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Evaluation of the Awareness Building Campaign (ABC) in Namibia

Lisbet Grut and Laila Tingvold

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SINTEF Health Research

Address:
P.O.Box 124, Blindern
NO-0314 Oslo
NORWAY

Telephone:
+47 40 00 25 90
Fax:
+47 22 06 79 09

Enterprise No.: NO 948 007 029 MVA

SINTEF REPORT

TITLE

**Evaluation of the Awareness Building Campaign
(ABC) in Namibia**

AUTHOR(S)

Lisbet Grut and Laila Tingvold

CLIENT(S)

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ABSTRACT

The National Federation for People with Disabilities in Namibia (NFPDN) has been working actively with the Awareness Building Campaign (ABC) from 2003 - 2005. The main objectives of the evaluation have been to assess the impact of the campaign on attitudes towards people with disabilities and disability issues.

During the campaign, NFPDN has led several successful events which have brought together stakeholders to discuss disability issues within the Namibian context. The ABC seems to have contributed an important ideological contribution to change the understanding and attitudes of people with disabilities – going from charity to independence. ABC has given local activities on disability issues a nation-wide perspective.

There has been good communication with supportive and funding organizations, SAFOD and FFO.

KEYWORDS	ENGLISH	NORWEGIAN
GROUP 1	Living Conditions	Levekår
GROUP 2	Disability	Funksjonshemming
SELECTED BY AUTHOR	Awareness building	Bevisstgjøring
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Executive summary

The National Federation for People with Disabilities in Namibia (NFPDN) has been working actively with the Awareness Building Campaign (ABC) from 2003 - 2005. During the campaign, NFPDN has led several successful events which have brought together stakeholders to discuss disability issues within the Namibian context. The official launching in Ondangwa in 2003 brought together more than 40 participants. Journalists covered the event on national television and radio, and all major newspapers wrote about the campaign. It is impressive that the NFPDN managed to arrange for the Prime Minister to open the ABC and for the representatives from six different ministries to attend the campaign opening. The media workshop in July 2003 was a successful event, with many discussions and active participation particularly from young journalists. However, it was disappointing that journalists from the three major newspapers in Windhoek did not attend the workshop despite having confirmed their participation in advance.

The opening of the campaign in 2004 in Windhoek was a success as well. During this period, the Federation carried out a three-day long visit to the Karas and Hardap regions where they met, among others, regional authorities and people with disabilities. The Federation considers it important to expand organisational structures and encourages people in the different regions to become involved in organisations for people with disabilities. Several lobbyists fighting for the rights of people with disabilities in Namibia consider the steps taken to involve people in the different regions as very important.

The activity plan for 2005 was affected by the resignation of the Secretary General the NFPDN and the fact that this position was vacant until April 2005. However, the opening of the activities for 2005 in the Otjozondjupa region was well planned.

In spite of relatively limited resources the NFPDN succeeded to complete the campaign, reaching both people with disabilities and important stakeholders. The important work of the NFPDN would probably have been more successful if its staff had managed to more actively involve the established core group members in the planning of the campaign and events. In addition to strengthening organisational capacity, the Federation would also have benefited from adapting a more strategic and systematic approach towards national authorities, decision makers and other influential people.

1 Background

The Norwegian Joint Association of the Disabled (FFO) carried out an awareness campaign in Malawi (1991-2001) in collaboration with the Federation of Disabled Peoples Organisations in Malawi (FEDOMA) and the Southern African Federation of Disabled People (SAFOD). The aim of the campaign was to sensitise the community on various disability issues. The campaign used different approaches and working methods such as advocacy and lobbying towards influential groups, the media and the Government as well as arranging activities through the use of drama, publications and songs to address human rights. The campaign proved to be an effective instrument in changing attitudes, and FFO together with SAFOD decided to take the experience further to other countries in the region. The two organisations have supported the National Federation of Disabled People in Namibia (NFPDN) in implementing an awareness building campaign (ABC) similar to the one held in Malawi.

The Namibian ABC was started in 2003 and has run for three years. The evaluation of the campaign has been carried out by SINTEF Health Research, Oslo Norway.

The main objectives of the evaluation have been to assess the impact of the campaign on attitudes towards people with disabilities and disability issues:

- at the national decision making level, targeting key individuals and institutions,
- among community leaders and professionals,
- among the general public in target areas.

The evaluation has also included an assessment of role of NFPDN and the organisation itself.

2 Evaluation: Opportunities and limitations

It is challenging to measure the impact of an awareness building campaign especially when it is targeted to reach several sections of society. A major challenge for the evaluators has been to single out the effects and changes caused by the campaign from other possible sources of influence. For example, it might be documented that there are noticeable changes in how the general public regards people with disabilities, but it might be difficult to trace whether these changes are due to the campaign or other parallel efforts brought about by other groups or institutions.

In order to evaluate the impact of such a campaign, it is necessary to obtain knowledge of the situation at the outset, prior to initiation of the campaign, and compare this with end-of-campaign data. The information should be collected from the same people and by the same methods at both times in order to ensure the reliability of the data. However, regarding this particular campaign the NFPDN did not have a detailed plan comprising the specific activities and the duration of the awareness building campaign. When arranging activities in the communities, the Federation wished to cover several regions in Namibia. Different villages and regions have been visited once by the NFPDN during the ABC and, at each of these visits, a single intervention (workshop or similar activity) was arranged. This made it demanding for the evaluators when selecting informants and planning for pre- and post-campaign data collection. The Federation arranged a workshop for the media in 2003, but no direct follow up activity was planned in the continuation for this key group until the end of November 2004. A large part of the evaluation has therefore been directed towards the exact activities that have taken place and cannot really account for changes in attitudes in the broad sense.

It should also be stressed that the process of changing attitudes takes a long time. Within the social sciences such changes can often span a generation. The NFPDN agrees that changing attitudes is a long-term process and therefore wishes to extend the campaign by an additional two years. The Federation has been seeking funding from overseas NGOs in the hope of extending the campaign, but has so far not succeeded in obtaining long-term funding (medio 2005).

The challenges of evaluating the ABC have been shared and discussed with FFO and the NFPDN. At the beginning of the first year of the campaign, the evaluator selected a preliminary set of indicators which could be applied in the evaluation work. However, the NFPDN had not defined a detailed plan for the three years of the campaign, so the suggested indicators have, by necessity, been revised during the course of the campaign. Common for the preliminary indicators is that they attempt to register and compare sets of data over the three years.

2.1 Indicators

The suggested indicators were:

1. *Forms to be submitted by the Federation on a monthly basis throughout the campaign period.* The forms contained a registration of the number and type of requests the NFPDN received at a particular day each month. The forms also contained a section where the NFPDN described the type and number of disability issues that had been covered by the media. The purpose of the form was to follow the development of disability issues by comparing the information from the different campaign years and by registering the differences and similarities as well as increases and decreases in the types of requests. It was also an objective to identify who sought what sort of information or help from the Federation and how the issues were handled, solved or transferred elsewhere.

2. *Budget and financial commitments by ministries.* An attempt was made to register the budget figures for the various ministries as indicators of financial and political prioritisation and commitment on disability issues. The objective was to see if there were any changes taking place during the 3 years of the ABC. The ministries prepare budgets from August to September, which are approved to run from April 1st to March 1st. This task was designed to be carried out in co-operation with the advisor to the Prime Minister on disability issues.

3. *How often disability issues are covered in the media as well as how disabled people are generally presented.* The Polytechnic Institute carried out a comprehensive monitoring of the media in 2002 regarding these issues. These data have been made available to the evaluators and can be used for comparison at the end of the ABC. The purpose was to determine whether there have been any changes in frequency and type of articles about people with disabilities.

2.2 The stakeholder groups

In addition to the indicators mentioned above, the evaluators carried out a number of qualitative interviews directed towards specific stakeholders during each year of the evaluation. These include people in the ministries, community leaders, teachers and people working in the media. Interviews were also been carried out with the NFPDN staff as well as the core group members. Some of the most important stakeholders interviewed were:

a) Ministry of Lands, Resettlement and Rehabilitation (MLRR) and Ministry of Health and Social Service (MoHSS)

The objective of the interviews in the MLRR and the MoHSS was to analyse commitment and determine how the ministries define their role in working with disability issues. This included how they define their areas of present and future attention and how they address the role and work of the NFPDN and the aims and impacts of the campaign in particular. Two rounds of interviews were carried out in

2003 with representatives from the MLRR and the MoHSS. Interviews with representatives from the MLRR, both in Windhoek as well as in the different regions for the ABC, were carried out in 2004 and 2005.

b) Traditional authorities and community leaders

Contact with traditional authorities and community leaders was established at the outset of the evaluation. The first round of interviews took place in September 2003. Furthermore, interviews with local chiefs were conducted in each region where there were ABC activities. The objectives of the interviews were to understand how disability is addressed in the traditional culture and how this is co-existing or changing according to modern perceptions and the views presented by the NFPDN in the ABC. It was presumed, however, that it would be difficult to target changes due to the relatively short period of the campaign, as it is generally expected that changes in attitudes will take more than three years. The evaluators followed the Federation to a few of their activities in the villages and observed and interviewed those who have attended these activities.

c) Teachers

Contact with some teachers was established at the outset of the evaluation in Oshakati and in Katatura, and a few schools were visited in 2003 in order to establish a pre-campaign picture. The same people were interviewed in 2004 as well. From the beginning, teachers showed interest in the campaign and asked for information on how they could include and teach children with disabilities in the regular schooling situation. During the campaign period there were several efforts in Namibia to integrate children with disabilities in regular schools; a clear move away from special schools. A telephone interview with a representative the Ministry of Basic Education Sport and Culture (MBESC) in Oshakati was carried out in 2004. In 2005 interviews with representatives of the MBESC in Otjozondjupa region and the central Ministry were also carried out.

d) Office of the Prime Minister (OPM)

Two meetings were held in 2003 with the advisor to the Prime Minister. Contact was followed up regularly to determine how ABC activities were being communicated and spread further from the position of the advisor. A scheduled meeting in June 2004 was cancelled at the last minute, but communication has been ensured by e-mail and telephone. Interviews were carried out in June and August 2005.

e) Core group members and NFPDN

It was one of the main objectives to interview and observe the core group member organisations and their contribution to, and output from, the campaign. For all organisations in the core group, it was essential to register the changes in numbers of members, number of active participants and achievements during the campaign period. Representatives of the core group were interviewed both in 2003 and 2004. It has not been possible to obtain information on the number of members of these member organisations or particular activities conducted by the member organisations during the campaign period.

f) Media: printing press, radio and television

Communication with journalists was established at the media workshop in June 2003. The contact was maintained and extended with the objective to determine how journalists received messages from the ABC and whether they were influenced to write more about disability issues as a result of the campaign. Journalists were interviewed both in 2003 and 2004. Disability issues presented in the newspapers and television have been registered during the campaign period.

3 Activities at the First year of the Awareness Building Campaign (ABC) in Namibia (2003)

3.1 Activity plan for the ABC, 2003

The main activities in 2003 as scheduled by the NFPDN were:

January: Establishing the core group.

May: Arranging a workshop for the core group and the secretariat.

May - June: Production of informational material.

May - July: Planning and implementing Media workshop.

July: Press conference.

June - September: Planning and launching of the campaign.

September: Attending Human Rights conference.

May - October: Planning and implementing Public Awareness Events.

During the first year of the campaign, the evaluators visited Namibia twice. The initial visit concentrated on obtaining an overview of the planning of the campaign, meeting and discussing the progress with the NFPDN and interviewing stakeholders involved in policy development and implementation, and people in the media. The second visit was directed towards covering the two main ABC-activities the NFPDN had organized during 2003; the media workshop held in Windhoek and the official launching of the campaign held in Ondangwa. Besides these two main arrangements the Federation also organised the formation of a core group and held a workshop for its members to motivate and share information around the campaign objectives.

3.2 The media workshop

The Media workshop was arranged at the Country Club in Windhoek on July 4th 2003. The purpose was to sensitise journalists and people working in the media on disability issues. The location was chosen in order to encourage people to stay

throughout the conference as the Country Club is situated out of town and people would not be interrupted so much by other duties. In advance, the NFPDN had invited 32 participants to attend the seminar. The list of invited people included journalists from television and radio stations, the printed press, magazines, institutions of higher learning as well as the Ministry of Information and Broadcasting. All together 20 participants were registered at the workshop, but unfortunately no journalists from the press turned up. This was surprising as the three major newspapers (Die Republikein, The Namibian and New Era) had replied and confirmed their participation. The workshop was held on a Friday which was thought to suit the journalists from the printed press particularly well, as there are no newspapers on the weekend and the journalists would not have any deadlines to meet on that day. Many journalists, however, often take leave on Fridays as they are required to work during the weekend to prepare for Monday's editions. Experience from other workshops has also shown that it is difficult to get hold of journalists.

The workshop addressed the findings on the media's coverage of disability issues, as well as issues dealing with definitions of disability, language use and disability and the media in general. At the opening of the workshop it was stressed that the media has an important role and the power to decide what will be presented to the public. In addition the media has a secondary role of informing and thereby also educating a relatively large section of society. In many instances, the way that the media communicates about people with disabilities and disability issues will directly or indirectly contribute to shape public opinion concerning these same issues.

At the workshop there were several discussions that were of particular interest to the younger participants. For example, a few participants were insecure about the use of terminology and what words were proper to use in a disability discourse. The discussions that followed revealed that many young people in the media portrayed people with disabilities as people who are helpless, who one should feel sorry for or people who are unable to contribute to society. The leaders of the workshop

explained that even if a person with a disability has a physical limitation, that should not be equated to saying that the person cannot participate. The leaders pointed out that many people with disabilities could participate in the employment sector and in society in general if, for example, access to buildings was ensured or some assistive equipment was provided.

3.3 The launching in Ondangwa, September 2003

The NFPDN put considerable work in planning the official opening of the ABC. As many as 120 invitations were sent out, and about 40 participants attended. The launching was held in Ondangwa, in the northern part of the country. The reason for selecting this area was to ensure participation throughout the whole conference. By choosing a venue outside of the capital city, participants would be less likely to be interrupted by other tasks, and discussions and meetings could continue into the afternoons as well.

The campaign was officially opened by the Prime Minister, Mr. Gurirab. In his opening speech he promised to put the disability issue forward to the President. He stated that the time had come to go from planning to actions. The Personal Adviser to the Prime Minister on Disability Issues has a particular responsibility to monitor the campaign for the government. The Prime Minister promised to work for the establishment foundations to secure the future for people with disabilities and to build more Disability Resource Centres. He also promised to work for the establishment of a law to secure the right to Community Based Rehabilitation and employment for people with disabilities. The issues were presented to the parliament in October 2003.

Representatives from 6 ministries were present at the launching. Ministers had been invited, but they had all delegated representation to others. This, however, turned out to be useful for the campaign, since these delegates were better informed on

disability issues, and were in position to make decisions on concrete actions. The National Planning Commission and the Disability Advisory Unit for the Prime Minister's Office were also represented.

Representatives from the different ministries turned to the Advisor to the Prime Minister and also to the Federation for more information on disability issues.

An outcome from the launching was that The National Planning Commission opened up for a more active dialogue with the Federation. The NFPDN took the initiative for a meeting shortly after the launching, which was successful.

The workshop was closed with the NFPDN formulating 16 recommendations. Among the most important was the need for comprehensive legislation, the need for restructuring the subsidy plan to accommodate adjustments for specific needs, and the realization of self-representation by people with disabilities in all governance structures at all levels. The statements also considered issues such as access to education, access to buildings and tax exemption on assistive devices.

4 Activities Second year of the ABC, 2004

4.1 Activity plan for 2004 as outlined by the NFPDN, February 2004

1. *Core group meetings*: The first core group meeting in 2004 took place in February. According to the leader of the NFPDN, two core group meetings took place in 2004. A third meeting, planned in April/May to plan the ABC activities in the Karas and Hardap regions, was canceled.
2. *Breakfast meeting with the Permanent Secretary of Ministries*: The meeting was planned to take place in Windhoek in April/May, but was cancelled.
3. *Awareness Building Campaign in Omaheke region*: The ABC was planned for April/May. The campaign was postponed to December 2004 due to delayed funding.
4. *The opening of the ABC 2004 in Windhoek*: The opening went as planned in June.
5. *Awareness Building Campaign in the Karas and Hardap regions*: The campaign went as planned in June.
6. *Awareness raising activities in the Kunene region 23rd to 25th November*: This activity was planned for the traditional leaders. It was recommended from the evaluators that, before settling on a date for these activities, NFPDN should take into account the date of the annual meeting for the traditional leaders, which usually takes place in Windhoek every November. However, the activity was cancelled.
7. *Breakfast meeting with journalists*: The meeting was scheduled to take place in Windhoek on November 30. The activity was cancelled because no journalists signed up.
8. *Celebration of the International Disability Day*: The celebration took place in the Windhoek region from the 4th to the 6th of December.

4.2 The opening in Windhoek, June 2004

The evaluators did not attend the opening of the ABC 2004 in Windhoek, because a three-day campaign took place in Karas and Hardap region at the same time. The evaluators chose to observe the regional event and take the opportunity to interview people in the region. A written report from the opening (prepared by FFO) indicated that the request for self-representation by people with disabilities was repeated this year, as it was in 2003. The request was approved by the next president of Namibia (Mr. Pohamba, who was elected by the presidential election later the same year).

4.3 ABC in the Karas and Hardap regions, June 2004

The ABC was a three-day event. It was lead by the Secretary General of the NFPDN together with the two other active staff members of the Federation, two representatives from the board (one from Windhoek and one from Oshakati), and a representative from the local MLRR in Keetmanshoop. The representatives from the board had an active but minor role the first day of the event.

During the first day there was a meeting with people with disabilities from the Karas and the Hardap regions, with approximately 35 participants attending. Among the topics discussed was the understanding of the concept "disability", the UN standard rules, traditional and cultural aspects of disability as well as democratic rights. After the lunch break, the meeting continued with workshops and discussions.

On the second day, the Secretary General of the NFPDN was interviewed by the local radio. Later the same morning there was a breakfast meeting with the Mayor of Keetmanshoop and the City Council. The Mayor and the members of the City Council listened carefully and expressed their interest in the disability topics. After lunch, the workshop from the first day continued. Among the topics discussed was accessibility to public buildings.

Among the main issues to come out of the need assessment workshop were:

- protection against poverty
- training in leadership
- access to vocational training
- access to physiotherapy in the hospitals
- education for people with disabilities, and especially for adults who earlier have been denied education because of their disability

On the third day of the visit to the region, the National Disability Day was celebrated. To mark the occasion, a march was arranged through town and to the Municipality. At the Municipality the participants intended to read a petition to the Governor of the Karas region. Unfortunately, the Governor happened to be in Windhoek, and the Chief Executive Officer (CEO) was out of the office. This unfortunate incident was commented on in the newspapers and on the television news. However, later the same day the CEO contacted the Secretary General of NFPDN to apologize, and a meeting was arranged spontaneously.

4.4 Activity in Omaheke region, December 2004

The activity took place in the town Gobabis. The arrangement was a two-day workshop that was facilitated and implemented in cooperation with VSO-personnel¹. The participation of the VSO-personnel was a part of a VSO-project funded by EU with the purpose to establish regional offices for NFPDN and train staff during the next five years.

The main topic of the workshop in Gobabis was building organizational knowledge, including:

- how to get a sponsor and to apply for sponsorship,

¹ Voluntary Service Overseas: An international development charity that works through volunteers. <http://www.vso.org.uk/index.asp>

- how to run a project or an activity,
- how to make an efficient organization, and
- how to mobilize people to do organizational work/activities.

Topics were communicated both through lectures and role play. 15 participants attended; among them representatives of regional and central member organizations of NFPDN (there are no local organizations in Gogabis), a representative of MoHSS, the head of the Rehabilitation Department of the local MLRR and a local rehabilitation worker.

By coincidence another workshop on disability happened to be arranged at the same week. The theme for this other workshop was children with disabilities. Local professionals as well as parents attended that activity instead of the ABC.

According to the local representative of MoHSS, the invitation from NFPDN came too late to change the dates of the arrangements.

This year NFPDN received a minor funding from Comic Relief² connected to a specific training activity. Unfortunately an application for further activities for 2005 was rejected.

² <http://www.comicrelief.com/index.shtml>

5 Activities third year of the ABC, 2005

5.1 Activity plan for 2005 as outlined by NFPDN

The positions of NFPDN Secretary General and NFPDN office clerk were vacant from November 2004. The only person remaining at the Head Office of the Resource Centre was the training officer, who had his duties connected to another programme. Due to these circumstances, the Federation did not make a detailed activity plan for 2005 as they had for the previous two years of the campaign. The Federation did, however, plan and conduct some activities during the year. The launching for 2005 went as planned and was successful. Planned meetings with politicians and training staff at the Namibian Polytechnic were cancelled because no one responded to the invitations. A meeting with local chiefs in the north went as planned after the next Secretary General was in place. by April 2005.

5.2 The opening of the 2005 ABC in Otjozondjupa region, June 2005

The opening of ABC 2005 was a three-day event in Otjiwarongo district. The PM's advisor on disability issues opened the campaign. The President and the Prime Minister were invited, but were unfortunately unable to attend. The Prime Minister was able however to give a speech marking National Disability Day on the 6th of June. Television reports from the first day of the ABC came several times the week after the event.

About 45 persons participated. The head of the local ministries, the regional counselor, local counselors and the governor were invited. Some were present from the morning and some arrived later the first day, some did not attend at all. Representatives of MLRR, MoHSS and MBESC attended.

The Advisor to the Prime Minister on Disability Issues informed that Namibia has ratified the National Declaration on Disability 1999 as the first nation in Southern

Africa. Namibia has established a National Disability Council (NDC) that will act as a consultative body entitled to comment on public matters of particular concern for people with disabilities. The advisor informed that he had discussed the studies on Living Condition Among People with Disabilities with SAFOD. As a follow up activity, they suggested the establishment of an African Council on Disability. A representative of the core group, who was also the first Member of Parliament representing people with disabilities in particular, informed that she planned to visit all regions of the country to talk about disability issues. She stated that the ABC had made it possible to reach every region in Namibia with disability matters as well as to establish contact with foreign organizations. ABC had made it easier to promote disability as a political matter as well.

Two local representatives of the Association of the Physical Disabled (APD) informed that the situation on disability matters is improving, though very slowly. However, it seemed easier to run local activities after conferences and workshops in the region had been arranged. Therefore, activity support from NFPDN was appreciated. An invitation from the local authorities to the local representatives of NFPDN to discuss disability matters was mentioned as an example of a positive result. A matter of great importance was integration of children in school. This is very challenging, as the Head Masters do not see how it is possible to integrate children with disabilities. Some still believe that integration of children with disabilities is not permitted by the authorities. This was confirmed by the regional representative of MBESC. This year the local representatives of APD managed to integrate two children in primary school.

A local Herero chief, who is a skilled nurse and a rehabilitation worker, identified children with disabilities and carried out consciousness raising sessions with parents. He told that the situation for people with disabilities was slowly improving as people become more conscious. The rural areas offer the biggest challenges. The main problems are people's lack of knowledge and opportunities. A physiotherapist

at the local hospital confirmed this situation. Parents do not seek help because they do not see *how* they can improve the situation for their disabled child, not because they do not *want* to help the child.

The regional governor considered the ABC important in sensitizing people on their political rights. He used the ABC as an opportunity for carrying out a political campaign, and challenged the participants to vote for representatives that had a disability or that promise to promote disability matters.

The second day of the campaign included a workshop on the concepts of disability and prejudices. People with disabilities from the local area participated. Some of the participants were away from their home and family for the first time.

5.3 Other activities in 2005

In August the new Secretary General of NFPDN arranged a meeting with local chiefs in Rundu, a town in the north. The chiefs were called to bring five headmen to the meeting. The topic of the meeting was how to treat people with disabilities. According to the Secretary General, the chiefs listened carefully, but did not appreciate being ‘lectured’ on how they should think about disability matters. Changing the chiefs’ understanding of disability was challenging because a chief is looked upon as a responsible ‘father’, while the village members are looked upon as the ‘children’. In this way the chiefs are seen as the persons that are expected to, and entitled to, teach and lecture the members of the tribe, not the other way around.

There have been arranged two meetings with local school principals to discuss the integration of children with disabilities in the ordinary schools.

6 Press coverage on ABC-activities and disability issues

Information on the media coverage during the campaign years was not collected as a constant, routine activity. The evaluators collected all media coverage at each visit to Namibia during the campaign. There had been comprehensive media coverage from the launching every year. Other regional activities had been covered as well both by radio, TV and newspapers.

The Federation considers radio as the most important medium as it regularly offers programmes in the local languages. Radio covers the whole country, while TV covers the cities and the central areas. Radio is important in reaching people who do not read newspapers, who cannot afford to buy televisions or newspapers, or who live in remote areas.

The evaluators collected all available press coverage on ABC-activities during their visits to Namibia. Both in 2003 and 2004 several reports on disability issues were noted in the press during the week of the ABC, as well as the week immediately following the campaigns. In 2004 nine reports concerning disability issues were registered in the newspapers. The ABC was mentioned on the evening news on TV several nights, in the Oshiwambo -, Nama/Damara - and English spoken news. In 2004 a report from another needs-assessment campaign, arranged by the Erongo disability network, and a report from the launching of a rehabilitation campaign administered by the MLRR and the MoHSS were also noted. In addition, the topic of the weekly TV-program 'Talk of the Nation' was *'What can be done for people with disabilities'*. Though the panel consisted only of professionals, one must consider the fact that disability issues debated in such a program is very encouraging and positive.

As in previous years of the campaign, the ABC in 2005 was covered by the TV news. However, a tragic traffic accident during the week before the ABC in which several school children died resulted in a national day of mourning during the week of the campaign. This tragic accident occupied the whole nation and dominated the news. Attention on disability issues was naturally diverted because of this.

Some of the disabled citizens in Rundu, a town in the north, volunteered to clean the streets in the town after a heavy rainfall. The action was covered by TV. NPDN related the idea of the action to their sensitizing workshop some months earlier.

Even though the ABC did not succeed in arranging particular workshops or seminars for the press, the relationship and communication with journalists has been good throughout the whole campaign.

7 The indicators

7.1 Forms to be submitted by the Federation on a monthly basis throughout the campaign period

At the onset of the evaluation the Federation agreed to report every enquiry that was directed to the Head Office during the three-year of the campaign. A form was developed to this purpose. The staff at the Head Office was supposed to fill in the form one day every month throughout the campaign. The first month of submission was October 2003. In spite of repeated requests from the evaluators the Federation did not carry out regular registrations of the activities. Subsequently, there have been some sporadic, isolated collections of data during the three years. In 2005 a collection was done one week in July, reporting six telephone calls. Because of this, it is not possible to make any judgements concerning the changes in requests over time. Still, one may conclude that people communicate with the Federation in order to obtain information. Copies of e-mails and telephone calls when the evaluators visited the Head Office illustrate this.

The Federation gives several reasons for the lacking registration. When the switchboard at the Resource Centre is unattended the Federation is unable to receive calls. In addition the telephone line at the Disability Resource Centre has been down repeatedly, and sometimes for long periods. Another reason for lacking registration given, is that the NFPDN-staff travels a lot, something that leaves the office (and the telephone) unattended.

7.2 Budget and financial commitments by ministries

There are some relevant financial changes that have happened during the campaign:

- Regarding the Welfare Policy, the Ministry has decided to increase the amount of pension to people with disability (as for the elderly) from 250 NAM dollars to 300 NAM dollars a month.

- In addition, the Ministry has decided to hand out a few wheel chairs for free every year. The number is minimal, though, and is far from actually meeting the need.

The MLRR has terminated the financial support to the Federation from 2005.

Because of this the Federation is without ministerial economic support for staff salaries at the end of the campaign.

8 Evaluators observations and recommendations

8.1 Activities implemented

During this three-year campaign the Federation has organised several successful events. The official opening in Ondangwa in 2003 brought together more than 40 participants. Journalists covered the event on national television and radio, and all major newspapers wrote about the campaign. It is impressive that the NFPDN managed to organise for the Prime Minister to open the ABC as well as getting representatives from six different ministries to attend the campaign opening. The media workshop in July 2003 was a successful event as well, with many discussions and active participation from young journalists in particular. It was however disappointing as journalists from the three major newspapers in Windhoek did not attend despite having confirmed participation in advance.

In 2004 the Federation carried out a successful opening of the year's campaign in Windhoek, and a three-day campaign in Karas and Hardap regions where they met people with disabilities and regional authorities. The Federation considers it important to extend organisational structures and encourage people in the regions to become involved in organisations for disabled people. Several of the informants interviewed regarded the steps taken to involve people in the regions as important and a good move. Some of the informants are actively involved in lobbying for the rights of people with disabilities in the Namibian society. While the Federation did not succeed in completing all the activities according to their plan for the remainder of 2004 (due to the resignation of the Secretary General), the main activities were completed successfully.

In 2005 another successful opening of the year's campaign was completed, this time in the Otjozondjupa region. Representatives from the local authorities, professionals (health professionals, rehabilitation workers and teachers) and people with

disabilities from the region participated at the opening. Some of the disabled participants attended a conference for the first time in their life, and some of them were away from home, unaccompanied for the first time.

This year the Federation managed to arrange for a meeting with local chiefs in the north and a meeting with some teachers in the same region.

It has been a challenge for the ABC during the whole period to include people from the member organisations in the implementation of the ABC activities. The work load on the central NFPDN staff has been heavy, as they only partly have succeeded to involve the member organisations in the specific activities of the ABC.

The Federation faced problems with the activity planning as well as the implementation of activities the last year of the campaign period, due, in part, to the resignation of the Secretary

General. As a result of this most of the activities were cancelled. The only person working full time this period was the training officer. He was engaged in other duties, but was heavily involved in the planning of the launching for 2005.

In April 2005 a new Secretary General was engaged. As he was inexperienced in organisational management, it took a few months in order for him to become fully operative. In the meantime the planning of ABC activities was attended to by the training officer.

8.2 Relationship to the Ministry

It is obvious that the Federation has been struggling with its relationship to the Ministry of Lands, Resettlement and Rehabilitation (MLRR) throughout these three years. The Federation was originally formed by the President after Independence in 1991, and was run by the MLRR in cooperation with volunteers, among others the

former Secretary General as well as the present Advisor to the Prime Minister on Disability Issues. The MLRR had the role of informing and addressing disability issues to political planners, bureaucrats and the general public. The Ministry ran several workshops and awareness activities both in the capital city and in the regions of Namibia. After some years, the members of the Federation indicated a desire to be independent and detach themselves from the Ministry. In 2003 this process led to a relationship between NFPDN and the Ministry where both parties seemed to be waiting for the other to take the first step in communicating and discussing a division of roles and responsibilities.

During the evaluators' visit in 2003, it was obvious that there were some disagreement and differing points of view regarding who should take the initiative in this process. The Ministry and the Federation were blaming each other for not taking contact, not supporting each others activities and not giving and sharing information. The Federation claimed to have taken various initiatives, but felt they were rejected by the Ministry. On the other hand, representatives from the Ministry claimed to have repeatedly asked for information and invited to communication, but felt they were getting little response. As a result, the NFPDN did not wish to "wait" for the Ministry or be dependent on them for arranging their activities. On the other hand, the Ministry having allocated funds for the Federation (100.000 NAM dollar each year in 3 years), intended to hold back funding for 2003 as the Federation did not submit audited reports. NFPDN did not seem eager to rely on funding from the Ministry alone and attempted actively to seek funding elsewhere, from overseas NGOs in particular.

During the evaluators' visit in 2004, the Federation and the MLRR had again taken up contact, but first and foremost on other issues than the ABC. It seemed that the Federation had not submitted audited financial report for the funding from the Ministry, and this might cause problems regarding the future funding from the government. The evaluators strongly recommended that the Federation kept up the

relationship with the MLRR, as well as other ministries. Good communication with the ministries was regarded as necessary if the Federation wished to obtain long-term obligations and commitments from the Government regarding both financial and political support to the Federation, and also in considering the Federation as an important actor/partner in discussing disability issues.

In 2005 the responsibility for matters concerning disability was transferred from MLRR to MoHSS. At the end of 2005 there was still uncertainty as to which department in MoHSS that was to assume responsibility. The Federation did not receive funding from the MLRR in 2005. Neither have the applications for further long-term funding from NGOs been approved. The financial situation for NFPDN was still uncertain at the conclusion of the ABC.

VSO has received five-year funding from EU to carry out training programmes connected to building up regional offices of NFPDN.

8.3 Relationship to the Parliament Office of the Prime Minister (OPM)

It was regarded an important achievement for the Namibian people with disabilities that a position was established at the OPM to advise the Prime Minister on Disability Issues. This may be seen as a result of political work since the Independence, and was established before the ABC. This position is important, and a good and close working relationship to the Advisor on Disability Issues is recommended. This position should have been used more actively and strategically in the campaign for promoting issues and establishing networks. The Advisor has participated at the annual launchings of the ABC, but has not been involved or consulted in the planning process. The Federation should probably have utilized the possibilities as an Advisor at this political level represents the potential for more than has actually been accomplished. During the evaluator's visit both in 2004 and

2005 the Advisor informed that he had wished to be more involved in the ABC, as well as in the activities of the Federation in general, than he had been.

Member of Parliament

In Namibia six of the representatives in the National Assembly are appointed by the President. NFPDN has requested that one of these representatives must represent people with disabilities. At the launching of the ABC in 2003 this request was mentioned and was repeated in 2004.

After the Presidential Election in 2004 the Disability Organisations were asked by the President to appoint a representative. There is reason to conclude that the ABC has contributed to this important development.

8.4 The functioning of the core group

As stated during the visit in 2003, it was regarded as a problem that the core group did not function as well as it ought to. The aim of the core group was to take part in the planning and implementation of the ABC. After the launching in Ondangwa, the Federation decided to call together the core group members to re-establish a common platform for the members. At the outset of the campaign, the core group members were informed and involved in the project planning activities at a workshop. The overall campaign goal selected was defined as: *“By the year 2008 to have increased the inclusion of people with disabilities in the Namibian society and increased the effectiveness capacity of NFPDN”*. In order to increase the effectiveness of the campaign the core group decided to focus on campaign objectives at three impact levels:

- policy;
- civil society - in terms of building the capacity of the NFPDN, its associations, and grassroots structures;
- democracy - in terms of participation of the people with disabilities in structures of governance.

In 2004, the core group had two meetings, mostly to receive information of the plans for the ABC during the year. In 2005 the core group had one meeting to be informed about the activity plans for that year. Considering the number of activities that was to be organised by the Federation, it would have been beneficial to delegate tasks to the core group members in the planning and performing of actions.

It seems that the involvement by the core group has been limited, both in making plans and carrying out activities, throughout the whole campaign. Some members have been consulted and have participated in some of the arrangements, but not as representatives of the core group. One reason for this situation might be that the core group members are busy with education and employment, which leaves little time for being involved in campaign activities. Another reason might be organisational, referring to how the staff at the Federation is able to organise, delegate, involve and increase the skills of the core group members. The Federation and the core group members have not succeeded in discussing how a more active approach could be secured.

Other stakeholders on disability issues outside NFPDN have also questioned why the core group members were not participating in the ABC-activities. An example of this was during the launching in Ondangwa where only one or two persons from the core group had duties and played an important role in the arrangement. In order to resolve this situation it was suggested that NFPDN ought to work more participatory with the core group members to encourage and build their feelings of ownership of the campaign. It should also be stressed that the Federation's member organisations are quite young and therefore need experience and training in carrying out their important work. Also pointed out has been the importance of involving and increasing the skills of as many members as possible, in order to ensure that the organisation grows stronger in the years to come.

It takes a lot of resources to plan, manage and implement activities scheduled for the ABC and it has been impossible for the Secretary General to carry out all activities by himself. The other two staff members, who are temporarily engaged through funding from other NGOs, have had other areas of responsibility to follow up in addition to contributing to the campaign.

8.5 Strategic planning of the campaign

During the first year of the campaign the Federation did not make any list of activities that would take place over the following two years. The Secretary General at that time stated that it was impossible to make an activity plan for three years. The staff members at NFPDN were asked however to prepare a draft of activities the campaign should include. These actions were summarised as:

- Identification of influential persons
- Identifying target districts in the different regions of Namibia (north, east, west and south).
- Identifying contact persons in local ministries and traditional leaders in the selected regions.
- Targeting every ethnic group to avoid ethnic bias.

The activity plan for 2004 consisted of eight activities, two of which was postponed, and one that was considered planned. The postponed activities were not completed. It was highly recommended that the Federation should do its utmost to involve the core group both in the planning and the implementation of the activities.

Regarding the ABC in the Kunene region, which was planned to involve the traditional leaders in the region, the Federation was strongly advised to check out the date for the annual meeting of the traditional leaders in Windhoek, which takes place every year in November. The office of the meeting informed that it is possible to hand in questions to this annual meeting beforehand, and ask for comments and

responds from the traditional leaders. The Federation was advised to use this opportunity to address disability questions to the traditional leaders. As far as we

9 Concluding remarks

The main challenges in evaluating the ABC have been to measure changes, as the campaign has been directed to different regions each year. In addition to the NFPDN, other important actors/stakeholders, such as MLRR and MoHSS, have had activities on disability during the whole period. This makes it difficult to come to any clear conclusions on the effect of the campaign alone. It is important to note that the NFPDN was established by the Government and has had alliance partners high in the Ministries since 1993. The evaluators noted that Namibian society expresses generally positive attitudes towards certain disability groups even before the campaign, first of all people with mobility impairments, as many of these individuals are war veterans.

Changing attitudes, to influence how people and society in general look upon, and value, people with disabilities has been important in this campaign. People with disabilities are often seen as helpless and in need of charity. During the ABC, the NFPDN has succeeded in communicating the message that people with disabilities can support themselves and represent themselves, and must be encouraged to do this. The campaign has succeeded to spread this message through the media and through meetings with stakeholders. It is highly probable that the CBR-programme that was implemented in the -90ties has also contributed to the 'right' ideological attitudes as well.

The NFPDN's close contact with other, foreign, user organisations is considered important for the implementation of the ABC activities. In particular SAFOD and FFO have been important partners in deliberating over disability issues as well as in discussing strategies for the activities.

Strengths noted by the evaluators:

- NFPDN made plans and implemented most of the activities.
- The most important activity each year, the launching was a success.
- Meetings with local authorities were arranged in each region every year.
- TV, radio and newspaper had coverage of the activities every year.
- During the two last years, some of the representatives in the board had active roles in some of the activities.
- The ABC seems to have spread a change in the understanding and attitudes of people with disabilities – going from charity to independence. This is considered an important ideological contribution.
- ABC has given the local activities a nation-wide perspective.
- There has been some contact with local chiefs. The chiefs seem to sense that disability is a political matter, and that it is important for them to have an updated understanding.
- There has been good communication with the supportive and funding organizations, SAFOD and FFO.
- The follow-up from the supporting organizations has been appreciated both by the NFPDN and representatives from the authorities.

Challenges noted by the evaluators:

- Some of the sensitization activities with journalists, headmasters and teachers failed because the people invited did not attend the meeting. However, this does not mean that these target groups were not influenced by the campaign, for instance the media coverage of the ABC-activities was good throughout the whole campaign.
- The NFPDN was not able to implement all the planned activities, but did launch those activities considered most important.

- The NFPDN did not succeed in involving the member organisations in the activities of the campaign as well as they could have and hoped for. In particular, the core group that was established for this campaign could have been involved more actively both in the planning and implementation of the activities.
- Some have stated as a problem that the NFPDN Secretariat has been too dependent on foreign personnel resources in conducting the ABC.
- The effect of the ABC may have been limited because of scarce resources. However, in spite of a weak organization, they delivered positive and important results.

List of informants

Mr. Martin Tjivera, Namibian National Association of the Deaf (NNAD)

Mr. Gerson Mutendere, NFPDN Secretary General (former)

Mr. Mike Matheus Meneze, NFPDN Secretary General

Mr. Matthieu Janssen, NFPDN Staff member

Mr. Forward Mlotswa, NFPDN staff member

Ms. Juliet Mupurua, MLRR, Dept. director

Mr. Eric Ndala, Director, MLRR

Ms. Julia Naimbale, Development Planner, MLRR

Ms. Katarina Niitembu, HIV/AIDS coordinator, MLRR

Ms. Mercy Kufuna, deputy for Ms. Mupurua, MLRR

Mr. Tijueza Tjombumbi, Advisor to the Prime Minister, OPM

Ms A. Kangumine, Mental Health Program Manager, MHSS

Ms. Ute von Maltz, Chief Occupational Therapist, MHSS

Mr. Amohlo, Chief Orthopedist, MHSS

Mr. Val, Erondo combined school, Oshakati

Ms. Rosalinde Ndiili, MLRR, Oshakati

Mr. Simon Shatipamba, Cheshire Home, Head and Development manager

Ms. Theopolina Asino, MBESC, Oshakati

Ms. Ewa Schahodongwa, Eluwa combined school, Ondangwa

Mr. Tobias Mwaudikange, teacher

Ms. Prisca Anyolo, Directorat of Traditional Leaders, Ministry of Housing

Ms. Sylvia Chindunka, secretary, Centre for mentally disabled Onyose Trust

Chief Justus Garoeb, Traditional Leader of the Damaras.

Chief Riruako, Leader for the Herrera

Ms. Kathy Hampe, Rehobot Lebens Hilfe

Mr. Hendrik Johannes von der Westhausen

Ms. Alexia Ncube, Namibian Association of differently Abled Women (NADAW)

Mr. Nixon Munawama, Namibian Association of People with Physical Disabilities

Ms. Leone Hango, Directorat of Traditional Leaders

Mr. Simon Ndakewa, MLRR Oshakati

Ms. Paulina Shilongo, The Polytechnic University of Namibia

Mr. Janu Ncube, consultant

Ms. Auses Engeline, teacher, Immanuel Shifidi High School

Ms. Sister Mainga, Katutura Health Station

Mr. P. Ndauendapo, editor, New Era

Ms. P. Estrelle, journalist, Die Rebuplikein

Ms. Erica Erasmus, Interpreter for the Deaf

The representatives of the core group:

- Alexia Ncube, Namibian Association of differently Abled Women (NADAW)
- Nixon Munawama, Namibian Association of People with Physical Disabilities (NAPPD)
- Martin Tjivera, Namibian National Association of the Deaf (NNAD)
- Sevelinus Haufiku, replacing John Ckeha Uheka, National Federation of the Visual Impaired (NFWI).
- Tijueza Tjombumbi, advisor to Prime minister (OPM)
- Orna Otto, ClaSH

Organizations represented in the board:

- DYCN Disabled Youth Council of Namibia
- PDC Parents of Children with Disabilities
- NAPPD Namibian Association of People with Physical Disabilities
- NFVI National Federation of the Visual Impaired
- NNAD Namibian National Association of The Deaf
- NADAWO Namibian Association of Differently Abled Women



SINTEF Health Research

Address:
NO-7465 Trondheim/
P.O.Box 124, Blindern, NO-0314 Oslo,
NORWAY

Telephone:
+47 40 00 25 90 (Oslo and Trondheim)
Fax:
+47 22 06 79 09 (Oslo)
+47 930 70 500 (Trondheim)

Enterprise No.: NO 948 007 029 MVA

SINTEF REPORT

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Evaluation of the Awareness Building Campaign (ABC) in Namibia

AUTHOR(S)
Lisbet Grut and Laila Tingvold

CLIENT(S)
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ABSTRACT
The National Federation for People with Disabilities in Namibia (NFPDN) has been working actively with the Awareness Building Campaign (ABC) from 2003 - 2005. The main objectives of the evaluation have been to assess the impact of the campaign on attitudes towards people with disabilities and disability issues.

During the campaign, NFPDN has led several successful events which have brought together stakeholders to discuss disability issues within the Namibian context. The ABC seems to have contributed an important ideological contribution to change the understanding and attitudes of people with disabilities – going from charity to independence. ABC has given local activities on disability issues a nation-wide perspective.

There has been good communication with supportive and funding organizations, SAFOD and FFO.

KEYWORDS	ENGLISH	NORWEGIAN
GROUP 1	Living Conditions	Levekår
GROUP 2	Disability	Funksjonshemming
SELECTED BY AUTHOR	Awareness building	Bevisstgjøring
	Evaluation	Evaluering

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Executive summary

The National Federation for People with Disabilities in Namibia (NFPDN) has been working actively with the Awareness Building Campaign (ABC) from 2003 - 2005. During the campaign, NFPDN has led several successful events which have brought together stakeholders to discuss disability issues within the Namibian context. The official launching in Ondangwa in 2003 brought together more than 40 participants. Journalists covered the event on national television and radio, and all major newspapers wrote about the campaign. It is impressive that the NFPDN managed to arrange for the Prime Minister to open the ABC and for the representatives from six different ministries to attend the campaign opening. The media workshop in July 2003 was a successful event, with many discussions and active participation particularly from young journalists. However, it was disappointing that journalists from the three major newspapers in Windhoek did not attend the workshop despite having confirmed their participation in advance.

The opening of the campaign in 2004 in Windhoek was a success as well. During this period, the Federation carried out a three-day long visit to the Karas and Hardap regions where they met, among others, regional authorities and people with disabilities. The Federation considers it important to expand organisational structures and encourages people in the different regions to become involved in organisations for people with disabilities. Several lobbyists fighting for the rights of people with disabilities in Namibia consider the steps taken to involve people in the different regions as very important.

The activity plan for 2005 was affected by the resignation of the Secretary General the NFPDN and the fact that this position was vacant until April 2005. However, the opening of the activities for 2005 in the Otjozondjupa region was well planned.

In spite of relatively limited resources the NFPDN succeeded to complete the campaign, reaching both people with disabilities and important stakeholders. The important work of the NFPDN would probably have been more successful if its staff had managed to more actively involve the established core group members in the planning of the campaign and events. In addition to strengthening organisational capacity, the Federation would also have benefited from adapting a more strategic and systematic approach towards national authorities, decision makers and other influential people.

1 Background

The Norwegian Federation of Organisations of Disabled People (FFO) carried out an awareness campaign in Malawi (1991-2001) in collaboration with the Federation of Disabled Peoples Organisations in Malawi (FEDOMA) and the Southern African Federation of Disabled People (SAFOD). The aim of the campaign was to sensitise the community on various disability issues. The campaign used different approaches and working methods such as advocacy and lobbying towards influential groups, the media and the Government as well as arranging activities through the use of drama, publications and songs to address human rights. The campaign proved to be an effective instrument in changing attitudes, and FFO together with SAFOD decided to take the experience further to other countries in the region. The two organisations have supported the National Federation of Disabled People in Namibia (NFPDN) in implementing an awareness building campaign (ABC) similar to the one held in Malawi.

The Namibian ABC was started in 2003 and has run for three years. The evaluation of the campaign has been carried out by SINTEF Health Research, Oslo Norway. The main objectives of the evaluation have been to assess the impact of the campaign on attitudes towards people with disabilities and disability issues:

- at the national decision making level, targeting key individuals and institutions,
- among community leaders and professionals,
- among the general public in target areas.

The evaluation has also included an assessment of role of NFPDN and the organisation itself.

2 Evaluation: Opportunities and limitations

It is challenging to measure the impact of an awareness building campaign especially when it is targeted to reach several sections of society. A major challenge for the evaluators has been to single out the effects and changes caused by the campaign from other possible sources of influence. For example, it might be documented that there are noticeable changes in how the general public regards people with disabilities, but it might be difficult to trace whether these changes are due to the campaign or other parallel efforts brought about by other groups or institutions.

In order to evaluate the impact of such a campaign, it is necessary to obtain knowledge of the situation at the outset, prior to initiation of the campaign, and compare this with end-of-campaign data. The information should be collected from the same people and by the same methods at both times in order to ensure the reliability of the data. However, regarding this particular campaign the NFPDN did not have a detailed plan comprising the specific activities and the duration of the awareness building campaign. When arranging activities in the communities, the Federation wished to cover several regions in Namibia. Different villages and regions have been visited once by the NFPDN during the ABC and, at each of these visits, a single intervention (workshop or similar activity) was arranged. This made it demanding for the evaluators when selecting informants and planning for pre- and post-campaign data collection. The Federation arranged a workshop for the media in 2003, but no direct follow up activity was planned in the continuation for this key group until the end of November 2004. A large part of the evaluation has therefore been directed towards the exact activities that have taken place and cannot really account for changes in attitudes in the broad sense.

It should also be stressed that the process of changing attitudes takes a long time. Within the social sciences such changes can often span a generation. The NFPDN agrees that changing attitudes is a long-term process and therefore wishes to extend the campaign by an additional two years. The Federation has been seeking funding from overseas NGOs in the hope of extending the campaign, but has so far not succeeded in obtaining long-term funding (medio 2005).

The challenges of evaluating the ABC have been shared and discussed with FFO and the NFPDN. At the beginning of the first year of the campaign, the evaluator selected a preliminary set of indicators which could be applied in the evaluation work. However, the NFPDN had not defined a

detailed plan for the three years of the campaign, so the suggested indicators have, by necessity, been revised during the course of the campaign. Common for the preliminary indicators is that they attempt to register and compare sets of data over the three years.

2.1 Indicators

The suggested indicators were:

1. *Forms to be submitted by the Federation on a monthly basis throughout the campaign period.* The forms contained a registration of the number and type of requests the NFPDN received at a particular day each month. The forms also contained a section where the NFPDN described the type and number of disability issues that had been covered by the media. The purpose of the form was to follow the development of disability issues by comparing the information from the different campaign years and by registering the differences and similarities as well as increases and decreases in the types of requests. It was also an objective to identify who sought what sort of information or help from the Federation and how the issues were handled, solved or transferred elsewhere.
2. *Budget and financial commitments by ministries.* An attempt was made to register the budget figures for the various ministries as indicators of financial and political prioritisation and commitment on disability issues. The objective was to see if there were any changes taking place during the 3 years of the ABC. The ministries prepare budgets from August to September, which are approved to run from April 1st to March 1st. This task was designed to be carried out in co-operation with the advisor to the Prime Minister on disability issues.
3. *How often disability issues are covered in the media as well as how disabled people are generally presented.* The Polytechnic Institute carried out a comprehensive monitoring of the media in 2002 regarding these issues. These data have been made available to the evaluators and can be used for comparison at the end of the ABC. The purpose was to determine whether there have been any changes in frequency and type of articles about people with disabilities.

2.2 The stakeholder groups

In addition to the indicators mentioned above, the evaluators carried out a number of qualitative interviews directed towards specific stakeholders during each year of the evaluation. These

include people in the ministries, community leaders, teachers and people working in the media. Interviews were also been carried out with the NFPDN staff as well as the core group members. Some of the most important stakeholders interviewed were:

a) Ministry of Lands, Resettlement and Rehabilitation (MLRR) and Ministry of Health and Social Service (MoHSS)

The objective of the interviews in the MLRR and the MoHSS was to analyse commitment and determine how the ministries define their role in working with disability issues. This included how they define their areas of present and future attention and how they address the role and work of the NFPDN and the aims and impacts of the campaign in particular. Two rounds of interviews were carried out in 2003 with representatives from the MLRR and the MoHSS. Interviews with representatives from the MLRR, both in Windhoek as well as in the different regions for the ABC, were carried out in 2004 and 2005.

b) Traditional authorities and community leaders

Contact with traditional authorities and community leaders was established at the outset of the evaluation. The first round of interviews took place in September 2003. Furthermore, interviews with local chiefs were conducted in each region where there were ABC activities. The objectives of the interviews were to understand how disability is addressed in the traditional culture and how this is co-existing or changing according to modern perceptions and the views presented by the NFPDN in the ABC. It was presumed, however, that it would be difficult to target changes due to the relatively short period of the campaign, as it is generally expected that changes in attitudes will take more than three years. The evaluators followed the Federation to a few of their activities in the villages and observed and interviewed those who have attended these activities.

c) Teachers

Contact with some teachers was established at the outset of the evaluation in Oshakati and in Katatura, and a few schools were visited in 2003 in order to establish a pre-campaign picture. The same people were interviewed in 2004 as well. From the beginning, teachers showed interest in the campaign and asked for information on how they could include and teach children with disabilities in the regular schooling situation. During the campaign period there were several efforts in Namibia to integrate children with disabilities in regular schools; a clear move away from special schools. A telephone interview with a representative the Ministry of Basic Education Sport and Culture (MBESC) in Oshakati was carried out in 2004. In 2005 interviews with representatives of the MBESC in Otjozondjupa region and the central Ministry were also carried out.

d) Office of the Prime Minister (OPM)

Two meetings were held in 2003 with the advisor to the Prime Minister. Contact was followed up regularly to determine how ABC activities were being communicated and spread further from the position of the advisor. A scheduled meeting in June 2004 was cancelled at the last minute, but communication has been ensured by e-mail and telephone. Interviews were carried out in June and August 2005.

e) Core group members and NFPDN

It was one of the main objectives to interview and observe the core group member organisations and their contribution to, and output from, the campaign. For all organisations in the core group, it was essential to register the changes in numbers of members, number of active participants and achievements during the campaign period. Representatives of the core group were interviewed both in 2003 and 2004. It has not been possible to obtain information on the number of members of these member organisations or particular activities conducted by the member organisations during the campaign period.

f) Media: printing press, radio and television

Communication with journalists was established at the media workshop in June 2003. The contact was maintained and extended with the objective to determine how journalists received messages from the ABC and whether they were influenced to write more about disability issues as a result of the campaign. Journalists were interviewed both in 2003 and 2004. Disability issues presented in the newspapers and television have been registered during the campaign period.

3 Activities at the First year of the Awareness Building Campaign (ABC) in Namibia (2003)

3.1 Activity plan for the ABC, 2003

The main activities in 2003 as scheduled by the NFPDN were:

January: Establishing the core group.

May: Arranging a workshop for the core group and the secretariat.

May - June: Production of informational material.

May - July: Planning and implementing Media workshop.

July: Press conference.

June - September: Planning and launching of the campaign.

September: Attending Human Rights conference.

May - October: Planning and implementing Public Awareness Events.

During the first year of the campaign, the evaluators visited Namibia twice. The initial visit concentrated on obtaining an overview of the planning of the campaign, meeting and discussing the progress with the NFPDN and interviewing stakeholders involved in policy development and implementation, and people in the media. The second visit was directed towards covering the two main ABC-activities the NFPDN had organized during 2003; the media workshop held in Windhoek and the official launching of the campaign held in Ondangwa. Besides these two main arrangements the Federation also organised the formation of a core group and held a workshop for its members to motivate and share information around the campaign objectives.

3.2 The media workshop

The Media workshop was arranged at the Country Club in Windhoek on July 4th 2003. The purpose was to sensitise journalists and people working in the media on disability issues. The location was chosen in order to encourage people to stay throughout the conference as the Country Club is situated out of town and people would not be interrupted so much by other duties. In advance, the NFPDN had invited 32 participants to attend the seminar. The list of invited people included journalists from television and radio stations, the printed press, magazines, institutions of higher learning as well as the Ministry of Information and Broadcasting. All together 20 participants were registered at the workshop, but unfortunately no journalists from the press turned up. This was surprising as the three major newspapers (Die Republikein, The

Namibian and New Era) had replied and confirmed their participation. The workshop was held on a Friday which was thought to suit the journalists from the printed press particularly well, as there are no newspapers on the weekend and the journalists would not have any deadlines to meet on that day. Many journalists, however, often take leave on Fridays as they are required to work during the weekend to prepare for Monday's editions. Experience from other workshops has also shown that it is difficult to get hold of journalists.

The workshop addressed the findings on the media's coverage of disability issues, as well as issues dealing with definitions of disability, language use and disability and the media in general. At the opening of the workshop it was stressed that the media has an important role and the power to decide what will be presented to the public. In addition the media has a secondary role of informing and thereby also educating a relatively large section of society. In many instances, the way that the media communicates about people with disabilities and disability issues will directly or indirectly contribute to shape public opinion concerning these same issues.

At the workshop there were several discussions that were of particular interest to the younger participants. For example, a few participants were insecure about the use of terminology and what words were proper to use in a disability discourse. The discussions that followed revealed that many young people in the media portrayed people with disabilities as people who are helpless, who one should feel sorry for or people who are unable to contribute to society. The leaders of the workshop explained that even if a person with a disability has a physical limitation, that should not be equated to saying that the person cannot participate. The leaders pointed out that many people with disabilities could participate in the employment sector and in society in general if, for example, access to buildings was ensured or some assistive equipment was provided.

3.3 The launching in Ondangwa, September 2003

The NFPDN put considerable work in planning the official opening of the ABC. As many as 120 invitations were sent out, and about 40 participants attended. The launching was held in Ondangwa, in the northern part of the country. The reason for selecting this area was to ensure participation throughout the whole conference. By choosing a venue outside of the capital city, participants would be less likely to be interrupted by other tasks, and discussions and meetings could continue into the afternoons as well.

The campaign was officially opened by the Prime Minister, Mr. Gurirab. In his opening speech he promised to put the disability issue forward to the President. He stated that the time had come to go from planning to actions. The Personal Adviser to the Prime Minister on Disability Issues has a particular responsibility to monitor the campaign for the government. The Prime Minister promised to work for the establishment foundations to secure the future for people with disabilities and to build more Disability Resource Centres. He also promised to work for the establishment of a law to secure the right to Community Based Rehabilitation and employment for people with disabilities. The issues were presented to the parliament in October 2003.

Representatives from 6 ministries were present at the launching. Ministers had been invited, but they had all delegated representation to others. This, however, turned out to be useful for the campaign, since these delegates were better informed on disability issues, and were in position to make decisions on concrete actions. The National Planning Commission and the Disability Advisory Unit for the Prime Minister's Office were also represented.

Representatives from the different ministries turned to the Advisor to the Prime Minister and also to the Federation for more information on disability issues.

An outcome from the launching was that The National Planning Commission opened up for a more active dialogue with the Federation. The NFPDN took the initiative for a meeting shortly after the launching, which was successful.

The workshop was closed with the NFPDN formulating 16 recommendations. Among the most important was the need for comprehensive legislation, the need for restructuring the subsidy plan to accommodate adjustments for specific needs, and the realization of self-representation by people with disabilities in all governance structures at all levels. The statements also considered issues such as access to education, access to buildings and tax exemption on assistive devices.

4 Activities Second year of the ABC, 2004

4.1 Activity plan for 2004 as outlined by the NFPDN, February 2004

1. *Core group meetings*: The first core group meeting in 2004 took place in February. According to the leader of the NFPDN, two core group meetings took place in 2004. A third meeting, planned in April/May to plan the ABC activities in the Karas and Hardap regions, was canceled.
2. *Breakfast meeting with the Permanent Secretary of Ministries*: The meeting was planned to take place in Windhoek in April/May, but was cancelled.
3. *Awareness Building Campaign in Omaheke region*: The ABC was planned for April/May. The campaign was postponed to December 2004 due to delayed funding.
4. *The opening of the ABC 2004 in Windhoek*: The opening went as planned in June.
5. *Awareness Building Campaign in the Karas and Hardap regions*: The campaign went as planned in June.
6. *Awareness raising activities in the Kunene region 23rd to 25th November*: This activity was planned for the traditional leaders. It was recommended from the evaluators that, before settling on a date for these activities, NFPDN should take into account the date of the annual meeting for the traditional leaders, which usually takes place in Windhoek every November. However, the activity was cancelled.
7. *Breakfast meeting with journalists*: The meeting was scheduled to take place in Windhoek on November 30. The activity was cancelled because no journalists signed up.
8. *Celebration of the International Disability Day*: The celebration took place in the Windhoek region from the 4th to the 6th of December.

4.2 The opening in Windhoek, June 2004

The evaluators did not attend the opening of the ABC 2004 in Windhoek, because a three-day campaign took place in Karas and Hardap region at the same time. The evaluators chose to observe the regional event and take the opportunity to interview people in the region. A written report from the opening (prepared by FFO) indicated that the request for self-representation by people with disabilities was repeated this year, as it was in 2003. The request was approved by the next president of Namibia (Mr. Pohamba, who was elected by the presidential election later the same year).

4.3 ABC in the Karas and Hardap regions, June 2004

The ABC was a three-day event. It was lead by the Secretary General of the NFPDN together with the two other active staff members of the Federation, two representatives from the board (one from Windhoek and one from Oshakati), and a representative from the local MLRR in Keetmanshoop. The representatives from the board had an active but minor role the first day of the event.

During the first day there was a meeting with people with disabilities from the Karas and the Hardap regions, with approximately 35 participants attending. Among the topics discussed was the understanding of the concept "disability", the UN standard rules, traditional and cultural aspects of disability as well as democratic rights. After the lunch break, the meeting continued with workshops and discussions.

On the second day, the Secretary General of the NFPDN was interviewed by the local radio. Later the same morning there was a breakfast meeting with the Mayor of Keetmanshoop and the City Council. The Mayor and the members of the City Council listened carefully and expressed their interest in the disability topics. After lunch, the workshop from the first day continued. Among the topics discussed was accessibility to public buildings.

Among the main issues to come out of the need assessment workshop were:

- protection against poverty
- training in leadership
- access to vocational training
- access to physiotherapy in the hospitals
- education for people with disabilities, and especially for adults who earlier have been denied education because of their disability

On the third day of the visit to the region, the National Disability Day was celebrated. To mark the occasion, a march was arranged through town and to the Municipality. At the Municipality the participants intended to read a petition to the Governor of the Karas region. Unfortunately, the Governor happened to be in Windhoek, and the Chief Executive Officer (CEO) was out of the office. This unfortunate incident was commented on in the newspapers and on the television news. However, later the same day the CEO contacted the Secretary General of NFPDN to apologize, and a meeting was arranged spontaneously.

4.4 Activity in Omaheke region, December 2004

The activity took place in the town Gobabis. The arrangement was a two-day workshop that was facilitated and implemented in cooperation with VSO-personnel¹. The participation of the VSO-personnel was a part of a VSO-project funded by EU with the purpose to establish regional offices for NFPDN and train staff during the next five years.

The main topic of the workshop in Gobabis was building organizational knowledge, including:

- how to get a sponsor and to apply for sponsorship,
- how to run a project or an activity,
- how to make an efficient organization, and
- how to mobilize people to do organizational work/activities.

Topics were communicated both through lectures and role play. 15 participants attended; among them representatives of regional and central member organizations of NFPDN (there are no local organizations in Gogabis), a representative of MoHSS, the head of the Rehabilitation Department of the local MLRR and a local rehabilitation worker.

By coincidence another workshop on disability happened to be arranged at the same week. The theme for this other workshop was children with disabilities. Local professionals as well as parents attended that activity instead of the ABC. According to the local representative of MoHSS, the invitation from NFPDN came too late to change the dates of the arrangements.

This year NFPDN received a minor funding from Comic Relief² connected to a specific training activity. Unfortunately an application for further activities for 2005 was rejected.

¹ Voluntary Service Overseas: An international development charity that works through volunteers.
<http://www.vso.org.uk/index.asp>

² <http://www.comicrelief.com/index.shtml>

5 Activities third year of the ABC, 2005

5.1 Activity plan for 2005 as outlined by NFPDN

The positions of NFPDN Secretary General and NFPDN office clerk were vacant from November 2004. The only person remaining at the Head Office of the Resource Centre was the training officer, who had his duties connected to another programme. Due to these circumstances, the Federation did not make a detailed activity plan for 2005 as they had for the previous two years of the campaign. The Federation did, however, plan and conduct some activities during the year. The launching for 2005 went as planned and was successful. Planned meetings with politicians and training staff at the Namibian Polytechnic were cancelled because no one responded to the invitations. A meeting with local chiefs in the north went as planned after the next Secretary General was in place, by April 2005.

5.2 The opening of the 2005 ABC in Otjozondjupa region, June 2005

The opening of ABC 2005 was a three-day event in Otjiwarongo district. The PM's advisor on disability issues opened the campaign. The President and the Prime Minister were invited, but were unfortunately unable to attend. The Prime Minister was able however to give a speech marking National Disability Day on the 6th of June. Television reports from the first day of the ABC came several times the week after the event.

About 45 persons participated. The head of the local ministries, the regional counselor, local counselors and the governor were invited. Some were present from the morning and some arrived later the first day, some did not attend at all. Representatives of MLRR, MoHSS and MBESC attended.

The Advisor to the Prime Minister on Disability Issues informed that Namibia has ratified the National Declaration on Disability 1999 as the first nation in Southern Africa. Namibia has established a National Disability Council (NDC) that will act as a consultative body entitled to comment on public matters of particular concern for people with disabilities. The advisor informed that he had discussed the studies on Living Condition Among People with Disabilities with SAFOD. As a follow up activity, they suggested the establishment of an African Council on Disability. A representative of the core group, who was also the first Member of Parliament representing people with disabilities in particular, informed that she planned to visit all regions of the country to talk about disability issues. She stated that the ABC had made it possible to reach

every region in Namibia with disability matters as well as to establish contact with foreign organizations. ABC had made it easier to promote disability as a political matter as well.

Two local representatives of the Association of the Physical Disabled (APD) informed that the situation on disability matters is improving, though very slowly. However, it seemed easier to run local activities after conferences and workshops in the region had been arranged. Therefore, activity support from NFPDN was appreciated. An invitation from the local authorities to the local representatives of NFPDN to discuss disability matters was mentioned as an example of a positive result. A matter of great importance was integration of children in school. This is very challenging, as the Head Masters do not see how it is possible to integrate children with disabilities. Some still believe that integration of children with disabilities is not permitted by the authorities. This was confirmed by the regional representative of MBESC. This year the local representatives of APD managed to integrate two children in primary school.

A local Herero chief, who is a skilled nurse and a rehabilitation worker, identified children with disabilities and carried out consciousness raising sessions with parents. He told that the situation for people with disabilities was slowly improving as people become more conscious. The rural areas offer the biggest challenges. The main problems are people's lack of knowledge and opportunities. A physiotherapist at the local hospital confirmed this situation. Parents do not seek help because they do not see *how* they can improve the situation for their disabled child, not because they do not *want* to help the child.

The regional governor considered the ABC important in sensitizing people on their political rights. He used the ABC as an opportunity for carrying out a political campaign, and challenged the participants to vote for representatives that had a disability or that promise to promote disability matters.

The second day of the campaign included a workshop on the concepts of disability and prejudices. People with disabilities from the local area participated. Some of the participants were away from their home and family for the first time.

5.3 Other activities in 2005

In August the new Secretary General of NFPDN arranged a meeting with local chiefs in Rundu, a town in the north. The chiefs were called to bring five headmen to the meeting. The topic of the meeting was how to treat people with disabilities. According to the Secretary General, the chiefs listened carefully, but did not appreciate being 'lectured' on how they should think about disability matters. Changing the chiefs' understanding of disability was challenging because a chief is looked upon as a responsible 'father', while the village members are looked upon as the 'children'. In this way the chiefs are seen as the persons that are expected to, and entitled to, teach and lecture the members of the tribe, not the other way around.

There have been arranged two meetings with local school principals to discuss the integration of children with disabilities in the ordinary schools.

6 Press coverage on ABC-activities and disability issues

Information on the media coverage during the campaign years was not collected as a constant, routine activity. The evaluators collected all media coverage at each visit to Namibia during the campaign. There had been comprehensive media coverage from the launching every year. Other regional activities had been covered as well both by radio, TV and newspapers.

The Federation considers radio as the most important medium as it regularly offers programmes in the local languages. Radio covers the whole country, while TV covers the cities and the central areas. Radio is important in reaching people who do not read newspapers, who cannot afford to buy televisions or newspapers, or who live in remote areas.

The evaluators collected all available press coverage on ABC-activities during their visits to Namibia. Both in 2003 and 2004 several reports on disability issues were noted in the press during the week of the ABC, as well as the week immediately following the campaigns. In 2004 nine reports concerning disability issues were registered in the newspapers. The ABC was mentioned on the evening news on TV several nights, in the Oshiwambo -, Nama/Damara - and English spoken news. In 2004 a report from another needs-assessment campaign, arranged by the Erongo disability network, and a report from the launching of a rehabilitation campaign administered by the MLRR and the MoHSS were also noted. In addition, the topic of the weekly TV-program

'Talk of the Nation' was *'What can be done for people with disabilities'*. Though the panel consisted only of professionals, one must consider the fact that disability issues debated in such a program is very encouraging and positive.

As in previous years of the campaign, the ABC in 2005 was covered by the TV news. However, a tragic traffic accident during the week before the ABC in which several school children died resulted in a national day of mourning during the week of the campaign. This tragic accident occupied the whole nation and dominated the news. Attention on disability issues was naturally diverted because of this.

Some of the disabled citizens in Rundu, a town in the north, volunteered to clean the streets in the town after a heavy rainfall. The action was covered by TV. NPDN related the idea of the action to their sensitizing workshop some months earlier.

Even though the ABC did not succeed in arranging particular workshops or seminars for the press, the relationship and communication with journalists has been good throughout the whole campaign.

7 The indicators

7.1 Forms to be submitted by the Federation on a monthly basis throughout the campaign period

At the onset of the evaluation the Federation agreed to report every enquiry that was directed to the Head Office during the three-year of the campaign. A form was developed to this purpose. The staff at the Head Office was supposed to fill in the form one day every month throughout the campaign. The first month of submission was October 2003. In spite of repeated requests from the evaluators the Federation did not carry out regular registrations of the activities. Subsequently, there have been some sporadic, isolated collections of data during the three years. In 2005 a collection was done one week in July, reporting six telephone calls. Because of this, it is not possible to make any judgements concerning the changes in requests over time. Still, one may conclude that people communicate with the Federation in order to obtain information. Copies of e-mails and telephone calls when the evaluators visited the Head Office illustrate this.

The Federation gives several reasons for the lacking registration. When the switchboard at the Resource Centre is unattended the Federation is unable to receive calls. In addition the telephone line at the Disability Resource Centre has been down repeatedly, and sometimes for long periods. Another reason for lacking registration given, is that the NFPDN-staff travels a lot, something that leaves the office (and the telephone) unattended.

7.2 Budget and financial commitments by ministries

There are some relevant financial changes that have happened during the campaign:

- Regarding the Welfare Policy, the Ministry has decided to increase the amount of pension to people with disability (as for the elderly) from 250 NAM dollars to 300 NAM dollars a month.
- In addition, the Ministry has decided to hand out a few wheel chairs for free every year. The number is minimal, though, and is far from actually meeting the need.

The MLRR has terminated the financial support to the Federation from 2005. Because of this the Federation is without ministerial economic support for staff salaries at the end of the campaign.

8 Evaluators observations and recommendations

8.1 Activities implemented

During this three-year campaign the Federation has organised several successful events. The official opening in Ondangwa in 2003 brought together more than 40 participants. Journalists covered the event on national television and radio, and all major newspapers wrote about the campaign. It is impressive that the NFPDN managed to organise for the Prime Minister to open the ABC as well as getting representatives from six different ministries to attend the campaign opening. The media workshop in July 2003 was a successful event as well, with many discussions and active participation from young journalists in particular. It was however disappointing as journalists from the three major newspapers in Windhoek did not attend despite having confirmed participation in advance.

In 2004 the Federation carried out a successful opening of the year's campaign in Windhoek, and a three-day campaign in Karas and Hardap regions where they met people with disabilities and regional authorities. The Federation considers it important to extend organisational structures and

encourage people in the regions to become involved in organisations for disabled people. Several of the informants interviewed regarded the steps taken to involve people in the regions as important and a good move. Some of the informants are actively involved in lobbying for the rights of people with disabilities in the Namibian society. While the Federation did not succeed in completing all the activities according to their plan for the remainder of 2004 (due to the resignation of the Secretary General), the main activities were completed successfully.

In 2005 another successful opening of the year's campaign was completed, this time in the Otjozondjupa region. Representatives from the local authorities, professionals (health professionals, rehabilitation workers and teachers) and people with disabilities from the region participated at the opening. Some of the disabled participants attended a conference for the first time in their life, and some of them were away from home, unaccompanied for the first time.

This year the Federation managed to arrange for a meeting with local chiefs in the north and a meeting with some teachers in the same region.

It has been a challenge for the ABC during the whole period to include people from the member organisations in the implementation of the ABC activities. The work load on the central NFPDN staff has been heavy, as they only partly have succeeded to involve the member organisations in the specific activities of the ABC.

The Federation faced problems with the activity planning as well as the implementation of activities the last year of the campaign period, due, in part, to the resignation of the Secretary General. As a result of this most of the activities were cancelled. The only person working full time this period was the training officer. He was engaged in other duties, but was heavily involved in the planning of the launching for 2005.

In April 2005 a new Secretary General was engaged. As he was inexperienced in organisational management, it took a few months in order for him to become fully operative. In the meantime the planning of ABC activities was attended to by the training officer.

8.2 Relationship to the Ministry

It is obvious that the Federation has been struggling with its relationship to the Ministry of Lands, Resettlement and Rehabilitation (MLRR) throughout these three years. The Federation was

originally formed by the President after Independence in 1991, and was run by the MLRR in cooperation with volunteers, among others the former Secretary General as well as the present Advisor to the Prime Minister on Disability Issues. The MLRR had the role of informing and addressing disability issues to political planners, bureaucrats and the general public. The Ministry ran several workshops and awareness activities both in the capital city and in the regions of Namibia. After some years, the members of the Federation indicated a desire to be independent and detach themselves from the Ministry. In 2003 this process led to a relationship between NFPDN and the Ministry where both parties seemed to be waiting for the other to take the first step in communicating and discussing a division of roles and responsibilities.

During the evaluators' visit in 2003, it was obvious that there were some disagreement and differing points of view regarding who should take the initiative in this process. The Ministry and the Federation were blaming each other for not taking contact, not supporting each others activities and not giving and sharing information. The Federation claimed to have taken various initiatives, but felt they were rejected by the Ministry. On the other hand, representatives from the Ministry claimed to have repeatedly asked for information and invited to communication, but felt they were getting little response. As a result, the NFPDN did not wish to "wait" for the Ministry or be dependent on them for arranging their activities. On the other hand, the Ministry having allocated funds for the Federation (100.000 NAM dollar each year in 3 years), intended to hold back funding for 2003 as the Federation did not submit audited reports. NFPDN did not seem eager to rely on funding from the Ministry alone and attempted actively to seek funding elsewhere, from overseas NGOs in particular.

During the evaluators' visit in 2004, the Federation and the MLRR had again taken up contact, but first and foremost on other issues than the ABC. It seemed that the Federation had not submitted audited financial report for the funding from the Ministry, and this might cause problems regarding the future funding from the government. The evaluators strongly recommended that the Federation kept up the relationship with the MLRR, as well as other ministries. Good communication with the ministries was regarded as necessary if the Federation wished to obtain long-term obligations and commitments from the Government regarding both financial and political support to the Federation, and also in considering the Federation as an important actor/partner in discussing disability issues.

In 2005 the responsibility for matters concerning disability was transferred from MLRR to MoHSS. At the end of 2005 there was still uncertainty as to which department in MoHSS that was

to assume responsibility. The Federation did not receive funding from the MLRR in 2005. Neither have the applications for further long-term funding from NGOs been approved. The financial situation for NFPDN was still uncertain at the conclusion of the ABC.

VSO has received five-year funding from EU to carry out training programmes connected to building up regional offices of NFPDN.

8.3 Relationship to the Parliament

Office of the Prime Minister (OPM)

It was regarded an important achievement for the Namibian people with disabilities that a position was established at the OPM to advise the Prime Minister on Disability Issues. This may be seen as a result of political work since the Independence, and was established before the ABC. This position is important, and a good and close working relationship to the Advisor on Disability Issues is recommended. This position should have been used more actively and strategically in the campaign for promoting issues and establishing networks. The Advisor has participated at the annual launchings of the ABC, but has not been involved or consulted in the planning process. The Federation should probably have utilized the possibilities as an Advisor at this political level represents the potential for more than has actually been accomplished. During the evaluator's visit both in 2004 and 2005 the Advisor informed that he had wished to be more involved in the ABC, as well as in the activities of the Federation in general, than he had been.

Member of Parliament

In Namibia six of the representatives in the National Assembly are appointed by the President. NFPDN has requested that one of these representatives must represent people with disabilities. At the launching of the ABC in 2003 this request was mentioned and was repeated in 2004. After the Presidential Election in 2004 the Disability Organisations were asked by the President to appoint a representative. There is reason to conclude that the ABC has contributed to this important development.

8.4 The functioning of the core group

As stated during the visit in 2003, it was regarded as a problem that the core group did not function as well as it ought to. The aim of the core group was to take part in the planning and implementation of the ABC. After the launching in Ondangwa, the Federation decided to call together the core group members to re-establish a common platform for the members. At the

outset of the campaign, the core group members were informed and involved in the project planning activities at a workshop. The overall campaign goal selected was defined as: *“By the year 2008 to have increased the inclusion of people with disabilities in the Namibian society and increased the effectiveness capacity of NFPDN”*. In order to increase the effectiveness of the campaign the core group decided to focus on campaign objectives at three impact levels:

- policy;
- civil society - in terms of building the capacity of the NFPDN, its associations, and grassroots structures;
- democracy - in terms of participation of the people with disabilities in structures of governance.

In 2004, the core group had two meetings, mostly to receive information of the plans for the ABC during the year. In 2005 the core group had one meeting to be informed about the activity plans for that year. Considering the number of activities that was to be organised by the Federation, it would have been beneficial to delegate tasks to the core group members in the planning and performing of actions.

It seems that the involvement by the core group has been limited, both in making plans and carrying out activities, throughout the whole campaign. Some members have been consulted and have participated in some of the arrangements, but not as representatives of the core group. One reason for this situation might be that the core group members are busy with education and employment, which leaves little time for being involved in campaign activities. Another reason might be organisational, referring to how the staff at the Federation is able to organise, delegate, involve and increase the skills of the core group members. The Federation and the core group members have not succeeded in discussing how a more active approach could be secured.

Other stakeholders on disability issues outside NFPDN have also questioned why the core group members were not participating in the ABC-activities. An example of this was during the launching in Ondangwa where only one or two persons from the core group had duties and played an important role in the arrangement. In order to resolve this situation it was suggested that NFPDN ought to work more participatory with the core group members to encourage and build their feelings of ownership of the campaign. It should also be stressed that the Federation's member organisations are quite young and therefore need experience and training in carrying out their important work. Also pointed out has been the importance of involving and increasing the

skills of as many members as possible, in order to ensure that the organisation grows stronger in the years to come.

It takes a lot of resources to plan, manage and implement activities scheduled for the ABC and it has been impossible for the Secretary General to carry out all activities by himself. The other two staff members, who are temporarily engaged through funding from other NGOs, have had other areas of responsibility to follow up in addition to contributing to the campaign.

8.5 Strategic planning of the campaign

During the first year of the campaign the Federation did not make any list of activities that would take place over the following two years. The Secretary General at that time stated that it was impossible to make an activity plan for three years. The staff members at NFPDN were asked however to prepare a draft of activities the campaign should include. These actions were summarised as:

- Identification of influential persons
- Identifying target districts in the different regions of Namibia (north, east, west and south).
- Identifying contact persons in local ministries and traditional leaders in the selected regions.
- Targeting every ethnic group to avoid ethnic bias.

The activity plan for 2004 consisted of eight activities, two of which was postponed, and one that was considered planned. The postponed activities were not completed. It was highly recommended that the Federation should do its utmost to involve the core group both in the planning and the implementation of the activities.

Regarding the ABC in the Kunene region, which was planned to involve the traditional leaders in the region, the Federation was strongly advised to check out the date for the annual meeting of the traditional leaders in Windhoek, which takes place every year in November. The office of the meeting informed that it is possible to hand in questions to this annual meeting beforehand, and ask for comments and responds from the traditional leaders. The Federation was advised to use this opportunity to address disability questions to the traditional leaders. As far as we

9 Concluding remarks

The main challenges in evaluating the ABC have been to measure changes, as the campaign has been directed to different regions each year. In addition to the NFPDN, other important actors/stakeholders, such as MLRR and MoHSS, have had activities on disability during the whole period. This makes it difficult to come to any clear conclusions on the effect of the campaign alone. It is important to note that the NFPDN was established by the Government and has had alliance partners high in the Ministries since 1993. The evaluators noted that Namibian society expresses generally positive attitudes towards certain disability groups even before the campaign, first of all people with mobility impairments, as many of these individuals are war veterans.

Changing attitudes, to influence how people and society in general look upon, and value, people with disabilities has been important in this campaign. People with disabilities are often seen as helpless and in need of charity. During the ABC, the NFPDN has succeeded in communicating the message that people with disabilities can support themselves and represent themselves, and must be encouraged to do this. The campaign has succeeded to spread this message through the media and through meetings with stakeholders. It is highly probable that the CBR-programme that was implemented in the -90ties has also contributed to the 'right' ideological attitudes as well.

The NFPDN's close contact with other, foreign, user organisations is considered important for the implementation of the ABC activities. In particular SAFOD and FFO have been important partners in deliberating over disability issues as well as in discussing strategies for the activities.

Strengths noted by the evaluators:

- NFPDN made plans and implemented most of the activities.
- The most important activity each year, the launching was a success.
- Meetings with local authorities were arranged in each region every year.
- TV, radio and newspaper had coverage of the activities every year.
- During the two last years, some of the representatives in the board had active roles in some of the activities.
- The ABC seems to have spread a change in the understanding and attitudes of people with disabilities – going from charity to independence. This is considered an important ideological contribution.

- ABC has given the local activities a nation-wide perspective.
- There has been some contact with local chiefs. The chiefs seem to sense that disability is a political matter, and that it is important for them to have an updated understanding.
- There has been good communication with the supportive and funding organizations, SAFOD and FFO.
- The follow-up from the supporting organizations has been appreciated both by the NFPDN and representatives from the authorities.

Challenges noted by the evaluators:

- Some of the sensitization activities with journalists, headmasters and teachers failed because the people invited did not attend the meeting. However, this does not mean that these target groups were not influenced by the campaign, for instance the media coverage of the ABC-activities was good throughout the whole campaign.
- The NFPDN was not able to implement all the planned activities, but did launch those activities considered most important.
- The NFPDN did not succeed in involving the member organisations in the activities of the campaign as well as they could have and hoped for. In particular, the core group that was established for this campaign could have been involved more actively both in the planning and implementation of the activities.
- Some have stated as a problem that the NFPDN Secretariat has been too dependent on foreign personnel resources in conducting the ABC.
- The effect of the ABC may have been limited because of scarce resources. However, in spite of a weak organization, they delivered positive and important results.

List of informants

Mr. Martin Tjivera, Namibian National Association of the Deaf (NNAD)

Mr. Gerson Mutendere, NFPDN Secretary General (former)

Mr. Mike Matheus Meneze, NFPDN Secretary General

Mr. Matthieu Janssen, NFPDN Staff member

Mr. Forward Mlotswa, NFPDN staff member

Ms. Juliet Mupurua, MLRR, Dept. director

Mr. Eric Ndala, Director, MLRR

Ms. Julia Naimbale, Development Planner, MLRR

Ms. Katarina Niitembu, HIV/AIDS coordinator, MLRR

Ms. Mercy Kufuna, deputy for Ms. Mupurua, MLRR

Mr. Tijueza Tjombumbi, Advisor to the Prime Minister, OPM

Ms A. Kangumine, Mental Health Program Manager, MHSS

Ms. Ute von Maltz, Chief Occupational Therapist, MHSS

Mr. Amohlo, Chief Orthopedist, MHSS

Mr. Val, Erondo combined school, Oshakati

Ms. Rosalinde Ndiili, MLRR, Oshakati

Mr. Simon Shatipamba, Cheshire Home, Head and Development manager

Ms. Theopolina Asino, MBESC, Oshakati

Ms. Ewa Schahodongwa, Eluwa combined school, Ondangwa

Mr. Tobias Mwaudikange, teacher

Ms. Prisca Anyolo, Directorat of Traditional Leaders, Ministry of Housing

Ms. Sylvia Chindunka, secretary, Centre for mentally disabled Onyose Trust

Chief Justus Garoeb, Traditional Leader of the Damaras.

Chief Riruako, Leader for the Herrera

Ms. Kathy Hampe, Rehobot Lebens Hilfe

Mr. Hendrik Johannes von der Westhausen

Ms. Alexia Ncube, Namibian Association of differently Abled Women (NADAW)

Mr. Nixon Munawama, Namibian Association of People with Physical Disabilities

Ms. Leone Hango, Directorat of Traditional Leaders

Mr. Simon Ndakewa, MLRR Oshakati

Ms. Paulina Shilongo, The Polytechnic University of Namibia

Mr. Janu Ncube, consultant

Ms. Auses Engeline, teacher, Immanuel Shifidi High School

Ms. Sister Mainga, Katutura Health Station

Mr. P. Ndauendapo, editor, New Era

Ms. P. Estrelle, journalist, Die Rebupeikein

Ms. Erica Erasmus, Interpreter for the Deaf

The representatives of the core group:

- Alexia Ncube, Namibian Association of differently Abled Women (NADAW)
- Nixon Munawama, Namibian Association of People with Physical Disabilities (NAPPD)
- Martin Tjivera, Namibian National Association of the Deaf (NNAD)
- Sevelinus Haufiku, replacing John Ckeha Uheka, National Federation of the Visual Impaired (NFWI).
- Tijueza Tjombumbi, advisor to Prime minister (OPM)
- Orna Otto, ClaSH

Organizations represented in the board:

- DYCN Disabled Youth Council of Namibia
- PDC Parents of Children with Disabilities
- NAPPD Namibian Association of People with Physical Disabilities
- NFVI National Federation of the Visual Impaired
- NNAD Namibian National Association of The Deaf
- NADAWO Namibian Association of Differently Abled Women