters to disseminate information in hazardous areas of natural and man-made calamities.

In May, SAADO conducted a data collection exercise in Juba following the first phase of dissemination of Gender Based Violence messages. The GBV messages were disseminated in three suburbs of Juba including the Protection of Civilians sites; namely: *Gudele, Mangaten, Sherikhat*, POC 1 and POC 3. This was to get feedback from residents with the aim of discovering possible gaps in the message design, channels of

communication used, the languages selected for the process. The data collection was also done to find out if communities have inputs that can be integrated to improve the messages and also to come up with clear information about suitability of the messages in their context. 52% of individuals interviewed were male and 48% female.

Channels used for dissemination

- Radio
- Community structures
- Boda-Boda Talk-Talk
- *Bera-Bera* (Mobile Announcer)

Key findings

- The most effective channel for disseminating these messages is *BodaBoda Talk Talk* with 34% of respondents in agreement (Most effective in the PoCs).
- Community/religious leaders came next with 29%;
- *Local radio station came third with 24%*
- 97% of respondents expressed satisfaction with the clarity of the messages; 70% of whom agreed that the messages were **Very Understandable**, while 20% responded that the messages were **Somewhat Understandable**.
- 74% of respondents listened to the messages within a recall period of two weeks; 52% of whom were female and 48% male. This indicates that at the time of the data collection,

they still had fresh memories of the message content and of the channel used for the dissemination.

- Community/Religious leaders have continued to share the messages with their people.
- The messages have continued to spread by word of mouth among friends, families, and etcetera
- Communities have owned the messages and aim at spreading them further
- 48% received the messages regularly through one of the numerous channels of dissemination used. This indicates that most people interact with their community/religious leaders; and that a large portion of the population own radios.

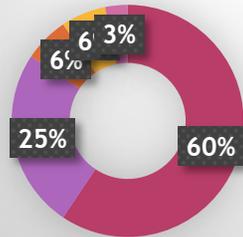


- Barriers to the communication process were mostly absence of residents from their homes during dissemination of the dissemination process; most in many cases would be away to work or school or to indulge in other activities in areas away

from home. Noise from vehicles, generators, and passers-by was also cited.

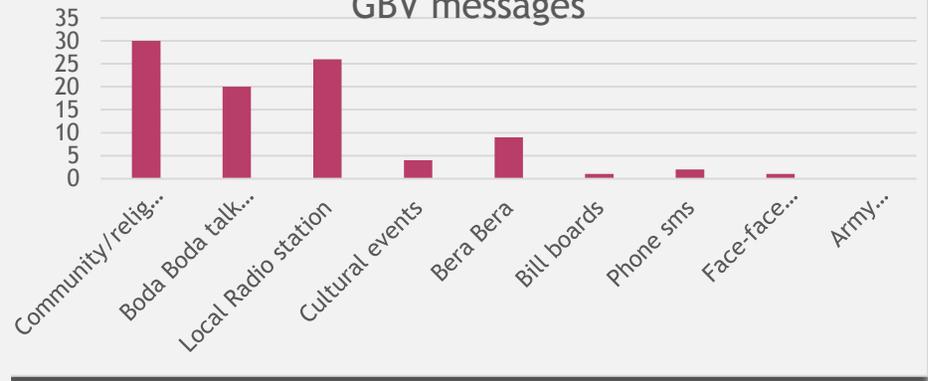
60% of the respondents have indicated that the mode in which the messages have been presented/dissemination is satisfactory and no adjustments are required. Only 3% found the messages unsatisfactory.

Level of satisfaction with the mode in which the GBV messages have been communicated



- Very satisfied
- Somewhat satisfied
- Neither Satisfied nor Not Satisfied
- Some what dissatisfied
- Very dissatisfied

The most effective channel of passing the GBV messages



Recommendations

- More focus on use of the dissemination channels that the communities have listed
- Engagement of youth within the communities in disseminating the awareness messages
- Messages should be translated into several ethnic languages