

UNFPA NAMIBIA COMMUNICATION REPORT JANUARY TO JULY 2018

ACHIEVEMENTS

The most successful key moments in 2018 so far are the #BeFree official launches in Oshana and Oshana Regions which attracted about 1,500 young people and service providers, while the tweet about the young girl who shared her 'journey from home to jail' (after killing her newborn baby) was CO's highest performing tweet ever.



1. PARTNERSHIPS



Partnerships were forged and reinforced towards influencing agendas and advocating for the inclusion of issues affecting the most vulnerable in society, principally women and adolescent girls.



CO teamed up with UNICEF and WHO to assist the Government of the Republic of Namibia (GRN) to fight Hepatitis E outbreak in the country. CO designed and developed IEC materials that are being used by all stakeholders to create awareness and educate communities about the disease.

CO supported the Office of the First Lady of Namibia to officially launch the #BeFree Movement in Oshana and Oshana Regions on 1 and 3 June 2018, respectively. The intention of #BeFree is to create a non-judgmental, inclusive platform which encourages honest and robust dialogue and information-sharing between all parties on challenges that hold young people back. About 1,500 young people and service providers attended the events. Both events were widely covered by the media, while social media posts created more traffic to CO's Facebook and Twitter pages.



CO collaborated with the Office of the Vice President and other UN agency to conduct a three-day National Workshop on Disability from 29-31 May 2018. The workshop brought together 400 plus representatives from the Government, organisations of persons with disabilities, civil society organisations, service providers, academia and persons with disabilities from across the country. The event was widely covered by the media.

In a collective effort to draw increased attention towards menstrual health and hygiene management, the CO together Government and other UN agencies hosted the first national commemoration of the Menstrual Health and Hygiene Day on 28 May 2018. Approximately 500 young people attended the event. The month of March Top Tweet was an MHD tweet that earned 2,753 impressions. The event was also widely covered by the media.



2. PRINT AND AUDIOVISUAL MEDIA

The number of UNFPA-related articles in local media outlets continued to grow, including the number of highly positive media coverage for the CO: **65** articles in 2018, 88 in 2017, **80** in 2016 and 55 in 2015. These counts do not include duplicate articles, where multiple websites picked up the original article and reprinted it.



3. FACEBOOK

Facebook fan grew to **2,323** in 2018 compared to **1,192** in 2016. In June, CO's posts about the launch of the #BeFree movement attracted more than 30 friend requests from young people.



4. TWITTER

Though our tweets more than **one million** people were reached in 2018, while **3,999** people visited our site compared to **7,638** in 2017, **6,594** in 2016 and **637** in 2015. About **136,404** people were reached in 2017.

