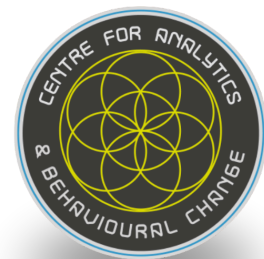


#HeCareZa



ANNUAL REPORT

Healing men through dialogue facilitation

2023
EDITION



About heCareZA

The heCareZA project uses social media listening and critical dialogue to disrupt narratives of gender discrimination and violence at scale. Our project aims to understand the narratives that drive gender inequality and gender-based violence (GBV) in South Africa and to dismantle this narrative in collaboration with male change agents through critical dialogue and social mobilisation. We encourage fathers to take action in the world to disrupt the intergenerational cycle of violence and to improve fathering and partnering practices. Over time, this work will disrupt the social and cultural tolerance on violence as well as the intergenerational transfer of discriminatory norms and lead to a measurable positive change in the narrative.

Given the virtual nature of this social media project, our geographic reach is wide and we work across diverse urban and rural communities of South Africa. We extend the impact of our work by dialoguing and creating digital content in multiple languages, including standard and slang dialects of English, isiXhosa, isiZulu, seSotho and Afrikaans. In 2023 the project was upscaled and the reach was increased through sectoral engagement, webinars and our YouTube video series.



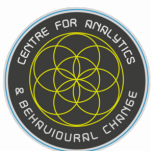
hecareza.co.za

About CABC

The Centre for Analytics and Behavioural Change is a non-profit organisation. Established in 2020, it uses social media analytics and online dialogue to track and counter misinformation, disinformation, fake news, and divisive rhetoric in real time.



cabc.org.za



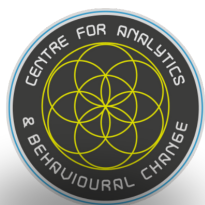


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Introducing Our Team

Our innovation is in our collaboration. We have a diverse, highly experienced multidisciplinary team that possesses deep expertise in all the key focus areas we work in. This covers a wide range of skills, including academia, technology, research and analytics, dialogue facilitation, conflict mediation, psychology, communication, and marketing and advertising.



**Aviwe
Konde**



**Olivia
Niyodusenga**



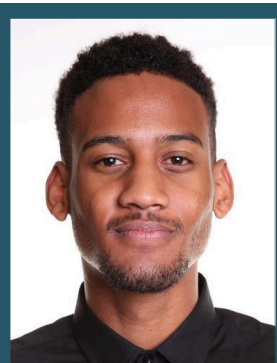
**Tom
Ghislain**



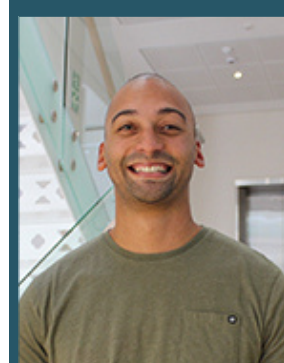
**Kyle
Janse**



**Nonhlanhla
Mthethwa**



**Hunter
Baron**



**Euston
Witbooi**



**Zenani
Dlamini**

Issue Statement

Gender-based violence is a human rights issue of global concern, which occurs in online and offline spaces. Due to widespread underreporting and low prosecution rates, available statistics fail to adequately reflect the true extent of GBV. However, between 2022 and 2023 alone, 53 498 sexual offences were reported to the South African Police Service ([SAPS, 2023](#)). Furthermore, recent estimates indicate that the femicide rate in South Africa may be five times larger than the global average ([PsySSA, 2023](#)). These high levels of violence have significant consequences for women, children, and families on a global scale. In South Africa GBV remains a major obstacle to the achievement of peace, gender equality and social cohesion. Gender-based violence is one of the most expensive public health problems globally and has a fundamental impact on economic growth. In KPMG's 2017 [report](#), GBV is estimated to cost South Africa between R28.4 billion and R42.4 billion per year – or between 0.9% and 1.3% of GDP annually.

When addressing the intergenerational cycle of violence, we acknowledge that there are multiple reasons why fathers find it difficult to embrace a mutually positive relationship with their children and their partners (present or not). Many of the reasons flow from socially constructed gender stereotyping, or from discordant gender relationships derived from deeply socialised and socially reinforced discourses around gender. A common response to this complex circumstance is expressed through power relationships that are similarly derived. GBV is a typical expression, which has reached pandemic proportions globally, and especially in places that are riven by other challenges such as South Africa. Essentially, it is apparent that the narrative of unequal gender norms and misogyny drives GBV, and this impacts the lives of children, especially those between the ages of 0 and 6.

Importance of Social Media

In 2023, the number of social media users in South Africa stood at approximately 26 million people ([DataReportal, 2023](#)). Interestingly, South Africans spend an exceptional amount of time on social media – an average of 3.2 hours a day, compared to the global average of 2.4 hours (Park, 2021; Kemp, 2021).

Social media brings social biases to light and opens opportunities for them to be evaluated and addressed at scale. Addressing prejudice on social media is critical because the online space influences offline behaviours. For example, research suggests that online hate contributes to offline violence). Virtual communities and networks also offer individuals opportunities to interact, and to find solidarity.



Our Approach

We know that “hurt people, hurt people” (attributed to Charles Eads, 1959). Accordingly, rather than judging men or alienating them, through hostile engagement, we focus on deepening ours and their understanding of their experiences and of gender discrimination through online social media in South Africa. Moreover, we harness these social media platforms as dynamic spaces to foster relationships with men through online dialogue and to engage them as allies in order to dismantle gender discrimination and violence. Fathers are an important target group of the project as men will be changing harmful gendered norms of behaviour for the benefit of themselves, and for the improved safety and wellbeing of their children and partners. Additionally and critically, for sustainability and long term impacts, modelling these new attitudes and practices to sons and daughters so that they are likely to adopt the practices as they grow up, thus fundamentally disrupting the intergenerational transfer of misogynistic practices.



1

Create a safe space

Make the person feel understood and heard



2

Understand their perspective

Allow both parties to express their perspective



3

Reflect on beliefs

Reflect on core beliefs that could be enabling harmful beliefs



4

Encourage critical engagement with information

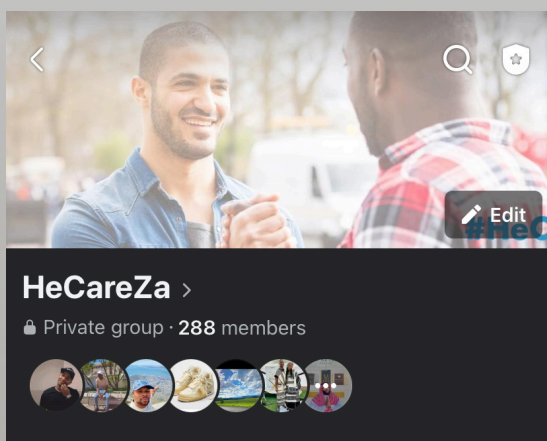
Help people question mis and disinformation

A Brief History of heCareZA

The heCareZA project was successfully piloted in 2020 (report [here](#)). Gender discrimination was mapped in real time, 11 500 male allies were identified online and invited to be trained in dialogue facilitation and to work in the project as digital activists. We engaged the respondents in transformative and self-reflective dialogue. These men are still involved in the program's ever-growing collection of digital activists. These men remain actively engaged within our social channels, including our dedicated [Facebook group](#) and the [Digital Activists WhatsApp group](#). We monitor these platforms daily, fostering discussions around societal issues and sending shareable content. This content is designed to be distributed by the activists across their social networks, ensuring they continue contributing to the project's goals by raising awareness and encouraging dialogue within their communities.

The CABC's [GBV Reflections ad](#) has achieved 1 x Ciclope, 2 x Finalists Loerie Awards, 1 x Bronze Loerie Award, 1 x Museum of Modern Art Archive, and was a Finalist at the AICP International Film Festival. It has achieved over R5 million free flighting, including 200 slots across 8 DSTV channels. The radio version of the ad was flighted across multiple PRIMEDIA channels. The CABC also released Under the Microscope Season 3, on YouTube, which focused on Gender-Based Violence and Misogyny, Please see the link below:

<https://cabc.org.za/utm-season-3/>



Highlights of 2023



Research Reports – 2023

In 2023, the CABC released 6 broad research reports Gender-Based Violence and Misogyny online. These reports canvassed our HeCareZA focus areas such as fatherhood, culture, misogyny, Gender-Based Violence and

Report 1 - Released 31 January: The Report details the interaction between men and women in order to generate a deeper understanding of gender discrimination. It identified fatherhood and Gender-Based Violence as focus areas, to analyse the data.

Report 2 - Released 31 March: The second report similarly focused on fatherhood and Gender-Based Violence but used also relied on celebrities as a gateway into the narratives. It further examined gendered roles, norms and cultural practices in the South African context.

Report 3 - Released 7 June: The third report analysed conversations around the cultural practice of lobola, a form of dowry, and found misogynistic narratives perpetuated around the paying of lobola by men for women that are considered impure.

Report 4 - Released 3 August: The fourth report explored parenting, transactional sex and consent. And offers insights into the dynamics gender-related discussions on social media.

Report 5 - Released 30 September: The fifth report explored narratives in relation to dating, the concept of 'simping', women's month and child abuse.

Report 6 - Released 1 December: The final report in 2023 explored Lobola, Marriage and Men's Mental Health. It further explored the contribution of low-follower, or everyday accounts, to the broader conversation.

Research Reports – Methodology



Our team makes use of social media listening tools to capture the broad conversation about interactions between men and women, particularly in relation to gendered norms, gender-based violence and misogyny. We draw from Stieglitz and colleagues (2018) who identified four distinct phases in social media data analysis: (1) discovery, (2) collection, (3) preparation, and (4) analysis.

(1) Discovery: The first step for each project is to draw up a list of keywords. The research and dialogue facilitation teams contribute to this list collaboratively through a shared spreadsheet. Drawing on existing knowledge combined with desktop research and a literature review process. These keywords are supplemented with those identified by the dialogue facilitation team while active online - ensuring a holistic, relevant and contextual set of search terms are available to accurately capture the conversation.

(2) Collection: The list of keywords is checked a second time for quality and relevance. Thereafter, the keywords are deposited as search terms (a “Query”) through which our tool can filter and identify posts by accounts online which may be of interest.

(3) Preparation: Continued quality checks are conducted in the preparation phase - with researchers identifying keywords that may be too broad or may return unrelated content. At this stage, exclusionary keywords are developed as well to ensure our data is as precise as possible. For example, searching for the keyword Man may bring in content related to Manchester United. Manchester United may then become an exclusionary term to ensure that content related to football is not present.

Research Reports - Methodology

(3a) Preparation Continued: Further, the team develops a set of tags and categories (“Filters”) - which slice the conversation into varying relevant chunks. For example, a project on Intimate Partner Violence may seek to separate posts into unique datasets which speak to Physical, Emotional or Sexual Intimate Partner Violence. Our guiding light in this process is ensuring that the datasets we create are *Prominent*, assessed through quantitative analysis and *Relevant*, assessed through qualitative analysis.

(4) Analysis: The final stage in our process seeks to analyse the collected data. We create dashboards which allow us to visualise trends in each dataset, ensuring that we are able to easily identify prominent and important topics of conversation. Thereafter, we conduct thematic analysis by selecting a series of posts, replies and metrics per each focus area through which we delve further into the topic at hand.



Mobilising Digital Activists

Male allies, fathers, and men from diverse backgrounds—such as students, ex-inmates, and others—are identified, mobilized, trained, and supported over time to facilitate self-reflective and healing conversations with their peers. These men learn to lead critical conversations online to challenge gender discrimination in real-time and mentor others to do the same. Through dialogue facilitation, we encourage men to speak out and take action both online and offline. Our work aims to disrupt the intergenerational cycle of violence and improve relationships by fostering better fathering and partnering practices.

Turn.IO & Facebook

Male allies are recruited through targeted advertising on the [heCareZA Facebook page](#). Content is shared multiple times a week. Change agents are recruited from partner organizations, and interns from various academies, such as the [African Leadership Academy](#), [Students For a Better Future](#) and others, have been trained in dialogue facilitation methodologies. Most of these interns have been mobilized to become digital activists in this space.

EKSE SHAP FEDE, WHAT'S GOOD BAFETHU!

Join us and join the conversation on WhatsApp!

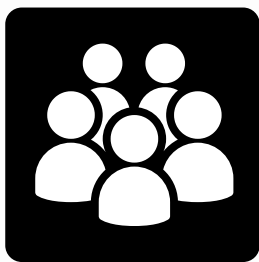
Text "hi" to +27600111011 or scan the QR code on WhatsApp

turn 

#HECAREZA

heCareZA Website Analytics

Below are the Google Analytics insights from our webpage for the year 2023. The data is composed of key metrics such as Users, which represent the total number of unique visitors to our site, and New Users, highlighting the number of first-time visitors who have accessed our content. Additionally, the Session Duration metric reflects the average time visitors spend on our page, indicating their level of engagement with our content.



3503
users



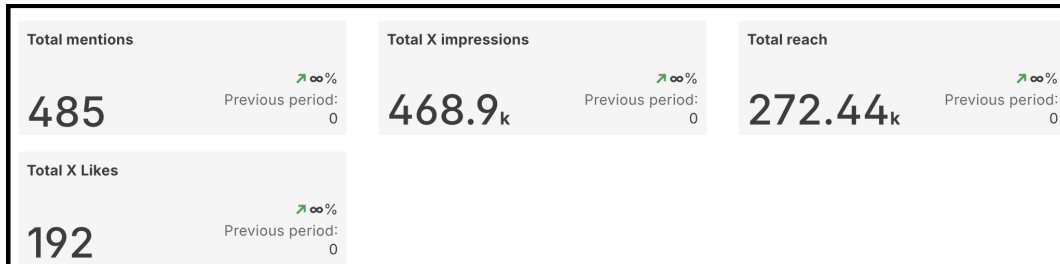
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sessions



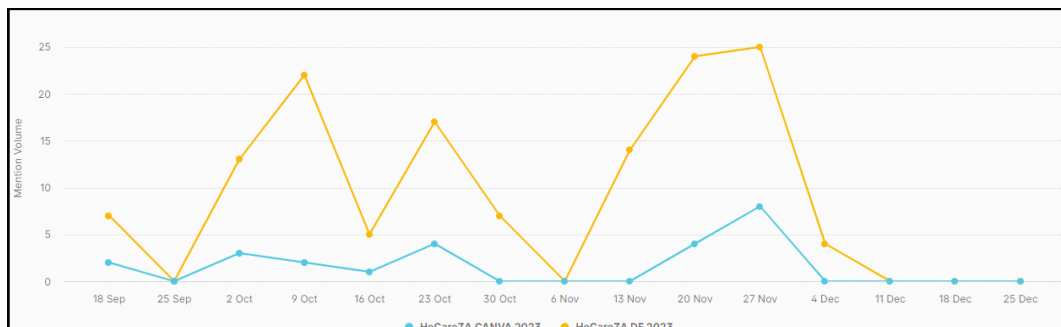
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new users

Dialogue Facilitation Metrics

In our dialogue facilitation process, we equip participants with tools and techniques to engage in meaningful, constructive conversations, both online and in person. These techniques emphasize a non-judgmental approach, fostering understanding and encouraging respectful inquiry into different perspectives. By asking questions about people's views and sharing our insights without undermining theirs, we create a space for open dialogue. Our work focuses on sensitive topics like gender-based violence, xenophobia, and democracy. This facilitation is integral to the overall project, which aims to reduce disinformation and misinformation while countering harmful narratives online. Through dialogue, we empower individuals to engage critically and empathetically, contributing to a more informed and cohesive digital environment.



For this year, our reach, which refers to the total number of unique individuals who have been exposed to or have seen the content shared by our project content is 272.440. Our content garnered 468.9k impressions, meaning it was displayed nearly half a million times to users. Lastly, we received 192 total likes, demonstrating engagement and resonance with the online community.



The graph shows the mentioned volume of two distinct tags tracked from September 2023 to December 2023. These tags were used to categorize and monitor specific types of content generated during our dialogue facilitation. The first tag, 'HecareZA Canva 2023,' tracks our designs and content creation that we post or share online (we use platforms such as Canva for content creation), while the second tag, 'HecareZA DF 2023' (with DF standing for Dialogue Facilitation), tracks our online conversations to keep a record of key engagements. Both tags help us differentiate between design-based content and dialogue-driven content shared or posted online.

The two tags are represented by blue and yellow lines, showing how frequently each was mentioned throughout the period. Both tags saw an increase in mentions starting in October, with notable fluctuations through the final months of the year, peaking at around 30 mentions per week. Data retrieval occurred in September 2024, with the analytics tool providing access to one year of historical data.

Networks of Support

Support networks are created for male change agents through the heCareZA Facebook group and WhatsApp groups. Through these platforms we facilitate ongoing dialogue, support & engagement with identified men to become digital activists and drivers of behavioural change.

Men are encouraged to share their thoughts, ask questions and support each other. 270 members have joined the group. The group is a space for men to explore their feelings and reflect on their experiences. The dialogue team has a monthly plan for the group with the aim of modelling dialogue to give group members opportunities to join the conversation. The posts and facilitation take a variety of different forms, are in different languages, and have a casual and authentic look and feel. We want to model organic posting as ultimately we want members to be sharing on the group. More and more men have participated in these conversations, it has inspired other men to do the same and the groups have gained their own momentum.

Change agents from partnership organisations are invited to dialogue jams. These are fun collective online dialogue sessions that are hosted on Zoom creating a learning space in which the team can have discussions and work collaboratively. Our research indicates that dialogue jams have exponentially increased the reach and impact of this work. It also improves idea generation and facilitators are able to work together to find solutions to difficult tweets.



Content Performance

In 2023, the CABC released the third season of Under the Microscope with Riaad Moosa. This season has focused on marriage, fatherhood, gender equality, masculinity and sexual harassment.

The following metrics showcase the reach of this creative intervention on YouTube and Meta Platforms, particularly Facebook.

January 2023:

- YouTube
 - Views: 40,736
 - Impressions: 77,277
- Meta
 - Reach: 158,260
 - Impressions: 293,050
 - Outbound Clicks: 9,895

June 2023:

- YouTube
 - Views: 53,114
 - Impressions: 129,643
- Meta
 - Reach: 279,128
 - Impressions: 563,974
 - Outbound Clicks: 21,172

Content Performance

July 2023:

- YouTube
 - Views: 58,277
 - Impressions: 143,235
- Meta
 - Reach: 2407
 - Impressions : 2814

August 2023:

- YouTube
 - Views: 67,815
 - Impressions: 136,051
- Meta
 - Reach: 277,184
 - Impressions: 555,542
 - Outbound Clicks: 18,577

Content Performance

September 2023:

- YouTube
 - Views: 67,070
 - Impressions: 129,463
- Meta
 - Reach: 220,122
 - Impressions: 443,818
 - Outbound Clicks: 12,130

October 2023:

- YouTube
 - Views: 73,080
 - Impressions: 73,080
- Meta
 - Reach: 156,399
 - Impressions: 290,817
 - Outbound Clicks: 8,438

Content Performance

November 2023:

- YouTube
 - Views: 32,169
 - Impressions: 65,033
- Meta
 - Reach: 128,396
 - Impressions: 230,170
 - Outbound Clicks: 8,207

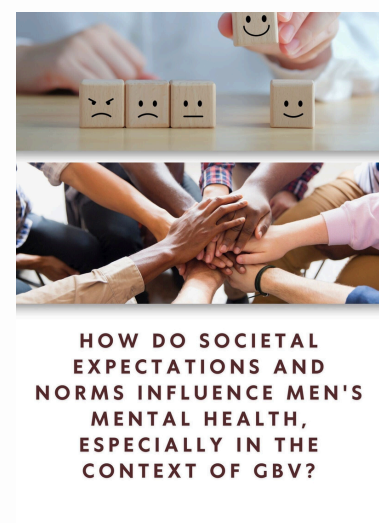
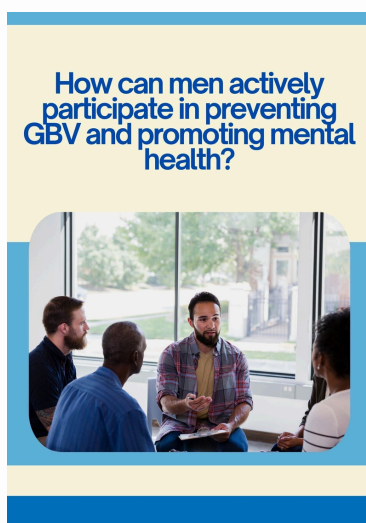
December 2023:

- YouTube
 - Views: 32, 516
 - Impressions: 64, 416
- Meta
 - Reach: 130,841
 - Impressions: 242, 966
 - Outbound Clicks: 8,784

Dialogue Facilitation Canva Designs

We have created over 350 dialogue facilitation social media designs in multiple languages, using Canva and these have been released onto the content repository on the heCareZA website. These dialogue facilitation social media designs are developed from online dialogue facilitation and research insights. They are designed to support the work of dialogue facilitators, change agents and partner organisations. The fatherhood designs are created specifically with fathers of young children in mind.

These designs can be shared to social media platforms directly from the website. Dialogue facilitation social media content is disseminated to partnership organisations, key stakeholders, digital activists, NPOs and the general public through round tables, webinars, stakeholder mailing list databases, social media and WhatsApp groups. A content repository of the existing heCareZA website was further developed.



Dialogue Facilitation Campaigns & Trainings

Father's Day Dialogue Facilitation Campaign - 2023

Much of our work also focuses on breaking the cycle of intergenerational violence and thus we have been exploring the topic of fatherhood in our work. We created dialogue facilitation designs around fatherhood, which were broken down into different themes and can be shared by users on social media to start conversations. We ran a Father's Day dialoguing campaign where we dialogued with other organisations and digital activists over the Father's Day weekend. Our findings from that dialogue intervention were written up into a report and we presented a webinar to share these results.

WORKING WITH TAXI DRIVERS TO COMBAT GENDER-BASED VIOLENCE - 2023

We aim to transform taxi drivers into digital activists by leveraging their daily interactions with diverse groups to share knowledge on dialogue facilitation methodologies, focusing on gender equality and violence prevention. This pilot project involved co-creating content with taxi drivers to address community-specific issues, which would be shared digitally for broader engagement. Taxi drivers, seen as trusted community members, can influence conversations around gender-based violence (GBV) positively and act as role models. Initial sessions focused on building a shared vision and introducing the heCareZA Programme, emphasizing dialogue facilitation and the use of WhatsApp groups for communication. Ongoing training sessions at taxi ranks in KZN Dundee and KZN Molweni allowed drivers to discuss social issues and collaborate on spreading awareness, highlighting their commitment to using their influential positions for social change.

Webinars & Presentations

Over the course of the year we have hosted various webinars and presented at other organisations' webinars.

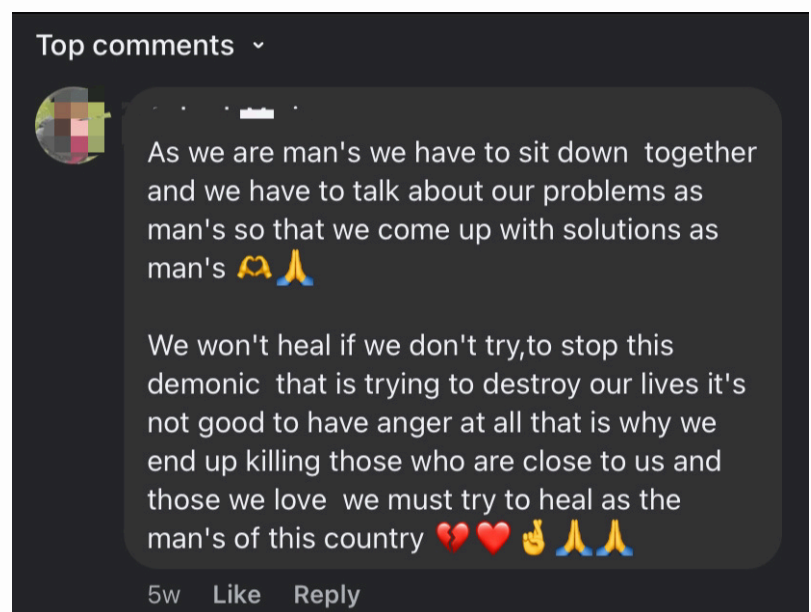
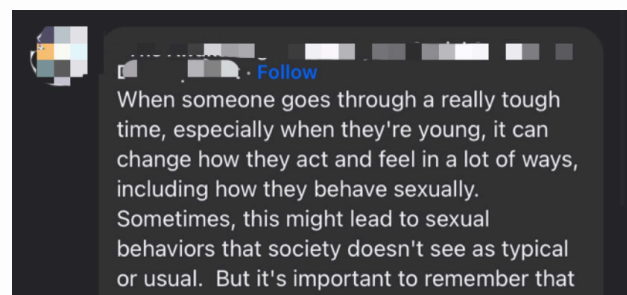
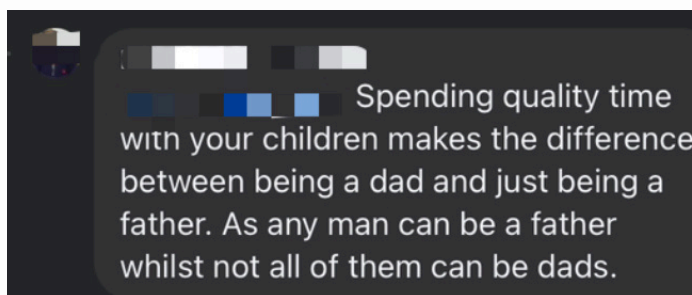
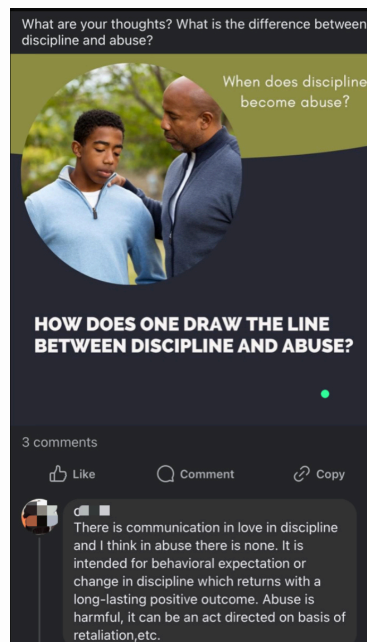
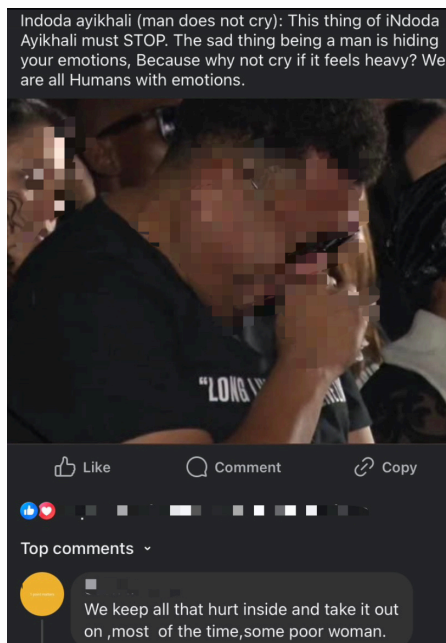
The Centre for Analytics and Behavioural Change (CABC) kickstarted the year with a webinar Exploring What Works to Prevent Misinformation, in collaboration with the University of Washington, wherein the team explored the different ways to combat

Thereafter, we hosted a Preventing Technology Assisted Violence webinar presenting insights into how we tie research report insights into mobilization techniques. In addition, the team hosted a webinar, "How to Engage Boys & Men to Prevent GBV" which provided practical insights into mobilizing men and boys, through social media mobilization, in order to prevent GBV in the country.



What heCareZA Men of Action Say

Our Facebook group is a place where men can share their thoughts and experiences. Here are some of the posts that men have shared:



Partnerships

Through heCareZA, we have developed long standing relationships with many key stakeholders in the GBV sector. These partnerships strengthen our capacity, increase our reach and boost the relevance of our work to policy and practice. We are dedicated to supporting the work of other organisations by sharing our research, dialogue facilitation tools and social media content.

The Future

In 2024, the heCareZA project will continue to expand. In addition to using social media, we will run awareness and recruitment campaigns in collaboration with offline sectoral partners to boost project impact and reach. Content and recruitment messaging will be shared through their networks to help identify and recruit additional change agents to join the heCareZA dialogue facilitation process. We will secure more interns from different organizations, and more training will be provided both online and face-to-face. Our efforts will also focus on engaging younger people in the sports field and the taxi rank industry. We will conduct more online training, hold external dialogue jams, and provide training to organizations. Furthermore, we will continue building evidence of reducing online gender discrimination through critical dialogue, using social media listening tools to track changes in gender discrimination narratives over time. Key focus areas will include Labour Force Equality and Intimate Partner Violence.





#HeCareZa

Get in Touch!

- → hecareza.co.za
- → [Facebook page](#)
- → [Facebook Group](#)
- → [TikTok Page](#)
- → CABC.org.za
- → info@hecareza.co.za
- → [WhatsApp Menu](#)

Scan QR code to get in touch with our
different social media pages and our
whatsApps menu.

