

MAKE –IT-SAFE
MICRO- PROJECT REPORT 2007
(KENYA-NAIROBI)



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INTRODUCTION

The make-IT-safe campaign was to be officially launched in Kenya to help protect the children against child pornography by exposing the crime for what it is. Most people disregard it because they think it is mostly done by tourists and cannot happen locally. More so even if they are aware of it they do not know what to do. The objectives of the campaign were to raise awareness on what the campaign is about, lobby the public to sign the on-line petition or the hard copy petition, increase the number of supporters/campaigners for the make-it-safe project and draw attention of the police and government to crimes against children in information communication technologies. The activities to be undertaken were to print brochures, t-shirts, posters and so on that bear the message and distribute them to the public. There would also be a petition event where the public were to be encouraged to go to designated cyber cafes and institutions to sign the petition. The campaign was initiated in Nairobi.

The make-it-safe campaign would help protect the children by:

- Convincing the cyber café owners to either monitor the content viewed by children or ban any form of pornography sites from being viewed in their businesses.
- Encouraging more and more people to join in the campaign therefore having a large crowd of people advocating for the protection of children.
- Paving the way for workshops where more petition events can be arranged based on the outcome of this petition event.
- Lobbying for national police IT child protection desk to investigate and prevent production of child pornography in key centres and to join Interpol child pornography database.
- Lobbying for police IT child protection desks in one main centre where crimes against children through IT can be reported.
- Lobbying our government to pressure the IT service providers to enforce measures that will make their technology safe to use for children.

Objectives and expected outcomes of the project

The campaign was a very exciting experience for everyone who participated in the event. The objectives of the campaign, which was a one-day event, were as follows:

- To raise awareness on what the campaign is about so as to get as many individuals as possible involved in the campaign.
- To lobby the public to sign the on-line petition or the hard copy petition.

- To lobby the cyber café owners to either monitor the content watched by children or ban pornography viewing in their businesses.
- To increase the number of supporters/campaigners for the make-it-safe campaign.



The people targeted to sign the petition were children and youth, parents, religious and community leaders, opinion leaders, students in schools, cyber cafes and religious institutions, managers/staff of cyber cafes and video clubs in chosen centers, local politicians, police.

The expected outcome was as follows:

- People would be informed about the make-it-safe campaign
- More people to sign the online petition and the hard copy petition.
- The campaign would be initiated and people can continue signing the petitions even after the sign-petition day

RESULTS/OUTCOMES

Project activities

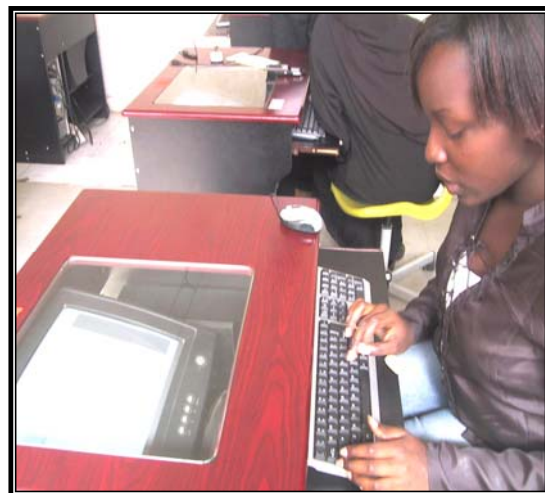
The petition-signing event was done on December 16th 2007. The event had to be planned carefully to ensure successful implementation. Several meetings were held with a representative from a local printer. The aim was to negotiate the prices he would charge for the materials printed as well as agree on the appropriate designs for the materials. The materials agreed upon were brochures, posters and T-shirts.

Also several meetings were held with prospective cyber café owners who would be willing to host the make-it-safe campaign in their business premises. Some yielded positive results while other café owners believed we would interfere with their customers and so would not allow it.

Since the discussions with the cyber café owners were not binding they could cancel the agreement any time. This happened on two occasions and hasty arrangements had to be made to ensure we had other cyber cafes.

The activities engaged in were:

- A pre-petition day training to familiarize the volunteers with what was expected of them (half-day).
- Organized signing the online petition for making IT safe in Nairobi and encouraged the public to sign the petition even after the sign petition day. There were computers set aside in 8 cyber cafes where people were able to sign the petition. Some hard copy petitions were left in some cyber cafes and other organizations like schools and religious institutions for people to sign after the signing day.
- Distributed T-shirts, brochures, postcards, stickers and posters that promoted the campaign.
- Gave a brief introduction and description about the campaign at all the stations where the petitions were signed.



Recommendation and suggestions

For a one-day event, the campaign went well. However, for the campaign to be successful it cannot be done only once. It has to be done continuously for people to be more familiarised with the issue at hand and to give more people a chance to support the campaign.

The campaign should have more informational materials. If the campaign should target the public then the materials should be designed for public and the materials altered to relate to the public because the objectives will differ with change in target audience. It is encouraging to see that the second phase of his campaign is being designed specifically for that. Should the campaign still be of an advocacy nature, the materials should give a simple and clear explanation of how the petitions will influence change in policies in the IT industry.

Conclusion

The event showed that people understood the concept of the campaign and most of them agreed that it was a good cause. There may not have been many people signing the petition on that particular day but it is our hope that the few that did will mention it to others and in that way many other people will join the campaign. Everything that grows builds up and therefore the campaign has a potential for becoming even more successful in the future as more and more people become aware of it.