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PRESS RELEASE

STRATEGIC COMMUNICATION TRAINING FOR FEMALE PARLIAMENTARIANS

A two-day public engagement and strategic communications training for the Parliamentary Female Caucus Members has on Friday 16th July 2021 commenced at the New Brookfields Hotel in Freetown. The training programme is supported by the European Union in collaboration with the Government of Sierra Leone.

The purpose of the training is to help participants to understand and effectively use the media to communicate and promote their political agenda.

In her opening statement, Acting Female Caucus President, Hon. Rebecca Y. Kamara underscored the objective of the training in light of effective community engagements and experience sharing by Members of the Female Caucus in respect of same. She went on to explain the importance and impact of digital communications by proper use of the media. She thanked EU for the support and expressed hope that they would take advantage of the training to achieve its desired outcomes.

Mr. N'fa Kargbo, who is serving as the International Aid/Cooperation Officer, EUD-Sierra Leone, Governance & Civil Society Section stated that the training is held for women and that they at the European Union considered gender issues very important and are so supportive of programmes that are geared towards improving and strengthening women's and girls empowerment. He also said that they would continue to support women in order for them to be centered in decision making in the country, he assured participants.

In her presentation, the Lead Facilitator, Dr. Willette James, Head of Department, Mass Communication at FBC explained the conflict between female politicians and journalists in Sierra Leone and assured them that the training would help to reduce the tension between the two parties. She extensively lectured on how female MPs could do media engagements by using the various types of media based on their strategic communication plans.

Putting the training into context and practice through role play would constitute the two days training.

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