

Fingo Powerbank Outsourced Experimentations

# ISF FINGO POWERBANK OUTSOURCED EXPRIMENTAITON

BY: INTERNATIONAL SOLIDARITY FOUNDATION

fingo

# Introduction

The biggest motivation on ISF embarking on the project was to ensure that the gains we had made over the years in the fight against FGM and gender-based violence are not lost due to the Covid-19 pandemic restrictions that affected the model that ISF had always used in its interventions.

ISF (Muungano Gender Forum Project) and its partners; Manga Heart and Centre for Community Mobilization and Empowerment (CECOME) through the support of Fingo Powerbank outsourced funding, embark on technology supported innovations using push SMSs, Facebook live videos and video illustrations to ensure the work in the community continues. Every month there is a focus topic which on which the push SMSs, Facebook live videos and video illustrations messaging is based on. Further, the topics are aligned to different international days that relate to our project mandates.

The following are the numbers reached from June to September 2020 as a result of Facebook and Twitter marketing to ensure the information shared gets maximum audience reach. The growth in numbers is also attributed to the video illustrations which are easy to relate to and captivating for the viewers.

# Introduction Continued

- *Numbers/reach/beneficiaries (planned and what is being realized – direct, indirect etc.)*

## **Muongano forum**

### *Facebook*

The number of likes grew from 786 to 2,724

Post engagements increased from 1,246 to 6,324,

Video engagements increased from 2,358 to an average of 284,360.

The number of people joining the monthly forum has equally grown over the months with average attendance of 35 to 45 attendees.

### *Twitter*

The number of followers grew from 247 to 454

tweet impressions from 6,387 to 27,696.

### *Bulk SMS*

100 recipients

# Introduction Continued

## **Centre for Community Mobilization and Empowerment (CECOME)**

### *Facebook*

The number of likes grew from 929 to 1,649

Video views from 423 to 3,713

page reach (*this is an estimate metric on the number of people who saw any content from a Page or about the Page*) from 14 to 2,310.

*Bulk SMS:* 526 recipients

## **Manga Heart**

### *Facebook*

The number of likes grew from 502 to 2,095

Video views from 23 to 1,223

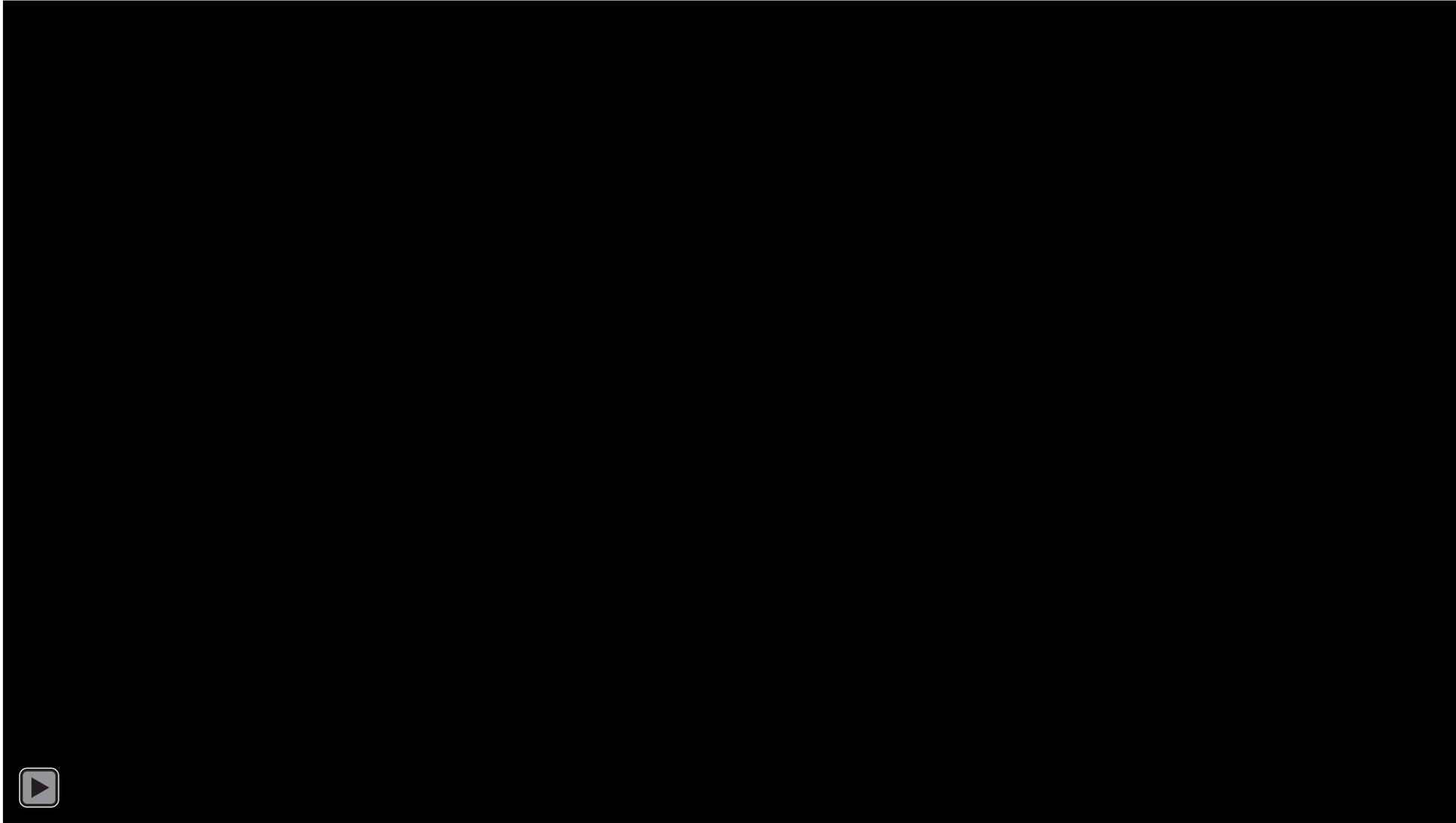
Page reach from 5 to 9,345.

*Bulk SMS:* 680 recipients

# COVERED THEMES

MONTH	THEME
JUNE	RAPE & DEFILEMENT
JULY	MENTAL HEALTH
AUGUST	FGM MEDICALIZATION
SEPTEMBER	SUICIDE PREVENTION
OCTOBER	CELEBRATION OF THE DAY OF THE GIRL CHILD & RURAL WOMEN

## SAMPLE VIDEO ILLUSTRATION



# Collaborations/partnerships

- ISF used its existing development partners Manga Heart and Centre for Community Mobilization and Empowerment (CECOME) to implement the FINGO Powerbank project.
- Collaboration with both Kisii & Nyamira counties gender departments has increased and will continue beyond the experimentation.

# Results and successes

## Results/achievements

- Increased collaboration with both Kisii & Nyamira counties gender departments as they get information and materials for field use especially from the SMSs and video illustrations which are easy to share among peers and other beneficiaries that they interact with.
- Increased information dissemination and uptake on Facebook, Twitter and WhatsApp. The SMS platforms also increased in the number of contacts as beneficiaries were able to recommend people to be added to the SMS lists.
- Provision of Covid-19 prevention messages to the community at large which ensured everyone was updated on how to protect themselves and their loved ones.
- The three information dissemination channels provided support helplines to the beneficiaries which ensured that they know where and how they can seek help for different issues affecting them.
- Support to county governments gender departments in identifying the community health needs.

## What are you expecting to achieve by the end of the experiment

- Introduction other means of information dissemination to the beneficiaries in our current projects (SMS & Video illustrations).
- Foster continued collaboration with the local authorities.

# Challenges and modifications during implementation

## Challenges

- lack of feedback especially on the SMS platform
- Technological challenges for those using smart phones sometimes it may be a challenge for them to access data for connection.
- Behaviour change – like any information sharing platform, it is hard to measure the change of behaviour of the beneficiary due to lack of feedback channels.
- There is the fear of spamming the users with the SMSs

## Modifications/changes done to improve the experimentation?

- SMS registration ID challenges, We opted to incorporate “ISF” into the project name user ID

# Principles for Digital Development

## **Build for Sustainability**

- We have used and invested in local information technology service providers.
- We plan on engaging local governments and integrating national strategies into the programming e.g community policing a duty under local governments e.g chiefs & village elders.
- The program outlets chosen can be adapted as user needs and the ecosystem changes

## **Design with the User**

- The implementation design is sensitive to and considers the needs of the traditionally underserved.
- We have incorporated multiple user types and stakeholders in each component.
- We have embraced an iterative process that allows for incorporating feedback and adapting the solution on Facebook & Video illustrations.
- The projects outlets let people opt out of participating in the implementation process

# Feasibility for scaling

- The local administrators can be brought onboard to use the SMS platform to pass messages to the community members or even invite them for community meetings (barazaas).
- The SMS platform can be used to boost community policing as security messages can be sent on how to go about reporting insecurity.
- Incorporating other county departments to the SMS platforms for them to be able to reach masses.
- The video illustrations are being shared to schoolteachers and there is an opportunity to reach school going children through their teachers (all once school sections resume) as the videos are short, entertaining, and information packed videos that are easy for kids to retain information from.
- Collaboration with other actors in the area to encourage information sharing on best practices.
- The platforms in use a great addition in support of the work being done and they are cost effective.
- There is potential to increase collaboration with other stakeholders such as counsellors, doctors, nurses to provide guidance and referral support to the beneficiaries. Whenever an SMS is sent, it can include a helpline that one can call for the relative assistance with an actual person and not a voice-prompt.
- There is scaling potential in creating a feedback mechanism for the SMS platform to ensure we can collect feedback and respond to the needs of the beneficiaries.

# QUESTIONS & ANSWERS

Thank  
you