



TV SURDO: IMPROVING INCLUSIVE INFORMATION AND ADVOCACY



Goal:

Empower people with disabilities in Mozambique to reach their full potential through increased accessibility of relevant information and advocacy.

Life of Activity

July 2020 – July 2022

USAID Funding

\$250,000

Geographic Focus

Nationwide

Implementing Partner

TV Surdo

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BACKGROUND

In Mozambique people with disabilities (PWD) are routinely marginalized and discriminated against, particularly in rural areas. They often lack full access to education, health care, information and employment. In addition to practical barriers, prejudice and stigmatization make it even more difficult for Mozambicans with disabilities to maximize their contribution to society. TV Surdo, a local NGO promoting the inclusion of PWD and expansion of advocacy for their rights, focuses on using inclusive media content to accomplish this.

PROGRAM DESCRIPTION

The project aims to increase inclusive information and advocacy for PWD by strengthening the capacity of TV Surdo in its mission. The project works with government, civil society organizations, PWD communities and media organizations. By making more and better information available to PWD, they will be better able to make individual and collective decisions, stimulate action and overcome barriers of all kinds. Using advocacy strategies to engage CSO networks, PWD communities and other relevant stakeholders, myths and misconception will no longer be a barrier for inclusion and inclusion issues will be part of national agenda.

EXPECTED RESULTS AND IMPACTS

Approximately 100,000 PWD will receive quality information to strengthen their decision-making, advocacy and constituency-

building capacity. In details the project will:

- Train PWD volunteers and correspondents to use cell phones for both journalism and advocacy;
- Produce and broadcast weekly inclusive television programs;
- Produce and disseminate educational videos about topics related to PWD including health, well-being and day-to-day lives. Will be distributed via television, YouTube and social media;
- Produce and disseminate monthly accessible video- and podcasts;
- Build an advocacy constituency to engage and strengthen PWD rights through national meetings and community outreach.

