J’ai une amie Campaign

Through a project called Pamoja, we ran a campaign called “J’ai une amie”. The Pamoja project was set up to address the challenges of access to health services, reliable communication and the reduction of maternal mortality linked to unsafe abortion.

Being in the highly restrictive context of Senegal, young people and women are restricted in their access to information due to stigma and socio-cultural barriers. In order to open up the debate on sexual and reproductive health, rape and incest in Senegal, we launched the “J’ai une amie” concept.

When a person in a stigmatizing context wants to tell a story that is sometimes even their own, they use “j'ai une amie” to be anonymous, and to put the target at ease and enable them to speak out, we set up this concept with a 360° strategy. It covers media, digital deployment, art, community posters, awareness-raising activities and placements in Senegal's hit series and cinemas.

With this strategy we were able to reach an average of 12 million people and over 200,000 interactions on the various digital pages. The strategy enabled us to create proximity communication and organic engagement to discuss health challenges in Senegal. A great success, because for the first time, opinions are so widely discussed on social networks, and rape victims are speaking out and telling their sad stories.

Today, thanks to this success, we are once again engaging our political leaders to bring the debate to the national assembly and enable victims of rape and incest resulting in pregnancy to have access to a safe abortion service if they so wish.

Some images to support this document.



