



# We Can Do It

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### Cambodia Communication Assistance Project Impact Assessment Briefing

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International Development  
Australian Broadcasting Corporation



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## ACRONYMS

ABC	Australian Broadcasting Corporation
ABC ID	Australian Broadcasting Corporation International Development
CCAP	Cambodia Communication Assistance Project
C4D	Communication for Development
CSO	Civil Society Organisation
DV	Domestic Violence
EVAW	Ending Violence Against Women
FGD	Focus Group Discussion
LAs	Local Authorities
NGO	Non-Governmental Organisation
PDI	Provincial Department of Information
TBP	Talkback Program
VAW	Violence Against Women
WCV	Women's Community Voices

# We Can Do It

## Background



In Cambodia, women make up more than half the population and constitute the majority of the poor.<sup>1</sup> High rates of illiteracy, gender-based violence, and a lack of economic opportunities continue to represent serious obstacles to women's advancement within society. According to a Ministry of Women's Affairs survey in 2009, 22.5 per cent of married women experienced violence at home and up to 89 per cent were not able to report on the issue due to limited access to legal services.<sup>2</sup> Extensive practices of female exploitation and trafficking has increased instances of violence against women (VAW) and has led to the increased vulnerability of women outside the home.

Cambodia Communication Assistance Project (CCAP) aims to contribute to the achievement of better governance in Cambodia. This goal is achieved by using communication for development (C4D) tools, specifically talkback program (TBP), to contribute to enhancing citizen's voices in the public realm and promoting transparency and accountability of local authorities. One of the challenges for CCAP in 2012-13 was having limited engagement and participation of women in talkback programs. Research revealed women had a higher level of interest in topics related to economic empowerment, women leaders, human trafficking, migration, and VAW.

In order to mitigate these challenges and engage women in talkback programming, in January 2014 CCAP began collaborating with a radio station run by Women's Community Voices (WCV), in Kratie Province. Women's Community Voices received assistance and training from CCAP to produce *We Can Do It*. In February 2014, *We Can Do It* was launched across the four CCAP partner stations, run and managed by the Provincial Department of Information (PDI). These stations are located in Battambang, Kampong Cham and Siem Reap and WCV community radio station in Kratie province.

*We Can Do It* aims to influence local authorities to be legally responsible for taking action on VAW, hold local authorities (LAs) to account when investigating and dealing with VAW, and change public perceptions on VAW from an individual private issue to a social and community one. The program also raises awareness and promotes the responsibility of local authorities on VAW reporting at a local and provincial level, as a good governance practice.

*We Can Do It* is produced weekly in a radio magazine format with four interchangeable segments:

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1. UN Women. (n.d.). UN Women in Cambodia. Retrieved October 1, 2014, from UN Women: [http://www.unwomen-eseasia.org/Cambodia/about\\_cambodia.html](http://www.unwomen-eseasia.org/Cambodia/about_cambodia.html)

2. Ibid.



### MY STORY រឿងរបស់ខ្ញុំ

Discusses the action taken by local leaders in response to VAW. My Story is a platform for local authorities, community activists, and women to tell real stories of VAW from their community. It allows and encourages discussion on how support is provided to victims and how they respond to the situation. Stories of men who have stopped perpetrating violence towards women are also featured in this segment.

### POEM OR SONG កំណាព្យ ឬ ចម្រៀង

Listeners provide a song or poem of up to three minutes. The theme of the poem or song is to motivate people to eliminate VAW or highlight people's experience of it.

### THE CASE ករណីសិក្សា

A feature story segment highlighting recent VAW issues. The aim of this segment is to make VAW a community and social issue through improved public awareness. Radio producers review each case and discuss how authorities are dealing with that issue. On-going cases are followed up and reported on during the program.

### DO YOU KNOW? តើអ្នកដឹងទេ

Radio spots are used to educate women and men on the process of reporting VAW and the related laws and procedures. Spots include sound clips of government representatives, local officials, police, female activists, and lawyers.

*We Can Do It* is supported by the Cambodia Communication Assistance Project (CCAP) and Australian Broadcasting Corporation International Development (ABC ID), and funded by Australian Aid. The program is broadcast for one hour every Saturday between 11am to 12pm, across all four PDI provinces and WCV in Kratie.

# We Can Do It

## Impact Assessment



The *We Can Do It* Impact Assessment is based on a qualitative approach. The *We Can Do It* database was also analysed for this briefing note to determine the profile of *We Can Do It* callers.

Focus group discussions and in-depth interviews were conducted among the program's audience and production staff to assess the impact of the program. Ten focus group discussions were conducted with *We Can Do It* callers and listeners; 10 in-depth interviews with *We Can Do It* Producers; and 16 interviews with representatives from local government and civil society organisations. The focus groups and interviews provided perspectives from both the program's audience and the staff who work on the program.

The briefing note is divided into three sections. The first section focuses on the program's caller profile; the second section highlights the feedback from audiences and the *We Can Do It* program staff; and the final section looks at the overall relevance and impact of the program.

# We Can Do It

## I. Caller Profile

Programs produced:



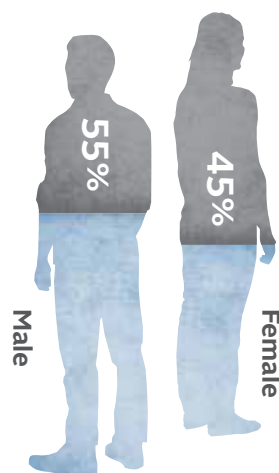
Number of feature stories:



Total callers:



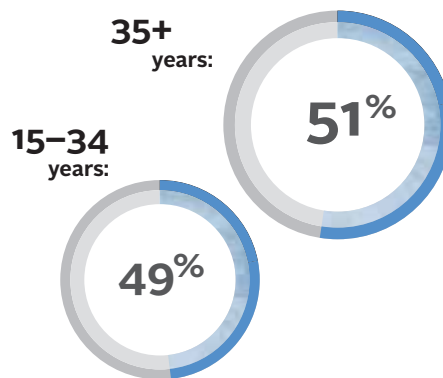
Callers by gender:



Callers by occupation:



Callers by age group:



Topics that generate the most interest:



# We Can Do It

## II. Program Segment Preferences

**THE CASE** – is the most popular segment on *We Can Do It* and provides comprehensive VAW information based on grassroots situations and the responsiveness of local authorities toward the issues.

**DO YOU KNOW?** – is preferred by male audience and helps listeners identify what constitutes VAW and understand whether they were committing such acts that may constitute VAW.

**MY STORY** – is liked by female listeners because it covers situations and challenges faced by other women. It helps them learn from other women's experiences and how they have resolved issues that may result in violence or their experience of reporting VAW to local authorities.

**POEM OR SONG** – is the least preferred segment, but has a higher preference among rural audiences.



*We Can Do It* audience and PDI producers provided feedback and discussed their preferences for each of the *We Can Do It* segments. The appeal and relevance of each segment is discussed and summarised below.

### MY STORY

My Story discusses the action taken by local leaders in response to VAW. My Story is a platform for local authorities, community activists, and women to tell real stories of VAW from their community. It allows and encourages discussion on how support is provided to victims and how they respond to situations of violence. Stories of men who have stopped committing violence towards women are also featured in this segment.

PDI producers have become personally involved in this segment; they encourage and motivate women to express their views and illustrate how they have successfully overcome high-risk situations by reporting incidents of violence to local authorities. According to PDI staff, this segment is also one of the audiences' favourites because it provides opportunities to share personal experiences, voice issues and concerns, and share stories of overcoming violence. This can act as a motivator for other women to report on VAW.

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**“This is like a profile of women’s success stories on how they deal with violence. It presents individual women’s success stories on violence against women, and solving it by reporting to local authorities.”**

FEMALE, PDI, UNDER 30, KAMPOT

This segment was also well received by male and female focus group participants, as they recognised the value in hearing both the victims and the perpetrators' experience of violence. Male participants were interested in hearing the stories of women who had been victims of violence and the effect it had on their lives and family. Some participants discussed how the stories have led to behaviour change among perpetrators who had been violent towards women in the past.

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**“This segment shows that the person who committed violence can change their practices (behaviour) after hearing about women’s difficulties and the impact of violence against women.”**

MALE, FGD, 31+, KAMPOT





**POEM OR SONG**

Listeners provide a song or poem of up to three minutes. The theme of the poem or song is to motivate people to eliminate VAW or highlight people's experience of it.

PDI staff consider the segment to be popular (particularly among rural audiences) as it complements other program segments and provides a unique and interesting format to express issues related to VAW.

**“The poem segment is the most favourite among audiences I have met. Though I am still young, I enjoy listening to the segment. It also attracts the listeners, and especially youth, to participate and care about violence against women issues, and poem or song are good ways to educate listeners too.”**

**MALE, PDI, UNDER 30, SIEM REAP**

Contrary to the observations of the PDI staff, only a few participants mentioned that the messages heard in the poem or song are relevant and provide important information on VAW.

**“The meaning of the poem is related to ending violence against women and I like listening to the poem since it is more interesting and most older people like the poem.”**

**FEMALE, FGD, 31+, SIEM REAP**

Most focus group participants identified this segment as their least favourite, although it was still generally well received. The format of the segment is viewed by many participants as uninteresting or unengaging. Some reported that the meaning of the song or poem was difficult to understand as it is often pre-recorded or presented on-air by listeners and can fail to include necessary background or contextual information. The poem or song segment was not discussed in detail by the male focus group participants.

PDI staff and audiences identified the poem or song as their least favourite segment because of the following reasons: most callers/listeners do not have the skills to produce quality content; producers are not equipped to compose or voice the Poem on-air; PDI producers cannot edit the content of the Poem effectively and efficiently and, in some instances, the subject or meaning of may not be directly relevant to the program.



## THE CASE

The Case is a feature story segment highlighting recent VAW issues. The aim of this segment is to draw attention to current VAW issues and make it a community and social concern through increased public awareness. PDI producers review each case and discuss how authorities are dealing with the issue. Ongoing cases are followed up and reported on during the program.

This segment is popular with PDI producers and audiences as it depicts cases highlighting real issues faced by women and the subsequent response from local authorities.

Most producers were able to identify different ways authorities deal with VAW and within different communes by conducting face-to-face interviews with LAs and victims. Producers learned about the different laws concerning VAW and how NGOs and CSOs can provide help to eliminate VAW.

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**“I like The Case because it contains a true story of a woman facing domestic violence, highlights the impact and difficulties of women, and also indicates that fairness and justice for them is the responsibility of the local authorities on such an issue.”**

FEMALE, PDI, UNDER 30, KAMPOT

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**“The Case segment enables both myself and local authorities to find out different techniques on dealing with violence against women in different communes.”**

FEMALE, PDI, UNDER 30, BATTAMBANG

PDI staff have established an ongoing relationship with provincial stakeholders including the Department of Women's Affairs, and district and commune councils, who work on issues related to gender and VAW. Stakeholders value the program for promoting greater accountability of LAs in addressing gender and VAW issues.

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**“I like The Case because I can do more research on various cases that happened in the village and I also can build more networks with government officials from women-related departments and NGOs/CSOs.”**

FEMALE, PDI, UNDER 30, SIEM REAP

PDI producers follow-up on cases at least twice a month by conducting interviews with victims and LAs. They also provide regular updates of LAs activities to deal with the cases. However, not all cases are followed up by producers. They select the cases which have been solved or where the LAs have taken action that clearly demonstrates a resolution and the role played by LAs.



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**“I followed up a case at least three times. The case was of a husband who hit his wife until his wife’s arm was broken, because of jealousy ... It was one of the successful cases, where the husband changed his attitude and stopped using violence against his wife, when local authority took action and provided advice to the husband.”**

MALE, PDI, UNDER 30, KAMPONG CHAM

The Case segment has strong appeal among female and male focus group members across all five broadcast provinces, age groups, and occupations. The segment provides an opportunity for listeners to hear about high-risk cases and different approaches and experiences of women when reporting violence to authorities. Participants also reported an increased awareness and understanding of how to respond effectively to VAW, how to deal with local authorities, and the potential solutions and outcomes of reporting VAW.

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**“I like listening to The Case because I can learn more from local authorities’ experiences on how they solve violence against women problems and I also can use those examples when my family members are faced with domestic violence.”**

FEMALE, FGD, 31+, KAMPONG CHAM

Male listeners reported that the segment was informative, particularly on the law relating to VAW. They also mentioned that the segment is delivered in a format that is easily understood and that the information provided could be easily shared and discussed with friends and family, who did not listen to the program.

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**“The Case shows real stories of women who experience violence and other women can hear and also understand about the issues women face. And they also know how to deal with the issues, who they should approach, and we can hear any comments from callers.”**

MALE, FGD, 31+, BATTAMBANG

Many of the female listeners identified barriers to participating in the segment, including limited or no access to a phone during the segment and not getting through on-air during the program.



## DO YOU KNOW?

Radio spots are used to educate women and men on the process of reporting VAW and the related laws and procedures. Spots include sound clips of government representatives, local officials, police, female activists, and lawyers.

Do You Know? appealed to PDI staff as the segment is easy to present and provides brief but precise information that is easily accessible to audiences. This segment includes updates and news relevant to women and VAW issues such as women in the workplace, trafficking of women and punishment to perpetrators. Producing this segment has provided PDI staff, NGOs and CSOs with an in-depth understanding of the laws related to VAW and their implementation by LAs.

Do You Know? is a popular segment among male and female audiences because it helps people understand the law, demonstrates local authorities' response to cases, and provides the outcome of these cases in short specific information modules. Do You Know? and The Case were recognised as the most informative and useful segments by male participants, particularly in promoting awareness on the different areas that constitute VAW.

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**“Do You Know? teaches me about the broader issues related to ... violence against women. Men who listen to Do You Know? can then think about their mistakes and change to be a good man.”**

**MALE, FGD, 31+, KRATIE**

# We Can Do It

## III. Relevance and Impact of the Program



*We Can Do It* has contributed to changes in individual behaviours and community attitudes through raising awareness of VAW and preventing VAW situations and cases. Discussion with *We Can Do It* audiences, government officials, representatives of CSOs and NGOs and, the program's producers highlight the relevance of the topics covered and their impact on individuals and communities.

Through working on the program, PDI staff increased their understanding of VAW issues and increased their coverage of issues faced by women including causes of violence, gender roles, domestic violence, sexual violence and rape, other forms of VAW, and migration. The impacts of *We Can Do It* are increased reporting on VAW, enhanced accountability of local authorities and changes in attitudes towards gender roles and VAW.

### PROGRAM RELEVANCE

*We Can Do It* has increased the coverage of women's issues on partner provincial radio stations, specifically related to VAW, by supporting the PDI staff. Most PDI staff involved in the production of *We Can Do It* reported an improvement in their thematic knowledge and skills to produce relevant content on VAW, specifically by:

- Undertaking in-depth research on topics and collaborating with relevant stakeholders.
- Using different angles for coverage of VAW cases.
- Improving techniques to conduct interviews with victims.
- Motivating and encouraging women to share their experiences of VAW including domestic violence.

The stakeholder interviews and audience focus group discussions predominantly covered six main themes relating to VAW. These included causes of violence against women, gender roles, domestic violence, sexual violence and rape, other forms of VAW and migration. These six areas are discussed in more detail below.

## CAUSES OF VIOLENCE AGAINST WOMEN

Focus group participants felt PDI radio stations provided relevant information related to women's problems including risk factors and triggers that can lead to VAW like alcohol, drug addiction, lack of trust, gambling, and unemployment.

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**“When a man got drunk, he sometimes insulted his wife and destroyed household assets after he came back from party with his friends.”**

MALE, FGD, UNDER 30, KRATIE

There was a difference of opinion between the majority of male and female participants on who was to blame for initiating VAW. Interestingly, most female participants identified that both men and women contributed to initiating VAW, but also clarified that, in most cases, men initiated VAW. Some of the reasons identified by female participants of how women contributed to initiating VAW were: if they were thought to not be supporting the family adequately, gambling, or playing the lottery. In contrast, the majority of male participants identified men as the sole contributors to VAW.

## GENDER ROLES

Some of the male participants recognised that *We Can Do It* promoted discussion and sharing of information by listening or participating (via call-ins) in the program. The program callers/listeners learn from each other and have started transforming their perceptions of gender roles and VAW. Some male participants recognised the benefits of non-violence and shared their experiences of being a 'good person' by not engaging in violence and acting as a role model to their family members and community.

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**“After listening to the program, the perpetrator felt ashamed of what they have done to their wives. They gained good advice about the impact of violence from listening to the program.”**

FEMALE, FGD, 31+, KAMPONG CHAM

Most participants also agreed that people who have attended gender workshops, training or discussion with NGOs tend to have a better understanding of gender equality and gender roles and are less likely to resort to violence.

Despite an increased awareness of risk factors and gender roles, women are still blamed for being instigators of violence. Some male participants from Battambang province commented that women incite violence by not fulfilling their roles; for example, those women who do not respect their husband, or do not prepare meals and look after the children, incite a violent reaction from men. The impact in changing attitudes and behaviours and the impending challenges are further discussed under the program impact section.

## DOMESTIC VIOLENCE

Local authorities highlighted that families with economic pressures (like poor rural workers, small business owners with large dependent families, and couples living with their in-laws or relatives) can often be at risk of domestic violence. Financial dependence of women on men can often aggravate such situations resulting in domestic violence. Focus group participants observed that the program has raised awareness about domestic violence, specifically the impact of violence on families and children, for example, children drop out of school and the family may not be respected by friends, relatives and neighbours.

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**“Women do not feel confident to speak their mind. ...They found that they did not play an important role, to earn money to support the family, while their family financially depends on their husband's occupation.”**

MALE, NGO, IDI, 31+, SIEM REAP

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**“After they listened to the program that demonstrated about non-violence model and practice, they knew about the impact of domestic violence such as the impact on their children dropping out of school.”**

FEMALE, FGD, 31+, BATTAMBANG



### IT IS HARD TO VOICE MY DIFFICULTIES

“Since I married I have no right to do things I like or want such as wearing nice dresses, meeting my friends or my family or relatives, go out to attend parties or celebrations. My husband does not want me to wear nice dresses, go out with friends, attend my family parties because he is afraid that I will betray him. He was so angry with me and was violent when someone said that I look beautiful.

I have no freedom to do anything I like and I’m jealous of other women in the village because they look nice, they wear nice dresses, and their husband gives them freedom to attend any parties they want to. My neighbours give me advice and totally support me if I want divorce but I could not do that because I have a little kid with me; I will feel bad and sad if I divorce because this is a marriage arranged by my parents. I have to pay respect to them.”

*Female, FGD, under 30, Kratie*

### SEXUAL VIOLENCE AND RAPE

The program also provided information and discussed cases of sexual violence that can happen within a family (including marital rape) or in the community. Participants stated that people are becoming more aware of these cases and learning about prevention and reporting. Discussing sexual violence or rape has been a taboo topic; blame and shame can often stigmatise victims. The program has reported and covered such issues to promote open discussion and overcome the stigma related to rape and sexual violence.

**“After listening to the program, I saw a case where a step father raped his daughter; I contacted LICADHO and now the perpetrator is in jail.”**

*FEMALE, FGD, UNDER 30, KAMPOT*

**“My husband got drunk everyday and he forced me to have sex with him, but I disagree with him and he said I may have another man, so I have no choice besides forcing myself.”**

*FEMALE, FGD, 31+, KRATIE*

### OTHER FORMS OF VAW

Participants reported that through the program, they gained detailed information on women’s personal problems when they live under constant pressure of their husband’s control and oversight.

**“My husband has never used violence but he had never allowed me to go outside to join any celebrations such as the community celebrations or any parties with my relatives or friends. He does not understand my feelings and he wanted me to be disconnected from others; he just wanted me to stay at home and serve him and the family.”**

*FEMALE, FGD, UNDER 30, KRATIE*

It appears that female participants from Kratie province were more aware of different types of VAW than females from the other four provinces (Battambang, Kampong Cham, Siem Reap and Kampot). They recognised violence beyond physical and sexual and identified emotional and psychological violence, such as husbands dictating whether their wives could attend social events. The women identified that such emotional violence can be a barrier to the rights of women to socialise, their freedom of expression, and movement. The higher level of awareness from Kratie female participants may be due to many community gender workshops organised by NGOs in that province.



## MIGRATION

Another important key area covered by *We Can Do It* is women and migration. Many participants reported that the program clearly illustrated the challenges women face in relation to migration and how they are vulnerable and subject to violence both during migration and once they settle as migrants in other countries.

Women and migration is a sensitive and important issue for most participants living in Battambang province (as it is located near the Thai border). Women who migrate as domestic servants often face physical, sexual and emotional violence. Participants highlighted that it was necessary for the radio program to continue discussing this topic in the public space and raise awareness, particularly for those in rural areas, about the potential risks of violence involved in migration.

**“She migrated to work in Malaysia and she was beaten by house owner and she was frightened and she seems to be having mental problems since then.”**

MALE, PDI, 31+, KAMPONG CHAM

These content areas illustrate the relevance of the program to ERAW and the role that PDI is playing in raising awareness, promoting discussion and changing attitudes towards VAW.

## PROGRAM IMPACT

Feedback from the research participants indicates that the program has a significant impact in increasing reporting on VAW both on the program and to authorities; the program has enhanced accountability of local authorities and resulted in a shift in attitudes and behaviour. These areas of impact are discussed in more detail below.

### INCREASED REPORTING ON VAW

Overall, there is progressive change toward eliminating VAW. There has been an increase in women reporting VAW; men sharing their experiences; higher level of self-efficacy among women, and an increase in family, neighbours, and community reporting instances of VAW. In addition to this, there has also been an increase in actions taken by LAs against perpetrators. Local authorities reported that they have increased their collaboration with NGOs/CSOs to facilitate and resolve VAW, DV, and rape cases.

**“Local authorities contacted me (higher administrative LA level) when they were not clear about how to solve problems with perpetrators and applying procedures.”**

MALE, LA, IDI, 31+, KAMPONG CHAM





“Local authorities have processed domestic violence and rape cases that have happened and for serious cases they also report them to us (higher administrative LA level) and we support them by filing a complaint to the court.”

FEMALE, LA, IDI, 31+, BATTAMBANG

“For rape, we observed that local authorities had contacted us and reported the case as well as consulted with us on the methods (rules and regulations) of how to solve the problem.”

MALE, NGO, IDI, 31+, KRATIE

Many women **are willing to speak out and share their problems on radio openly and fearlessly**. Women who are active *We Can Do It* listeners gather during the program broadcast and sometimes call-in and report instances of VAW from their communities, acting as catalysts for change within their communities. One of the most important reasons that they call-in to the program is that they trust the program. All personal information shared by callers with the program is kept confidential. They have also learned about the advantages of reporting such issues to authorities and relevant stakeholders (NGOs/CSOs) to reduce risks of violence in their communities and understand the means of resolving such issues if they arise.

“Listeners and callers have increased their reporting to local authorities after listening to the program and some women callers nowadays also dare to call and report about violence against women immediately after they saw any violence against women happened.”

FEMALE, FGD, 31+, SIEM REAP

“I found that the program encourages people to voice women’s concerns related to violence against women, and they trust the program because their details/ information were kept confidential (as told by radio presenters).”

FEMALE, FGD, UNDER 30, KAMPOT

Female participants expressed the need for greater strength and confidence among women to lead by example and demonstrate positive outcomes for their family. They also explained that women experienced in facilitation can advise partners on the impact of VAW to prevent incidents of violence. **Families can also be involved in addressing the issues** by informing perpetrators’ families (such as their parents and siblings) about the involvement of men in VAW.

## GOOD PRACTICE: NEIGHBOURS AS EFFECTIVE VIOLENCE AGAINST WOMEN REPORTERS

*We Can Do It* callers and/or listener club members made a difference in improving VAW reporting to local authorities by providing detailed information about the cases to government officials. More women are doing this in order to help each other immediately after any VAW cases have occurred. Domestic violence can be reduced when neighbours are actively engaged and play a role as VAW reporters.



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**“Nowadays, more women listen to the radio program and they are more likely to dare to speak up about their issues and increase their awareness on how to report about women’s issues to the local authorities.”**

MALE, FGD, 31+, KAMPOT

**Neighbours play a key role in helping and supporting each other on prevention and reporting VAW.** The influence and role of neighbours was emphasised by both male and female participants. Women seek advice from NGOs about VAW reporting and support, share it with their neighbours, and use the information from the radio program.

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**“I observed when people see any women facing violence issues that they always tell neighbours to speak up. I facilitated when I saw a man use violence against his wife and I advised them about the impact of violence against women that I gained from listening to *We Can Do It* program, and I also tell them to listen to the program.”**

FEMALE, FGD, 31+, KAMPONG CHAM

Female participants tend to have varied experiences of reporting VAW compared to their male counterparts. Men tend to appreciate the factual information of *We Can Do It*, but they do not have any experience of reporting on VAW.



## ENHANCED ACCOUNTABILITY OF LOCAL AUTHORITIES

Male and female participants in the focus group discussions and interviews identified *We Can Do It* as a tool to **promote women’s voices and enhance local authorities’ responsiveness** at a grassroots level. While LAs and villagers identified multiple benefits from *We Can Do It*, they also identified corruption and bribery as challenges to reporting VAW.

LAs explained that their participation in the program has enabled them to **build networks with relevant stakeholders** that address gender and VAW issues. They reported that participating and listening to *We Can Do It* increased their awareness of the NGOs working in gender and VAW and enabled them to build stronger ties with the Provincial Department of Women’s Affairs whom they did not previously work with. This has resulted in a more coordinated approach for LAs working with NGOs and increased their understanding of different mechanisms for dealing with VAW. There is a concerted effort to increase collaboration with local NGOs to increase awareness on gender roles and engage men in gender related discussions.

“After listening to the program and comparing it to the past; local authorities came to deal or intervene the violence against women cases only when the victims go to report it to local authorities at the commune office, but recently people had just called the authorities and they came to see the victim at the village.”

MALE, FGD, 31+, KAMPOT

“Commune chiefs had built good collaboration and networking with us because they came to meet us and discuss about violence against women cases in their villages. And they would like to learn more on violence against women solutions and want us to share our experiences on dealing with violence against women. The commune chiefs increased their cooperation with various partners such as local NGOs, who could provide support services related to violence against women.”

FEMALE, NGO, IDI, 31+, BATTAMBANG



LAs increased their engagement with NGOs, CSOs and PDI radio stations to address some of the issues raised by callers on the program. Some of the participants reported that both **LAs and police have improved their responsiveness** and changed their attitudes on VAW after listening to the program.

**“I was calling into We Can Do It program and voice my issues about my commune chief’s responsiveness about violence against women. The commune chief was also listening to the program and recognised my voice and then she started listening to us or any villagers’ issues and concerns related to violence against women when we asked for help and support.”**

**MALE, FGD, 31+, KAMPONG CHAM**

LAs are focussing on open communication with communities. Villagers are being encouraged to attend commune meetings and LAs are advising them on prevention and impact of VAW. One of the initiatives introduced by LAs is the domestic violence agreement. The agreement provides a commitment to not indulge in violence and though it is not a legal document, some of the LAs reported that there has been a decline in domestic violence after perpetrators of violence have signed the agreement.

**“I give advice to both husband and wife. After that I asked the man to sign in agreement paper, which is not to commit violence again and again, and if they were to commit violence again they will be put in jail.”**

**MALE, COMMUNE CHIEF, IDI, 31+, BATTAMBANG**

Government officials from the Provincial Department of Women’s Affairs and guest speakers appreciate and value the program in providing information to prevent and reduce VAW in remote communities. The program enables citizens to access information about whom they should contact, where they should go to address VAW problems, and the hotline numbers to report VAW.

While participants acknowledged that the program provided them better understanding of local authorities, **corruption and bribery are still impediments to reporting, resolving, or investigating VAW issues**. Victims are often reluctant to report such issues due to corrupt and dishonest practices where perpetrators could bribe authorities not to take action against them; and there may be delays in processing complaints and investigations.



“I myself experienced [corruption] once I asked commune police to proceed with my divorce file complaint, and the commune chief asked me for phone card \$10 (incentives), if I do not give him; he will leave this file complaint for long time.”

FEMALE, FGD, 31+, SIEM REAP

The radio program can play a **critical role to hold the authorities to account**. Women have openly criticised the corrupt practices of authorities and their failure to fulfil their roles and responsibilities. They recognise that the authorities can be more accountable in resolving problems faster when they hear comments from citizens.

“I saw radio producers were following up with local authorities about violence against women cases resolved and citizens also dare to criticise local authorities’ role to be responsible about violence against women.”

MALE, FGD, UNDER 30, SIEM REAP

## CHANGE IN ATTITUDES TOWARDS GENDER ROLES AND VAW

*We Can Do It* has become one of the most popular PDI programs. It has been a powerful tool in enabling women to voice issues that matter to them personally and has an impact on their families and communities.

Women and men’s participation in *We Can Do It* has led to **broader shifts in attitudes and behaviour towards VAW**. Participants highlighted that gender stereotypes in a Cambodian context, for example “*Men are gold, women are cloth*” that commonly emphasise the lower value of women, have been challenged by listening to *We Can Do It*. The program improves awareness and understanding of gender and VAW issues and reinforces gender equality and challenges social norms, for example men and boys sharing household chores. Male participants in Kampot discussed gender roles and how men should be role models to other men in the community.

“I think it was good that the program was able to provide knowledge and awareness about gender roles, for example, related to men doing household chores. This also adds value to women’s life and respect by other people.”

MALE, FGD, 31+, KAMPOT



Participants discussed gradual changes in the community about their perceptions of social norms that promote gender equality, gender roles and clear responsibility and accountability for VAW. They have also changed their mindset about VAW and DV as they consider it a community or social issue not an individual or personal problem.

The relevance and impact of the program as identified by the research participants indicates the positive contribution of the program in addressing issues related to VAW and the need for a platform to raise awareness and discuss such issues. It also provides a clear understanding of the importance of good governance and greater accountability in addressing these issues and a need to continue support for media to make positive changes in this area.



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