



CHILD *media* HOUSE



“Peace for Conservation empowers children by offering journalism mentorship and coaching enabling them to host interviews with key stakeholders involving environmental, wildlife conservation, and social issues facing children in Tanzania and to suggest solutions.”

Children must be given the opportunity to investigate environmental and wildlife conservation issues of interest to them and their peers. Conservation by Conversation is a platform where friendly, informative discussions are organized in hotels, coffee shops, and conference halls. Participants relax with a soft drink or coffee and discuss topics of national and international importance.

Peace for Conservation (PFC) will share these interviews on social media platforms to reach a larger audience.

How does Child Media House empower children?

PFC offers journalistic-style opportunities for youth, to encourage and enable them to express their views and experiences related to local environmental and social issues through different forms of media: writing, photography, social media, video, etc. It is our hope this can create a creative space for youth to tell their story and share their vision for a sustainable,

environmentally and socially just future all while developing their communication skills.

What are the benefits of this program?

Child Media House strives to give children a voice to speak out about environmental issues and wildlife conservation, the social problems children face at home and in schools, and the impact of climate change on children's future livelihoods. Speaking with this voice will raise their self-esteem, bring them an awareness of their own capabilities, and enhance their self-reliance.

Today's children are our future leaders, and they may be the last generation with the opportunity to save the many species of exotic animals that we all know and love. Time is running out to save the wildlife on which we all depend. Children are the stewards of the future! They can effect change in our community by speaking with stakeholders and finding solutions to the evils of wildlife poaching and other health and environmental issues in Tanzania.

Child Media House will:

- Provide scholarships and training to school children to develop their journalistic skills, preparing them for a future in journalism
- Present opportunities to host interviews with environmental and conservation leaders to seek solutions for community problems
- Offer a fresh perspective to the main stakeholders
- Generate discussions and identify solutions to conservation and health issues
- Create an action plan to be endorsed and acted on by stakeholders
- Raise national and international awareness of wildlife conservation, and elephant and giraffe poaching by sharing hosted stakeholder interviews both online and in print

Who are the key parties involved in implementing the activities?

- A PFC child journalist / young reporter will host interviews.

Founder and Executive Director of Peace for Conservation Mr. David Kabambo was the first person to be interviewed by young reporter Janet Mkami; their topic was "Child Journalism."

Miss Janet Mkami was interviewed by filmmakers from the USA, Joe Stone and Jocelyn Stokes. [jocelynstokes.com] Miss Mkami explained the role of youth to be part of

and engaged in environmental and wildlife conservation in Tanzania.

Miss Janet Mkami Light speaking with Deputy Minister of Natural Resources and Tourism – Tanzania, Miss Mary Masanja. Their discussion focused on elephant poaching in Tanzania and the role of African women in environmental and wildlife conservation – Lesson from Tanzania.



- PFC will share Child Media House interviews on social media platforms.
- PFC will prepare and publish Child Media House news articles in wildlife journals.
- A Smart Girl captain will represent student views and concerns during Child Media House school interviews.

How does the program work?

PFC will visit rural and urban schools to identify and scout out children who have an interest and/or talent in conducting interviews and giving presentations live or online. PFC will train them in a wide range of journalistic skills and media platform use on issues that impact children’s education, wildlife, health, the environment, climate change, and children in refugee camps.¹

A PFC child journalist / young reporter will interview stakeholders involved in environmental initiatives and wildlife conservation regarding issues caused by climate change.

Also, PFC will disseminate these conversations through social media to reach a larger audience nationally and internationally.

The Child Media House program will be organized in various forms, such as round table, face-to-face interviews, or coffee shop discussions and will focus on:

- Jicho la Mtoto* “Child’s Eye” – The investigation leads to a documentary story to raise awareness of a problem and looks for a solution to a problem, either from government, stakeholders, or through international action.
- Habari za kitaa* “Story from the Street” – A child journalist interviews fellow children about child problems which are harmful to their welfare. Problems identified by children are expressed to the audience/stakeholders through filming, and solutions to overcome the problems are sought.
- Ongea, Usione Soo* “Talk: Don’t Be Shy” – Two youths, one boy and one girl, will be trained as local reporters to

cover issues related to health education focusing on breaking the silence. They will host conversations with other boys and girls, both in school and in neighborhood settings, to discuss challenges related to menstruation hygiene management, its related culture, and taboos; sexual reproductive health and rights; breast cancer and other non-communicable diseases; and awareness of COVID-19 and necessary mitigation measures.²



- Conservation by Conversation* – This round table discussion brings together different people who can influence changes on issues related to the environment and wildlife conservation in Tanzania. Child journalists host discussions on different

Mr David Kabambo Founder and Director of Peace for Conservation, Miss Mary Masanja Deputy Minister of Natural Resources and Tourism – Tanzania, and Miss Janet Mkami a young reporter of environmental and wildlife conservation from Peace for Conservation.

Miss Janet Mkami speaking with Miss Rhoda Kabarua from the Tanzania Tourist Board – Lake Zone (TTB); they

discussed the impacts of COVID-19 on the tourism sector in Tanzania.

When you empower young children via media while still young, they can become environmental journalists and can investigate conservation and wildlife stories with a focus on ethics.



conservation topics, including conflict grazing in protected areas.

How can you help?

If you or your organisation is interested in a collaborative partnership empowering children to tell their stories, PFC wants to work with you.

Children offer a unique perspective on the issues affecting them, issues in school and at home such as child abuse, gender-based violence, child labor, and inadequate classrooms, toilets, and menstruation hygiene rooms. *Sauti ya mtoto* – the child’s voice – is a powerful force enabling children to learn and live without fear.

PFC trained five child journalists to identify and report on problems they and their peers face, bringing attention to the issues through drums, choir, or documentary creation. Their presentations can be used to raise both awareness and funds from stakeholders and solve underlying problems.

Child Media House is the vehicle by which PFC will provide professional staff to identify and assist child journalists during the process, and to use social media to seek action from government agencies, individuals, and corporate donors.

For more information drop an email to Mr. David Kabambo, Founder and Executive Director of Peace for Conservation: david@pfc.or.tz or dkabambo@gmail.com. We encourage you to visit our website www.pfc.or.tz and social media you can learn more about PFC and its activities.

Follow us on social media

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[@Peace4Conser](https://twitter.com/Peace4Conser)

¹ Interviews with children in refugee camps will follow protocols established by the United Nations High Commissioner for Refugees (UNHCR). Permission will be obtained prior to any child journalist /refugee interactions and discussions about the refugee children’s social welfare and their lives in general.

² All *Ongea, Usione Soo* conversations will be recorded on video and offered for health education in schools. Interviews will be balanced with input from health professionals – clinicians, doctors, nurses, etc. – who deal with sexual and reproductive health and rights (SRHR).

The resulting documentary video will be offered to schools and students will be invited to watch. Student discussions following the documentary presentation will be led by the PFC team with health professionals from local health facilities and school health teachers to provide more knowledge about menstruation hygiene management and other topics.



Child Media House offers children an opportunity to identify a local problem, define its possible causes, and work with the appropriate key stakeholders to solve it through the creation and presentation of interviews, articles, and other media.