

Media Advocating for Disability Issues

Dr Rose Reuben



Introduction

- ❖ Disability movement in Tanzania is older than the Independence period of our country. This is evident owing to the fact that, the Missionaries in the pre-colonial era persuaded the then Colonial Government that (PWDs) had the right to education just like non-disabled persons in the country.
- ❖ The Anglican Church in the central diocese of Tanzania had already established educational programs in 1947 for the Blind Children which led to the mainstreaming of such programs into the Government education curriculum which had resulted into starting special school for the blind children at Buigiri Primary School in Dodoma in the year 1950 where by Braille was the major method of teaching.



Involvement of the PWD within Media

- Tuma Dandi success and challenges as the journalist with disability



Why Must Media Advocate for Disability



81% of disabled people don't feel they are well-represented in **the media.**

It's time for this to change.

Source: Opinium online interviews (2016)

Scope
About disability

Mwamini Kosuri

❖ Testimonials as journalist writing for PWD



Advocacy

- ❖ Supporting the cause and influencing others to support it also.
- ❖ Speaking up, drawing attention to an important issue and direction policy makers to a solution.
- ❖ Openly supporting certain viewpoint or group of people
- ❖ Public support for or recommendation of a particular cause or policy



Advocacy

- ❖ Systemic efforts by an individual or group with aim to influence public policy and resources allocation decision within political, economic and social systems.
- ❖ Speaking up for or assisting individuals or minority interests that aren't always represented.
- ❖ Enabling PWD to express their views and concerns, access to information and services
- ❖ Defend their rights and responsibilities to explore choices and options



Media Advocacy

- ❖ Media advocacy is generally the use of any form of media to promote goals or objectives which come from vision and mission.
- ❖ It is the strategic use of mass media to support community to advance policies
- ❖ Seeks to mobilize communities and to motivate social and political involvement.
- ❖ Develop healthy public policies
- ❖ Focuses on the power gap



Use of Media Advocacy

- ❖ Provide information to general public or specific group
- ❖ Illustrate points of focus on solution.
- ❖ Create sense of urgency
- ❖ To shape public debates
- ❖ Creation of awareness
- ❖ Behavior and social change
- ❖ Shifting paradgms



Use of Media Advocacy

- ❖ Undermining resistance to change
- ❖ Influencing attitudes toward issues
- ❖ Generating stakeholders supports for policies and programs that we want to advance
- ❖ Pressure to decision makers

According to UNFPA media advocacy is to promote or reinforce a change in policy program or legislation. It address power gap rather than information gap and focuses on public policy rather than personal behavior



Media practitioners role to advocate for the PWD

- Chelu Matuzya
- Danson Rioba



Thank You

