

Calling out the good man.

Brief insight of Kwakha Indvodza

Swaziland's male mentoring non-profit organization specializes in community-led, high-impact interventions to over 200 young men aged 15 to 29, who rarely interact with a positive male influence. With a curriculum of financial independence, male health and social responsibility activities, KI creates resilient, healthy, gender-equal change makers. By establishing community-based, youth-friendly spaces, away from the often negative environments of the home and school/workplace, KI offers a range of services including life skills training, counselling, business/careers coaching and study groups, as well access to health and social services. Many of our beneficiaries have grown up in extreme poverty, the victims of abuse and without one or both parents; KI's program provides a chance to break the cycle of poverty, violence and poor health and lifestyle choices among men and boys in Swaziland.

The mentors and chapter coordinators can never be enough intervention on our societal daily challenges. We need positive, disciplined and strongly backboned young men who will stand up and not be ashamed to talk about issues men do not want to talk about. Kwakha Indvodza encourages someone who feels and sees the need to stand up and acknowledge that a generation of more equal communities guided by positive and informed make influences starts with them.

With "calling out the good men", Kwakha Indvodza will produce a short film that will interview 3-5 men of Swaziland that are dignified with honour and respect and represent the qualities and principles of Kwakha Indvodza. After the video, a written documentary article to be published in local newspapers may follow.

Calling out the good men is open to any kind of pledges even if it is not just to come and take the forum, even handy work and intellectual help is welcomed. There can never be enough help until a world of full harmony is achieved.

Objectives

- To have more young artistic male voices voice out their plea against gender based violence
- To spread awareness to younger people about gender based violence through the voice of other younger people.
- To contribute to national targets to decrease the case number of gender based violence caused by lack of knowledge on GBV and patriarchy.

Target Audience

The targeted audience for this mini campaign would be the youth civilians who look up to the selected male voices. These audience is the one that these voices have influence on.

T's and C's apply.

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Young people are used to taking advice from older people in the community, this will change their uptake of the advice seeing it is from a younger person.

Promotion of the campaign

The video and any other information will be shared across our social media platform; Facebook, Twitter, Instagram, KI website, Vimeo and YouTube.