The 2014
Communication for Social Change
Award
Advocacy, Investigative Journalism and the Internet
The 2014 Communication for Social Change Award

Advocacy, Investigative Journalism and the Internet
The Centre wishes to sincerely thank our jury

Jury Chair, Annmaree O’Keeffe (Lowy Institute)

Jury Secretary, Associate Professor Pradip Thomas (Centre for Communication and Social Change, The University of Queensland)

Associate Professor Elske van de Fliert (Centre for Communication and Social Change, The University of Queensland)

Sylvia Cadena (APNIC)

Peter Cave (Former ABC)

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Associate Professor Martin Hadlow (AMIC)

Hugh Leonard (Former ABU Secretary-General)

Dr Zala Volcic (The University of Queensland)
From the Secretary

Communication for social change (CSC) explores the different ways information, communication processes and media can be leveraged to bring about change in attitudes, behavior and knowledge in individuals and communities. Each project included in this booklet reflects, in one way or another, the key role played by information, communication and the media in processes of change.

The Communication for Social Change Award was established in 2006 and is the only Award of its kind in the world to recognise outstanding contributions made by individuals and organisations to the theory and practice of CSC.

Since its inception, the Award has attracted nominations from some of the world’s most creative and innovative individuals and projects that use information, communication processes and media to facilitate sustainable development.

In 2014, the Award received nominations from around the world, including Papua New Guinea, United Arab Emirates, Vanuatu, India, Tanzania and Mexico. Each of the organisations and individuals that were nominated are involved in transformational communication projects. The Award jury was faced with the challenging task of choosing a winner in the individual and organisational categories.

This booklet profiles the winners along with those who were commended, and is an attempt, in some small way, to acknowledge and promote their exceptional work and commitment to social change.

The Centre for Communication and Social Change extends its sincerest thanks to the Award jury for their commitment, to the University of Queensland and the School of Journalism and Communication for their support, and congratulates all those who are profiled here for their inspirational work in communication for social change.

Secretary, Communication for Social Change Award,
Associate Professor Pradip Thomas

To learn more about the Awards, visit www.uq.edu.au/ccsc/csc-award
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From left: A/P Pradip Thomas, Sopheap Chak representing organisational winner Cambodian Centre for Human Rights, individual winner Harry Surjadi and Centre Director A/P Elske van de Fliert.

About the Awards

Every year the Centre for Communication and Social Change searches for outstanding and innovative individuals and organisations using communication and ICTs in communities to create meaningful change and facilitate social, economic and technological development.

The Award is the only one of its kind in the world that exists to recognise ‘unsung heroes’ that have demonstrated extraordinary commitment to using communication to transform and empower marginalised communities. It is an initiative of the Centre for Communication and Social Change (CfCSC) at the School of Journalism and Communication, within the University of Queensland in Brisbane, Australia.

Each year two Awards are presented: one to an individual and one to an organisation or institution. Those awarded can be either practitioners/ activists working in the field, or theorists.

The Award consists of a $AUD 2,500 prize and a travel package to participate in the Award Ceremony in Australia. The visit is used to promote the impact that communication can have in advocacy and development.

The information in this booklet has been provided by the Award nominees and referees chosen by them. The CfCSC understands that this is correct at the time of publication. Booklet compiled by Claudia Sepulveda and Samantha Ryan.
The Centre for Communication and Social Change (CfCSC) is the only centre in Australia that specialises in research in the theory and practice of communication for social change. It is involved in collaborative research projects, engages in development initiatives through consultancies, builds capacity by supporting higher research degrees and a master’s program, and fosters engagement with CSC at international, national and local levels.

CSC values participation as a skill, process and ethic. CSC attaches importance to the key role played by context, and particularly culture, in social change. The CfCSC is staffed by experienced researchers with expertise in a wide range of fields related to communication and social change and global work experience with UN organisations, NGOs and government institutions.
INDIVIDUALS
Barat Ali Batoor
WINNER // AUSTRALIA

Barat is a photojournalist from Afghanistan. He is a Hazara refugee who has been capturing images of his people, who have been targeted by the Taliban in Afghanistan and Pakistan. As a result of his photographs being published in international papers such as The Washington Post, he received death threats from the Taliban, and had to flee his home country.

In May 2013, Barat survived the boat ride from Indonesia to Australia. The boat capsized and his camera was ruined but not the images. The photographs of his journey won him the prestigious Walkley Award for Excellence in Photojournalism for 2013. You can view Barat telling his story recently at TedX Sydney: http://tedxsydney.com/LIVE/#&panel1-2.

“Receiving this award put more responsibility to work even harder for raising those unheard voices to the next level and to the broader audience”, Barat said.
Teki Veera Venkata Visweswararao (Vishy)
RUNNER UP // INDIA

Vishy is dedicated to making films that bring out stories from different nooks and corners of India, stories that would otherwise remain unheard, stories that have the power to impact both the subject and the viewer of the film. His films are a window into an India that does not make it into its mainstream media or popular culture.

With a firm belief in the power of communication for social change and using video as an effective tool, he has documented the lives of fishing communities, people with disabilities, HIV/AIDS positive people, unorganised labourers and dalits, migrants, people experiencing conflict, etc.

With over fifteen years’ experience in filmmaking, Vishy, through his videos is constantly striving to open up space for grassroots work with leaders of various campaign groups and organisations working for the most deprived sections of the country. His films, Fishing in Troubled Waters and Suffering in Silence have been placed by the Australian government in the National Archives as work on third world development.

The Communication Resource Centre (CRC), of which Vishy is the founding director, is dedicated to bringing out different minority perspectives to the attention of the mainstream. The use of video and film as his medium of choice was a conscious decision to ensure that they can be seen and understood even by illiterate people.

Vishy is also a recipient of the Rex Karamveer Global Fellow award 2014 (instituted by iCongo in collaboration with UN). You can follow Vishy’s work on his Facebook page: www.facebook.com/vishyteki, CRC’s Facebook: www.facebook.com/CRCIndia or the CRC India website: http://crcorg.com.
Arthur Allad-iw is a practicing journalist and teacher from Baguio City in the Philippines. He writes community-based journalism on the issues confronting the indigenous people of the Cordillera, the differently abled as well as human rights. Arthur is differently abled himself, as he suffered a spinal injury when he was 18 that left him on crutches.

Allad-iw is a writer for the Northern Dispatch, which is sometimes syndicated across other international news websites. He is also Vice President of the National Union of Journalists of the Philippines’ Baguio-Benguet chapter. He received death threats when he ran for local government in 2010.

Allad-iw’s work deals with indigenous struggle for land rights, sovereignty over land as well as fighting over water and land use with major mining companies and interests. He writes with depth and clarity about the struggle of indigenous people.
In an effort to spread socially relevant information on health, environmentally friendly practices and climate change, Dr. Thangaraj has arranged many programmes including lectures and health camps for the benefit of women, students and teachers. He has addressed more than 5000 students ranging from young school children to graduate students, in addition to over 500 teachers.

Camps were organised to identify anaemia among women and eye and teeth conditions among school children. Proper counselling and advice was given to them by medical professionals.

Dr. Thangaraj’s radio broadcasts on important scientific inventions, environmentally friendly practices and health programmes have been very well received. His papers on socially relevant topics have earned all round praise and most of them have been reproduced or cited in print media.

As a community radio enthusiast, he interacts with the audience through his live programmes. He has also helped students from near and far in their projects and investigations.
Odeke Christopher Wera

FINALIST // UGANDA

Odeke Christopher Wera is a volunteer for the Uganda Red Cross Society, Chairperson of the Village Savings and Loans Association and Chairperson of the Parent Teacher’s Association in his village of Wera in Uganda.

He uses his skills in interpersonal communication and conflict management to work on many endogenous development initiatives, such as improving the school with teachers’ living quarters and dormitories and encouraging his community not to farm in wetlands in an innovative way, through making it a membership requirement to the Village Savings and Loan Association.

He also promotes and educates his peers in the construction of fuel efficient cook stoves to decrease deforestation rates in his community and has supported communities in Zimbabwe to do the same.
ORGANISATIONS
Radio Free Sarawak (RFS) uses a combination of ICTs and shortwave technology to bring critical media perspectives to extremely isolated rural indigenous communities in the Eastern Malaysian state of Sarawak, and also allows these communities to engage via phone-in practices, in order to inform, empower, and educate these communities about their human and media rights.

These communities are remote in the most extreme sense of the word—many have limited road access and can only be reached by river, foot, or drives of sometimes more than 15 hours along rough logging roads. Presenter Peter John Jaban was recently named one of the 100 Information Heroes by Reporters Without Borders: www.heroes.rsf.org/en/peter-john-jaban/

Founder Clare Rewcastle said, “For us at Radio Free Sarawak receiving such an award is not only an honour and source of pride for our small team of brave and dedicated information activists, but it is a much appreciated endorsement and source of protection against those forces who want to depict our project as somehow subversive or illegal. This award will help us immensely in terms of asserting our right to broadcast and our right to facilitate freedom of expression and freedom to an independent voice in Sarawak. The recognition by such a respected institution in Australia will help protect us against influential politicians who are trying to brand us as somehow criminal for not promoting their agenda in Sarawak and it gives us a welcome profile that will help protect us from state harassment or prosecutions”.

Radio Free Sarawak
WINNER // MALAYSIA
Puerta Joven
RUNNER UP // MEXICO

Puerta Joven is a youth-led organisation using ICTs to give voice to indigenous youth in Mexico and to change the perceptions of the indigenous people in urban areas.

Puerta Joven’s project Video Words for Change uses participatory video to create short films. They work with indigenous and youth from different cultural backgrounds in slums and schools to produce films that show what they would like to change in their community.

Together they write the script, film and produce the short films, advocating for inclusion, environmental sustainability and peace. The videos are created in indigenous languages and Spanish, and are presented to the local government, where ideas are shared to design solutions.

You can gain a better idea of Puerta Joven and the video words for change project by watching the following video in English at www.vimeo.com/80404640 or visiting their website: www.puertajoven.org/movil/.
The Bophana Centre
FINALIST // CAMBODIA

The Bophana Centre collects images and sound archives of Cambodia’s history and gives the general public free access to this unique heritage. Its main goal is not only to recover memory from the past but also knitting together a multiple and living identity, that of contemporary Cambodian society.

Founded by award-winning filmmaker Rithy Panh, the Centre also trains young Cambodians in the fields of cinema and new media to enhance their understanding of the creative process and inspire meaningful productions about their own culture.

One of Bophana’s works is the One Dollar project, which aims to inspire young filmmakers both in Cambodia and abroad to use the power of media for social justice. Its goal is to share unique accounts of individuals living with limited resources through a seven-minute video produced on a local and grassroots level, that is later showcased on the website. The goal is to learn about issues that affect poor communities and begin an online dialogue to define areas of need and inspire action.

Bophana Centre’s activities have increased the cultural capital of the local community. The Centre uses culture as an agent for social change and sustainable development. For more information on the Bophana Centre, please visit www.bophana.org.
Femina Health Information Project (HIP) is the largest multimedia platform for youth in Tanzania. It reaches 11 million people – approximately a quarter of the country’s total population – on an annual basis. Femina’s goal is to promote a healthy lifestyle movement, addressing the topics of sexual and reproductive health, economic empowerment and citizen engagement. It uses print, television, radio, and web-based media to disseminate its messages among Tanzanian youth.

Outreach work supports the establishment of safe spaces, called Fema Clubs, where active learning takes place. Supported by a mentor, these clubs fill several purposes: (1) youth come together to discuss the issues in Femina’s magazine; (2) youth, together with peers, undertake a process of learning and self-reflection, which ultimately could lead to behavioural change; and (3) youth take action on issues pertinent to them. In addition to Fema Clubs, outreach with youth takes place through festivals and fairs held around the country.

Femina HIP uses an ‘edutainment’ approach; entertaining and at the same time educating through real-life stories, testimonials and docudramas to inform, create awareness and stimulate young people to adopt healthy behaviours. Media products are developed in a highly participatory production process – the target audience is introduced to and encouraged to reflect on and talk with peers about a range of issues. The Femina platform provides youth with a channel for their voices with an aim to stimulate them to speak up, to share with their peers and to take part in decisions relevant to their lives.
Fundación la Voz Pública
FINALEST // ARGENTINA

Fundación la Voz Pública is an Argentina-based NGO that aims at strengthening democratic institutions through the monitoring of the public discourse. Its main project is the digital newspaper Chequeado, which translates as fact-checked. Chequeado takes statements by politicians, businessmen, community leaders, media outlets and other opinion formers and verifies them against available public data. Chequeado then classifies these statements from true to false, including middle ground classifications such as exaggerated, deceiving or untenable.

Chequeado’s goals are (a) to tackle the impunity with which public figures employ false or misleading statements; (b) to enrich the public debate by opening data through its fact-checks and (c) to set in motion accountability mechanisms by actively engaging its community of followers in the monitoring of opinion formers.

Fundación la Voz Pública also has an educational program through which it trains high school and university students, journalists and professionals from relevant areas on the importance of fact-checking and data journalism both nationally and regionally.

Chequeado has over 64,900 followers on Twitter, 15,300 likes on Facebook and receives an average of 60,000 visits to its website www.chequeado.com. The organisation has weekly columns in digital news sites La Nación and Yahoo News Argentina and in radio shows in Continental AM 590, Milenium 106.7 FM and Vorterix 103.1 FM.
GEDin Sertão is a research group from the Federal Institute of Education, Science and Technology in Brazil. They have been working with five indigenous groups in the hinterland of Pernambuco state, in north eastern Brazil.

GEDin Sertão has a focus on indigenous education, and has developed original indigenous course textbooks for elementary school levels. The organisation promotes integration of university students from the Federal Institute in information technology and science projects, such as Indigenous Culture Entrepreneurs.

The pilot program began in 2011. It aims to assists Indigenous people in one of the poorest regions of Brazil to access to an innovative style of education, which encourages cultural exchange between Indigenous people and promotes the reaffirmation of cultural identity. It is based on theories of interculturalism and hybrid learning.

The group is also researching the production of didactic materials such as course books, websites and applications, and investigating ways that technology can be applied to education and school management.
MOBY Group is a media company established in Afghanistan in 2003, now based in Dubai and operating across Central Asia and the Middle East. MOBY’s programs entertain, inform, and empower millions of people across the region. It owns the first 24/7 news channel in Afghanistan, TOLOnews, which has played a major role in holding public institutions accountable and encouraging debate and discussion on a wide spectrum of social, economic, and political issues.

MOBY produces a number of edutainment style programs, such as Travelling Doctor, a reality TV show that raises awareness of common health issues by engaging patients and healthcare officials. Its soap operas discuss gender inequalities and corruption. Through their production and screening of television content MOBY’s channels have helped root out corruption, empower civil society, and serve the Afghan people as they seek transparency and accountability from their government.

MOBY has been a bold innovator in the countries and regions in which it has been active, breaking new ground and creating opportunities for other broadcasters. Thanks in large part to MOBY’s work, Afghanistan now has a vibrant media culture, consisting of dozens of radio and TV outlets, newspapers and magazines that have cultivated expectations of accountability and transparency from the Afghan public toward their government. That is an accomplishment that cannot be reversed.
Marie Stopes International
FINALIST // CAMBODIA

Marie Stopes International Cambodia is one of the largest providers of quality sexual and reproductive health services in Cambodia. It delivers a wide range of sexual and reproductive health services to remote and rural communities, garment factory workers, youth, the gay community, people living with HIV and sex workers.

MOTIF (Mobile Technology for Improved Family planning) is an innovative mobile phone-based intervention, providing personalised post-abortion family planning (PAFP) support to the community.

People that have undertaken an abortion often find it difficult to make choices regarding uptake of contraception immediately following abortion and requesting more time to decide about a family planning option. However, many of them do not return to the Marie Stopes centre after having an abortion. MOTIF addresses this concern by proactively following up patients through mobile phone contact and provides ongoing support and post-abortion care. MOTIF aims to boost motivation to use PAFP, whilst reducing contraceptive discontinuation, method switching, and repeat abortion.
Marie Stopes International
FINALIST // CHINA

Marie Stopes International China (MSIC) manages a youth-run online platform to help young people to make informed decisions about their sexual and reproductive health. The You&Me website provides up to date and precise information regarding sexual health and broader social issues.

It delivers information through direct questions posted or frequently asked questions. Questions are answered by expert staff or volunteers with experience in the field. Clinical questions are addressed by doctors. It is run by young people on an average age of 23.

As of June 2013, the website registered almost 300,000 users for the year to date. This made its user base the largest among similar websites in China. They also have a community outreach network of approximately 100 volunteers. These young people have served in communities for at least two years as sexual and reproductive health trainers, peer educators or small grants project managers. They search and download resources, which later are posted on the website. The website assisted this team to further educate and empower young people with essential sexual and reproductive health information.

From 2014, to keep up with the fast pace of development, MSIC began focusing more heavily on new media channels. They started a public account on We-chat, the most popular app in China which has nearly 1 billion users.
Marie Stopes International
FINALIST // PAPUA NEW GUINEA

Marie Stopes International Papua New Guinea implements behavior change communication methods as part of its vasectomy program, which aims at providing information and education to PNG men about the benefits of sexual and reproductive health services and family planning.

MSPNG is widely recognised as a leader in the provision of vasectomy and male engagement programs in PNG. MSPNG has been invited to present their male engagement strategies at a number of global conferences in recent years. Furthermore, MSPNG is working with the National Department of Health and the Eastern Highlands Provincial Health Authority Vasectomy Training Institute to support Government partners with training curricula, provision of vasectomy kits, and delivery of training.

Many sexual and reproductive health programs focus solely on women as an end user of family planning methods. However in PNG men are the primary decision makers, for both themselves and their families. Hence it is deemed essential that men are informed.

MSPNG travels to communities that are hard to reach to provide awareness and vasectomy services. Their training addresses some of the critical local issues considered when it comes to contraception, such as health, education, costs, clothing and food, the amount of land available amongst families and increased tribal conflict as a result of land disputes.
Nitratos del Peru created their free monthly newsletter El Chamba Pisqueno in 2010, featuring successful entrepreneurship stories of rural and urban people from the province of Pisco in Peru, which was hit by the earthquake of 2007.

Through its articles and feature stories, El Chamba Pisqueno strengthens people’s collective identity and generates dialogue. Its content is local, addressing common issues and possibilities for action. It creates a sense of belonging to the community, which allows people to become change agents. It also promotes cultural awareness and has become a reference for teachers and students about Pisco’s history.

Seventy per cent of the population of the Province of Pisco read El Chamba Pisqueno. Nitratos del Peru believes that social entrepreneurship emerges from human motivation and leads people to overcome difficulties and achieve desired objectives and purposes.

El Chamba Pisqueno brings the community together through local customs and feelings of regionalism, which creates impetus for self-improvement and raises self-esteem. It promotes entrepreneurship and small business through experiences of successful local leadership.
PaCSIA, a Brisbane-based NGO, facilitates and organises the Community Café Dialogues, a public dialogue and social change program. The Community Cafés are based on the theory that social change emerges from individual conversations between people. Community Cafés provide a safe space in which participants can have conversations that matter over a shared meal. It utilises and adapts the World Café Conversations facilitation method developed by Juanita Brown, David Isaacs and the World Café community.

Community Cafés are empowering events that leave participants better connected, more confident and help them to strengthen networks for collective action. PaCSIA has facilitated more than 40 Community Cafés between 2010 and 2014. The Cafés have helped to build better relationships between Indigenous Australians and people from refugee, migrant and white settler Australian backgrounds.

Some of the topics which have been the focus of Community Café Dialogues include the experiences of asylum seekers (in particular those who have arrived in Australia by boat), the history and legacy of Australian South Sea Islanders in Queensland, the contradictions between the peace process and incidents of religious and government violence in Sri Lanka, and exclusion and inclusion in and of LGBTIQ communities.

These topics show the diversity of conversation for which Community Cafés are useful. These activities have contributed to a constructive change in public debate of important social and political issues. They have also contributed to provide a better settlement experience for refugees and migrants and to connecting these communities with the First Australians. These connections are significantly stronger since the inception of Community Cafés and are a key achievement in communication for social change at a local level in Brisbane.
PCI Media Impact is a pioneer and world leader in Entertainment-Education and communication for social change. For almost 30 years, it has advanced the well-being of vulnerable populations by improving knowledge, shifting locally-determined attitudes and changing behaviours toward critical social issues. Working in a capacity-building model, through its My Community approach, its strategy of storytelling allows millions to live healthier lives, sustainably, and in harmony with their natural world.

Together with their partners around the world, PCI Media Impact has produced more than 5,000 episodes of 100 serial television and radio productions reaching more than one billion people in over 45 countries.

Their programs have increased knowledge, changed attitudes and facilitated behaviour change on some, including violence against women, HIV/AIDS prevention, sustainable development, reproductive health, human rights and democracy.

Currently, Media Impact is working in more than 30 countries throughout Latin America, the Caribbean, North America, Africa, Asia and the United States.

PCI Media Impact uses Entertainment-Education (E-E). E-E, sometimes called Edutainment, which is the process of purposely designing and implementing a media message both to entertain and educate, in order to increase audience members’ knowledge about an educational issue, create favourable attitudes and change behaviour.
The Philippine Rice Research Institute (PhilRice) is the Philippines’s lead agency for rice research and development.

The Infomediary Campaign is an initiative to mobilise high school students to serve as information providers in the rice farming communities of the country. It employs several strategies such as provision information materials on rice for the school libraries, promotion of the PhilRice Text Center (texting platform that caters to all queries on rice production) and the Pinoy Rice Knowledge Bank (website that contains massive information on rice production), establishment of rice gardens in participating schools, educational tours, and Infomediary Quiz Bee and Face Off (which involve students giving recommendations to farmers about their rice farming concerns).

The campaign is now being implemented in 81 agricultural technical vocational high schools in the Philippines.
Development Alternatives (DA) is a research and action organisation, designing and delivering eco-solutions for the poor and the marginalised. With a deep understanding of the rural market and a strong presence in the Indian heartland, its existence has been a credible and visible one in addressing poverty challenges in a climate-sensitive environment.

DA’s project Shubh Kal (for a better future) worked with local community radio presenters in semi-arid Bundelkhand regions of Central India to train them to be climate change reporters, and act as communication intermediaries between scientists, NGOs, policy makers and communities. Community media was used along with various forms of rural communication such as street plays, painting competitions, folk songs, etc. as key mediums to spread awareness about climate change issues and adaptation measures.

In terms of impacts, it is reported that over 200 villagers have adopted the practice of creating organic compost, which was shared in one of the radio programmes as a method to reduce dependence on chemical fertilisers. Farmers have reported this has led to savings which could be spent elsewhere. Another 1000-1200 farmers are estimated to have started to experiment with new seed varieties, including a barely crop that requires 50% less water for irrigation, and can yield 20% more economic value.

The project is reported to be continuing following this pilot phase, as authorities from Krishi Vigyaan Kendras (KVKs -government agriculture extension centres) and agriculture departments have signed partnership letters with the radio stations to continue facilitating their extension services.
Radio Media Village
FINALIST // INDIA

90.8 Radio Media Village is a community radio station operating in Kerala, India. It is licensed to St Joseph College of Communication, the First University affiliated media college in South India. In 2013 and 2014 it won the National Community Radio Awards which were awarded by India’s Ministry of Information and Broadcasting. The stakeholders of this radio station are marginal farmers, women, children, Dalits, tribes, constructions workers and coolies. 56 programmes are being aired with a high level of community participation. It has also a strong group of 300 volunteers.

Radio Media Village was nominated for its campaign “Prathyasa Blood and Organ Donation Movement”, which is creating awareness about organic farming and health issues. The campaign broadcasted a series of programmes educating people on how to avoid chemical manure and chemical pesticides to avoid kidney-liver diseases. This campaign also involved direct fundraising for people and families who were terminally ill and needed kidney and liver transplants as well as housing and direct care. It also raised awareness on the issue of organ donation, and mobilising the community to donate blood as well as organs. Through this campaign 30 persons who belonged to poor families successfully received liver and kidney transplants and survived. Volunteers collected Rs. 30,00,000 and 300,000 people submitted their agreement form to the government to donate their organs after death.

Radio Media Village is also involved in projects to save nature and preserve ecology promoting solar energy, waste management, water harvesting, organic farming and blood and organ donation, as well as raise awareness of TB.

Radio Media Village is the only radio station in India which conducts 38 hours of live-phone-in-programming regularly every week, allowing marginalised communities to interact with each other and express their issues.
Smile Foundation is a national development organisation benefitting over 300,000 children and their families every year, through 158 welfare projects focussing on education, healthcare, livelihood and women empowerment, in more than 700 remote villages and slums across 25 states of India.

Smile Foundation believes that unless members of the civil society are involved proactively in the process of development, sustainable change will not happen. In accordance with this principle of ‘Civic Driven Change’, Smile Foundation using various local and mass media campaigns sensitises civil society in order to make them partners in its mission.

Eminent public figures and celebrities are encouraged by Smile Foundation to become role models. Smile Foundation has made several short films and documentaries highlighting vital social issues and disseminating them through television, cinema and social media. It has also been undertaking successful mass sensitisation campaigns with leading satellite channels like NDTV and CNBC TV 18.

In 2010, Smile Foundation became the only NGO in India to produce a full length Hindi feature film, ‘I am Kalam’, highlighting the cause of education for underprivileged children. The film has travelled to over 40 film festivals and still counting, won 23 coveted national and international awards, and sensitised nearly two million people across the globe. It has won various awards including the Asia-Pacific Child Rights Award instituted by CASBAA, ABU and UNICEF, the Education Excellence Award by ASSOCHAM and the Global CSR Excellence & Leadership Award by ABP News. Smile Foundation works with the National CSR Hub at TISS, an initiative under Ministry of Heavy Industries & Public Enterprises, and has been accredited by India Development Foundation of Overseas Indians, under the Ministry of Overseas Indian Affairs in the Government of India.
TECHO
FINALIST // CHILE

TECHO is a youth led not for profit organisation that operates in 19 counties of Latin America and the Caribbean. Through the joint work of families living in extreme poverty with youth volunteers, TECHO seeks to overcome poverty in slums.

TECHO’s vision is that poverty can be permanently eradicated when society as a whole recognises poverty as a priority and actively works towards overcoming it.

TECHO uses social media and new technologies as well as interventions and displays in public spaces to show the reality of people living in extreme poverty and their stories. TECHO has become one of the most recognised social organisations in Latin America.

An example of TECHO’s innovative use of communication was the Invisigram campaign, where 28 Brazilian celebrities donated their Instagram account to a slum dweller in Sao Paolo for a week so that they could post photos of their communities and raise awareness of social injustice.

TECHO has also established the Centre for Social Research, exploring topics related to poverty reduction, social exclusion, community engagement and corporate social responsibility, among others.
Text to Change (TTC) is a social enterprise that specialises in the use of mobile phone technology in social change projects. Some of their clients are USAID and UNICEF who TTC helps to connect with their target groups and develop communication programs. TTC works on the ground in 17 countries in Africa and South America.

TTC uses one and two-way SMS channels to create behavioural change campaigns, conducts research to produce reliable data and strengthen transparency and accountability by helping citizens to make informed decisions and hold their leaders to account. Its work focuses on the areas of health, agriculture, education and environment.

An example of this is the program Healthy Pregnancy, Health Baby. The project sends tailored maternal and reproductive health messages to expectant mothers with the aim of generating positive social and behavioural change. It is the largest mhealth project in Africa (21 million messages sent in one year).

By choosing context appropriate technologies, TTC is able to generate large audiences. Over the last six years TTC reached over 1 million unique users and sent out more than 45 million messages. One of their campaigns is held responsible among other factors of a 200% increase in HIV testing in the community as a result of a HIV awareness survey.
The Goodness Inc. is a Brisbane-based NGO whose volunteer membership enables projects and enterprises in Australia and abroad, as well as hosting events and workshops and sharing knowledge. The Goodness Inc. works as a social platform for inspiring sustainable living based on indigenous knowledge, multiculturalism, community and respect for the environment.

Their recent projects include climate advocacy for and with the Torres Strait Islander population around climate change, working with Brisbane’s Karen community to establish a community garden, the creation of SpeedSeed events that aim to match-make those with ideas, projects or enterprises and those with the resources to invest and the Collaboree project which is a series of sustainability workshops in the Moreton Bay Region.

The Goodness Inc. believes in combining traditional knowledge with technology and social innovation to encourage people to create, restore and replenish the goodness in the communities, society and planet.

The organisation engages in a wide range of communication mediums including social media, digital storytelling, traditional storytelling, online campaigning, information advocacy, community radio, print media, crowd-funding, blogging, website, online forums, and community and public events to facilitate change, depending on the audience and the nature of the project.
Transparency Vanuatu is a country branch of Transparency International, and does significant outreach across different communication mediums to combat corruption in Vanuatu, including civic education in Bislama, English and French.

Transparency Vanuatu’s aims for Vanuatu are:
- An end to corruption.
- Transparent decision making.
- Accountable leaders and responsible citizens.
- Vanuatu’s people to know how their country is governed.
- Vanuatu Government resources used to benefit all Vanuatu citizens.

Transparency Vanuatu believes that the people of Vanuatu are entitled to have access to information which is helpful to them so that better decisions can be made from the community level up to the national level. For this reason, Transparency Vanuatu over the past 11 years, along with help from different funding agencies and stakeholders, has been organising workshops, seminars, public forums, public display and radio programmes to inform the people of Vanuatu about corruption and how Vanuatu as a state is functioning.

Their primary focus is on women and young people, running specific projects focussed on these groups, such as Empowering and Inspiring Women and Youth Against Corruption. They believe their significant engagement with young people through their campaigns led to higher youth voter turnout in the 2012 election.

Transparency Vanuatu engages the media by sending weekly press releases outlining current affairs and exposing corruption. They produce quarterly newsletters, and run twice weekly radio programs featuring talkback shows, debates and information sessions.
Contact the Centre for Communication and Social Change

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