Saleema

Editorial

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Saleema initiative that has been raised many ,2008 launched in questions as on the nature of the initiative?and if the massage have reached a wide sector of the public urban and rural Sudan? questionof to what extend can the public understand the nature of Saleema's massage. Also the other question was; is to whether the time was suitable for spreading the massage or otherwise. All these were questions that where raised by many who expressed their written and oral views in public and in private gatherings

We can point at the viability of the massage, which is that by now the termSaleema resonates and is popular and many questions surrounds the issue of Saleema. Naturally any question has an answer that wide spread through mediums and means of Saleema, and as long as there are answers ,Saleema shall be known and shall spread and shall be accepted as an idea and a concept through communication language, by which media and information are the most important means which makes the massage calls for the spread of the ideal idea; that of safe guarding young girls away from any exposure to physical or psychological harm all around Sudan . This implies that young girls should live safe and to beprotected kept away from any harm that due to the practice of FGM/C. Throughout many years and centuries young girls have carried the negative image of being a girl; this negative image has caused great physical and psychological damage throughout .time

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Saleema is an initiative for positive communication, it focuses on young girls and this focuscontinues until mature age.Saleema initiative is very popular amongst members of the Sudanese society and all over the Sudan the popularity of Saleemahave increaseddue to the outstanding official efforts, represented by the National Council for Child Welfare, and UNICEF as well as the great roles that have been played by civil society organizations ,journalists , media channels and activists. Considerable efforts have been extended by medical profession, psychiatrists , friends and Saleem'sSuffaras, in particular women and men who are working hard to spread the Saleema's principal message (Every girl born Saleema let her grow Saleema). These efforts shall continue as long as the means of Saleemafunctions efficiently and as long as friends of Saleema works seriously to raise awareness to the need for the raising and developing of young girls in a safe way, aswere created by God, without any changes or any harm due tothe .mutilation oftheir sexualorgans

Saleema "From Initiative to a Movement



Saleema started as an initiative for communication concerned with girls from early age until maturity, the ideal idea behind initiative is to keep girls safe and free of any types of violations and let the girls grow in their original God creature. The initiative which has brings attentions 2008 been emerging in of different society segments, not only in Sudan but in the neighboring countries.Protecting girls and keep them Saleemaas have been created by God requires commitments from families, communities and the states. The commitment that protects girls from any physical violence caused by FGM/C will constitute a solid platform for Saleemato be deeply rooted within Sudanese communitiesand thus Saleema has to become a community movement. The process of breaking down the silent barrier on FGM/C on the level of formal discourse was a very important achievement through the last four decades, and throughout that époque we have initiated

discussions and acceptance to discuss FGM . As for now the issue is being discussed extensively in public lectures, newspapers, editorial, TV and radio programs , scientific publications , religious forums and parliamentary .debates

Activistsachievement's/ This has been attained on the level of public activities, organization's work, civil society groups activities. The important accomplishment in that époque was mainly due to the public discourse led by activists leaders to establish a deep understanding on the health risks and have changed the mind set of those ,experts in religious affairs

which led them to express their views freely that FGM is unacceptable religiously.Upon this general background of achievements, a number of organizations share ideas, researches, results and experiments from the real ground for developing the Saleemacommunicative initiative and in cooperation and in line with the polices of the National Council for Child Welfare. All this positive participation has an impact on the way how strategies and means where developed for Saleemainitiative which led to building a massage on positive change, and facing challenges for change. Also more over the understanding of the contents of this influences helps to clarify the objectives and the means of continuing the massage of Saleema.One of the short comings of communication previously, which was clearly remarked was the emergence of negative massages whichare usually argumentative in nature,while the practice of FGM appears as an indivisible part of the field of positive values; which includes ideas on cleanliness and moral purity. The general communication aims to illuminate FGM thus focusing strongly on events, values and negative images:Mutilation, pain, suffering, deprivation from rights ,violence and death.These strong negative images of FGM has shocked people and have warn them from the damages of FGM. Unfortunately these negative images have failed to provide a positiveand convincing alternative which can convince the majority. The clear massage for families and communities is (don't practices FGM on your girls), but the alternative image has not been developed in asufficient way .if FGM was not practiced on those girls so what is the fate of those girls? do they become Impure? .Or are they going to carry the social scars of not practicing FGM (galfa). It is clearly important that more attention and concentration should be focused on the most clear advantages for the girls themselves and for the society as a whole due to safe guarding and protecting girls as God created them, and as mothers without any harm upon them. This last part should have been the focusof the massage, which focuses on the importance of communications historically .The organized communication on the problem has been borrowed from national speeches on FGM which still serves as a major model for programming popular community communication , despite that it is not connected to the community and family .level

The development of the content of the communication depended on a great degree on the source of experiences from outside the practicing communities such as from: Medical professionals Medical professionals

.Human rights experts

This has affected the wide spread of communication activates based on lectures which trainers and facilitators practice and who (those trainers and facilitators) are usually dynamic activists in social change , and who provide information and visions previously .prepared

Avwadorkeno African Award



The United Nations Funds for Population (UNFPA)in collaboration with the Guardian newspaperhave established the Avwadorkeno African Award for journalist investigative work on FGM. The Award called for upon journalist working in Africa for presenting reports on the subject.The awardaims at raising increasing media awareness and strengthening debates ,through local and regional mediaand onthe communal level on the issue of FGM/C.For application to the Award the presented material can be a typed story radio report or a TVreport, materials to be sent Materials .2016 4thof January before the have to be presented in the following format:*A published story not more than Two thousand words
minutes 15 to 4 A radio report between minutes. 15 to 4 A TV report between Those eligible for the competition must :be
A professional journalist working with printed press, or the journalist use to publish an article in a daily, monthly or periodical basis
Professional journalists work with Radio or TV channels in Africa or and freelance
journalist whohave previously published materials upon request. Competitionis alsoopen for journalists working with media institutes in Africa exclusively. Must be a citizen of an African country
All the articles and reports must be of an investigative type or stories of human interest written in Arabic, English or French and must be published or aired between the period ofthe
If the .2015 31th of December 1st of January and original report or article had been published on a local language, please provide a translated copy in Arabic, .English or French
:Present your article through the following email address
fgmaward@unfpa.org

Saleema Regional Forum

aiming to elaborating national action on Saleema as a sound ,2014 ,of October 22-20 Saleema Regional Forum has taken place during initiative so as to connect and enhance wide-ranging movement locally and internationally so as to stop female genital mutilation for .the next generation
:The Forum was based on three main components
;A scientific insights of social norms marketing perspective for the expected changes on FGM abandonment
;National expertise to use the sound from inside the country, with special attention to the success stories of mass abandonment
Launch communication tools package and how it is used by all participants through guiding and enlightening activities
The output of the Forum
;(Launching on Saleema's communication Initiative tool kit (in both Arabic English version
;Documentation od researches , surveys and studies on FGM/C abandonment
;International and regional support for Saleema's initiative at high political levels
Publish of success stories on mass abandonment of FGM/C*

Orientation session



On the occasion of Saleema's website update, an orientation session has been conducted by Alalag center and run by Dr. Samira Amin, expert with protection section at UNICEF. The main goal of the session is to brainstorm (Saleema'swebsite team members, some selected journalists and international correspondents) on Saleema as a unique imitative used to target the Sudanese communities to change their behavior and attitude towards the practice of Female Gentile Mutilation/Cut. Samira explained how Saleema's communication tools can be effectively used as mode of message diffusion via training, and brainstorming sessions, drama, etc. She :is also highlighted on the core strategies of Saleem initiative as follows
Move from individual decisions to the communal decisions*
Constitute for debate for a at community and family levels*
;(Direct and Face-to-face communication with families and public services (Born Saleema's initiative is an example *
.Consideration of Sudan as a highly diversified country in terms of ethnic groups, culture, language, religion, etc*
By the end of session a fruitful discussions and debate have taken place among the participants on the importance of establishment of community dialogue on messages delivery via website especially among young people

Saleema on the Eyes of Youth

saleema Colors

On the occasion of Saleema's Regional Conference ,movement which was held in Khartoum in October and in the Youth sub-gathering (Saleema 2014 in the eyes of youth), debate was carried out on the colors of Saleemaand what it meant to the participants, the answers were as follows



The inter-reaction of colors reflects the ;inter action of the society
;The colors represents rainbow colors*
;Colors are live and attractive*
.The spiral shape represents power*
The colors are the same as the colors of* theGarmasees(Traditional cloth usually ;(wear by the bridegroom in Sudan
The spiral shape is a strong shape which* represents strength,and which means .continuity
Salaam's colors are the most popular colors in all* .Sudanese state

Needy and Deprived youngInitiative



In collaboration with Unicef and Federal Ministry of Health launchedAlshufaaAlsughar Initiative,(the needy and deprivedchildren's initiative) under the title of (the most important human beings at home is the life of the young boys and girls). This initiative is a health communicative initiative, which aims at reducingchild :and infantmortalityrate via

raising health awareness in order to reduce infant* mortality through the focus of the importance of natural ;breast feeding

.Use of mosquito nets *

raising awareness on the need of completing ;immunization in the first six months of birth

;washing hands with soaps*

and ensuring the using of oral de-hydration solutions* ;((ORS

A representative from the Ministry of Health stated that the Ministry has integrated strategy for implementing the principles through media campaigns in order to promotechildren's health. The Country representative of UNICEF stated that " there are still children living in a vulnerable situation such as those living with disability, living in very poor family and those who suffer for chronic diseases are in badly need for this initiative" .He stated that the simple message should be extended to all family members as well as concerned bodies (i.e. fathers, mothers, sisters, grandmothers and grandfathers, civil .(.society's affiliates, private sectors

The representative strongly added " what we have ".launched today need to see its results soon

International Day of Zero Tolerance to Female Genital Mutilation/Cutting

On the occasion of the International Day of Zero Tolerance to Female Genital Mutilation/Cutting (FGM/C), the United Nations Population Fund (UNFPA), the United Nations entity for Gender Equality and Women's Empowerment (UN Women), the Office of the High Commissioner for Human Rights (OHCHR), the World Food Program (WFP) the World Health Organization (WHO) and the United Nations Development Program (UNDP) reiterate their position that FGM/C is a grave violation of the human rights of women and girls, and a harmful practice that can have profoundly detrimental impact on their health, including their psychological, sexual and reproductive health and can sometimes cause their death.WHO defines FGM/C, commonly called "female genital cutting"as "all procedures involving partial or total removal of the external female genitalia or other injury to the female genital organs for non-medical reasons". Once characterized as "female circumcision," the word "mutilation" was adopted both to distinguish it from male circumcision and to stress the severity and the impact of the act. The Convention on the Elimination of forms of Discrimination Against Women (CEDAW), the Convention on the Rights of the Child (CRC), the African Charter on Human and People' Rights, as well as other international and regional human rights instruments all prohibit this harmful practice that cannot be justified by any cultural or religious reasons and consider it a major health the United Nations ,2012 concern. In General Assembly passed resolution A/ banning FGM/C and calling ,146/67/RES on states to intensify their efforts in



combatting this harmful practice.Women and girls who have been subjected to this devastating practice and those who are at risk must have access to medical and psychological support to help them address the psychological, sexual and reproductive consequences of what they have suffered. We also call on civil society organizations, religious and community leaders and the media to help raise awareness among the most affected, including refugee communities on the harms and illegality of FGM/C . "There is no developmental, religious, cultural or health reason to cut or mutilate any girl or woman," said United Nations Secretary General, Ban Ki-moon. "Although some would argue that this is a 'tradition,' we must recall that slavery, so called honour killings and other inhumane practices have been defended with the same weak argument. While national health surveys report prevalence rates of FGM/C in Egypt, Somalia, Sudan and Djibouti exceeding 49-15 among women aged recent reviews by UNICEF have ,%80 shown signs of progress on curbing the Just" .14-0 practice among girls aged because a harmful practice has long existed does not justify its continuation. All 'traditions' that demean, dehumanize and injure are human rights violations that must be actively opposed until they are ended," said Ban-ki Moon.We urge Arab policy makers to adopt all necessary measures to effectively put an end to this cruel practice that has harmed millions of women unnecessarily. Such measures include enacting and implementing comprehensive legislation to ban the practice and hold accountable medical practitioners who carry out FGM/C both in public and private clinics