



Millennium Development Goal Campaign Report Cambodia, 17 – 19 Sep 2010

FUNDED BY:



UN Millennium Campaign



United Nations Population Fund



Save the Children Save the Children Australia

October 2010



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Campaign Background:

On September 17-19, people across the world stand up to call their leaders of state of gathering at the United Nations on September 20-22 to demonstrate leadership in order to achieve the Millennium Development Goals (MDGs). KYA is biggest youth organization working to contributed to award the achievement of MDGs. By seeing an important of youth participation in MDGs, UN Millennium Campaign (UNMC) and United Nations Population Fund (UNFPA) has been supported to KYA for organize MDGs Campaign in 4 provinces —Siem Reap, Takeo, Prey Veng, and Kampong Chhnang— in order make noise and take action for MGDs by end of 2015. By this way Save the Children Australian in Cambodia (SCA) funded to KYA to help this event in Kampong Cham provinces as well.

Project implementation:

There were some steps before the campaign day such as following:

- **Workshop on MDG to KYA's staff** in order to improve knowledge about MDG-CMDG on challenge and achievement, also the preparation for campaign. The one day workshop was take place in Phnom Penh, 1 staff from 8 provinces were selected to attend. Those staff was assigned to responsible to arrange the workshop for the KYA's networking member in the province, to contact with the target communities' stakeholder –CCs, school principal, health center and citizen– and to coach networking in planning walking campaign and youth forum.

The workshop was conducted at KYA central office in Phnom Penh, in August 10, with the total of 13 staff. The workshop was facilitated by MDG Communication & Advocacy Specialist, base Office of the UN Resident Coordinator in Cambodia.

- **Workshops on MDG to KYA's network** aim at building the knowledge about MDG-CMDG on challenge and achievement, also the preparation for campaign by discuss on the agenda, key question to communities' stakeholder, team responsibilities and also practice how to make noise. The two days workshops were take places in 4 of KYA's base office.



Two days workshop in Kampong Chhnang Province-Cambodia 10/08/2010

Totally, 4 workshops were conducted with participation of **239** networking members. The participants have improved their knowledge and understand deeply from the lecturing. In the workshop, the networking were gave the opportunity to ask questions or express their idea.

The campaign preparation and practice:

Preparation and Communication

-IEC printing: since the event aim to demand the two key challenges –CMDG2 and CMDG5- for meeting CMDGs target, two kinds of poster were printed.



-Website maintenance: KYA’s homepage were updated by inform the visitor about the coming event, location and key contact.

-Media Advisory: The media advisory were sent to all journalist by the CAMBODIA'S MEDIA FORUM ON ENVIRONMENT (CMFE) Environment Writer Association, and/or Environmental Journalist Group Address. Furthermore, the KYA’s staff in each perspective province also keeps good contact with the provincial media.

-Song and Key message: Key message were wrote and descript in Chaiyam (traditional music and song) by the networking of KYA.

Walking Youth Campaign and Make Noise Gathering



Walking Campaign and Make Noise in Prev Veng Province-Cambodia 17/09/10

KYA’s networking members had arranged Walking Youth Campaign in communes and villages in order to provide the messages to the local people to understand about MDG. Before the Walking

Youth Campaign, target communities' stakeholder –CCs, school principal, health center–, especially women and youth from high schools and communities were invited to join the Walking Youth Campaign.

The target communities' stakeholder were arranged to walk in the front line and continue with Chaiyam team. A small group of networking members was assigned to distribute-explain the leaflet and poster. The loudspeaker to voice out the background of event, MDGs-CMDGs challenge and key message was arranged to walk at the end of the line.



Pledge and Make Noise in Siem Reap Province-Cambodia 19/09/2010



Walking Campaign & Make Noise in Kampong Chhnang Province-Cambodia

During the Youth Walking Campaign, the key messages were provided to people through the slogans, posters, flyers, and banners to encourage communication with people, especially youth and young women to get

closer advocate to the Government Officers. Moreover, at the same time we will encourage the youth, especially women, to take part in social work more and more as well as to take part in the youth forum about CMDG.

Furthermore, Walking Campaign had set 3 points stop to provide the audient understanding about the objectives of the campaign, as well as lead the participant and audient to do the pledge and make noise.



Hand Print and Walking Campaign in Kampong Cham-Cambodia 18/09/2010

There were **90** walking members in the Walking Campaign and was occur once in each **4** provinces. The campaigns were lasted for three hours. And there were hundreds people join the Make Noise Gathering.

Youth Forum

The half day forum under the theme of “Youth Forum for Achievement of MDGs and End Poverty” with 90 participants was managed once in each province. To run the forum smoothly, KYA’s staff have arranged extra meeting to prepare everything to be ready. For instant, KYA’s staff discussed the goal and agenda of the forum and asked the master of ceremony to practice conveying the message to the public. Also, they prepared all the question/answer, and gifts for the speaker –CCs, school principal, and chief of health center–.



The Youth Forum had started with the welcome speech of KYA’s president representative. The welcome speech of KYA’s president had mention on some achievement and challenge of MDGs-CMDGs, International Year of Youth and the important of youth participation in decision making.

During the forum, all key speakers were invited to provide a brief presentation about the situation by reflection to the CMDG 2 and 5, and next year strategic planning. The forum continued with the Question and Answer session. The network member who assigned to take note had carefully recording all of answer and especially the commitment.

At the end of the Youth Forum, The recorded note was read or recapped by the management team who attend for monitoring. The recorded note was also been copy and passed to all participants for the follow up purpose. One of participant was invite to give a short Youth Vision to show how much youth and youngster give credit/support to commitment of local Government on CMDG implementation.

Commitment of local Government of Prey Veng Province:

-Principal of Svay Bo Prek School: cooperating with Commune Councilor (CCs) to strengthen the community involvement with school management and creating fund raising activities to find resource for supporting poor children to go to school.

-Chief of Chea Khlang Health Center: reviewing service fee, continuing to provide free of charge service for poor women to access health check and deliver at health center (HC), encouraging VHSG (Village Health Support Group) and midwife to transfer pregnancies to HC.

-Chief of Chea Khlang Councilor: supporting the school principal strategies, strengthen capacity of VHSG to faster process for poor women to access HC and continuing to release the information of CCs' meeting and next year planning to enlarge young participation.

Commitment of local Government of Kampong Chhnang Province:

-School Principal: reviewing the village map to control the enrollment, cooperating with CCs- other stakeholder to support the enrollment and strengthening the community involvement in school management.

-Chief of Health Center: providing free of charge service for poor women, encouraging peer talk about health in community, providing free of charge service for young people who have KYA's referral card, take measure to ensure no deliver at home.

-Chief of CCs: supporting the school principal strategies, encouraging peer talk about health in community with the representative of youth, studying on delivery concern issue and classified the poor family in commune in order to find resolution.



Commitment of local Government of Takeo Province:

-School Deputy Director: encouraging the teacher to be the good service provider, eliminating document sell by teacher in school, advertising to promote the enrollment especially girl.

-Chief of Taphem Health Center: providing awareness on service of HC to villagers, take measure to ensure no dangerous deliver because people can not get service from HC.

-Chief of Taphem Councilor: supporting the school principal strategies to improve education quality, arranging meeting with HC once in every six months, encouraging peer talk about health in community.

Commitment of local Government of Siem Reap Province:

-Primary School Deputy Director: strengthen school management team in order to ensure the education quality, cooperating with local authority and parents to reach success education, creating volunteer group to do awareness some concern issue, creating program to support poor student.

-Representative of Puok Health Center: promoting the knowledge of maternal health and child mortality in villages, ensuring everyone get the same service from health center and no extra fee for nurse, punishing the midwife who help to deliver at home but give award to who send the pregnancies to HC, encouraging pregnancies to get health check at least 4 times.

-Deputy Chief of SaSa Sdom, Puok, Lvea Councilor: taking measure to ensure no deliver and no midwife to help deliver at home, creating mechanism to follow up the enrollment and dropout, classifying poor women-children aim at providing support on education and other social service.

Commitment of local Government of Kampong Cham Province:

-By the speech of **Mr Noun Song**, deputy of district said that” **supporting on women and children are the way to end the poverty. So he would like to see the quality of health care service with the low cost**”.

-And by the briefly report from **Dr. Sao Phal**, deputy of operational district on the service health care of woman and children said that “**we have many NGOs support for improve the health care service and as we see right now it is more improve but we still need more support from NGOs**”.

After the speech, question and answers around the health services in OD and Health center. The Master of the ceremony invited the all the guest speaker and participants to volunteering on putting hand print which is a symbol of supporting the children to celebrate their 5th birthday. And together we did the make noise again by shouting the key message as like we did during the parallel campaign.

Future Recommendation and SWOT of the Stand Up:	
Strength	Weakness/challenge
<p><u>Takeo</u></p> <ul style="list-style-type: none"> • Have a good cooperation and participation with strong commitments from local authorities- chief of commune, chief of health center, head teacher and commune police- in the youth walking campaign, make noise and youth forum event. • This event was alerting to the local authorities to wake up and start to take action by mainstreaming in the commune planning • The participants are participatory and so active to participated and organized the events • The messages from the youth walk are spread out and mainstreaming to the people in commune understanding on the CMDG. 	<ul style="list-style-type: none"> • Lack of people participation from the commune, some participant give up the line on the walking campaign. • Some materials- posters had a bit late to send from Phnom Penh.
<p><u>Prey Veng</u></p> <ul style="list-style-type: none"> • Monitoring in place to observe the messages sent and absorbed by the public and able to adapt the method for sending message again. For example, 	<ul style="list-style-type: none"> • Chaiyam was an attractive method but the Chaiyam team cannot understand or sing the song because they did not

<p>after 10 mn of the Youth Walk 2 KYA staffs followed behind and asked people around to check their understanding. It was found that the messengers spoke too fast, and some messages were too long and difficult to understand. As a result, the messengers changed his approach and messages.</p> <ul style="list-style-type: none"> • More participation from local communities joining Make Noise. 	<p>participant during the networking workshop.</p>
<p><u>Kampong Cham</u></p> <ul style="list-style-type: none"> • More participants joining the Youth Walk (124) • Additional activity on collecting hand prints to support goal 4&5 on child and maternal health • Get Save the Children to support the event • Additional materials such as T-shirt and posters in Khmer language • Youth walk started from the District Office for Education and finished at the market place which attracted a lot of attention from the public 	<ul style="list-style-type: none"> • Participants did not join the orientation workshop on CMDGs, progress and challenges like other 4 provinces supported by UNMC and UNFPA.
<p><u>Siem Reap</u></p> <ul style="list-style-type: none"> • Youth walk started from the Primary School and finish at the market place which attracted a lot of attention from the public • Included role play with concert to send messages regarding issue of service delivery for health and education. • Both of the Youth Forum and Youth Walk made more productive with the participation of movie, singer stars, and authority representatives. • Good cooperation with KYA's networks, UNFPA, speakers, journalists and local authority such as during the Youth Walk there were many polices to help with traffic along the road from the started until ended point. 	<ul style="list-style-type: none"> • The Youth walk was finished before schedule because there were no extra initiative activities. • Raising hand activity was replaced to the standing in the campaign. • Sound system which was used was not loud enough for the audience during the walk.
<p><u>Kampong Chhnang</u></p> <ul style="list-style-type: none"> • Good preparation regarding inviting guest speakers such as school principal, commune council chief, health center chief • Good documentation of the commitment of the service providers and get them signed and distributed among participants • Creative banners to promote Stand Up message (drawing of Stand Up logo) • Active participation of local authorities during youth walk • Able to produce a song on CMDGs and played during the event through loud speaker 	<ul style="list-style-type: none"> • Still did not practice the Stand Up during make noise exercise.

Lesson Learnt	Recommendation for improvement
<ul style="list-style-type: none"> Next time all stakeholders including local producers, line department, student, MC should be oriented on CMDGs & stand up. 	<ul style="list-style-type: none"> All materials should have in Khmer language so that people can understand the meaning. Chaiyam team should have attended the workshop and other step of preparation, and some important song or key messages should record into tape. Whistle or other material for make noise practice should increase it amount.

Conclusion:

The MDGs Campaign in all KYA's branch office at the province was organized successful to the goal of aware the knowledge to the young people and target people, collect the commitment from communities' stakeholder –CCs, school principal, health center– and collect 1,000 hand print to support and give Cambodian children to celebrate their 5th birthday and it went through in the smoothly process of the MDGs Campaign guild line as an international. By this event the people, youth, local governor, and NGOs will going to keep good cooperation to work for achieve the MDGs by the end of 2015. The event was reported by local news such as:

- ☛ –Rasmei Kampuchea– on 19-20 September 2010 volume 5307, on 21 September 2010 volume 5308, on 23 September 2010 volume 5310,
- ☛ –Kok Thlork Radio– on 17 September 2010 at 7:00 pm
- ☛ –Radio Free Asia– on 19 September 2010, Reported by Hang Savyouth
- ☛ –Phnom Penh Post– on 20 September 2010 volume 262 opinion by Helen Clark, on 23 September 2010 volume 264, Reported by Khut Soph Chariya.

Also, some articles on following website:

- ☛ http://everyoneasia.ning.com/profile/EVERYONECAMBODIA?xg_source=activity
- ☛ http://everyoneasia.ning.com/photo/cambodia-daily-23-sept-2010?xg_source=activity
- ☛ <http://api.ning.com/files/2DerJxYfKL2iE7ZGQDzfYI0Fm0YWKDoA6r4mrg4BGfHDch5i5SOkRarYTn4ryPNuXVfZ-TyEgrlc7nHPoAIMBbY7bqseYmDb/PhnomPenhPost23September2010.jpg>

And video clip was posted on www.asiapacific.endpoverty2015.org.

October 20, 2010

Certified by:



Sun Chansen

October 20, 2010

Reported by:



Liv Tola