

A Brief Report of Digital Initiatives for Awareness Raising and Enhancing Community Engagement

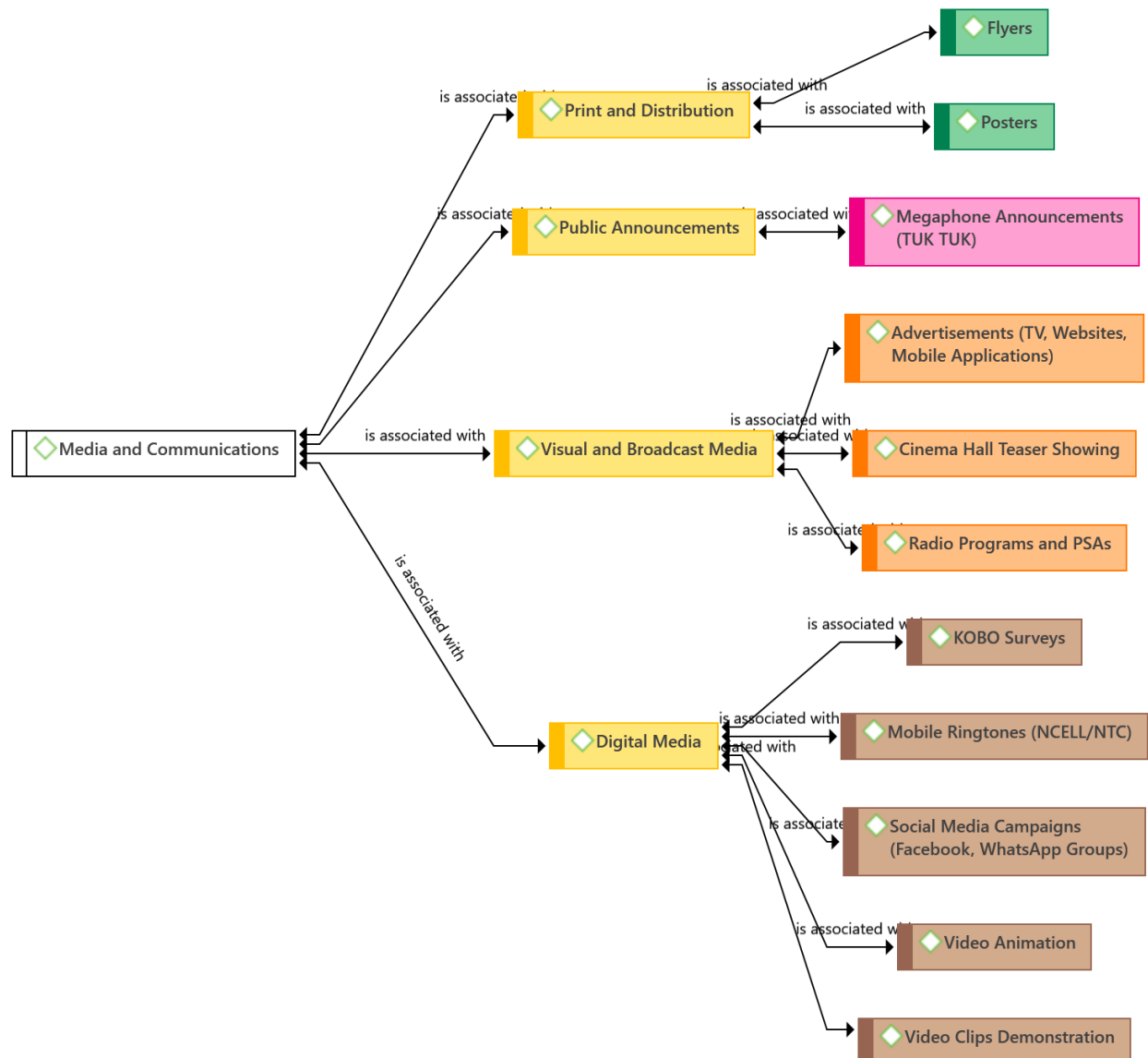


2023

A. Introduction

LIFE Nepal has continually embraced innovative digital strategies to advance its mission of empowering marginalized communities and promoting girls' education, child protection, gender equality, disaster resilience and emergency. Leveraging a variety of digital platforms and media channels, LIFE Nepal has reached a wider audience while effectively promoting key messages around social issues. These digital initiatives have played an instrumental role in advocacy, raising awareness, and enhancing community engagement.

B. Overall Framework



C. Major Achievements

1. Visual and Broadcast Media

1.1 Cinema Hall Teaser Showing



LIFE Nepal utilized cinema halls to showcase short teaser videos designed to raise awareness about critical social issues such as child marriage, girls' education, and gender-based violence. The engaging, emotional content aimed to spark discussions among viewers, making the issues more relatable and urgent. The initiative successfully reached large audiences in public venues, leading to increased community dialogue around social change. The teasers were shown in cinema hall and reached about 8000 thousand viewers from various demographics.



8000

1.2 Advertisements (TV, Websites, Mobile Applications)



LIFE Nepal executed a robust advertising campaign across traditional and digital platforms to promote its initiatives on child marriage prevention and girls' education. The campaign included spots on local television, websites, and mobile applications, bolstered by visually impactful posters and flyers to reinforce the messages. The campaign significantly enhanced visibility for critical social issues, especially through

the “Save Daughter, Educate Daughter” campaign, which engaged a wider audience. The reach extended to regional and national audiences, increasing awareness significantly.



1.3 Radio Programs and PSAs

Partnering with local FM stations broadcasting in Maithili and Bhojpuri, LIFE Nepal aired radio programs and PSAs to spread awareness about child marriage, gender equality, and COVID-19 prevention. This approach targeted areas with limited internet access, especially rural communities, making information accessible to a broader audience. This strategy effectively engaged over 200,000 community members, providing critical health and social information. Approximately 200,000 listeners benefitted from these programs.



200000

2. Digital Media

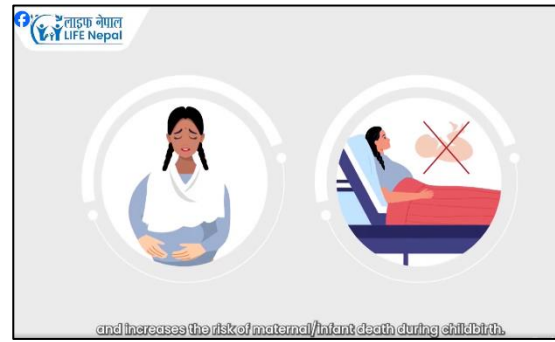
2.1 Video Animation



LIFE Nepal developed a series of animated videos that simplified complex topics like gender equality, child rights, and child marriage prevention. These animations were shared on platforms like YouTube and Facebook, as well as through community screenings to ensure broad accessibility. The animations successfully broke down challenging subjects, making them understandable for youth and illiterate populations, fostering better comprehension of social issues. Thousands of viewers engaged with the content through various digital platforms and community screenings.

2.2 Video Clips Demonstration

LIFE Nepal produced short video clips that were demonstrated in community settings to explain topics related to menstrual hygiene and reproductive health. These clips were also disseminated via Facebook and YouTube, encouraging community dialogue around health and gender equality. The interactive nature of the presentations facilitated deeper discussions within communities, enhancing understanding and awareness of health issues. Significant viewership was achieved via social media and community events, although specific metrics are not detailed.



2.3 Social Media Campaigns (Facebook, WhatsApp Groups)

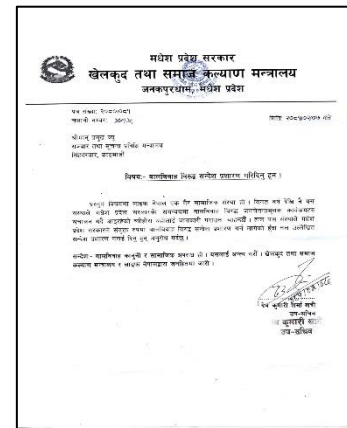


LIFE Nepal effectively utilized social media platforms, including Facebook and WhatsApp, to foster interactive engagement and community involvement. Initiatives like the Girls Champions for Ending Child Marriage group encouraged adolescents to share personal experiences and insights, amplifying the campaign's reach and impact. The campaigns prompted active participation among youth and garnered widespread attention on pressing social issues like child marriage. The campaigns collectively

reached over 200,000 individuals, enhancing community engagement and awareness.

2.4 Mobile Ringtones (NCELL/NTC)

In collaboration with NCELL and Nepal Telecom, LIFE Nepal created mobile ringtones featuring messages that promoted child marriage prevention and public health awareness. These ringtones were made available for download, reaching users directly on their devices. This initiative raised awareness through a personal and direct medium, effectively reaching individuals who may not engage with traditional media platforms. Approximately 200,000 individuals downloaded and utilized these ringtones, amplifying the campaign's message.



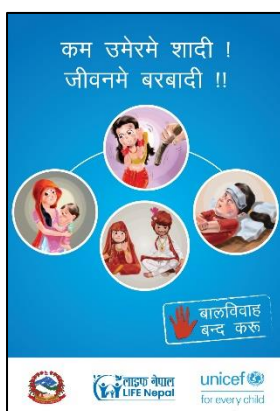
2.5 KOBO Surveys



LIFE Nepal employed KOBO Toolbox to conduct surveys targeting social issues, specifically child marriage. These surveys were deployed in rural areas, collecting vital data that informed program development and strategy adjustments. The surveys enhanced data collection capabilities from remote communities, allowing for evidence-based program improvements. Surveys were conducted across multiple regions, but exact respondent numbers were not specified.

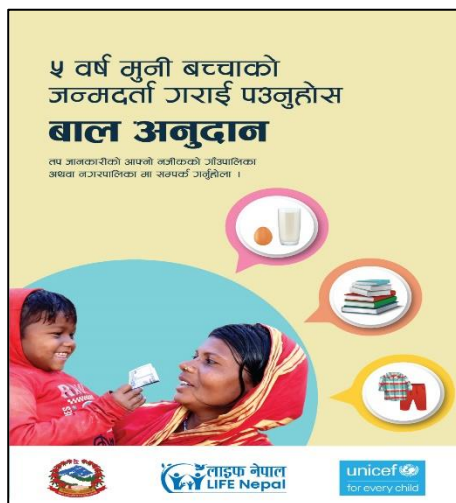
3. Print and Distribution

3.1 Flyers



LIFE Nepal distributed flyers, both physically and digitally, containing informative messages about child marriage, health, education, and gender equality. The flyers were designed to be visually appealing and easy to understand, making the information accessible to a wide audience. The distribution provided substantial educational outreach regarding significant social issues. A total of 55,000 flyers were disseminated across various regions, particularly focusing on birth registration and child grants.

3.2 Posters



LIFE Nepal created and distributed posters featuring QR codes linking to additional resources. These posters highlighted topics like child marriage prevention and health education and were displayed in schools and municipal areas to maximize visibility. The initiative successfully enhanced community awareness and engagement in public discussions surrounding social issues. The posters were widely distributed, although specific distribution numbers are not provided.

4. Public Announcements

4.1 Megaphone Announcements (TUK TUK)

LIFE Nepal utilized Tuk Tuk vehicles equipped with megaphones to broadcast public announcements about child marriage prevention, COVID-19 safety, and health practices. This approach allowed for direct engagement with underserved rural communities. The announcements delivered crucial information directly to the community, fostering greater awareness and engagement with health initiatives. Approximately 35,000 people received these announcements, significantly impacting community awareness.

