



PERIODISMO  
que **transforma**

# Journalists transforming **attitudes and practices** FOR GENDER EQUITY AND EQUALITY and the exercise of **Sexual and Reproductive Rights**



## **Journalists transforming attitudes and practices for gender equality and the exercise of rights sexual and reproductive rights**

It is a publication of Católicas por el Derecho a Decidir/ Bolivia

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# Journalists transforming attitudes and practices FOR GENDER EQUITY AND EQUALITY and the exercise of Sexual and Reproductive Rights



# INDEX

1. INTRODUCTION	5
2. BACKGROUND	6
3. OBJECTIVES	8
4. PROCESSES	10
4.1 FIRST PROCESS - COURSE: SEXUAL RIGHTS AND REPRODUCTIVE RIGHTS ON THE AGENDA	11
a) Methodological execution	11
b) Organization and conduct of virtual sessions	13
4.2 SECOND PROCESS - CALL AND IMPLEMENTATION OF "FONDOS SEMILLA" (SEED FUNDS)	26
ABOUT "FONDOS SEMILLA" (SEED FUNDS)	
4.2.1 THEMES	27
4.2.2 REPLICATES	28
4.3 THIRD PROCESS - NETWORK GENERATION OF EMPLOYEES	36
5. WHY CONTINUE WITH THE PROCESSES TRAINING AND TARGETED AWARENESS TO JOURNALISTS?	37

# 1. INTRODUCTION

“Periodismo que Transforma” (Journalism that transforms) is the name that identifies a program born in Católicas por el Derecho a Decidir Bolivia (CDD Bolivia) in 2022 with the support of RFSU, which allows collecting the good practices that the institution has been generating and systematizing for more than 14 years, from the generation of specialized journalistic reports with human rights approach, gender approach and with emphasis on sexual rights and reproductive rights.

This program, which was developed within the framework of a project of almost a year, articulates the past experience of the institution (report contests and research funds), with new components so that, from a comprehensive look, systematic training processes for journalists are incorporated.

The implementation of these actions: a training course, support with “Fondos Semilla” (Seed Funds) for the implementation of communication initiatives, constitution of a network of collaborating journalists that is sustainable over time, and nurturing a platform to share the good news practices in terms of sexual rights, reproductive rights, secularism, life without violence are the fruits of the experience of CDD Bolivia on the subject.

All these components are systematized in the present document: “Journalists transforming attitudes and practices for gender equity and equality and the exercise of Sexual and Reproductive Rights”, which have been validated and have tools that can facilitate your reply.

This comprehensive approach to communication work is for CDD Bolivia a fundamental axis for transformation of patterns cultures male-chauvinist, conservative and fundamentalist that prevent the exercise of sexual rights and reproductive rights of women and young people. For generate, in addition, evidence of changes in attitudes and practices in journalists and their media, to promote news and objective journalistic investigation, based on human rights, treaties national and international and national policies, free of social stigmas, prejudices and gender stereotypes.

## 2. BACKGROUND



Journalistic work has contributed over time to the creating public opinion, becoming a spokesperson for what the population lives, thinks and feels.

Within this framework, journalism is intended to develop socially responsible information, with a rights-based approach human rights and gender oriented towards their enforceability and exercise.

For Católicas por el Derecho a Decidir (CDD Bolivia) allocate efforts and work in this area, with the aim of promoting the production of educational information and its dissemination, in the framework of respect for and defense of human rights, sexual rights, reproductive rights (DSDR) and the right to decide of women and young people, has not been the task easy.

Advance, as a priority institutional mandate in the “treatment of the most human rights in the media communication”, in an unfavorable context due to the presence and growth of anti-rights and fundamentalist groups, but highly positive, if we understand that the new generations require more and more serious, responsible and timely information to live their sexuality freely, without prejudices or stereotypes with human dignity.

This motivated CDD, given its experience in working with and journalists, for more than 14 consecutive years, to promote the project “Journalists transforming attitudes and practices for gender equity and equality and the exercise of Sexual and Reproductive Rights”, financed by the Swedish Association for Sexuality Education, RFSU.

### 3. OBJETIVES





For Católicas por el Derecho a Decidir journalists. The journalists are fundamental actors in awareness, prevention, adequate information and transformation of patterns sociocultural aspects of Bolivian society.

The objectives of the project were based on improving the approaches that journalists have when addressing, investigating and communicate news that is framed in the Sexual Rights and Reproductive Rights (DSDR).

## GENERAL OBJECTIVE:

- Consolidate knowledge and generate tools that allow journalists to think, analyze and narrate about sexual rights and reproductive rights, from a gender perspective, to contribute to the construction and diffusion of a communication based on human rights.

## SPECIFIC OBJECTIVES:

- Generate a network of collaborators who contribute to the creation of journalistic materials in favor of sexual and reproductive rights and the right to decide for women and young people.
- Help opinion leaders incorporate in his speech, arguments in favor of DSDR.

## 4. PROCESSES



To achieve the proposed objectives, the project is part of the following processes and actions:

- Training course called “The rights sexual and reproductive rights on the agenda”.
- Announcement and implementation of “Fondos Semilla” (Seed Funds).
- Formation of a Collaborators Network.

#### **4.1 FIRST PROCESS - COURSE: RIGHTS SEXUAL AND REPRODUCTIVE RIGHTS ON THE SCHEDULE.**

Activity developed with the participation of national and international journalists shared their experiences in the framework of the journalistic approach to DSDR. The course, which was developed virtually, I contemplate 10 sessions, in which various themes:

##### **a) Methodological execution:**

- ✓ Human rights
- ✓ Sexual rights and reproductive rights
- ✓ Sexual and reproductive health
- ✓ Secularism
- ✓ Legal termination of pregnancy/abortion
- ✓ Cybersecurity

As part of the methodology, in each of the workshops various educational resources were used to contribute to the learning of the participants.

- 1 Reflexive starting resources or framing with the problem of each topic.
- 2 Didactic resources, such as the digital whiteboard, reproduction of audiovisual materials and others.
- 3 Group work with examples of news for reflection and tasks for the preparation of journalistic notes for content management and news treatment from gender and human rights perspectives.
- 4 Closing phase and conclusions in each workshop, a space in which behaviors that do not allow the guarantee and access to human rights.

It is important to highlight that before and after the cycle of sessions, a pre and post test was carried out, in order to know the main notions of concepts and experiences about the gender and rights approach with an emphasis on rights sexual and reproductive rights and detect the presence of patterns of male-chauvinist and fundamentalist behaviors at the beginning of the workshop cycle and if these patterns were modified as result of the training processes (pre and post test).

**"They are very personal rights, it is say, no one can exercise them instead of another"**

**Dania Angúlo**



## b ) Organization and holding of sessions virtual:

For the organization of the virtual workshops, it was guaranteed the assistance of the participants through a open call and that was disseminated through social networks, in addition to direct invitations to groups of journalists with whom CDD has a history of work linked to the central themes: Sexual Rights Reproductive Rights and Gender Approach.



The graphic features a purple and green background with a white dotted pattern. At the top, a purple megaphone icon is shown. Below it, the text "PERIODISMO que **transforma**" is displayed in purple and green. A line of text reads "Te invitamos a participar de la primera versión del curso". The main title, "“LOS DERECHOS SEXUALES Y DERECHOS REPRODUCTIVOS EN LA AGENDA”", is enclosed in a purple speech bubble. Below the title, the text "Revisa la convocatoria e inscribete" is written in green. At the bottom, two green microphones on stands are positioned on either side of the logos for "CDD" (Catalytic Center for Development) and "rfsu" (Red for Sexual and Reproductive Freedom).

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Te invitamos a participar de la primera versión del curso

**“LOS DERECHOS SEXUALES Y  
DERECHOS REPRODUCTIVOS  
EN LA AGENDA”**

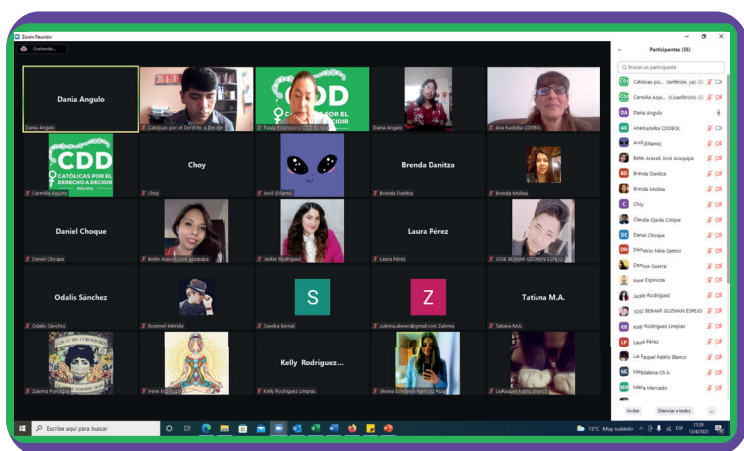
Revisa la convocatoria e inscribete

CDD  
Catalytic Center for Development

rfsu

## APPROACHING THE NEWS WITH A GENDER APPROACH

For the first session, 148 participants were registered from various departments of Bolivia. In this session, generic bases were provided on what the approach si of gender and the treatment of contents for sensitization and training.



## 2Th SESSION APRIL 21st

### Topic: WHAT ARE HUMAN RIGHTS?

Emphasis was placed on concepts and regulations established in the international framework of human rights.

Consultations were made about the knowledge related to human rights. For this purpose, 4 groups of work had to answer the following questions:



- ✓ What are human rights?
- ✓ Who do they protect?
- ✓ Is there a hierarchy between rights humans?
- ✓ Who must fulfill human rights, State, rulers or civil society?
- ✓ Why some groups need a defense of your rihts?
- ✓ What is required to guarantee the rights humans?

After the presentations, a debate took place about the topic.

## 3Th SESSION 28TH OF APRIL

### SEXUAL AND REPRODUCTIVE RIGHTS, THE MOST OF HUMAN RIGHTS.

In this session, we reflected on situations that violate the DSDR and that go unnoticed.

In the same way, it was worked on the identification and importance of the exercise of the DSDR in vulnerable populations, such as women, adolescents and young people, as well as its exercise in the field of couple, family and community relationships.



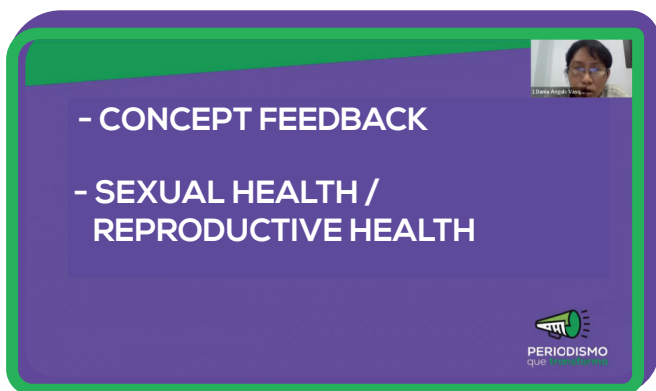


## 4Th SESSION MAY 5Th

### SEXUAL HEALTH AND REPRODUCTIVE HEALTH FROM A COMPREHENSIVE APPROACH

In this workshop we worked on how the media of communication reflect in their agendas comprehensive health, sexual health, reproductive health and their problems.

This session included information related to adolescent pregnancies, access to contraceptive methods, and about access to health centers.



- CONCEPT FEEDBACK

- SEXUAL HEALTH /  
REPRODUCTIVE HEALTH

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Salud Sexual  
Salud  
Reproductiva

Jueves 5 de mayo  
19:00 a 21:00

zoom

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4ta  
sesión

CDD  
CENTRO DE DESARROLLO  
COMUNITARIO Y SOCIAL

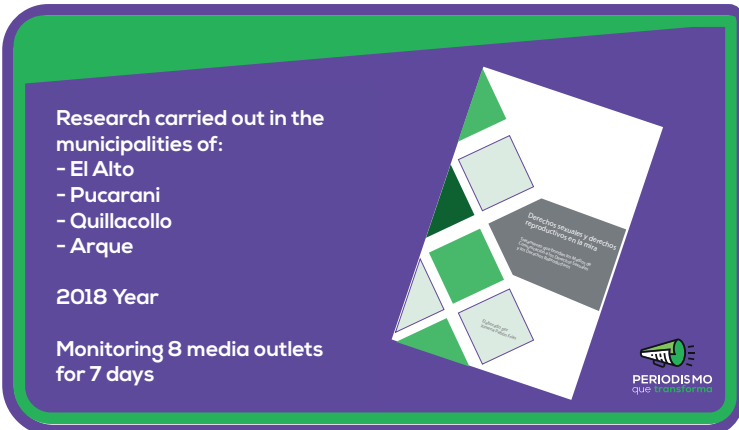
rfsu

#PERIODISMOQUETRANSFORMA

## SEXUAL RIGHTS REPRODUCTIVE RIGHTS IN THE SIGHT

In this session an analysis of statistical data was developed about the degree of importance given to the treatment of the DSDR in the approach to the news, through the presentation of the data of the investigation carried out by the NGO Alliance for Solidarity (Alianza por la Solidaridad), called "Sexual Rights Reproductive Rights in the look".

In addition, tips were provided for news coverage from a gender perspective, treatment of the image and the regulations that guarantee the DSDR.



**Research carried out in the municipalities of:**

- El Alto
- Pucarani
- Quillacollo
- Arque

**2018 Year**

**Monitoring 8 media outlets for 7 days**

**Detectors sexuales y derechos reproductivos en la mesa**  
Análisis estadístico de la cobertura mediática de los derechos sexuales y reproductivos en la prensa escrita.

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## 6Th SESSION MAY 19

### Topic: HAPPINESS AS A FUNDAMENTAL PRINCIPLE FOR THE EXERCISE OF SEXUAL RIGHTS AND REPRODUCTIVE RIGHTS

The sixth session addressed the issue of secularism, which is a principle that strengthens democracy within a State. It refers to the fact that public institutions, that is, government instances, should be legitimized because of what the people rule and not because of elements or religious convictions.

The questions were raised to reflect on in groups:

**Why is the autonomy personally important for the exercise of DSDR?**

**How do DSDRs relate to the beginning of secularism?**

**What is the Secular State?**

- Religious freedom and belief
- Separation State and religion

The session included the participation of the expert National Liliana Carrillo.



## 7Th SESSION MAY 26

### WHAT WE PLAY THE MEDIA COMMUNICATION: AN INTROSPECTIVE VIEW

In this session an analysis was carried out on the informative narratives.

The following questions were resolved:

What kind of news do we prioritize?

What is its duration time?

Who are the protagonists?

Does the victim end up guilty?

Do we follow up on that news?

What model of approach to the news prevails?

What terms do we use?

Which ones are right and which ones are wrong?

The session included the participation of the expert National Zulema Alanes.



## 8Th SESSION JUNE 2nd

### Topic: TOWARDS THE CONSTRUCTION OF THE NEWS FROM THE HUMAN RIGHTS APPROACH AND THE APPROACH OF GENRE.

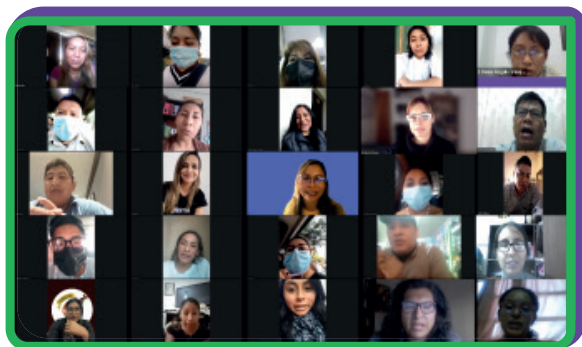
In this session, contributions were obtained from journalists for the preparation of the news from the solutions journalism approach, to learn how other types of news.

Also worked on:

- Reorientation of the editorial line.
- Terms that should be used and which to remove.
- Alternatives of journalistic activity, communication beyond coverage.



The session included the participation of the national expert Isabel Mercado.



## LEGAL INTERRUPTION OF PREGNANCY (ILE)

In the ninth session, the media coverage of the abortion, with a gender perspective, human rights and social equality. Considering the role and responsibility of the media when reporting, raise awareness and form an opinion on the problem. Another relevant aspect of the session was the key axes to inform about ILE/ABORTION:

**What are the barriers to access to abortion?**

**What sources do you talk to when it is informed?**

**What rights are violated by not guaranteeing access to abortion?**

The session included the participation of the international expert Mariana Carbajal – Argentina.



## CYBERSECURITY.

The final session of the course was devoted to recommendations for digital security for journalists, and to prevent attack so digital spies or the theft of confidential information important.

The session included the participation of the national expert Sergio Ardaya.



Within the framework of the actions generated in the course, developed a guide for journalists, which will be a reference tool to journalistically address Sexual Rights and Reproductive Rights.



The sessions included the participation of experts and national and international experts:

■ **Liliana Carrillo - Bolivia**

**6th session**

■ **Zulema Alanes - Bolivia**

**7th session**

■ **Isabel Mercado - Bolivia**

**8th session**

■ **Mariana Carvajal - Argentina**

**9th session**

■ **Sergio Ardaya - Bolivia**

**10th session**



*"The facilitators have adjusted to the virtuality, the course has been dynamic".*

**Zulema Paniagua**



*"It helped me to identify how the stories are narrated and news. My experience was different because I didn't, I am a journalist, but as a creator of contents I had a special experience. It is necessary to expand contents to new in a simpler way".*

**Avril Murillo**

*"A course should be held for students in communication. They don't know the concepts principles of secularism, DSDR, the right to decide, we must also think about. What we do to that the editors or press officers interested in the topics?".*

**Rilda Paco**



*"I liked the diversity in the experiences of each. There was respect for the opinions of the and the others".*

**Zulema Paniagua**

## 4.2 SECOND PROCESS - “FONDOS SEMILLA” (SEED FUNDS)

### ABOUT “FONDOS SEMILLA” (SEED FUNDS)

The “Fondos Semilla” (Seed Funds) were developed with the objective of encourage the production and dissemination of communication materials by the participants of the Course: “DSDR en la Agenda” (Sexual Rights and Reproductive Rights on the schedule). This process was implemented once completed the training and awareness process.

The call was launched in June and supported communication projects that disseminate the guarantee of Sexual Rights and Reproductive Rights, with emphasis on:

- Health and Reproductive Health
- Secularism
- Legal termination of pregnancy/Abortion

Proposals were submitted in the following formats:

- Communication campaign
- Informative capsules
- Awareness workshops

To this announcement 15 Proposals were submitted to this call, which they were evaluated by a qualifying committee, under the following criteria:

- Criterion 1: It is part of the theme
- Criterion 2: Has a focus on human rights and DSDR
- Criterion 3: Clear choice of topic, audiences and formats
- Criterion 4: The proposal has a community relevance communicational



## 4.2.1 SELECTED PROPOSALS

9 proposals were selected:

Theme: Sexual Health and Reproductive Health

Miranda Brisa Ledezma

City: Cochabamba

Format: Information capsules

Theme: Sexual Health and Reproductive Health

Avril Murillo

City: Santa Cruz

Format: Information capsules

Theme: Sexual Health and Reproductive Health

Nadia Ángeles Sandoval

City: Santa Cruz

Format: Information capsules

Theme: Sexual Health and Reproductive Health

Vanessa Rojas

City: Coroico (La Paz)

Format: Information capsules

Theme: Sexual Health and Reproductive Health

Junior Tejada

City: Cochabamba

Format: Information capsules

Theme: Sexual Health and Reproductive Health

Rommel Mérida

City: Potosí

Format: Information capsules

Theme: Secularism

Rilda Paco

City: La Paz

Format: Short Social Media Campaign

Theme: Secularism

Brenda Chiara

City: La Paz

Format: Workshops

Temática: ILE

Zulema Paniagua

City: Sucre

Format: Short Social Media Campaign

## 4.2.2 IMPLEMENTATION OF THE PROPOSALS

### Sexual Health and Reproductive Health

**NADIA SANDOVAL**

**Journalist**

From the radio program “Voces Indígenas Urbanas-VIU”, which is transmitted through Radio Santa Cruz, FM 92.2, is considered pertinent to address the issue of sexual health and reproductive, since it is a taboo among the communities and indigenous neighborhoods. In this context there is a lot of violence in all its forms, especially when it refers to the bodily autonomy and the exercise of sexuality conscientious and responsible.

Radio programs and informative capsules were developed that reported on DSDR, SSSR and Sexuality among the indigenous people.

**"It is important to generate informed dialogues about the comprehensive sexuality with a human rights approach, where indigenous adolescents and youth, urban and rural are protagonists".**

Nadia Sandóval

**"We feel the need to continue addressing the theme in management 2023"**

Nadia Sandóval



## JOSE JUNIOR TEJADA

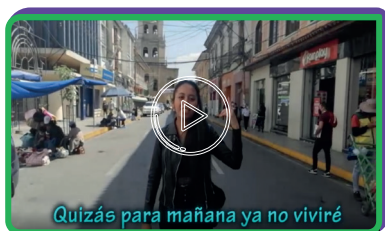
Journalist

Workshops were held with adolescents and youth oriented to know their Sexual Rights and Reproductive Rights, the prevention of violence and adolescent pregnancies.

20 adolescents and young people participated in this project from 14 to 18 years old, students of the Educational Unit Antonio Diez from the Sivingani area, located in district 9 of the Cercado municipality in Cochabamba.

The project was carried out in 3 stages:

- Awareness workshops on sexual violence and prevention of adolescent pregnancies.
- Workshops on microphone management, locution and voice setting. It allowed the participants to capture all his ideas in musical compositions and the creation of 2 music videos.
- The Third Stage was Advocacy and active participation in various public spaces, radio spaces where the participants made known their productions and their messages to the population.



Join



**AVRIL MURILLO**  
**Journalist- Content Creator**

A “Media Guide on Affective Education and Sexual”, which consisted of a series of contents in post format, video and stories in social networks so that the adolescence and youth (between 10 and 25 years) are more informed, live free of taboos and can (re) know each other to relate and bond with the outside world.

Unlike other Sex Education campaigns, this one it was more about addressing those aspects that were not usually take into account when talking about Sex Education, issues such as self-esteem and self-recognition, affectivity and intimacy and touch on concepts such as “love romantic” that are important when it comes to relating sexually with people.



## MIRANDA LEDEZMA

### Journalist

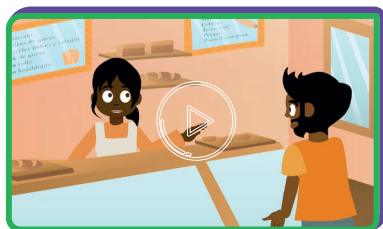
To board the issue of sexual and reproductive health, they made 2 informative capsules aimed at adolescents between 13 to 17 years old and to fathers and mothers of families, who were disseminated through different social networks.

The topics chosen were: Changes in adolescence (biological, psychological, social), and Sexual Relations (myths and truths).

"#SinTabúes" had the participation of two characters: Enriqueta and Salomon.

**"During the realization of the proposal we learned that there are other alternative ways of reporting and educates adolescents, mothers and fathers on Sexual Health and Reproductive Health"**

Miranda Ledezma



Join



## VANESSA ROJAS

### Education Science

The proposal consisted of working with a group of 18 adolescents residing in the city of Coroico and belonging to the cultural and artistic group of the Aguayo Association and generate 4 informative capsules.

It was divided into two stages:

- Training for adolescents on health sexual and reproductive, gender, sexuality, self-care, contraceptive methods, STIs, and pregnancy Teen.
- Collective construction of a cycle of microprograms called “El Orgasmo Radial” (The radial orgasm) that broadcast on the radio program “PICA PICA Radial”.

Radial Orgasm 1



Radial Orgasm 2



Radial Orgasm 3



Radial Orgasm 4



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## ROMMEL MÉRIDA

### Journalist

The proposal consisted of generating 2 songs, pop genre and urban, containing messages to prevent violence and violent courtships.

It included a process of sensitization with a group of young people who performed the lyrics and melodies.



## Secularism

RILDA PACO ALVARADO

Artist and Journalist

The theme chosen was Secularism, for which first a previous research on the chosen topic, then they made infographics that were disseminated by the page from Facebook “La Carbrona”.

Join



**BRENDA CHIARA**  
**Journalist**

The central theme of the proposal was “secularism”, making reference to Human Rights, Sexual Rights and Reproductive Rights, and the informative treatment that receive.

To this end, five sensitization workshops were held, to students of the Communication Sciences Career Social, of the Universidad Mayor de San Andrés, which integrates the work team of the program “La Revuelta” (issued by University Television).

After completing the workshops, a final document was prepared in which reflected the experiences lived and the results achieved. Likewise, publications were made with concepts and opinions after the awareness workshops, in the Facebook page of the “La Revuelta” program.



## ZULEMA PANIAGUA

Journalist

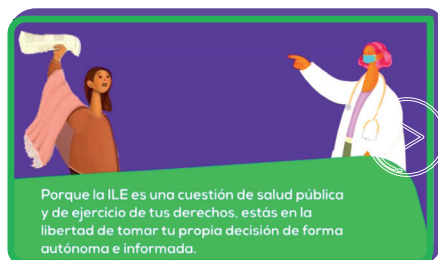
The proposal presented was within the topic Ethics of Guarantee of Sexual Rights and Reproductive Rights, with emphasis on Legal Interruption of Pregnancy (ILE) / Legal and safe abortion.

Its objective was to provide information to the audience of ADICH Radio 100.6 FM in the city of Sucre about:

- What is ILE (as a matter of public health) and how to access it.

This proposal was implemented through a campaign short for social networks and radio. For the development of this short campaign the following products were made:

- 1 Infographic made up of four posts
- 1 video
- 1 radial wedge



The results of the implementation of the "Fondos Semilla" (Seed Funds) made it possible to set up a laboratory of good ideas and practices. They are hosted on the CDD page.

### 4.3 THIRD PROCESS - NETWORK GENERATION OF EMPLOYEES

Finished the processes that helped to deepen issues related to the DSDR and implement communication proposals, from the perspective of the and the participants of the Course, a space of reference that brings together journalists, communicators and influencers who have a commitment to the human rights.



**The Network of collaborators and collaborators consolidates all the work done on the project**

The Network is a space for relationship and exchange between journalists and communicators in project who are interested in this topic to:

- Transform the stigmas surrounding DSDRs and impede guaranteeing its exercise.
- Generate communication actions and evidence that allow the sharing of objective, serious and responsible information.
- Sensitize the population about the exercise of these rights.
- Promote processes of social and political incidence.
- Be up-to-date

## 5. WHY CONTINUE WITH THE TRAINING PROCESSES AND TARGETED AWARENESS TO JOURNALISTS?



The importance lies in the fact that there are few spaces for training on these issues. On many occasions there are courses and diplomas from a gender and rights perspective humans. But there are few who can provide information focused on training on issues related to sexual rights and reproductive rights.

Journalists need to get new tools of work to address issues related to sexual rights and reproductive rights and in this way contribute to tell and disseminate true and reliable information.

The training and awareness process that has been carried out was developed based on the experiences of each participant, in this sense it was possible to detect a great sensitivity to the issues.

We also detected patterns male-chauvinist and moralistic culture imposed by a patriarchal society.

From a comprehensive perspective, this experience has been the first at the national level to develop training and awareness processes with a diverse group of journalists, between men and women, young people and adults, from various departments of the country (Tarija, Potosi, Santa Cruz, Cochabamba, La Paz, Chuquisaca, Pando), from urban, peri-urban and rural areas that they work in traditional and alternative media.

During the courses/workshops, a broad commitment was observed on the part of the journalists to contribute to facilitate the processes of journalistic practice that guarantees an approach based on the exercise of the DSDR.



