

**FOOTBALL BONANZA ON RAISING AWARENESS TO MEN AND BOYS ON
GENDER EQUALITY AND VIOLENCE AGAINST WOMEN AND CHILDREN'S**

MSAKALA STREET GROUNDS IN MAKANGARAWE WARD

20TH DECEMBER 2015



Introduction

On 20th December 2015 MenEngage Tanzania organized a football sport bonanza in Msakala Street- Makangarawe Ward at Temeke District. Temeke District is one of the three Districts in Dar- es Salaam Region. The event was successfully and attended by Msakala street chairman, representative from Children's Dignity Forum, MenEngage Tanzania members, media and the general public which includes people of all ages.

The main objective of the football bonanza was to raise awareness to the public on issues of gender equality and ending violence to women and children's through football sport.

The Event

The MenEngage Coordinator Ms. Dorothea Ernest welcomed all the participants and explained about MenEngage Tanzania as a network of 11 organizations with that aim of engaging boys and men in the promotion and protection of children and women rights. The network is chaired by Children's Dignity Forum (CDF). Football is boys and men favorites sport and therefore MenEngage Tanzania in order to reach more boys, men and the whole community used football to raise awareness to boys and men to understand women's and children's rights and advocate them as well as protecting and adhered to those rights.

She welcomed Msakala Chairperson Mr. Denis Moyo to give out welcome remarks and opening the football competition. He welcomed all the citizen who came to view the football competition and thanked MenEngage Tanzania together with CDF for their decision to organize football event in his street and Makangarawe Ward in general. He opened the football competition by introducing four team that participated on the competition; Msakala, Irac, Miluba and Smart Heros and also announce the award that the winner will get after the competition.

Football Competition

The first match was between Msakala and Irac where Msakala scored 2 against 1 for Irac. So Msakala was a winner who waited for the second match winner to play the final match.



Referee inspect the team and the competition began

The second Match began and it was between Miluba and Smart Heros where Miluba scored 1 goal and Smart heros did not score a goal. This results indicated that the final match be between Msakala team and Miluba team

Before the competition continued, MenEngage Coordinator Dorothea shared the reasons of working with boys and men in order to achieve gender equality in the community. She said that, gender equality is not a women concern but the responsibility of all individuals and of the society as whole and requires the active contribution and input from both women and men. The battle for gender equality has mainly been fought by women and for women but this time there is an increasing acknowledgement of the crucial role of men in building gender equality as equal partners with women. It is essential that both women and men are aware of the benefits that gender equality brings to them as individuals and as members of communities and societies. It is also true that we can only succeed through the participation of both women and men. Therefore it is important to engage more men in standing for gender equality for this is the way to bring about change. To do that it is also necessary to make

men understand how gender equality is relevant for them, that is why CDF and MenEngage Tanzania is organizing this football bonanza

Then, the final match was between Msakala and Miluba and the winner was Miluba who scored 3-2. However, while the football match was on going, the MC who was well equipped with issues of gender equality and violence was providing awareness to the general public.

Awards

Each team was awarded a football for their participation and there was a team with discipline which was also given a football and the winner was given a football plus the playing Jersey.



MenEngage Coordinator (right) and Msakala chairperson during award

Closing Remarks

In her closing remarks the MenEngage Coordinator Ms. Dorothea thanked all the teams and their coaches for their participating and promised to engage them in future for advocating for women and children's rights as well as fighting gender based violence in Tanzania. She also thanked the spectators to the match and the street chairperson for allowing the match to be conducted at his street. She also said that, she hopes everyone who attended the event will be the pioneer of fighting against gender based violence and things which causes inequality in the society. The day was ended at 12:00 am.

Output

- 232 people attended the football bonanza and equipped with different messages on gender equality

Lesson Learnt

- Football sport is a ground to meet more men and community as whole
- Men felt relaxed and comfortable to listen on gender equality issues on that environment
- Football is a good tool for awareness creation

Way Forward

- Use football spot and other men sport to spread the message of gender equality and involvement of boys and men in the promotion of children and women rights



Winner of the sport bonanza celebrating after the final match