

**War, Media and Public Communication Campaigns on Sexual Violence against Women in the Democratic Republic of Congo: An Evaluation of Strategies used by Solidarité pour la Promotion Sociale et la Paix (SOPROP), in Goma, North Kivu Province**

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North Kivu remains a flash point for on-going fighting between rebels and government forces. Women and children have borne and continue to bear the brunt of the war. Rape is used as a weapon of war causing alarmingly high rates of HIV/AIDS transmission as well as medical and psychological trauma. In attempt to raise awareness about the plight of women and children local and international NGOs have been conducting public communication campaigns to raise awareness, stop sexual assault against women and children and bring behaviour change to end violence, respect of human rights, and take care of individual victims, families, and communities. In this paper I will present preliminary findings on how a local NGO called SOPROP (Solidarité pour la Promotion Sociale et la Paix) organise public communication campaigns against sexual abuse of women and what is the impact so far. SOPROP uses two main types of campaigns: (a) *individual behaviour change campaigns* that aim at changing in individual men and especially the rebels' violent behaviours towards women and children and promote respect of human rights, peace and harmony, and (b) *public will campaigns* that attempt to mobilize public action for behavioural and policy change. Using the theory of Social Marketing I will outline the reach and frequency of the campaign's messages and how the different strategies of 'communication mix' used by SOPROP have impact on individual and community behavioural change.