



We Can Do It

Cambodia Communication Assistance Project

Impact Briefing

February 2019



Contents

- 3 Introduction
- 4 'We Can Do It' Highlights
- 5 Findings
 - 5 Knowledge
 - 9 Attitudes
 - 10 Conclusion
- 11 Acknowledgements



Introduction

The Cambodia Communication Assistance Project (CCAP) was a media development initiative (2012-2019) funded by Australia's Aid Program. The goal of CCAP was to contribute to the achievement of better governance in Cambodia. The We Can Do It (WCDI) radio program was produced with support from CCAP and implemented by ABC International Development.

This Endline study investigated the impacts of the WCDI radio program focusing on ending violence against women. The program was produced and aired by the Provincial Department of Information (PDI) radio stations in Battambang, Kampong Cham, Siem Reap and Kampot and by community radio in Kratie.

This study employed survey questionnaires asking 268 radio listeners about their knowledge of and attitudes towards violence against women (VAW) across the five target provinces. All respondents were randomly selected based on WCDI listener club members' location. The endline results should be considered against the changing political and media freedom context in Cambodia. Reporters Without Borders ranked Cambodia 142 out of 180 countries for press freedom in 2018. This position has dropped considerably from the commencement of the most recent CCAP phase when Cambodia sat at 128 in 2016.

The study reveals that most respondents report increased knowledge of the role of authorities in violence against women (VAW) cases. WCDI listeners also report a more comprehensive understanding of the domestic violence (DV) and VAW legal processes than non-listeners. However, participants also indicate decreased confidence in the capacity and willingness of authorities to intervene. This decreased confidence persists among both WCDI listeners and non-listeners.

'We Can Do It' Highlights

Program statistics/perceptions

The program received **2,670** questions from callers

'We Can Do It' is the primary source of information on VAW for **93%** listeners

630 hours of broadcast on gender-based violence

36 outside broadcasts have contributed to making **Violence Against Women (VAW)** a public issue



Listener Advantage

56% listeners were aware of the DV hotline compared to 39% of non-listeners.

On average, listeners demonstrated 11% higher knowledge of DV financial impacts than the all-inclusive endline samples.

66% of WCDI respondents claim that DV is a public matter.

92% of WCDI listeners agree that DV has a negative impact on relationships and family life.

Demographics/female participation

Provinces included: **Battambang, Kampong Cham, Kampot, Kratie, Siem Reap.**

66.7% were rural respondents

33.3% were urban respondents

59% of study respondents were women

53% of callers were women



Profile of sample across the five provinces and gender breakdown

Province	Total	PDI Listeners	WCDI Listener	Non WCDI Listeners
Battambang	56	48	29	27
Kampong Cham	53	45	29	24
Kampot	51	42	31	20
Kratie	55	50	30	25
Siem reap	53	49	29	24
Total	268 (159 F, 109 M)	234 (87.3%)	148 (55.2%)	120 (44.7%)



Findings

The findings in this report provide a comparative analysis between perceptions before (baseline study) and after (endline study) the introduction of the new format of the We Can Do It (WCDI) program.

The baseline results (n=136) reveal the views and understandings of respondents before the launch of WCDI. Responses are representative of the views held by the general public prior to the commencement of the program. Listeners had not been established and therefore cannot be isolated in a separate baseline sample.

The total endline results (n=159) capture the views of both WCDI listeners and non-listeners to replicate the perceptions of the general public after the completion of the program.

The endline results for WCDI listeners (n=85) specifically focus on the listeners of the program and the impact on their knowledge and attitudes.

This report is designed to distinguish between the cultural shifts in Cambodia (baseline to endline results) and those attitudinal and knowledge changes directly resultant from the introduction of WCDI (baseline to endline (WCDI listeners)).

Knowledge

This section examines the impacts of the WCDI programs on the knowledge of local listeners. The areas of knowledge tested included the legal procedures and processes associated with domestic violence, shelter and support services available, and the financial cost of these responses. Each subject was measured at the commencement (baseline) and completion (endline) of the program. To separate the impact of WCDI from the general shifts in knowledge, the WCDI results were isolated from the all-inclusive endline study results.

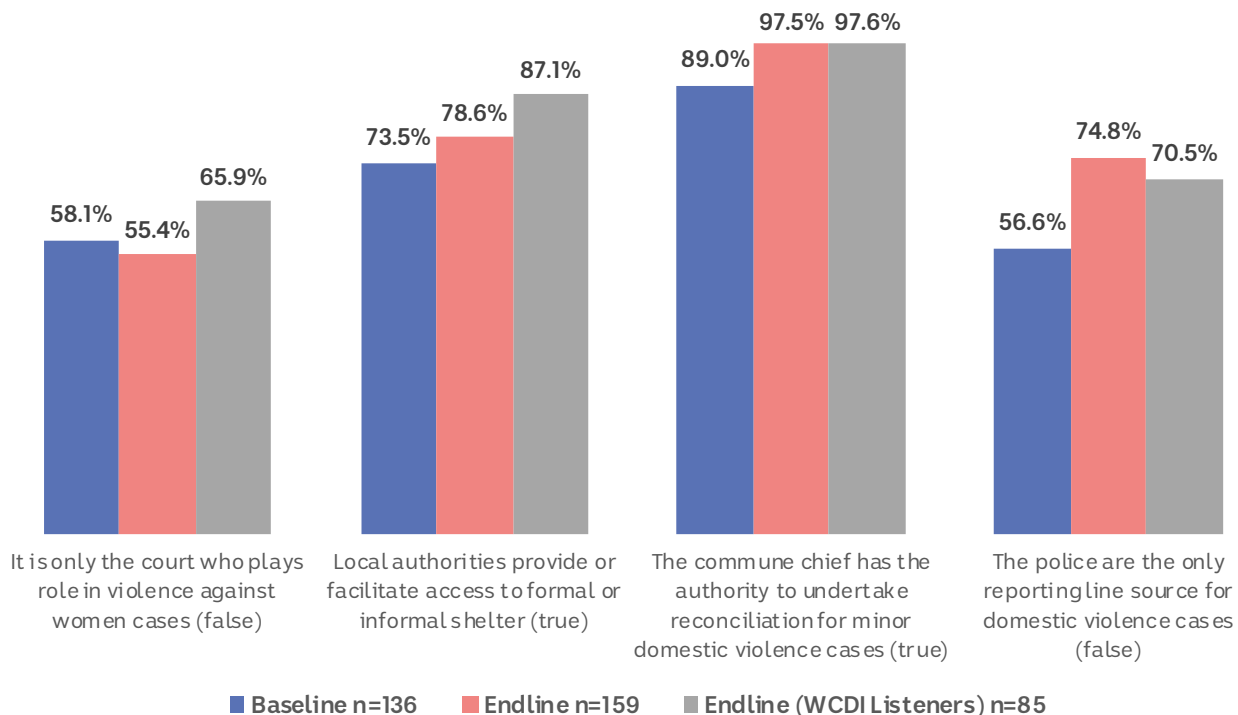
Female respondents' knowledge of local authorities' role in VAW

Summary Findings

- WCDI listeners have a higher knowledge on the role of local authorities in addressing VAW; the greatest knowledge divide is understanding the role of the court in DV cases. This was a statistically significant finding across the samples of WCDI and non-WCDI listeners.
- Recognition that the commune chief has the authority to undertake reconciliation for minor DV cases has increased from 89% to 97.5%.
- Endline results indicate that awareness of alternate reporting avenues (other than police) has risen from 56.6% to almost 75%. Interestingly, this is the only area in which the WCDI non-listeners outperformed WCDI listeners (70.5%)

The chart below captures the progress made on listeners' knowledge of domestic violence (DV) processes. Respondents were asked to identify the truth or falsity of statements relating to the subject. For most of the statements, knowledge increased over the course of the program (from baseline to endline). Of the endline study participants, WCDI listeners typically displayed greater knowledge, except in the case of alternative reporting avenues for domestic violence.

Female respondents who correctly identified whether a statement about DV processes was true or false.



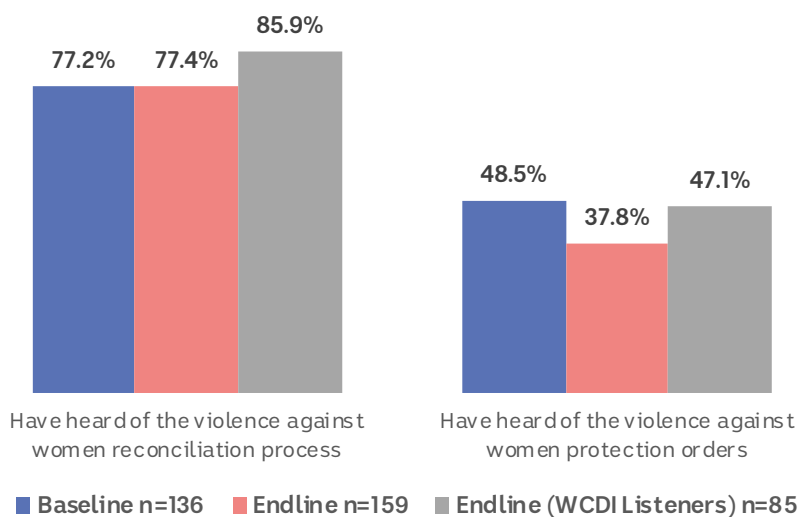
Female respondents' knowledge of legal processes relating to DV and VAW

Summary Findings

- Awareness of VAW protection orders has dropped in the overall Endline (37.8% compared to 48.5% in the Baseline) but has only a marginal drop among listeners to 47.1%.

Study participants were asked if they had heard of formal Violence Against Women (VAW) procedures. Familiarity with the reconciliation process remained stable across the course of the program in the all-inclusive samples but rose for WCDI listeners. Familiarity with protection orders appears to have dropped from the baseline to endline studies. The decrease was minimal for listeners.

Female respondents who are familiar with formal VAW procedures.



Female respondents' knowledge of social support services

Point of interest

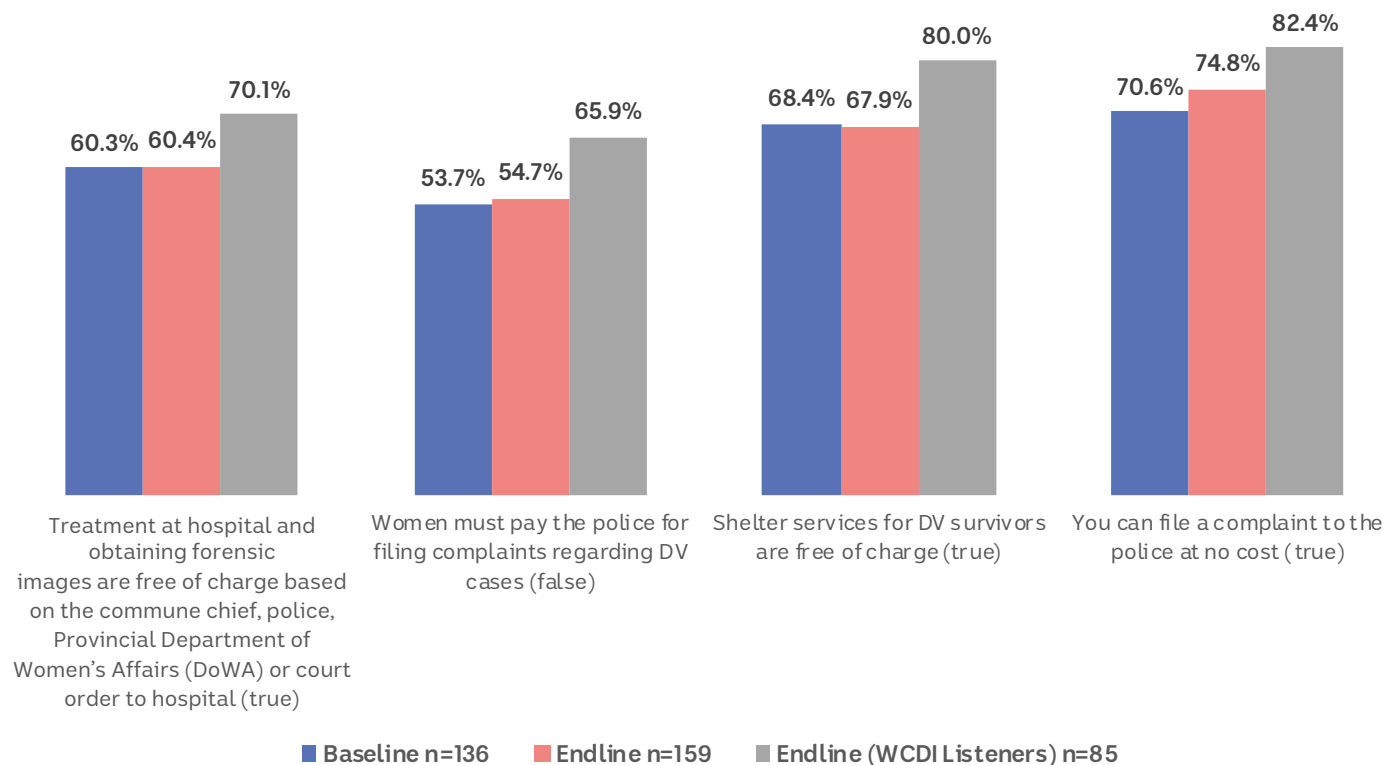
Women from the Baseline and Endline studies demonstrate a sound knowledge that filing complaints to police is free of charge. However, there is a much lower rate of knowledge that filing a police complaint about DV is free of charge. This suggests that women perceive DV cases as operationally different to other police cases. This misunderstanding is prevalent across the samples.

Summary Findings

- **Women's reported knowledge of DV services remained almost unchanged from Baseline to Endline studies. However, the Endline listener sample demonstrated significantly better knowledge than the Baseline. This was the case in every tested area of knowledge.**

Study respondents were asked to identify the truth or falsity of statements relating to social support services. For most of the statements, knowledge remained stable across the baseline and online studies. WCDI listeners consistently demonstrated greater accuracy in designating the validity of each statement. This suggests that while public understanding stagnated, listeners of We Can Do It gained valuable knowledge of services available to those affected by domestic violence.

Women who correctly identified the truth or falsity of the following statements.



Attitudes

Alongside the increased knowledge that was gained, changes in attitudes were recorded from the commencement (baseline) and completion (endline) of the program. Attitudes held by WCDI listeners were isolated from the all-inclusive endline study results to distinguish between the impact of We Can Do It and general attitudinal change.

Female respondents' perceptions of police and local authorities' response to DV survivors

Point of interest

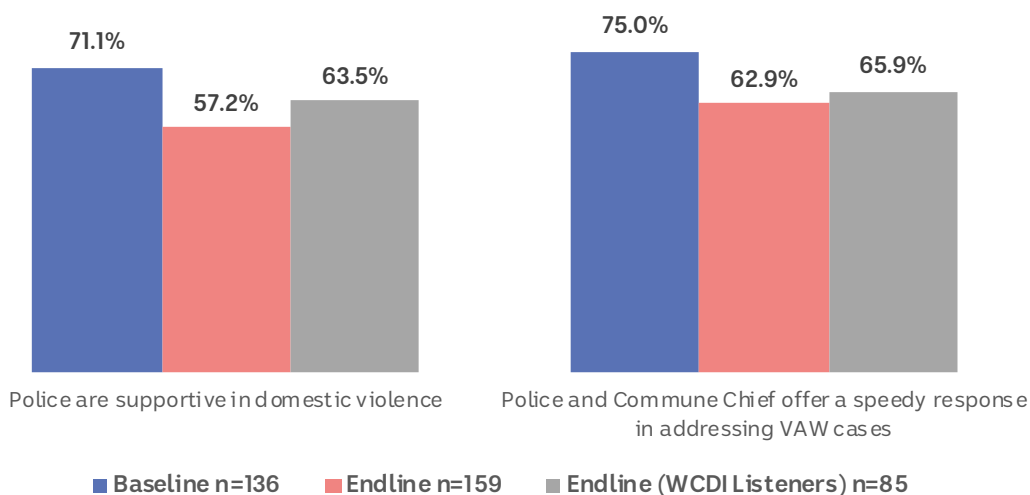
Confidence in local authority intervention has decreased among women in the Endline study, compared to those in the Baseline. As previously noted, this is despite a rise in overall knowledge of the role of local authorities in these cases.

Summary Findings

- Only 57.2% women believed that police are supportive in DV, which has declined 14% compared to Baseline (71%). The endline figures reveal that this belief (reflecting trust in authorities) is higher in WCDI listeners (63.5%) compared to non-listeners.
- Similarly, women have lost confidence in Police and Commune Chief to offering a speedy response in addressing VAW cases. The result has decreased 12% compared to Baseline.

Study respondents were asked whether they agreed with statements regarding the support and efficacy with which local authorities responded to violence against women. Over the course of the program, confidence in the authorities dropped between twelve and thirteen percent. This drop was between seven and ten percent for WCDI listeners, however. This indicates that engagement with We Can Do It reduced concerns in the community about local authorities.

Female respondents who agreed with the following statements.



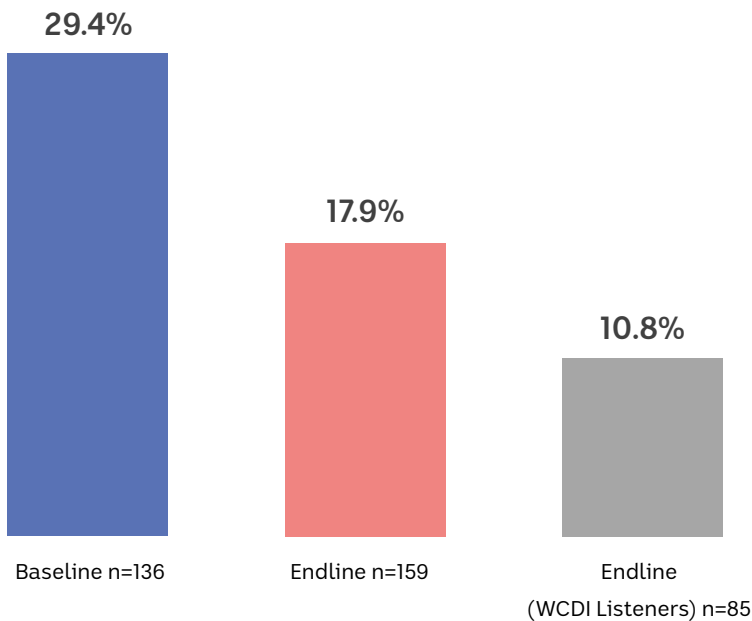
Respondents' attitudes towards reporting DV/VAW

Summary Findings

- A preference towards reconciliation for all DV cases has risen around 5% compared to the Baseline, however WCDI listeners demonstrate a decrease in preference (-1.9%)
- Sharp decrease in respondents' belief that DV is private and should be handled within the family; from 29.35% agreement (Baseline) to 17.9% agreement (Endline). WCDI Listeners represent an even greater decrease to 10.8% agreement. This follows that there is a higher (and statistically significant) probability for WCDI listeners to disagree that DV cases should be considered a private matter that is solely handled within the family.

Promisingly, attitudes appear to be warming towards using external resources and services to respond to domestic violence. The belief that domestic violence should be handled privately (within the family) decreased over the course of the program, especially amongst WCDI listeners.

Belief that domestic violence is private and should be handled within the family (% of sample who agreed)



Conclusion

Endline results suggest that the WCDI program had a positive effect on listeners, but there is still room for improvement. Respondents have gained knowledge of the legal and community resources available to them to combat VAW. Typically, WCDI listeners recorded higher rates of knowledge than overall endline respondents. There appears to have been a cultural shift in attitudes towards seeking external assistance for DV and VAW cases. However, confidence in the intervention of local authorities has decreased, and misinformation around financial burdens and court involvement are still prevalent.



Acknowledgements

The content of this report is the responsibility of the authors. Any views expressed in this report do not necessarily represent those of the Australian Broadcasting Corporation or the Australian Government. This report was prepared with funding from Australian Aid

Further information:

abc.net.au/abc-international-development

