



**COUNTRY-SPECIFIC  
STRATEGY FOR  
PROMOTING AND  
FACILITATING THE  
EXERCISE OF WOMEN'S  
RIGHTS**

**NIGERIAN GROUP**



TÍTULO: COUNTRY-SPECIFIC STRATEGY FOR PROMOTING AND FACILITATING THE EXERCISE OF WOMEN'S RIGHTS

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## **INTEGRAL COMPONENT OF THE STRATEGY FOR PROMOTING WOMEN'S RIGHT IN NIGERIA**

### **BACKGROUND**

In most African states, women have experienced different situations which have deprived them of enjoying similar human rights experienced by their male counterparts. Most often, women have been victims of various forms of oppression and subjugation and this has made them to assume lesser status than that of men in the society. In Nigeria, government has shown its commitment to equal and fair treatment of all its citizens by enacting laws, and domesticating different instruments and treaties aimed at promoting equal and fair treatment of all citizens.

As Nigerians and members of the Youth Network for African and Spanish Women Empowerment (NAWEY), we are committed to fostering gender equitable sustainable development in Nigeria. We strive to achieve this by ensuring the development and implementation of viable strategies that will promote favourable environment for all Nigerian citizens, especially women. As such, we have put together, in this document, our strategies for promoting women's human rights and eliminate injustice in the treatment of women in Nigeria in Nigeria.

This report is made up of three (3) sections. The first section highlights the frame of reference on which the strategy is based. The second section identifies the justification for the development and implementation of strategies for fostering women's rights in Nigeria. The third section identifies strategies at promoting women's human rights, objectives, target goals and action plans for implementing the strategies.

### **A. FRAME OF REFERENCE**

The frame of reference of our broad strategy for women's human right intervention is based on the existing laws and policies and existing legislative or judicial measures applicable in Nigeria.



This framework is classified under regulatory, institutional and theoretical frameworks, the latter being understood as the various approaches and concepts that guide the organization (in this case NAWEY). Theoretical frameworks are the legal references upon which our strategies is built and it comprises the following:

### **International**

The Convention on the Elimination of All Forms of Discrimination against Women, 1979 (CEDAW- The Women's Convention) <sup>1</sup> The Nigerian government having ratified the convention in June 1985, is yet to domesticate the convention into national laws. However, a piecemeal approach is adopted for the enforcement of the spirit and letter contained in the articles of CEDAW.

### **Regional**

The African Charter on Human and Peoples' Rights, 1983 is a regional law already domesticated in Nigeria and forms the basis of most human rights enforcement within the country. Having signed on 31st August 1982, ratified on 22 June 1983 and domesticated through the African Charter on Human and Peoples' Rights as Cap.10 Laws of the Federation of Nigeria 1990 or Cap.A9 Laws of the Federation of Nigeria 2004.

Nigeria has progressively been implementing the Charter through the following general measures: -

#### **i. Legislative Measures:**

- Incorporation as part of Nigerian Law of the African Charter on Human and Peoples' Rights (Ratification and Enforcement) Act Cap.A9 Laws of the Federation of Nigeria 2004.
- Guarantee of enforceable fundamental human rights in their civil and political contexts under Chapter 4 of the 1999 Nigerian Constitution.
- Constitutional obligations under Chapter 2 on all levels and organs of government exercising any executive, legislative and judicial functions and powers to ensure the

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<sup>1</sup> <http://www.un.org/womenwatch/daw/cedaw/>



progressive realization of the fundamental social, economic, political, educational, environmental, cultural and foreign policy objectives in Nigeria.

- The Constitution of the Federal Republic of Nigeria (1999)
- Child's Rights Act 2003
- African Charter on Human & People's Rights (Ratification) Act CAP 10. Laws of the Federation of Nigeria 1990
- National Human Rights Commission (NHRC) Act 1995
- Trafficking in Persons (Prohibition) Law Enforcement and Administration Acts, 2003 and as amended in 2005
- National Commission for Refugees Act (Cap 244, Laws of the Federation of Nigeria 1990)
- Universal Basic Education (UBE) Act 2003 (Amended in 2005)
- National Agency for Food & Drug Administration and Control Act
- Criminal Codes (Federal and States)
- National Human Rights Commission Act Cap.N46 Laws of the Federation of Nigeria 2004.

## ii. Policy Measures

- National Gender Policy on Education, **2008**
- National Teacher's Policy on Education, **2008**
- National Policy on HIV AIDS Education, **2008**
- National Gender Policy, **2007**
- National Child Policy of 2007 and its Strategic plan of Action/implementation framework **2007/2008**
- National Policy on Environment, **1999**.
- National Policy on Malaria Control (**2005**)
- National Guidelines on Micronutrients Deficiencies control in Nigeria (**2005**)
- National Guidelines and Strategies for Malaria Prevention Control During Pregnancy (**2005**)
- National Strategic Framework and Plan for VVF Eradication in Nigeria (**2005-2010**)
- National Reproductive Health and Strategic Framework and Plan (**2002- 2006**)
- National Policy on HIV-AIDS (**2003**)



- National HIV/AIDS and Reproductive Health Survey (2003)
- National Policy on Food and Nutrition in Nigeria (2001)
- National Water Supply and Sanitation Policy (2000)

#### **Institutional Measures for the Promotion and Protection of Human and Peoples' Rights:**

- The National Human Rights Commission established by the NHRC Act Cap.N46 Vol.11 Laws of the Federation of Nigeria 2004 is mandated to promote and protect human rights and to ensure discharge of Nigeria's human rights obligations.
- The Ministry of Women's Affairs and Youth Development at the National level
- The State Ministry of Women's Affairs
- The judicial systems in Nigeria

#### **B. JUSTIFICATION OF THE STRATEGY**

The World Economic Forum (2005) report shows that since the 80s, there has been a gradual increasing awareness of the need to empower women through some strategic measures. These include increase social, economic and political equity, broader access to fundamental human rights, improvements in nutrition, basic health and education. Therefore, there is the need for the review of the performance and effect of empowerment projects directed at women. This will assist to ascertain the contributions of the projects that focus on improving the living standard of women and also to discover the actual level of empowerment of women.

#### **Situational Justification**

The prevailing climate of slow progress achieved in national efforts to reduce poverty, particularly where women allegedly continue to remain among the 'poorest of the poor', provides the justification for measures to promote women empowerment in Nigeria. Furthermore, the under-lying cultural forces that have helped to determine the Nigerian social and political environment continue to impose a damaging influence on possibilities for efficient and rapid realization of women empowerment. The progressive shift in paradigm from a Women-in-Development perspective to a more egalitarian Gender-and-Development conceptual and



political stance lends a stronger ethical rationale to justify advocacy by the Ministry of Women's Affairs and Civil Society Organisations. This will help in policy identification and programme management, and secure donor assistance to design and implement a Women's Empowerment Strategy and Action Plan for Nigeria.

This strategy will therefore provide available information on the various stakeholder in the women empowerment projects in the country. It will serve as a framework for analyzing the strengths, weaknesses, opportunities and threats, as well as the measurement of effectiveness of organizations in implementing their various empowerment projects, thereby directing it towards meeting the felt needs of the rural women. This will be a useful tool in making desirable policy that will assist women in sustaining the impact of the project by boosting their economic activities and improving their livelihood condition and thus contribute to the general economic development of the country.

The strategy will also help in determining the best way of increasing language influence on the exercise of women's rights in Nigeria. In-depth understanding of the language is helping many women to express themselves in the way that they can be understood, even though illiteracy rate is high among Nigerian women, about 61% in 2003<sup>2</sup>. The persistent knowledge gaps and corresponding paucity of skills related to effective accelerated gender mainstreaming and budgeting in government and Civil Society institutions also dictate a pressing urgency to investigate the magnitude of the problem. The strategy will unfold new area of study on women's rights to researchers and appropriate recommendations will be made. This will bridge the gaps and reveal areas of further study on rural women empowerment.

## **C. FRAMEWORK OF ACTION**

### **Priority Strategic Plans, Objectives and Action Plans**

#### **Priority Strategic Lines**

- The use of policy instruments at global, regional and national levels e.g.; the Beijing Platform for Action, the MDG Goals Framework, the Paris Declaration, the Protocol for the Rights of Women in Africa and the Nigerian National Gender Policy.

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<sup>2</sup> CIA World Factbook (2012), <https://www.cia.gov/library/publications/the-world-factbook/geos/ni.html>



- For a drive towards poverty eradication the introduction/inclusion of macro-economic policy as established in the vision 20/20, the NEEDS review process and the establishment of an anti-poverty fund are good mechanisms that women's groups can use by partnering with government to see that women are not only aware of these policies but actually benefit from them.
- The Nigerian government allocates money under the Debt Relief Gains (DRG's) to Gender equality and Women's empowerment specifically to: Integrated maternal and child health care, Micro-credit for rural women farmers, women empowerment and skills acquisition, HIV-AIDS and political empowerment of women. So it is imperative that as a plan of action for women's rights, women's groups should always partner with government to know the current and positive inputs government is making and advocate for and on behalf of women to gain from such opportunities open to women.
- There needs to be capacity building programs and awareness-promoting workshops that emphasize the fact that women remain underrepresented in various sectors of the economy, addressing the need for this gap to be filled and the gender imbalance to be bridged all together.
- There is the need for human rights training for religious and cultural/traditional leaders on the cruel and harmful practices meted on women from the various tribes and societies within Nigeria, with a view to teaching such rulers/leaders that all these harmful practices are in fact against both holy books (Bible and Qur'an).
- Women's Rights groups should clamor for and seek to hold government accountable for the 35% affirmative action and inclusion of women in politics and decision making processes. Such groups can host leadership and political participation trainings for women to better understand their rights to be included in decision making processes and the entire political process in Nigeria.
- With regards to crises in Nigeria, by way of religious clashes, tribal or otherwise, women should be trained in acquiring skills in conflict prevention management, conflict resolution as well as in post-conflict peace building. Therefore courses on gender and peacekeeping will be very useful. This could include post war and conflict management, relief types etc. should be included in the training.
- There is the need to work with UN agencies, embassies, government and other CSO's/NGO's to compliment governments efforts by offering technical assistance and capacity building towards the effective promotion of the girl-child education.





### **Overall Objectives**

- Promotion of women's rights in Nigeria

### **Specific Objectives**

Specifically, the strategy seeks to:

- Foster the development of favourable environment for exercising women's rights;
- Ensure equal and fair treatment of women;
- Build the capacity of women in urban and rural areas in the awareness of their rights; and
- Promote information and knowledge base on issues of women's rights.

### **Targets**

The following seven targets are of paramount importance:

- Promote and increase awareness talk on issues of women's rights through mass media and other viable communication channels
- Conduct sensitization workshop for stakeholders in women's rights issues (e.g. Ministry of Women Affairs, Media Personnel, and Law Enforcement Agencies etc)
- Capacity Building for women in urban and rural areas to promote their awareness of their rights
- Promote the recruitment of more women into legal, judiciary, Police and other security services
- Provision of training on regular basis for government officials and other stakeholders to enhance the update of women's rights issues in the government constitution and development strategies
- Establishment of a Coordinating Committee for monitoring the implementation of the different international instruments which Nigeria has ratified
- Establishment of a Committee to monitor the implementation of the different strategies in the Nigerian National Gender Policy

**Table 1: Strategic Plan**

**Matrix**

<b>Overall Objective: Promotion of Women's Rights in Nigeria</b>		
<b>Objectives</b>	<b>Indicators</b>	<b>Sources of Verification (SV)</b>
<b>Specific Objective 1</b> To foster the development of favourable environment for exercising women's rights	6 Mobilizing awareness talk to make women aware of issues on women's rights (one in each of the six geo-political zone)	radio, television, social gathering, print agencies, Ministry of Information, NGOs, CBOs
<b>Strategic Line 1: Mass Mobilization on Women's Rights Consciousness</b>		
<b>Result 1.1</b> Women became aware of their rights		
<b>Strategic Line 2: Strong Advocacy for women's rights at the local, state and federal levels</b>		
<b>Result 1.2</b> Women became more interested in knowing their rights		
<b>Specific Objective 2</b> To ensure equal and fair treatment of women	10 Workshop/training for key government agents on issues of women's rights in the legal, judicial, law enforcement agencies as well as Ministries of Information and Women Affairs	radio, television, social gathering, print agencies, Ministry of Information, NGOs, CBOs
<b>Strategic Line 1: Strong Advocacy in government and non-governmental establishments to improve knowledge on women's rights issues</b>		
<b>Result 2.1</b> Provision of training on regular basis for government officials and other stakeholders		
<b>Strategic Line 2: Establishment of a committee to monitor the implementation of different strategies</b>		
<b>Result 2.2:</b> Committee set to monitor the implementation of different strategies		

<b>Specific Objective 3</b> Capacity Building for women in urban and rural areas to promote their awareness of their rights	12 Training and capacity building organised on community and local government basis for women(2 in each of the six geo-political zone)	radio, television, social gathering, print agencies, Ministry of Information, NGOs, CBOs
<b>Strategic Line 1:</b> Conduct training workshop to foster the awareness of women's rights issues among Nigerian women		
<b>Result 3.1</b> Women are more familiar to their rights		
<b>Strategic Line 2:</b> Conduct training workshop to foster the awareness of women's rights issues among Nigerian women		
<b>Result 3.2:</b> Women are more familiar with their rights, they show increased willingness to exercise their rights		
<b>Specific Objective 4</b> To promote information and knowledge base of the society on issues of women's rights	Recruitment of more women and men into legal, judiciary, Police and other security services in equal share of 50:50	CBOs, NGOs, Ministries of Justice, Women Affairs, and Information, National Bureau of Statistics
<b>Strategic Line 1:</b> Organize sensitization workshops on women's rights for stakeholders in legal, judicial and law enforcement agencies		
<b>Result 4.1</b> Equal ratio of recruitment for men and women		
<b>Strategic Line 2:</b> Distribution of flyers and pasting of posters explaining different types of women's rights		
<b>Result 4.2</b> People are well informed on women's rights issues) and security work matter		

**Table 2: Implementation**

**Monitoring Framework**

S / N	Activity	Indicators	Time line	Goals	Data Sources	Data Collection Method	Data Col. Frequency/ Responsibility	Budget (₦)	Expected annual results	Monitoring Frequency	Monitoring Progress Indicator
1	Awareness talk on women's rights	'6 'Mobilizing awareness talk which made women aware of issues on women's rights	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	1,500,000	Organized awareness talk on women's rights in at least one (1) communities in each of the six (6) geo-political zones in Nigeria	Quarterly	Number of awareness talk organized in each of the six (6) geo-political zone
2	Distribution of flyers and pasting of portals explaining different types of women's rights	Flyers and posters distributed in at least two communities in each of the six geo-political zone	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	2,500,000	Flyers and posters distributed in 2 rural communities in each of the six geo-political zone in the country	Half-yearly	Number of communities in which flyers and posters have been distributed
3	Advocacy training to increase the level of women awareness of their various rights	Gender-sensitive trainings on women's rights	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	1,000,000	Six (6) Gender Advocacy training in selected government establishments	Quarterly	Number of advocacy training organized
4	Establishment	Committees	2 weeks	To	The	Primary	Weekly	1,500,000	At least one	Half-yearly	Number of

	nt of a coordinating committee for monitoring the implementation of the different strategies	nomination and selection activities in each of the six geopolitical zone in the country	into planning and implementation	measure compliance with plan and restructure where necessary	planning team/ responses from target audience	method through questionnaires and random sample/ direct observations by team	during the implementation		(1) committee established in each of the six (6) geopolitical zone in Nigeria		committee established in all the geopolitical zones
5	Provision of training on regular basis for government officials and other stakeholders to enhance the update of women's rights issues in the government constitution and development strategies	10 Workshops/trainings for key government agents on issues on women's rights	2 weeks into planning and implementation	To measure compliance with plan and restructure where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	2,500,000	Ten different trainings organized for government agents throughout the country	Yearly	Number of trainings organized
6	Establishment of a coordinating committee for monitoring the implementation	Committee/Group Formation Exercise in each of the six geopolitical zone	2 weeks into planning and implementation	To measure compliance with plan and restructure where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct	Weekly during the implementation	2,500,000	At least one (1) committee established in each of the six (6) geopolitical zone in Nigeria	Half-yearly	Number of committee established in all the geopolitical zones

	on of the different strategies			y		observations by team					
7	Fostering the awareness of women's rights among Nigerian women	12 Training and capacity building organised on community and local government basis for women	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	2,500,000	Organize capacity building in two local community in each of the six geo-political zone	Quarterly	Number of states in which capacity building has been conducted
8	Fostering the awareness of women's rights	6 Training and capacity building organised on community and local government basis for women	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	1,000,000	Organize capacity building in local community in a central state capital in each of the six geo-political zone	Quarterly	Number of states in which capacity building has been conducted
9	Sensitization workshop for stakeholders in the judicial, legal and law enforcement agencies	50:50 recruitment of more women into legal, judiciary, Police and other security services	2 weeks into planning and implementation	To measure compliance with plan and re-strategize where necessary	The planning team/ responses from target audience	Primary method through questionnaires and random sample/ direct observations by team	Weekly during the implementation	3,000,000	Achieve 50:50 ratio in the recruitment of men:women into the legal, judiciary, Police and other security services	Yearly	Ratio of men:women recruited into the legal, judiciary, Police and other security services

**Table 3: Evaluation Framework**

	<b>When</b>	<b>Object</b>	<b>What</b>	<b>Level</b>	<b>Indicator</b>
<b>Evaluation</b>	<b>Final:</b> At the end of the first year	<p>Mass mobilization on women's rights consciousness</p> <p>Strong Advocacy for women's rights at the local, state and federal levels</p>	<p>How does this objective address the problem identified in the diagnosis of women's right scenario in Nigeria?</p> <p>Is Nigerian environment more conducive for women's rights discourse after the programme?</p> <p>Were the available resources efficiently used in achieving the desired result?</p> <p>What changes can we observe in the lives of Nigerian men and women?</p> <p>Is the environment created sustainable in Nigeria?</p>	<b>Specific Objective 1:</b> Foster the development of favourable environment for exercising women's rights	<b>Effect:</b> Changes that can be observed in the lives of Nigerian men and women in their attitude to equal and fair treatment of men and women more especially women
<b>Evaluation</b>	<b>Final:</b> At the end of the first year	<p>Strong advocacy in government establishment to increase knowledge on women's rights issues</p> <p>Training of key agents</p>	<p>How does this objective address the problem identified in the diagnosis of women's right scenario in Nigeria?</p> <p>Can we acknowledge equal and fair</p>	<b>Specific Objective 2:</b> To ensure equal and fair treatment of women	<b>Effect:</b> Changes that can be observed at the institutional and community level on fair and equal treatment for both men and women

		in government on issues of women's rights	<p>treatment of women at all levels of government and in the community through the activities carried out?</p> <p>Were the available resources efficiently used in achieving the desired result?</p> <p>What changes can we observe in the communities, organizational and institutional levels regarding equal rights for women?</p> <p>Are the changes created sustainable in Nigeria?</p>		
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	<b>When</b>	<b>Object</b>	<b>What</b>	<b>Level</b>	<b>Indicator</b>
<b>Evaluation</b>	<b>Final:</b> At the end of the first year	<p>Organize training workshops at community levels to build women's capacity on issues of their rights</p> <p>Train key agents that will act as agents of change influence other women in the community on issues of their rights</p>	<p>How does this objective address the problem identified in the diagnosis of women's right scenario in Nigeria?</p> <p>Can we attribute the increase in number of women on women's right issues to the activities carried out?</p> <p>Were the available resources efficiently used in achieving the desired result?</p> <p>What changes can we</p>	<b>Specific Objective 3:</b> Capacity building for women in urban and rural areas to increase their awareness on women's rights	<b>Effect:</b> Increase in population of women that are well informed of their rights



			observe at the local, state and federal level on the awareness of women of their basic human rights?		
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	When	Object	What	Level	Indicator
<b>Evaluation</b>	<b>Final:</b> At the end of the first year	Organize sensitization workshops on women's rights for stakeholders in legal, judicial and law enforcement agencies  Accelerate the consciousness of women's rights among the specified agencies through information and knowledge sharing	How does this objective address the problem identified in the diagnosis of women's right scenario in Nigeria? Can we attribute the increase in number of women recruited to the specified agencies to the activities carried out? Were the available resources efficiently used in achieving the desired result? What changes can we observe at institutional level on employing more women workers?	<b>Specific Objective 4:</b> Promote information and knowledge base of the society on issues of women's rights	<b>Effect:</b> Increase in employment quota ratio for women to reach 50:50 opportunity for men and women especially in the legal, judicial and law enforcement agencies

## Strategy Implementation and Dissemination Process

**Table 4: Operational Plan**

Overall objective: Promotion of Women's Right in Nigeria																		
Specific Objective 1: To Foster the Development of Favourable Environment for Exercising Women's Rights				Indicators									Source of Verification (SV)					
Result	Indicators	SV	Activities	Timeline 2012												Budget (₦)	Material and/or Human Resources	Responsible Person
				1	2	3	4	5	6	7	8	9	10	11	12			
<b>O1.R1</b> women are now Aware of various women's rights	6 Mobilizing awareness talk which made women aware of issues on women's rights (one in each of the six geo-political zone)	radio, television, social gathering, print agencies, Ministry of Information, NGOs, CBOs	Organise Awareness talk on women's rights								x					1,500,000	radio, television, social gathering, print agencies	MONICA
			Distribution and dissemination of flyers, and pasting of portals explaining different types women's right.									X					1,000,000	stock, glue, news adhesive tape, markers, photographs colour pencils, clippings
<b>O1.R2</b> women became more interested in knowing and fighting for their rights	6 Gender-sensitive trainings on women's rights in all geo-political zone in the country	Print agencies, Ministry of Information	Conduct Advocacy training to increase the level of women awareness of their various rights.								x					1,000,000	Printouts of Internet clippings Blackboard, chalk	MARTHA
			Establishment of a Coordinating Committee for monitoring the implementation of									x					1,500,000	Printouts of Internet clippings

	activities in each of the six geo-political zone in the country		the strategy																		
<b>Specific Objective 2: To ensure equal and fair treatment of women</b>				<b>Indicators</b>													<b>Source of Verification (SV)</b>				
<b>Result</b>	<b>Indicators</b>	<b>SV</b>	<b>Activities</b>	<b>Timeline 2012</b>												<b>Budget (N=)</b>	<b>Material and/or Human Resources</b>	<b>Responsible Person</b>			
													7	8	9	10	11	12			
<b>O2 R1</b> Enhanced update of women's rights issues in the government constitution and development strategies																					
<b>O2 R2</b> Established Committee to monitor the implementation of different strategies			Establishment of a Committee to monitor the implementation of different strategies																		
																			2,000,000	Venue, Card, stock, glue, adhesive tape, markers, photographs, colour pencils, news clippings,	YINKA JUMOKE MARTHA
																			2,500,000	Cardstock, glue, news adhesive tape, markers, photographs colour pencils, clippings projector, computers	NIKE MONICA MARIAM

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<b>Specific Objective 3:</b> Capacity Building for women in urban and rural areas to promote their awareness of their rights				<b>Indicators</b>												<b>Source of Verification (SV)</b>		
<b>Result</b>	<b>Indicators</b>	<b>SV</b>	<b>Activities</b>	<b>Timeline 2012</b>												<b>Budget (N)</b>	<b>Material and/or Human Resources</b>	<b>Responsible Person</b>
<b>O3 R 1</b> <b>Women are more familiar and increased willingness to exercise their rights</b>	12 Training and capacity building organised on community and local government basis for women(2 in each geo-political zone)	radio, television, social gathering, print agencies, Ministry of Information, NGOs, CBOs	Conduct training/workshop to foster the awareness of women's rights issues among Nigerian women	1	2	3	4	5	6	7	8	9	10	11	12	2,500,000	radio, television, social gathering, print agencies	MONICA YINKA JUMOKE
				X														
				X														
<b>Specific Objective 4:</b> To promote information and knowledge base of the society on issues of women's rights				<b>Indicators</b>												<b>Source of Verification (SV)</b>		
<b>Result</b>	<b>Indicators</b>	<b>SV</b>	<b>Activities</b>	<b>Timeline 2012</b>												<b>Budget (N)</b>	<b>Material and/or Human Resources</b>	<b>Responsible Person</b>
<b>O4.R1</b> Equal ratio of recruitment for men and women into legal, judiciary,	Recruitment of women and men in 50:50 ratio into legal, judiciary, Police and other security	CBOs, NGOs, Ministries of Justice, Women Affairs, and	Organise Sensitization workshop for stakeholders in the judiciary, legal and law enforcement	1	2	3	4	5	6	7	8	9	10	11	12	1,500,000	radio, television. social gathering, print	NIKE
						X												

Police and other security services	services	Information, National Bureau of Statistics	agencies																	agencies		
			Distribution of flyers, and pasting of portals explaining different types women's right.			X																1,000,000
<b>04.R2</b> People are well informed on wo women's rights issues) and security work matter	Recruitment of women and men (50:50) in organizations such as Ministry of Women Affairs, Media, and Law Enforcement Agencies etc	CBOs, NGOs, Ministry of Justice, Ministry of Women Affairs Police Affairs	Sensitization workshop for stakeholders in the judiciary, legal and law enforcement agencies			x														1,000,000	Printouts of Internet clippings Blackboard, chalk	MARTHA MONICA
			Distribution of flyers, and pasting of portals explaining different types women's right.			x															1,500,000	Printouts of Internet clippings



## **COMMUNICATION AND VISIBILITY PLAN**

### **OVERALL OBJECTIVE**

The overall purpose of the project is promotion of women's right in Nigeria

This Communication and Visibility plan is to contribute to the efficient implementation of the project by ensuring the development of favourable environment for promotion and exercising women's rights Nigeria. Its objectives, results and achievements is presented correctly and shared with appropriate audiences on a timely basis and by the most effective means.

Importantly, it will also help ensure the sustainability of the effect of the women's right project as an important approach for training towards development of formal and informal economy.

### **SPECIFIC OBJECTIVES**

- To Foster the Development of Favourable Environment for Exercising Women's Rights
- To ensure equal and fair treatment of women
- Capacity Building for women in urban and rural areas to promote their awareness of their rights.
- To promote information and knowledge base of the society on issues of women's rights

### **TARGET AUDIENCE**

#### **Primary Group**

- Women in urban and rural areas
- Ministry of Women Affairs, Media Personnel, and Law Enforcement Agencies etc)

#### **Secondary Group**

- National and international development organizations active in the fields of women development projects

## **STRATEGY**

The programme communication and visibility plan has a Four -fold strategy which focused on development and use of different means of communication to deliver key messages. These are

- Mobilizing awareness talk to make women aware of issues on women's rights (one in each of the six geo-political zone)
- Workshop/training for key government agents on issues of women's rights in the legal, judicial, law enforcement agencies as well as Ministries of Information and Women Affairs
- Training and capacity building organised on community and local government basis for women(2 in each of the six geo-political zone)
- Recruitment of more women and men into legal, judiciary, Police and other security services in equal share of 50:50

## **MEDIA COVERAGE:**

The project team will ensure media coverage of the programme by issuing in-location and national press releases and inviting media to attend events (e.g. steering committee meetings, programme launching, training, etc).

National press releases will be issued by a core team of Ministries of Women Affairs advisors (with support of communication experts) and by programme associates. Dissemination of the press release will be done using associates internal and national networks.

Each location leaders will be responsible for localizing the national press releases and disseminating them within their locations with support of their local partners. As per instructions in the NAWHEY network visibility manual draft press releases will be shared with members local point for their feedback and approval before dissemination.

Coordinate participation of media to programme events will be responsibility of locations programme leaders.

## **RESOURCE-EFFICIENT COMMUNICATION PLAN FOR REACHING BENEFICIARIES OF THE TRAININGS**

To create demand for the advocacy trainings and ensure that women right advocacy training beneficiaries are reached, a communication strategy targeting informal and potential workers will be developed and implemented by the partners and training institutions in each locations selected for the trainings.

The plan will be seeking resource-efficient methods of promotion of the training that may include announcements through the Steering Committee members, informing target group associations (such as local women groups, CBOs, NGOs, Ministries of Justice, Women Affairs, and Information, National Bureau of Statistics). In addition, the

Programme will collaborate with existing women's right and related projects in the country also identify potential target groups and link the trainings to their individual activities individuals.

## **KEY MESSAGES ABOUT THE PROGRAMME**

Through the **NAWEY** network, **FUNDACION MUJERES** developed advocacy training methodologies and services for the informal economy.

The programme aims to contribute to

- Promotion and increase in awareness talk on issues of women's rights through mass media and other viable communication channels
- Conduction of sensitization workshop for stakeholders in women's rights issues (e.g. Ministry of Women Affairs, Media Personnel, and Law Enforcement Agencies etc)
- Capacity Building for women in urban and rural areas to promote their awareness of their rights
- Promotion of the recruitment of more women into legal, judiciary, Police and other security services
- Provision of training on regular basis for government officials and other stakeholders to enhance the update of women's rights issues in the government constitution and development strategies
- Establishment of a Coordinating Committee for monitoring the implementation of the different international instruments which Nigeria has ratified

Establishment of a Committee to monitor the implementation of the different strategies in the Nigerian National Gender Policy

## **ABOUT THE NAWHEY APPROACH**

Within the program ,the network proposes an approach providing development of women with guidelines for the development and implementation of favourable environment for Promotion of women's rights in Nigeria while at the same time creating an enabling and permissive environment for its exercise through the use of multi-stakeholder platforms in which all (such as local women groups, CBOs, NGOs, Ministries of Justice, Women Affairs, and Information, National Bureau of Statistics) play prominent roles.



### External Communication Activities

Inception Phase	Preparation Phase	Implementation Phase	Conclusion Phase
<p>- Nawey network to issue local press release Monica/Jumoke</p> <p>-Customize national press release to regions and distribute within local media Beginning of the project.year Each local leader</p> <p>-Contact NAWHEY headquarter in Spain or Nawe representative in the country to arrange article on website/newsletter etc.</p> <p>- Use first and second meeting of steering committee as media event</p> <p>-Complete development Basecamp , local programme leaders</p>	<p>-Draft second global media release -Distribute media release and articles in conjunction with local women groups, CBOs, NGOs, Ministries of Justice, Women Affairs, and Information, National Bureau of Statistics and local media</p> <p>-Customize global press release to include country findings and distribute through national media</p> <p>-Contact NAWHEY representative in the country to arrange article on website/newsletter reports etc.</p>	<p>Quarterly update of NAWHEY website – including information submitted by in reports every quarter and as necessary.</p> <p>-Newsletter in website prepared with information from country quarter reports</p> <p>-Implement Communication Plan for beneficiaries of the S Trainings</p> <p>- Invite media to attend building trainings, interview trainers, participants and graduates and publish “success stories”</p> <p>Use fourth meeting of steering committee as media event if appropriate</p>	<p>-Prepare and issue national media release on the effect Of the project</p> <p>- Customize press release to include country impact and distribute with local partners</p> <p>- Prepare and issue final press release on ongoing activities and tools</p> <p>-Customize press release to include country information and distribute with local partners</p> <p>-Use fifth and sixth meetings of steering committee as media event if appropriate</p> <p>-Prepare summary report on communication</p>

### Internal Communication Activities

Keep NAWAY headquarter informed up-to-date (including latest documents, activity plans, discussions, etc). Continuous activity until the end of the programme,local Programme Leaders

## **Resources**

### **Human Resources**

The human resources required to implement the communication and visibility activities will be covered within the advisory time allocated for the project.

### **Budget**

Planned communications and visibility activities are low cost and will be embedded in the following budget lines:

### **Communication experts**

Media coverage, Liaison with NAWAY delegations,  
Communication Plan for Target Groups of the Skill Building Trainings,  
Steering Committee meetings Steering committee meetings

## References

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- World Economic Forum. 2004. The Global Competitiveness Report, 2004–2005. Hampshire: Palgrave MacMillan
- Women Study Center [www.wscpedia.org](http://www.wscpedia.org)