AMPLIFYCHANGE

Learning, Monitoring & Evaluation Webinar Series

#1. Using Visual Arts for Social Change
April 17, 2019

Welcome and introductions

Speaker:		Kyabayinze Vincent

Executive Director, East African Visual Artists

Moderator:	PeiYao Chen

Learning, Monitoring, & Evaluation Advisor, Amplify Change

Each webinar is led by an AmplifyChange grantee and focuses on a specific topic

April **17** 2019

Using visual arts for social change

Kyabayinze Vincent
East African Visual Artists

1:00pm – 2:00pm (UK time)

May **22** 2019

Changing media coverage of SRHR issues

Brian Ligomeka
Centre for Solutions Jounralism

11:00am – 12:00pm (UK time)

June **13** 2019

Shifting attitudes and norms in the Muslim communities about SRHR issues

Fadhili Msuri
Kenyan Muslim Youth Development Organization

1:00pm – 2:00pm (UK time)

June **26** 2019

Tracking progress in changing policies and laws (part one)

VSO International

POSTPONED – New Date TBC

July **24** 2019

Tracking progress in changing policies and laws (part 2)

Center for Reproductive Rights

2:00pm – 3:00pm (UK time)

more to come…

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Using Visual Arts for Social Change

East African Visual Artists

Agenda

1. Why use visual arts?

2. How is it effective?

3. How do you identify the problem and solutions?

4. Who is your target Audience? And why?

5. How do you know that you are actually making an impact?

6. How do you use learning to inform the current work?

7. Do visual arts create impact or even inform discourse? And how do you know?

8. What is the impact of social media in our works/activism?

1. Why use visual arts?

Provides an alternative space for LGBTI engagements and representation in Uganda

Reaches audience faster and more effectively

Is accessible across social boundaries

Mobilises communities toward social actions

2. How is it effective?

In Uganda people are conservative and don't want to read the moment they see anything with LGBTI or Human rights they just throw it in the dustbin.

With Art we have managed to bridge gaps and connect audiences.

3. How do you identify the problem and solutions?

Problem	Solutions
In our community the religious fundamentalists own 99% of the media, and many politicians fear to make a public comments on issues of sexual and gender minorities	Produced short clips to empower people with the knowledge about what the law *https://youtu.be/chNkiRPO0XA*
Health care providers used to attend workshops, but the community never knew where to go to access these services	Created short clips that documented all hospitals and individual health works on camera and shared with all over the 49 LGBTI organisations and social media https://youtu.be/cV294ewzr08?t=145
Many organisations give priority to donor's priorities thematic areas of the donors, rather than challenges faced by the community	Raise awareness on important issues that were not given a priority, including lack of no shelter for Trans persons; police brutality; poor conduct by health workers towards LGBTI persons *https://www.youtube.com/watch?v=VHc_ZrdvQuw*

4. *Who is your target audience? And why?*

Our work targets different audience because we are advocating for change and better country where we can enjoy all freedoms.

- Law makers
- Religious leaders
- Civil society organisations
- Activists
- Social media influencers
- General public

5. How do you know that you are actually making an impact?

Short-term	**Target audience**	How many people attended our event and what are their reactions?
	General population	What questions are being asked now, before and after? Are there any testimonies after watching the film?
	Media houses	Did they use our works as reference? Have our stories been picked it up?
	Target audience	Have they organised some screenings within their circles, and have debates? What statements have they made in public?
Long-term	**Distribution**	# of hard copy DVDs, # views online, # of private screenings held by other organizations

6. How do you use learning to inform the current work?

We ask for feedback from the viewers and partners, both positive and negative comments

If they say that the sound was poor, or they did not understand what we were talking about, then as team we go out and do more research so that next time we have a better project

We have learnt that many people want to learn but have no access to information, this has helped us to be focused on developing documentaries that are objective so that we can communicate better with our different audiences.

7. Do visual arts create impact or even inform discourse? And how do you know?

Cross culture understanding

Art has amazing power to foster collaboration between different societies, for example "Out in the cold" https://www.youtube.com/watch?v=FjkDSfLXXxk talks about homeless LGBT persons in Uganda, and a reverend talks about love, we are bringing real-world issues to distant populations, raising levels of understanding between cultures and societies, that we are all connected as one, to realise the impact is when you have different people willing to comment on camera.

Enhancing Community Engagement

Art brings communities together, every time we launch a documentary film, our focus on empowering the LGBTI community to tell stories that ignite thought, and what happens every day, for example https://youtu.be/3TBLLIN_6X4 does sexuality matter or services delivery, so this clip gets you thinking and as a community you can generate a conversation.

8. *What is the impact of social media in our works/activism?*

Every social media platform has created video stream, meaning that video is very powerful, people want to see (images and colour) and listen (sound and voice)

This means that with a three minutes video you can reach 1million views and close to 9k comments, this cannot be archived, with a printed document of 60 pages

With social media and Art every corner of the world gets to know about the issues you are fighting for and joining hands to archive our goals

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