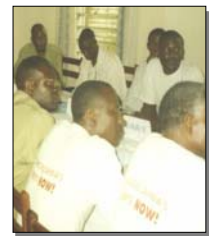

Jubilee Zambia



2004

Provincial

Outreach

Programme

Report

February 2005

1. INTRODUCTION

This report covers the activities of the Provincial Outreach Programme of the JCTR Debt Project, hosting Jubilee-Zambia, from January through to December 2004. The year under review saw the strengthening of the Provincial teams so as to improve their operations and coordination.

Resulting from an evaluation carried out in November through to December of 2003 of structures, processes, outputs and impacts of the Jubilee-Zambia teams in Kasama, Livingstone, Mongu, Monze and Ndola, the Jubilee campaign has grown from a lonely cry for freedom from the church pulpits to a mass campaign by and for the majority of the Zambian populace. This expansion in the number of stakeholders is due to the work of the provincial teams that were set up in 2000 as a means to increasing outreach so as to raise grass-root stakeholder awareness and support on the debt cancellation campaign. Provincial teams have had contact with over 3, 000 people in areas where they have had meetings and other outreach activities.

The year 2004, therefore saw the Secretariat dedicating its efforts towards the implementation of the recommendations and challenges highlighted in the evaluation report.

“The engagement of the POP Coordinator and Team Facilitators has greatly improved the coordination and operations of the teams both at the national and provincial levels”

2. IMPLEMENTATION OF ACTIVITIES AT THE SECRETARIAT

2.1 Strengthening Management of Provincial Teams

Provincial Outreach Programme Coordinator

In March 2004, the Debt Project contracted a Coordinator to strengthen the management of the Provincial Outreach Programme (POP). The main responsibilities of the Coordinator are, among other things, to provide technical assistance to Provincial teams; maintaining communication between the teams and the Secretariat; and to facilitate capacity building activities of the teams.



Saul Banda, Jr: Coordinator-POP

Provincial Team Facilitators

To further strengthen the Provincial teams, a position for Team Facilitators was established to assist with the coordination of teams at provincial level with specific responsibilities of managing the day-to-day business of the teams; facilitating provincial planning and activity processes; and prepare the financial and activity reports of the teams. The provincial facilitators are engaged on part-time basis.



Fr. Peter J. Henriot, Director of JCTR sharing values that guide the Jubilee Movement with members of POP during Consensus Building Workshop

- Policy guidelines governing the JCTR that hosts the Jubilee movement

- Values that guide the Jubilee campaign

This workshop also focused on building the capacities of the Provincial teams on issues of gender, HIPC initiative and Communication for Social Change (CSC). This training was designed to strengthen teams' capacities in team building and implementing activities.

2.2 Planning and Capacity Building

Joint Planning Workshop

A Joint Planning Workshop with Provincial team representatives was held in February 2004. This workshop provided an opportunity for the Provincial teams and the Secretariat to review performance of the programme in 2003. The Planning workshop also enabled the Secretariat and the Provincial teams to share and exchange ideas on the overall plans for 2004 and also to strategise on certain key issues of the year such as engagement with the Members of Parliament on debt and on Provincial teams' submission to the Constitution Review Commission (CRC).

Consensus Building Workshop

This workshop was held from April 14 – 16 at Zamcom Lodge in Lusaka with the main objective of presenting to the Provincial teams draft guidelines for the purposes of building consensus and subsequent approval on how the provincial teams should be run. The workshop specifically looked at the following,

- Financial guidelines
- General guidelines of the Secretariat

Economic Literacy and Communication for Social Change

The Secretariat then embarked on a series of Capacity Building workshops for Provincial team members focusing on economic literacy and Communication for Social Change. All the teams benefited and the skills obtained in this training are now being reflected in the composition of the teams and responsibility sharing, activity plans, reports and strategies utilised in conducting activities, especially in as far as engagement with local communities is concerned.

Media Relations Training

The Debt team, in collaboration with the Social Conditions Project of the JCTR, conducted a media training workshop for members of the Provincial teams from August 11 – 13, 2004 in Lusaka. The Zambia Institute of Mass Communication Educational Trust (ZAMCOM) was engaged to conduct the training that targeted at Provincial Chairpersons and Publicity Secretaries. This training was aimed at developing and further enhancing communication skills of the teams and how to relate with the media, with strong emphasis on how to write press statements; holding press conferences and interviews; and responding to press queries.

There has been an increase in press statements and comments from the Provincial teams on both local and national issues as a result of this training. Media coverage of Provincial teams has also greatly improved. A major output of this training was seen in the quality of articles on activities written by Publicity Secretaries of the respective teams carried in an insert of the Post Newspaper edition of November 24, 2004 sponsored by Jubilee-Zambia and also in a press statement released by the Monze team on November 12, 2004 calling on Financing Minister, Ng'andu Magande to update Zambians on the country's prospects to reach the HIPC Completion Point by December 31, 2004.

Monitoring and Evaluation Training

An evaluation of the Jubilee Zambia Provincial Outreach Programme in December 2003 revealed that although the provincial teams were doing many activities and having a great impact, it was difficult to assess that impact due to lack of clear and measurable objectives and a monitoring and evaluation system.



POP Participants to the Media Relations Training visiting the Production section of the Post Newspaper

Thus it was inevitable that these teams be trained and empowered on how to

monitor and evaluate their activities so as to measure their impact or notice what they are not doing right.

A consultant was engaged to facilitate the Monitoring and Evaluation (M & E) Training of all the Provincial teams. The training was targeted at strengthening the teams in M & E so as to improve their implementation, operations, co-ordination and impact assessment of the debt cancellation campaign activities.

2.3 International World Debt Day

This was commemorated on May 16, 2004. All the teams were requested to come up with an activity to mark this day. Activities undertaken in the Provinces ranged from march pasts to radio programmes, while at the Secretariat, a *Live Phone-In* Programme was broadcast on ZNBC TV. Although communication with the Provinces and funding for this activity was rather late, all the teams managed to implement respective programmes successfully.

3. IMPLEMENTATION OF ACTIVITIES BY PROVINCIAL TEAMS

Provincial teams were encouraged and continued to implement all planned for programmes and activities in line with the objectives of the Provincial Outreach Programme. These activities were according to the approved annual work plans that were agreed upon at the Joint Planning Workshop held in February 2004 and implemented in the period between February and November of 2004. However, urgent programmes or demand-driven activities, outside the approved work plans and budgets that required the approval of the Secretariat, were also undertaken.

Therefore, all programmes and activities undertaken by Provincial teams are based on the POP objectives. During the period under

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review, the following activities were undertaken,

3.1 Outreach Activities

There has been an increase in the number of people and organisations participating in lobbying for debt cancellation due to Provincial teams making inroads to areas that were not previously covered by the programme through mass mobilisation. In Southern Province, the Livingstone team made headways in reaching out to Sinazongwe and Sesheke districts for sensitization activities with the Monze team visiting Choma district, Chief Mwanza in Monze and Community Development Staff College in Monze on similar missions.



Popular Theatre has proved to be effective in relaying messages to the local masses. Above, a drama performance at Lubengele Market in Chililabombwe

Outreach activities have been carried out in Lukalanya, on the outskirts of Mongu, Kaoma and Senanga districts by the Mongu team in Western Province.

In Northern Province, the Kasama team has carried out activities in Luwingu district and Chilubi Island on Lake Bangweulu and in Chinsali district while the Ndola team has had activities in Chililabombwe that included a drama performance and signing of petitions at Lubengele market.

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Further, the Ndola team exhibited at the 2004 Zambia International Trade Fair, with well above 20, 000 people passing through the Jubilee Zambia

stand during the five-day exhibition. The team also sponsored a drama group that went around the Trade Fair grounds performing sketches and songs as well as distributing popular education materials.

In most of these outreach activities, the idea is to introduce the existence of the Jubilee-Zambia Provincial teams, their objectives and activities. This is done mostly through public meetings (mass rallies) and fora such as *Meet Your MP*. In total, over three thousand (3, 000) people have attended meetings organized by the Provincial teams.

3.2 Raising Awareness

The increase in the outreach activities of the Provincial teams has been accompanied by a corresponding increase in levels of awareness on a variety of issues related to the debt problem and how it directly affects the local masses. This is done through different modes of communication such as meetings, rallies, popular drama and distribution of brochures and leaflets. The strategy employed here is not only to distribute popular education materials but also to explain the content of the same using the above-mentioned platforms.

In order to ensure effective accessibility of the local communities to information, our Provincial teams have translated much of this information into three local languages, namely, ciBemba, siLozi and ciTonga.

Community-based media, radio in particular, has continued to play a key role in the activities of the Provincial Outreach Programme. On dissemination, both print and electronic media have effectively covered the work of our provincial teams. Notably,

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the teams have intensified links with local community-based radio stations.

The articles carried out in the inserts of the Post newspaper sponsored by Jubilee-Zambia on July 1 and November 24, 2004, respectively covering activities of the POP, have had a major boost in not only raising awareness but also highlighting the activities of the Provincial teams.

The Ndola team had the privilege of hosting the World Development Movement (WDM) and British Broadcasting Corporation (BBC) crew that were developing a documentary on the *Effects of Privatization in Zambia*. The documentary was aired on BBC World on May 20, 2004.



A former employee of Ndola Copper Refinery about to narrate his story to the WDM/BBC crew.

3.3 Participation in Area Specific issues

The Jubilee-Zambia Provincial teams have increased their participation in area-specific issues. The Kasama, Livingstone, Mongu and Ndola teams

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have received invitations and are participating in Provincial Development Coordinating Committees (PDCCs) while the Monze team participates in the District Development Coordinating

Committee. The PDCCs and DDCCs are government-formed bodies that coordinate planning, monitoring and evaluation of development at their respective levels including the implementation of projects financed under the HIPC Initiative.



Bweengwa MP, Hon. Japhet Moonde addressing Livingstone residents during Meet Your MP, flanked by Kabwata MP, Hon. Given Lubinda

On Thursday, August 19, 2004, the Ndola team paid courtesy calls on the Ndola Mayor and the Copperbelt Province Permanent Secretary (PS) in the presence of staff from the Secretariat. The PS made an earnest appeal to the Jubilee-Zambia Copperbelt team to become an active voice on the PDCC.

3.4 Networking

In the year under review, the POP has seen an increased networking on the part of the POP with district councils, government departments, NGOs and churches for the purposes of not only building capacities of different stakeholders but also to discuss and advocate for debt cancellation, poverty

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related and social-economic issues from an informed point of view. These stakeholders have participated in economic literacy programmes as well as in CSC and M & E capacity building

programmes initiated by the secretariat and other activities carried out by the Provincial teams. The Monze team, in collaboration with Catholic Commission for Justice, Development and Peace (CCJDP) and the Foundation for Democratic Process (FODEP), made preparations and hosted the CRC sittings in Monze.

As part of enhancing networking, Provincial teams are encouraged to undertake exchange visits amongst themselves. Exchange visits are for the purposes of learning and sharing experiences among the teams, hence they are linked to activities taking place in the province being visited. In the period under review, three members of the Kasama team were in Livingstone from June 6 -10, 2004 and actively took part in the activities that their hosts carried out. A delegation of two people from Mongu was on the Copperbelt from August 15 – 22 for an exchange visit. A delegation of two from Livingstone was in Mongu from July 6 – 11, 2004 on an exchange visit.

In order to improve networking and expose the teams at a much higher level, the Provincial Outreach Programme (POP) invited the teams to participate in the Third Edition of the African Social Forum from the 10th – 14th December 2004 at the Mulungushi Conference Centre. The forum brought together social movements, activists and the civil society from different parts of Africa. Each team sent three representatives who, in their own evaluation of the forum, found it useful in terms of interacting and learning from other colleagues from different parts of Africa.

At the international level, the Chairperson for the Kasama team

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represented Jubilee-Zambia, and presented a paper, at the Zambia Day hosted by a coalition of NGOs in the Netherlands.

The POP Coordinator represented the organisation at the CSO Consultative Meeting on the Commonwealth Ministerial Forum in Lilongwe, Malawi from December 8 – 10, 2004.



Skills learnt in Media Training have become very useful in outreach activities using community radio. Above, a delegation from Mongu, accompanied by Secretariat having a recording at Chengelo Radio studios in Ndola

3.5 Platform for discussions

In what has come to be known as *Meet Your MP*, the POP, through the Provincial teams has continued to successfully provide a good platform for discussion on socio-economic development issues with local districts, provincial and constituency leaders. This has become a major activity in the teams' calendars with Livingstone having hosted two MPs, civic and traditional leaders in June 2004. Earlier in the year, the team hosted the MP for Livingstone Central in March.

The Kasama team had the privilege of hosting MPs for Kasama Central, Malole in Mungwi district, Lupososhi and Lubansenshi in Luwingu district. The team also hosted *Meet Your Mayor* that resulted in the formation of five developmental committees that have representation of the Kasama Jubilee-Zambia team.

The Mongu team hosted MPs for Mongu Central and Senanga Central constituencies. The Monze team has hosted all the three MPs in the district, namely Monze Central, Moomba and Bweengwa and another MP from

Dundumwezi constituency in Choma district.

3.6 Policy influence

The issues raised during *Meet Your MP* fora are intended to influence policy on matters that promote sustainable government behaviour as it relates to future acquisition of loans as well as the overall management of public funds. The fora provide members of the teams and the general public an opportunity to contribute to policy debates through their elected representatives on matters that do not only affect their respective constituencies but also the nation at large. The result has been many MPs speaking out on debt and other related issues in Parliament and the media.

“Use of community radio stations has enabled us to reach more people in local languages, which, in turn has increased local masses’ participation in our activities”

A very significant activity in the year under review was the submission to the Constitutional Review Commission (CRC) on the loan contraction process. Livingstone, Mongu, Kasama and Monze teams all made submissions during the CRC sittings in their respective districts. It is hoped that the first draft of the constitution will reflect these submissions.

4. ACHIEVEMENTS

Effective Provincial Outreach Activities

The performance of all the five Provincial teams was very impressive in 2004. Their community sensitisation activities and engagement of local leaders have enhanced public knowledge about debt and the debt cancellation campaign by Jubilee-Zambia.

Effective Information Dissemination

Critical and timely analysis of information on debt and other related issues by the Secretariat has greatly contributed to the general public’s recognition of the important role that Jubilee-Zambia has in the fight against the external debt and other related issues in Zambia. Provincial teams continue to provide a reliable conduit for channelling this information to the local masses.

Good Media Support

The Provincial teams have continued to enjoy very good relations with various community radio stations. The national media has also reported and covered activities of provincial teams. The Media Relations Training provided to the team members provided a boost in the handling of interviews and writing of articles as was reflected in the Post Newspaper insert of November 24, 2004.

Links with Members of Parliament

The engagements that provincial teams have had with a few MPs have led to two significant positive results. First, the teams presented common submissions to the CRC on the loan contraction process. Second, the MPs from the areas where our Provincial teams exist have strongly supported the work of our teams and have spoken out at the national level.



Capacity Building Sessions have greatly improved the operations of the teams. Copperbelt team members in an M & E Training

5. CHALLENGES

Communication

Provincial teams have not always been consistent with contacts. This is because most of them do not have permanent addresses. However, improvements are being made especially with the engagement of Provincial Facilitators. Internal squabbles among team members threatened the well-being of the Livingstone team. This prompted the Secretariat to reform the team. This experience was shared with the other teams as a learning point.

Access to Information

Provincial teams continue to experience limitations in accessing information on debt and related issues from Government offices at that level. There is a sense of political sensitivity to data and Government officers are not always keen to release information, especially that which relates to allocation, disbursement and utilization of HIPC resources. This problem has been compounded by the government's decision to 'disband' the operations of the independent HIPC Monitoring Team at the national level.

Co-operation from Government

It has also been noticed by Provincial teams that there is some reluctance by Government officials to attend some of our activities at that level. Even with

prior commitments, there have been absences at the actual events. The experience of the Monze team was a very big disappointment in that even after confirming with them, the Minister of Finance and National Planning was not available for the meeting with no apologies given.

6. CONCLUSION

The programme and financial reports clearly show that Provincial teams have performed well. This has been enhanced further with the engagement of the POP Coordinator. Having set this good precedence in the period under review, it is expected that Provincial teams will primarily focus on expanding outreach to other areas of the provinces, other than the ones they have already been. The participation of Members of Parliament and the local communities through our Provincial teams will be key in achieving this goal in 2005. The teams will continue to depend on the involvement of the community media and support of all partners in disseminating information on these issues.

POP CONTACTS

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“The Secretariat hosted a Media Day on June 15, 2004 for all Lusaka-based as well as community-based (Chengelo and Chikuni) media houses to share with them activities of Jubilee-Zambia. It is at this forum that activities of POP were highlighted in order to create a strong and direct link between the media and the Provincial teams.”