



التقرير السنوي  
*Annual report*  
**2012**



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Dear Friends,



2012 is not an easy year to sum up. Do we begin with the good or the bad? With our achievements, or with the world around us and the challenges we all faced? As a nation and as a region we have seen difficult and uncertain times. Images of devastation inflicted on innocent civilians, whether in neighboring Syria, or recently in Gaza, on television, in the newspapers, and on our minds, have been a sad backdrop to our daily lives here at Sawa. The violence suffered by our people in Gaza prompted Sawa's Call Center to again expand to a 24-hour emergency line and do what we do best—offering support, guidance, caring --in order to help Gazan women, children and men remain steadfast in the face of war. Until we no longer see this need, we will remain available on this emergency schedule to help those struggling to recover their psycho-social health. On the other hand, we were proud to see Palestine formally recognized on the world stage this year. Exemplary of the vibrancy and drive of the Palestinian people and our civil society, Sawa itself has brought forth some notable achievements during 2012, with hopeful implications for our organization and for our developing nation.

Palestinian men from Hebron showed their readiness to work for social justice when they participated enthusiastically in the first-ever White Ribbon Campaign held in Palestine, which was organized by Sawa and a handful of male volunteers. By taking part in this global campaign, these men showed their opposition to all forms of violence against women and their commitment to bringing about a non-violent and gender-equal society. As further evidence of Palestinians' desire for progress and positive social change, men and women from other towns and cities have asked that the campaign come to their communities in future years.

In October, Sawa attended Child Helpline International's 6<sup>th</sup> Annual Consultation in Durban, South Africa, meeting our colleagues around the world, sharing experiences, and garnering another kind of international recognition. For the second time, Sawa was elected as the representative of the Middle East and North Africa for the CHI Advisory Council. This is clear evidence of our solid regional reputation as a leader in the provision of counseling and support to children in need.

This annual report will provide a more detailed picture of the accomplishments of the year and how our work was affected by the circumstances around us. Bear in mind as

you read that these achievements were possible in part because of the moral, technical, and material support of our donors and partners, as well as the efforts of dedicated staff and volunteers.

Best regards,

Ohaila Shomar

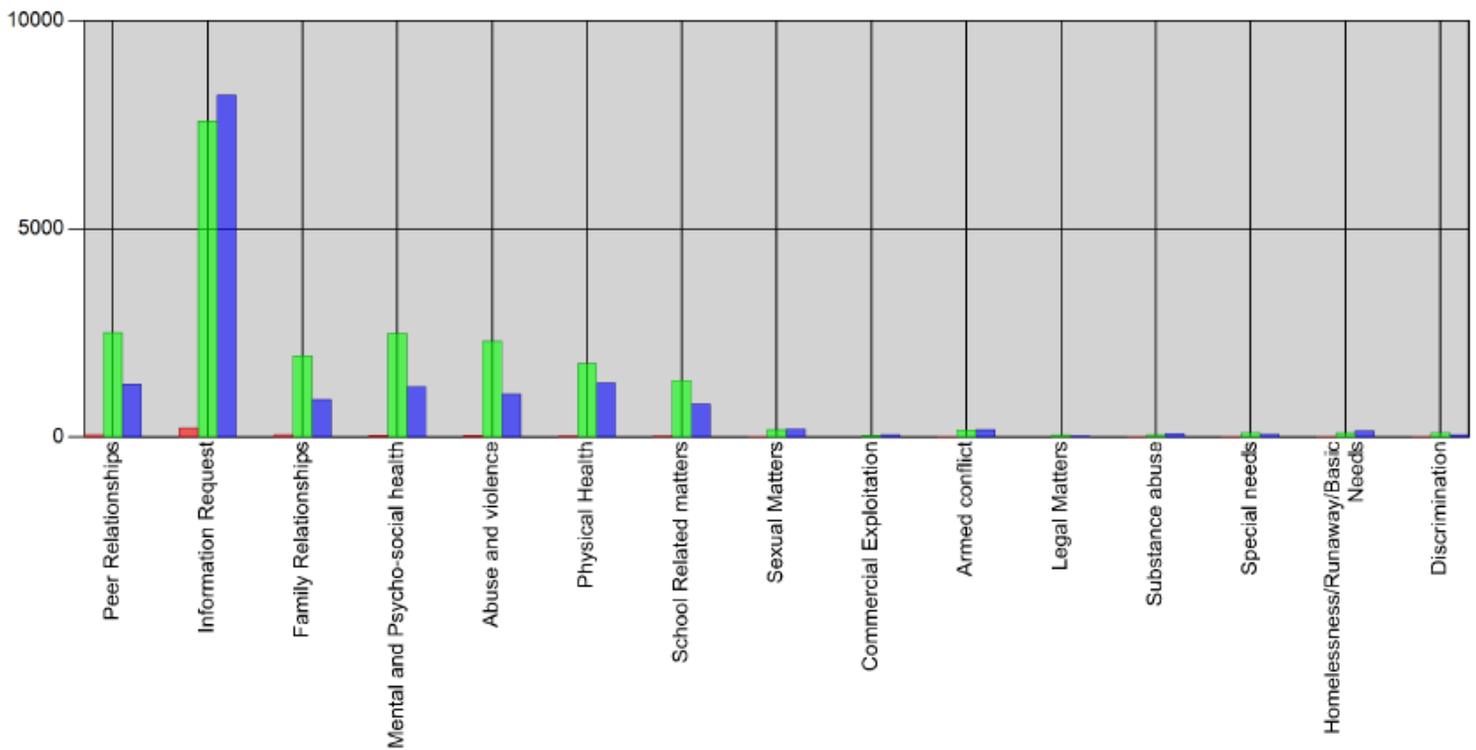
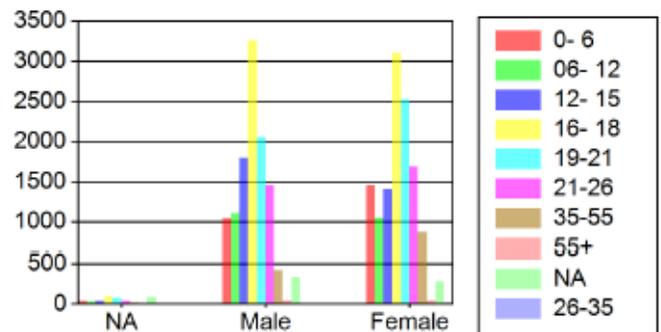
## Call Center

*Phone Counseling:* Throughout most of 2012, the Sawa Call Center has offered help and an active listening ear to victims of all forms of violence and psycho-social problems, 7 days a week, 16 hours a day. During all of 2012, 24, 393 cases have been documented in total, including 5,150 adult women, 7,218 girls, and 7013 boys.



Sawa uses our Caller Information Database to document cases and prepare statistical data reports. The charts below are taken from 2012's statistic report, and show a detailed breakdown of cases and calls received. A database of referral organizations is also in use in order to refer cases to other services when needed. Fifty-one cases have been referred to other organizations for specialized services in 2012. Following the Israeli attacks on Gaza in late November, the Call Center expanded to a 24-hour emergency line.

Age	NA	Male	Female	Total
0- 6	36	1047	1453	2536
06- 12	28	1109	1052	2189
12- 15	41	1798	1405	3244
16- 18	97	3264	3103	6464
19-21	77	2049	2523	4649
21-26	41	1458	1688	3187
35-55	16	418	874	1308
55+	1	47	45	93
NA	91	331	281	703
26-35			20	20
<b>Total</b>	<b>428</b>	<b>11521</b>	<b>12444</b>	<b>24393</b>



Call Type	NA	0- 6	06- 12	12- 15	16- 18	19-21	21-26	26-35	35-55	55+	Total
Peer Relationships	28	192	122	349	1194	1147	682	4	106	4	3828
Information Request	466	1746	1331	2099	4098	3140	2147	13	921	55	16016
Family Relationships	23	263	157	265	800	725	512	9	142	9	2905
Mental and Psycho-social health	28	508	291	284	850	936	585	7	231	10	3730
Abuse and violence	33	275	339	449	852	774	456	9	178	5	3370
Physical Health	38	549	203	298	590	604	463	5	300	32	3082
School Related matters	23	42	229	379	1114	261	71	2	60		2181
Sexual Matters	1	39	4	16	114	86	93		13	1	367
Commercial Exploitation	2	8	6	9	35	15	7		3		85
Armed conflict	5	68	51	32	56	41	66		27	3	349
Legal Matters	2	14	1	4	7	10	12		18		68
Substance abuse	4	5	3	3	45	32	23		14	1	130
Special needs	1	34	9	17	32	33	16		25	3	170
Homelessness/Runaway/Basic Needs	1	40	19	28	71	25	30		31	2	247
Discrimination		7	9	22	48	42	28				156
<b>Total</b>	<b>655</b>	<b>3790</b>	<b>2774</b>	<b>4254</b>	<b>9906</b>	<b>7871</b>	<b>5191</b>	<b>49</b>	<b>2069</b>	<b>125</b>	<b>36684</b>

To facilitate the emergency expansion, Sawa made a number of efforts on the management and technical levels. These efforts included volunteers taking the initiative to increase their working hours, and employees doubling their hours to help answer the needs of callers from Gaza, supporting callers in emergency situations. This work was made possible by Sawa's use of the best available communication technologies. During this time, the percentage of incoming calls from Gaza increased to 63.5% of all incoming calls.

Sawa is saddened by the devastation suffered by our people in Gaza, but we are proud to have been able to offer a well-prepared and effective response.

It is important to note also a few statistics which show the positive effects of Sawa's Call Center on people's lives. Of 2317 callers randomly surveyed regarding their feelings after their call, 1089 indicated very high satisfaction, 649 high satisfaction, and 465 mid-level satisfaction. Additionally, we received 315 calls just to say "thank you". We have also documented that 66.2% of callers surveyed on how they learned about the Call Center indicated that they had heard about us through positive word-of-mouth.

*Professional Committee:* Throughout the year, the Professional Committee has met weekly to resolve difficult Call Centre cases and to discuss general issues of Call Centre operation.

*Legal Guidance:* Sawa has developed our capacity to offer basic legal guidance this year by providing legal counseling services through the Call Center two days a week

during certain hours, and training law graduates on phone counseling skills, in order to be able to provide legal guidance over the phone.

City	NA	Male	Female	Total										T
					NA	0-6	12-15	16-18	19-21	21-26	35-55	06-12	55+	
NA	6	10	8	24	12	1	2	3	2			4		
Bethlehem	2	14	25	41	1	6	4	10	12	4		4		
Deir Albalah	1	31	16	48		6	1	13	19	4	2	2	1	
Gaza	16	263	374	653	20	94	53	158	137	106	43	36	6	
Hebron	2	80	129	211	6	26	13	56	52	30	16	11	1	
Jeinin	4	24	52	80	3	3	10	22	20	10	5	7		
Jericho	5	1	4	10	1		4	2	3					
Khaniunis	2	98	104	204	3	21	11	48	42	51	18	10		
Nablus	2	33	36	71	1	7	10	23	17	6	4	3		
North Gaza	4	77	74	155	5	17	15	42	34	31	3	8		
Rafah	2	77	72	151	2	17	10	41	36	19	18	8		
Rammallah and Al Beirah	3	32	79	114	9	13	23	37	14	13	2	2	1	
Jerusalem		4	10	14	1	1	2	1	2	2	3	2		
Qalqilia		2	3	5				1	3		1			
Salfeet		8	18	26		1	3	2	14		2	4		
Tubas		4		4		1		1	1	1				
Tulkarim		10	12	22				3	15		2	2		
Total	49	768	1016	1833	64	214	161	463	423	277	119	103	9	

*E-mail Counseling:* Call Center counselors have also given psycho-social support to 32 male and female clients who contacted us through email counseling.



*Fact Sheets:* Using the Caller Information Database, Sawa has produced fact sheets for the first and second halves of 2012, showing the cases we have documented, and the different types of incoming calls, including cases of violence. These sheets have been shared with various organizations and ministries. These fact sheets are intended to raise awareness on the problems affecting women and children, and to help organizations develop projects and strategies to address violence.

*Psycho-Social Counseling Centre:* Sawa has recently opened a Psycho-Social Counselling Centre, which offers face-to-face support and guidance for those requiring individual counselling. They can consult with a Social Worker at the centre to decide on the proper course of action to cope with their problems.



## **Outreach**

*Women's Outreach:* These awareness-raising meetings give women an important opportunity to learn about their rights and to express themselves and to ask for help when they need it, as well as understanding healthy relationships and family dynamics. In the West Bank, Gaza, and Jerusalem, 860 women in total have taken part in outreach workshops.

In addition, 36 women are enrolled in Women's Empowerment Groups, which give women a safe and supportive place to discuss the issues they face more deeply. Empowerment Groups last for around ten meetings. The current meeting series will be completed in 2013.

*Children's Outreach:* The workshops Sawa conducts for children include fun and interactive educational activities. Workshops familiarize young people with basic information about their rights, the types of violence, sex education subjects, and the help available through Sawa's Call Centre (121). Sawa implements these workshops in schools, and in various youth, women's and community centres. The beneficiaries of these workshops have included 1490 boys and girls in the West Bank, Gaza, and Jerusalem.



*Working with Parents and Children: “Let’s Talk!”*

Through long-term workshop series, Sawa continued three years of the project “Let’s Talk!”, which works to strengthen dialogue and communication between parents and children during the period of adolescence, and to establish a basis of discussion, non-violence, mutual respect, and dignity. During the project this year, follow-up visits were made to three areas where we had held workshops before, Al-Azza Camp, Al-Amari Camp, and Beit Safafa. The purpose of these visits was to check in on previous participants and assess the long-term effects of the project. We then held three new series in Al-Thouri, Qalandia, and Al-Khader. Three groups of boys and girls and their parents, 84 people in total, participated in these meetings.



*Men and Women—Hand in Hand Against Violence:* This project working with men to end violence against women, targets four influential sectors in society, including police, elected officials, religious leaders, and law professionals. The project works in partnership with five organizations in the Hebron Governorate.



Volunteers who were trained to implement the project were able to recruit allies in the 4 sectors through raising the awareness of 23 religious leaders, 11 political activists, 98 members of security forces and police, and 52 law professionals, on violence against women and the role influential men can take in reducing it.



“Hand in Hand” volunteers and allies, with Sawa’s support, were able to establish a Men’s Forum in the Hebron Governorate, where men interested in combating violence against women can come together to share ideas and decide on actions to reduce

violence against women. 36 men and 20 women participated in the first Forum meeting.



Men's Forum leaders have held awareness-raising workshops for 206 young people, introducing them to concepts related to gender-based violence in Palestinian society.



*White Ribbon Campaign:* Sawa and “Hand in Hand” volunteers in the Hebron area succeeded in holding the very first White Ribbon Campaign in Palestine, using the slogan “I’m against violence—what about you?”.



The WRC is an international annual campaign held by allies of the project. The WRC in Hebron Governorate included a number of activities in the largest shopping centre in the Governorate, such as distributing and pinning white ribbons to campaign supporters who pledge to refuse violence, in addition to distributing special WRC publications. The WRC activities were reported on in media, including social media such as Facebook and Twitter.





*Professional Training:* Sawa held 6 trainings for professionals on how to work with women and children victims of violence. Those who participated included members of the police Family Protection Units, Al-Haya Centre for Women's Protection in Gaza, and the YWCA Psychological support Group.



*Media Outreach:* Throughout the year, Sawa broadcast different radio spots on a number of stations, in addition to ads in the paper. Radio ads familiarizing potential beneficiaries with the Call Centre have been broadcast 3 times a day on four stations reaching the West Bank, Jerusalem, and Gaza, throughout the year (9.5% of callers learned about us through radio ads). Sawa also published brochures on the Mobile Clinic. We did not forget the importance of social media to get our message across, either. Sawa has started up a Facebook page and a Twitter account. At the start of the Gaza war in November, Sawa produced a radio spot advertising the Call Center's 24-hour emergency operation, which was broadcast on different stations. As we mentioned previously, during the White Ribbon Campaign, Sawa produced a variety of media in support of the campaign.

## Mobile Clinic

Sawa's Psycho-Social Mobile Clinic, which targets marginalized and distant communities, and offers psychological support and educational activities in areas in the north, centre, and south of the West Bank, including Nablus, Beit Lid, Qalqilya, Yatta (near Hebron), Zabidat, West Janya, and Fasail. These activities were part of the Clinic's second successful year. The activities benefitted 575 girls and 622 boys.



We have also conducted a special Psycho-Social Mobile Clinic project in the Jerusalem area, targeting local youth, especially those who spend a great deal of time in the streets or have left school. This project benefitted 329 teenage boys and 617 teenage girls.



## Volunteers

### *Hamsat Al-Wasl Volunteer Training*

During the year 2012, Sawa trained 30 volunteers through our 110-hour volunteer training courses. These volunteers acquired the necessary skills to support the organization's programs, chief among them the Call Centre and the Outreach Education programs.





A brief refresher course also took place for 11 experienced volunteers who planned to donate their time and effort again to “Let’s Talk!”, which bolsters dialogue and communication between parents and their adolescent children.



### *Psychological Supervision*

All volunteers and staff in all programs have benefitted from individual and group meetings which offer a chance for psychological debriefing and professional support. The Counselling Officer holds these meetings weekly throughout the year, but the meetings intensified during the emergency period.

### **Enrichment and Capacity Building**

Every year, Sawa works to develop the capacity of its staff through a special program we offer in partnership with other organizations in this country and abroad. Through this program, administrative staff have trained on how to manage projects and

programs, logical frameworks, and how to measure indicators and results, in addition to monitoring and evaluation. Implementation staff have taken courses on photography and animation skills to express ideas, in addition to trainings on the White Ribbon Campaign, how to establish the Men's Forum, and courses on writing about political issues, social media, documentation of violations of children's rights, and a training on networking, communications, and advocacy. Some Sawa staff also attended a well-being training course.

### Special Events and Highlights

In honor of International Child Helpline Day on May 17, focusing on “The Role of Child Helplines and Technology in Protecting Girls’ from Violence and Abuse”, the Psycho-Social Mobile Clinic distributed promotional materials in a number of areas, encouraging children to use the Helpline if necessary.



In October of 2012, Sawa attended Child Helpline International's 6<sup>th</sup> Annual Consultation in Durban, South Africa. The conference was attended by organizations operating Child Helplines all over the world. Sawa was elected as the representative for the Middle East and North Africa region to CHI's Supervisory Board.



#### Sawa Becomes a Member of the New Communications Technologies Advisory Council

During this year, Sawa's Legal Representative was chosen as a member of the New Communications Technologies Council for Child Helpline International, among six other nations including the US, Canada, Denmark, New Zealand, and Kenya, in addition to Palestine. This was due to the extent of development and advancement of the Child Helpline Palestine, which relies on young Palestinian expertise and is supported technically by local companies to use the latest communication methods possible to provide our service to a larger number of Palestinian children.

#### *Duma* Film Screenings

*Duma* is the first film of its kind, presenting the topic of sexual violence against women through the true stories of four Palestinian women who had the courage to speak out after years of silence and fear imposed by the culture of shame. They have decided to break their silence and bravely tell their about their experiences of sexual violence in childhood. The film documents their experiences and concentrates on the psychologically and socially difficult situation in which victims live. In cooperation with director Abeer Zaybaq Haddad, a series of screening of *Duma* has been held in Palestinian universities, including Al-Quds University, Bir Zeit University, Al-Najah University, and also Al-Kasaba Theatre. Each screening was followed by an open discussion on sexual violence.



### **Documentation of Best Practices at the Call Center**

In cooperation with UN women, the Leimotif Company undertook a study to document the best practices in development of a call center to support victims of violence in Palestine. Researcher Eva Otero prepared this study, which made a comprehensive analysis of Call Center practices, tools and work methods, as well as the challenges and accomplishments of the Call Center. The study also analyzed its role in answering needs specific to emergency situations. The objective of the study was to improve future operation and replicate successful models.

### **Annual Conference**

Unfortunately, due to the attacks on Gaza, Sawa's 2012 Annual Conference was postponed until the following year, after the end of the emergency.

### **Sawa in the Media**

Media outlets which covered Sawa's activities in 2012 include Panet--Palestine News, Ma`an, Palestine Today, *Al-Haya Al-Jadida*, Al-Watan, Al-Nahar, Pal-News (Palestine News Agency), Palestine News Network, Beit Al-Muqaddis Al-Akhbariyya (Aelya News), Al-Wasat al-Yawm, Fateh News, Wafa, Bokra, Al-Hewar, Al-Arab Online, Petra--Jordan News Agency, Radio Zain, Radfio Al-Raya, Radio Al-Hurriyya, Radio Bethlehem, Radio Nisa FM, Radio Tariq Al-Muhabba, Radio Sawat Al-Ghad, *Al-Quds* Newspaper, Television Palestine Al-Ghad, Palestine TV, Watan TV, and Al-Hurra TV, and MBC.

**Sawa's Partners—Thank You!**

Acting for Life	Oxfam Great Britain
Bread for the World	Save the Children
Drosos	Surgir
European Commission	UNDP
Kvinna till Kvinna	UNFPA
	UN Women

**Local and International Networks in which Sawa is Active:**

Child Helpline International (including serving on the Communication Technologies Advisory Council), the International Congress on Child Abuse and Neglect, the Palestinian, NGO Network, the Palestinian Forum Against Child Abuse, the Child Protection Working Group, Al-Muntada--the Forum for Palestinian Non-Governmental Organizations against Violence against Women, the Palestinian Coalition for a Safe Education and Learning Environment, and Safe Abortions.