World Journal of Advanced Research and Reviews
eISSN: 2581-9615 CODEN (USA): WJARAI
Cross Ref DOI: 10.30574/wjarr
Journal homepage: https://wjarr.com/

(RESEARCH ARTICLE)

Check for updates

ANALYSIS OF THE COMMUNICATION STRATEGY OF THE NGO CJFLG IN THE FIGHT AGAINST GENDER-BASED VIOLENCE IN THE PREFECTURE OF COYAH (2021-2025) IN GUINEA

Mamy LOUA and Sènakpon Socrate Sosthène TOBADA *

Institut Supérieur de l'Information et de la Communication (ISIC-Kountia) / Guinée.
* Corresponding Author

ORCID Details
Sènakpon Socrate Sosthène TOBADA: https://orcid.org/0009-0008-8433-6033

World Journal of Advanced Research and Reviews, 2026, 32(02), 1325–1334

Publication history: Received on 09 October 2026; revised on 16 November 2026; accepted on 18 November 2026

Article DOI: https://doi.org/10.30574/wjarr.2026.32.2.2883

Copyright © 2026 Author(s) retain the copyright of this article. This article is published under the terms of the Creative Commons Attribution License 4.0

ABSTRACT

This study analyzes the communication activities implemented by the NGO Club of Young Women Leaders of Guinea (CJFLG) in the fight against gender-based violence (GBV) in the Coyah prefecture of the Republic of Guinea between 2021 and 2025. Within the theoretical framework of social and behavioral change, the study exa mines the effectiveness of the organization's communication activities in transfor ming the knowledge, attitudes, and practices (KAP) of the target populations. The methodological approach adopted is based on a mixed-methods analysis combining qualitative techniques (interviews, observation, content analysis of communication materials) and quantitative techniques (KAP survey of the beneficiary populations). The work identifies and analyzes the main channels used by the CJFLG to participate i n the fight against gender-based violence (GBV). The results show that the communication activities contribute to a relative improvement in the population's awareness of GBV, although shortcomings remain in terms of behavioral change. The observed impact varies according to social category, level of exposure to messages, and sociocultural context. Furthermore, the article highlights the need to strengthen strategic planning for communication activities, to further integrate participatory approaches, and to develop messages tailored to local realities. Finally, it proposes avenues for improvement aimed at increasing the effectiveness of CJFLG's communication interventions in the fight against gender-based violence in the Coyah prefecture of Guinea.

Keywords: Gender-based violence, NGOs, Communication actions, Knowledge attitudes practice (KAP), Guinea.

1 INTRODUCTION

Gender-based violence (GBV) is one of the most widespread human rights violations in the world today. It disproportionately affects women and girls and has serious consequences for their physical and mental health, social well-being, and participation in the economic and political development of societies.

According to the International organizations, despite the numerous legal and institutional mechanisms put in place, report that gender-based and sexual violence continues to represent a major challenge for States, particularly in sub-Saharan Africa where socio-cultural factors often contribute to its persistence.

In Guinea, the situation remains alarming. The results of the 2016 National Survey on Gender-Based Violence reveal that 80.7% of women and girls aged 15 to 69 have experienced at least one form of violence in their lifetime, including 29.3% who have experienced sexual violence (Ministry of Social Action, 2016). Female genital mutilation remains particularly widespread, with an estimated prevalence of 95% among women aged 15 to 49, while nearly 46% of girls are married before the age of 18 (UNICEF, 2020). Adding to these realities is the low rate of reporting of violence. Statistics from the Office for the Protection of Gender, Childhood and Morals (OPROGEM) report 205 officially recorded rape cases in 2023, while national estimates suggest a largely underreported phenomenon (OPROGEM, 2023).

This situation stems from several interdependent factors, including the persistence of patriarchal norms, the normalization of certain forms of violence, the stigmatization of victims, inadequate protection mechanisms, and limited access to information on the rights of women and girls (Diallo, 2018). Faced with these challenges, the government has undertaken various legislative and institutional reforms aimed at preventing violence and protecting victims. The Guinean Constitution enshrines the principle of gender equality, while the revised 2016 Penal Code explicitly criminalizes female genital mutilation and strengthens penalties for sexual violence. These measures have been complemented by the adoption of a National Strategy to Combat Gender-Based Violence and the establishment of support and assistance services for victims.

Alongside government interventions, civil society organizations play a vital role in preventing gender-based violence. Through awareness campaigns, community outreach, educational programs, and advocacy, they help inform the public, dismantle norms that perpetuate violence, and promote behavioral change. Among these organizations is the Club of Young Women Leaders of Guinea (CJFLG), which has been conducting various communication initiatives for several years to protect women and girls in several localities across the country, particularly in the Coyah prefecture.

However, despite the proliferation of awareness campaigns and communication initiatives, gender-based violence remains a serious concern in this prefecture. This persistence raises questions about the effectiveness of the communication strategies implemented and their capacity to produce lasting change within communities. Therefore, it seems pertinent to examine the contribution of the CJFLG's communication efforts to the fight against gender-based violence in the Coyah prefecture.

It is within this context that the present study, entitled "Analysis of the communication strategy of the NGO CJFLG in the fight against gender-based violence in the prefecture of Coyah (2021-2025) in Guinea," is situated. It ai ms to evaluate the communication channels and tools used by the organization, analyze their influence on the knowledge, attitudes, and practices of the population, and propose avenues for improvement that could strengthen the effectiveness of communication interventions in the fight against gender-based violence.

2 THEORETICAL FRAMEWORK AND METHODOLOGICAL APPROACH OF THE STUDY

2.1 Theoretical framework of the subject

The theoretical framework consists of the subject's problem, objectives, research hypotheses, and theoretical approaches to the study.

2.2 Problem statement

In response to the scale of gender-based violence (GBV) in Guinea, numerous institutional and civil society actors have developed initiatives for prevention, awareness-raising, and victim protection. These include organizations such as Tostan, which implements community education programs aimed at transforming social norms that perpetuate violence against women and girls (Tostan, 2017). The Diaka Camara Foundation has also contributed to this movement through media campaigns and the production of the short film " Breaking the Silence" in 2022, designed to raise public awareness of the consequences of gender-based and sexual violence (Camara, 2022). Other organizations, such as the National Coalition for Women's Rights and Citizenship (CONAG-DCF), are developing advocacy and support programs for victims to promote their rights and access to justice.

In this same vein, the Club of Young Women Leaders of Guinea (CJFLG), created in 2016, is conducting various communication campaigns focused on preventing early marriages domestic violence and other forms of gender-based violence. Through awareness campaigns, community forums, school activities and media interventions, the organization seeks to promote a change in behaviors and social norms within communities.

However, despite the proliferation of these initiatives, gender-based violence remains a serious concern in several localities in Guinea, particularly in the Coyah Prefecture. This situation raises questions about the actual effectiveness of the communication efforts deployed and their capacity to produce lasting changes in the knowledge, attitudes, and practices of the population. Therefore, the central question of this research is: to what extent do the communication activities of the Club of Young Women Leaders of Guinea (CJFLG) contribute to the fight against gender-based violence (GBV) in the Coyah Prefecture between 2021 and 2025 in Guinea?

This main inquiry breaks down into three specific questions: What communication channels and tools does the NGO CJFLG use in its actions to combat gender-based violence? What influence do these actions have on the knowledge, attitudes, and practices of the beneficiary populations? Finally, what strategy could be implemented to improve the effectiveness of the NGO CJFLG's communication actions in the Coyah Prefecture?

2.3 Research objectives

The overall objective of this study is to evaluate the contribution of the communication actions of the NGO CJFLG to the fight against gender-based violence in the prefecture of Coyah between 2021 and 2025. More specifically, it aims to identify the communication channels and means used by the organization, to analyze their influence on the knowledge, attitudes and practices of the population with regard to GBV, and then to propose avenues for improvement likely to strengthen the effectiveness of these interventions.

2.4 Research hypotheses

Based on these objectives, the study rests on the general hypothesis that the NGO CJFLG has implemented some communication actions to combat gender-based violence in the Coyah prefecture. This hypothesis is broken down into three specific hypotheses: firstly, the NGO CJFLG mobilizes a variety of communication channels, including Local radio, television (RTG), community talks and religious leaders as channels and communication tools to raise awareness among the population about GBV; secondly, these communication actions of the Club of Young Girls Leaders of Guinea have an influence on the level of knowledge, attitude and practice (KAP) in the prefecture of Coyah with regard to gender-based violence; thirdly, strengthening participatory approaches, proximity communication and the involvement of community actors would sig nificantly improve the effectiveness of communication interventions in the fight against gender-based violence.

2.5 Theoretical approaches of the study

This study draws on two complementary theoretical approaches: social and behavioral change theory and agenda-setting theory. These two theories allow us to analyze both the mechanisms of behavioral transformation in response to gender-based violence (GBV) and the role of communication in raising the profile of this issue in the public sphere.

2.6 The theory of social and behavioral change

The theory of social and behavioral change (SBC) posits that individual and collective behaviors can be modified through communication, awareness-raising, and mobilization efforts tailored to sociocultural realities. According to Rocher (1968), social change corresponds to any lasting transformation affecting the functioning or structure of a society. This approach considers that the evolution of behaviors depends not only on individuals but also on social norms, cultural values, and the institutional frameworks that shape their practices. In the context of combating gender-based violence, this theory allows us to examine how awareness campaigns, community discussions, radio programs, and advocacy efforts undertaken by the Club of Young Women Leaders of Guinea (CJFLG) contribute to gradually changing the knowledge, attitudes, and practices of t he people of Coyah. It thus provides a relevant framework for evaluating the influence of the NGO's communication activities on behaviors related to gender-based violence.

However, the application of this theory in Guinea faces certain constraints, including the persistence of patriarchal norms, inequalities in access to information, the low level of education of some populations and the slowness of social transformations, which sometimes limit the effectiveness of awareness-raising actions.

2.7 The Agenda Setting Theory

Developed by McCombs and Shaw (1972), Agenda Setting Theory argues that the media do not tell individuals what to think, but rather influence the issues they value. By selecting and prioritizing certain social issues, the media help shape public concerns and guide the actions of policymakers.

Applied to the issue of gender-based violence in Guinea, this theory helps us understand how media coverage of violence cases, awareness campaigns, and advocacy activities contribute to placing GBV on the public agenda. Local radio stations, television, social media, and civil society organizations play a crucial role in raising awareness of this issue and mobilizing communities to protect women and girls.

This study uses Agenda Setting theory to analyze the CJFLG's ability to draw the attention of the population, the media, and local authorities to gender-based violence through its various communication activities. It thus contributes to evaluating the organization's role in fostering public debate around gender-based violence in the Coyah prefecture.

2.8 Articulation of the two theories

These two approaches are complementary. While Agenda Setting theory explains how CJFLG's communication actions contribute to making gender-based violence (GBV) visible in the public sphere, social and behavioral change theory allows us to assess the extent to which this visibility fosters changes in the knowledge, attitudes, and behaviors of the population. Together, they offer a relevant analytical framework for understanding the effectiveness of CJFLG's communication strategies in combating gender-based violence in the Coyah prefecture between 2021 and 2025.

2.9 Methodological approach

The methodological approach presents the type and approach of the study, the framework of the study, the target population, the sampling, the data collection techniques and tools, the socio-demographic characteristics of the respondents, and t he data analysis methods.

2.10 Type and approach of the study

This study is part of a research approach in Information and Communication Sciences and aims to evaluate the communication actions implemented by t he Club of Young Girls Leaders of Guinea (CJFLG) in the fight against gender-based violence (GBV) in the prefecture of Coyah between 2021 and 2025.

To meet the research objectives, a mixed-methods approach was chosen. This approach combines quantitative and qualitative methods, allowing for the collection of both measurable data on public perception and in-depth information on the communication strategies deployed by the CJFLG.

The quantitative component was based on the administration of a questionnaire to the target populations, while the qualitative component was carried out through semi-structured interviews with actors involved in the fight against GBV.

2.11 Study Framework

The study was conducted in the prefecture of Coyah, located in the Kindia region of the Republic of Guinea. This choice was justified by the intensity of the awareness-raising activities carried out by the CJFLG in this locality, as well as by the persistence of gender-based violence, which constitutes a major challenge for social development and the protection of human rights.

2.11.1 Study population

The study population consists of two categories of actors:

The populations benefiting from the CJFLG's communication actions in the prefecture of Coyah; The officials and actors involved in activities to combat GBV (CJFLG officials, community and religious leaders, local authorities and partners involved in the field of protection of women and girls).

2.12 Sampling and sample size

For the quantitative component, a sample of 162 people was formed using a reasoned sampling method that took into account the availability of respondents and their exposure to CJFLG activities. The gender distribution shows a relatively balanced representation:

- 84 men, i.e. 51.9%;
- 78 women, or 48.1%.

This near parity allows for the collection of diverse perceptions on gender-based violence and on the communication actions implemented by the NGO.

For the qualitative component, semi-structured interviews were conducted with key informants selected rationally based on their involvement in the fight against GBV and their knowledge of the activities of the CJFLG.

2.13 Data Collection Techniques and Tools

2.13.1 The questionnaire survey

The questionnaire was the primary tool for collecting quantitative data. It was administered to the beneficiary populations to gather reliable information.

- Sociodemographic characteristics;
- knowledge of the actions of the CJFLG;
- the communication channels used;
- the level of exposure to awareness messages;
- Knowledge, attitudes and practices related to GBV;
- Perceptions of the effectiveness of communication actions.

The data collected made it possible to assess the influence of communication actions on the behavior of populations.

2.13.2 Semi-structured interviews

Semi-structured interviews were conducted with CJFLG officials, community leaders, religious leaders, and other actors involved in the prevention and fight against GBV.

These interviews allowed us to:

- identify the communication strategies developed by the NGO;
- understand the motivations behind the choice of communication channels;
- appreciate the difficulties encountered in the implementation of the activities;
- collect proposals for improving interventions.

2.13.3 Documentary research

A literature search was also conducted using

- of the CJFLG activity reports
- institutional documents on GBV
- scientific publications

Legislative and regulatory texts relating to the protection of women and girls in Guinea. This literature review helped to build the theoretical and conceptual framework of the study.

3 PRESENTATION OF THE SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

3.1 Distribution by sex

Men represent 51.9% of the sample compared to 48.1% for women. This relatively balanced distribution ensures good representation of opinions according to gender and allows for a better analysis of perceptions of gender-based violence.

3.2 Distribution by age

The 15-24 age group is the largest, representing 50.7% of all respondents. This strong representation of young people is explained by the fact that they constitute one of the main targets of the CJFLG's awareness campaigns.

3.3 Distribution according to education level

The respondents predominantly have a secondary or higher education. Those with a higher education represent 43.3% of the sample, while those with a secondary education represent 32.1%. This situation facilitates a better understanding of the awareness messages disseminated about gender-based violence.

3.4 Distribution by profession

The analysis of occupations shows a predominance of pupils and students, who represent 48.1% of respondents. They are followed by civil servants (17.3%) and shopkeepers (13.6%). This socio-professional structure confirms the young

and relatively educated nature of the surveyed population. Overall, the socio-demographic data indicate that the study primarily targeted a young, educated population receptive to communication campaigns, which is an asset for evaluating the impact of CJFLG's actions on knowledge, attitudes, and practices related to gender-based violence.

3.5 Data analysis methods

The quantitative data from the questionnaires were coded, entered, and processed using SPSS software. The analysis focused on frequencies, percentages, and cross-tabulations to identify trends related to exposure to the messages and changes observed in the knowledge, attitudes, and practices of the populations.

The qualitative data from the semi-structured interviews underwent the matic content analysis. This method allowed for the identification of the main categories of discourse relating to communication strategies, their effectiveness, and prospects for improvement.

Finally, the quantitative and qualitative results were compared according to the principle of data triangulation in order to strengthen the validity and reliability of the study's conclusions.

3.6 Ethical considerations

Participation in this research was voluntary. Participants were informed of the study's objectives and the strictly scientific use of the information collected. Anonymity and data confidentiality were guaranteed throughout the research process.

4 PRESENTATION AND ANALYSIS OF RESULTS

4.1 Quantitative data

The survey results show a high level of awareness of gender-based violence (GBV) among the population of the Coyah prefecture. In fact, 96.9% of respondents reported being familiar with GBV. The most frequently ide ntified forms were sexual harassment (62.9%), rape (62.3%), and forced marriage (54.9%), while psychological violence (32.4%) and deprivation of girls' education (38.9%) were mentioned less often. These results reflect a relatively high level of awareness of GBV in the study area.

4.2 Visibility of the NGO CJFLG

Regarding the visibility of the Guinean Young Women Leaders Club (CJFLG), 61.1% of respondents stated they were aware of the organization's activities. The main channels used to spread this awareness were social media (46.5%), friends and family (30.3%), and television (15.1%). Community discussions, local radio stations, and religious leaders appeared to be less effective. This situation highlights the predominance of digital tools in disseminating messages, but also the need to strengthen community channels to reach the least connected populations.

The analysis, however, reveals a significant gap between awareness of the NGO and actual participation in its activities. Among those familiar with CJFLG, only 38.4% participated in at least one awareness-raising activity. The main activities identified were neighborhood awareness campaigns (39.5%), conferences and workshops (21.1%), and community talks (18.4%). This low participation suggests difficulties in community mobilization despite the organization's relatively high visibility.

4.3 Impact of the communication activities of the NGO CJFLG

Regarding the impact of communication activities, the results indicate that 94.7% of participants felt influenced by the actions of the CJFLG. The same proportion reported adopting new behaviors regarding gender-based violence. The most frequently mentioned changes concerned reporting cases of violence (75%), raising awareness among others (72.2%), supporting victims (72.2%), and reporting violence to the appropriate authorities (47.2%). These results confirm the positive effect of communication activities on the knowledge, attitudes, and practices of the beneficiaries.

Furthermore, participants generally expressed a favorable opinion of the CJFLG's interventions. Nearly 94.4% considered the communication efforts to be effective or very effective, while all participants stated that they understood the messages disseminated during the awareness-raising activities. However, this positive perception contrasts with the persistence of GBV cases observed in the Coyah prefecture, which suggests that the declared changes are not yet fully reflected in social practices.

4.4 Need to strengthen communication actions of the NGO CJFLG

Respondents unanimously agree that it is necessary to strengthen the CJFLG's communication efforts. The identified priorities mainly concern awareness-raising in schools (69.4%), the involvement of religious leaders (50%), community outreach campaigns (47.2%), and strengthening social media campaigns (38.9%). These results show that the population expects a more diverse, participatory communication strategy rooted in local socio-cultural realities.

Overall, the results confirm that the CJFLG's communication efforts c ontribute to improving knowledge and changing attitudes towards gender-based violence. However, the persistence of gender-based violence in the Coyah prefecture highlights the limitations of communication focused primarily on awareness-raising and underscores the need for a more integrated approach combining communication, community mobilization, education, and institutional support.

4.5 Qualitative Data

Qualitative data collected from institutional officials, community actors, religious leaders and educational officials allows for a deeper understanding of the effects of the communication actions of the Club of Young Girls Leaders of Guinea (CJFLG) in the fight against gender-based violence (GBV) in the prefecture of Coyah.

The interviews first revealed that gender-based violence remains a serious concern in the prefecture despite the numerous awareness-raising initiatives implemented. However, several key informants highlighted a significant shift: gender-based violence is increasingly less considered a strictly private matter. This observation aligns with the work of McCombs and Shaw (1972) on Agenda-Setting Theory, which posits that media coverage and communication efforts contribute to bringing certain issues into the public sphere. Indeed, the CJFLG's campaigns appear to have fostered greater visibility of gender-based violence and increased collective awareness within the communities of Coyah.

The qualitative results also show that the CJFLG's communication activities rely primarily on community-based approaches such as educational talks, conferences, community campaigns, school interventions, and media appearances. These results corroborate the findings of Tostan (2017), who emphasizes that lasting social change requires participatory mechanisms that promote the direct involvement of communities. Those interviewed believe that these activities create spaces for dialogue and reflection on the rights of women and girls.

Furthermore, the interviews revealed noticeable changes in the attitudes of the population. According to those interviewed, victims are more willing to report violence, seek help from relevant organizations, and participate in community discussions. These observations confirm the tenets of Rocher's (1968) theory of social and behavioral change, which posits that information and awareness-raising are crucial factors in transforming individual and collective behavior. The interviewees' comments suggest that the CJFLG's actions have helped to break the silence surrounding violence and strengthen victims' confidence.

However, the qualitative data also reveal certain limitations. Despite the observed changes in discourse and attitudes, several stakeholders believe t hat gender-based violence (GBV) remains frequent in the prefecture. This situation demonstrates that changing social behaviors remains a slow and complex process. Patriarchal norms, traditional beliefs, and certain forms of social tolerance toward violence continue to exert a significant influence on behavior. These findings align with the analyses of Diallo (2018) and Bah (2020), who emphasize that sociocultural barriers constitute one of the main obstacles to the effectiveness of GBV programs in Guinea.

The interviews also highlight the importance of involving religious leaders, local authorities, and men in communication campaigns. This recommendation aligns with contemporary approaches to communication for social change, which posit that transforming gender norms requires the engagement of all social actors, not just women and girls. Religious leaders, in particular, emerge as strategic intermediaries capable of influencing behaviors and collective perceptions within communities.

Finally, the resource persons emphasized the need to strengthen coordi nation between the CJFLG, social services, judicial structures, schools, and community organizations. This recommendation confirms that communication, while essential, cannot alone eradicate gender-based violence. Its effectiveness depends on its integration with mechanisms for the protection, support, and punishment of perpetrators of violence.

Thus, the qualitative data largely confirm the quantitative results of this research. They show that the CJFLG's communication activities contribute to improving knowledge, attitudes, and certain practices related to gender-based violence in the Coyah prefecture. However, they also reveal that sustaining behavioral changes requires an integrated approach combining communication, education, community mobilization, institutional support, and strengthening the enforcement of laws relating to the protection of women and girls. This complementarity between the quantitative and qualitative results reinforces the validity of the hypothesis that the CJFLG's communication activities have a positive

influence on the population, even if their impact continues to face the socio-cultural resistance still present in the context studied.

4.6 Suggestions for improving the communication strategy of the NGO CJFLG

In view of the results of the study, it appears necessary to strengthen and diversify the communication strategy of the Club of Young Women Leaders of Guinea (CJFLG) in order to increase its impact in the fight against gender-based violence (GBV) in the prefecture of Coyah.

4.7 Strengthen local communication

The results show that grassroots awareness campaigns are the most familiar activities to the population. The CJFLG would therefore benefit from increasing community talks, discussion forums, awareness caravans, and participatory theater performances in neighborhoods and villages. These approaches foster direct dialogue, help to clear up misunderstandings, and encourage communities to internalize the messages.

4.8 Make the school a priority space for prevention

Those surveyed consider schools to be the most effective way to raise awareness about gender-based violence. The CJFLG could develop school clubs to combat gender-based violence, organize conferences and debates, educational competitions, and integrate awareness modules into extracurricular activities to reach young people from an early age.

4.9 Involve religious and community leaders more

In a context where social and cultural norms strongly influence behavior, the involvement of religious leaders, neighborhood chiefs, and community elders appears essential. These actors enjoy significant credibility with the population and can help dismantle beliefs that foster tolerance of gender-based violence.

4.10 Develop a structured digital strategy

Social media is the primary channel through which people learn about the activities of the CJFLG. The organization should develop a genuine digital strategy based on the regular production of educational content (short videos, testimonials, infographics, podcasts), the use of platforms most frequented by young people, and ongoing interaction with online communities.

4.11 Strengthen partnerships with local media

The low visibility of radio broadcasts suggests the need to establish stronger partnerships with community radio and local television stations. Interactive programs, survivor testimonies, public debates, and regular segments on gender-based violence would broaden the reach of awareness messages.

4.12 Promoting the engagement of men and boys

The fight against gender-based violence cannot produce lasting results without the active involvement of men. The CJFLG should develop specific programs for boys, young men, fathers, and male leaders to promote models of positive masculinity and social responsibility.

4.13 Implement a system for monitoring and evaluating behavioral changes

Beyond measuring participation in activities, it is necessary to regularly assess the actual effects of communication efforts on public behavior.

Periodic surveys on knowledge, attitudes, and practices (KAP) would allow interventions to be adjusted based on observed results.

4.14 Adopt a multi-sectoral approach

The effectiveness of communication also depends on collaboration among the various stakeholders. The CJFLG should strengthen coordination with social services, health facilities, schools, civil society organizations, the media, and local authorities in order to build an integrated response to gender-based violence.

Ultimately, improving the CJFLG's communication strategy requires a balanced combination of grassroots communication, community mobilization, digital communication, engagement with opinion leaders, and rigorous monitoring of social and behavioral changes. This integrated approach would contribute to sustainably strengthening the prevention of and fight against gender-based violence in the Coyah prefecture.

5 CONCLUSION

This study aimed to evaluate the communication actions implemented by the Club of Young Women Leaders of Guinea (CJFLG) in the fight against gender-based violence (GBV) in the prefecture of Coyah between 2021 and 2025. Based on theories of social and behavioral change as well as Agenda Setting, it made it possible to analyze the communication channels mobilized by the NGO, their influence on the knowledge, attitudes and practices of the populations, as well as the prospects for improving these interventions.

The results reveal a high level of awareness of gender-based violence (GBV) among the surveyed populations and relatively satisfactory visibility of the CJFLG's activities. Social media, word-of-mouth, and television appear to be the main channels for disseminating awareness messages. The study also shows that the NGO's communication efforts have contributed to strengthening beneficiaries' knowledge and encouraging the adoption of behaviors that promote the prevention and reporting of gender-based violence.

However, several limitations were observed. Firstly, effective participation in awareness-raising activities remains low despite the organization's reputation. Secondly, the behavioral changes reported by respondents have not yet fully translated into a noticeable reduction in cases of gender-based violence (GBV) in the Coyah prefecture. This situation highlights the significant influence of sociocultural factors, gender relations, and social resistance, which continue to hinder the abandonment of certain discriminatory practices.

The study thus confirms that communication is a crucial tool in the fight against gender-based violence, but that it cannot produce lasting effects without a comprehensive approach combining awareness-raising, c ommunity mobilization, education, institutional support, and the effective implementation of victim protection mechanisms. In this context, strengthening grassroots initiatives, increasing the involvement of religious and community leaders, intensifying campaigns in schools, and strategically leveraging digital media appear to be priority areas for enhancing the effectiveness of the CJFLG's interventions.

Finally, this research opens up perspectives for future studies on the long-term evaluation of behavioral changes induced by communication campaigns as well as on the socio-cultural mechanisms that promote or hinder the abandonment of gender-based violence in Guinea.

STATEMENTS ON COMPLIANCE WITH ETHICAL STANDARDS

Acknowledgments

The authors would like to thank all the individuals and institutions who contributed, directly or indirectly, to the successful completion of this research. Special thanks go to all participants who willingly provided information during the data collection process.

Disclosure of conflict of interest

The authors declare no conflicts of interest regarding this manuscript.

REFERENCES

[1] Amnesty International. (2016). La situation des droits humains en Guinée : Rapport annuel 2015/2016, Amnesty International.

[2] Amnesty International. (2021). Guinée : Il est temps de mettre fin aux violences sexuelles et à l'impunité., Amnesty International.

[3] Assemblée nationale. (2016). Code pénal de la République de Guinée (révisé). Conakry : Imprimerie nationale.

[4] Bah, M. (2020). Communication publique et lutte contre les violences basées sur le genre en Guinée : défis et perspectives. Mémoire de Master, Université Général Lansana Conté de Sonfonia, Conakry.

[5] Bourdieu P. (1980). Le sens pratique. Paris : Éditions de Minuit ;

[6] Breton P. & Proulx S., (2012), L'explosion de la communication. Paris : La Découverte ;

[7] Camara, D. (2022). Brisons le silence [Court-métrage de sensibilisation contre les VBG]. Fondation Diaka Camara, Conakry.

[8] Club des Jeunes Filles Leaders (CJFL). (2019). Rapport annuel d'activités : sensibilisation et plaidoyer contre les mariages précoces et les violences basées sur le genre en Guinée. Conakry : CJFL.

[9] CONAG-DCF. (2018). Rapport de plaidoyer et d'accompagnement des victimes de violences basées sur le genre en Guinée. Conakry : Coalition nationale pour les droits et la citoyenneté des femmes.

[10] Connell, R. W. (1987). Gender and power: Society, the person and sexual politics. Stanford University Press.

[11] Diallo, A. (2018). Violences basées sur le genre et déficit de communication en Guinée. Thèse de Doctorat, Université de Conakry.

[12] Durkheim, E. (1893). De la division du travail social. Paris : Félix Alcan.

[13] Heise, L. L. (1998). Violence against women: An integrated, ecological framework. Violence Against Women, 4(3), 262-290. https://doi.org/10.1177/1077801298004003002

[14] McCombs, M., & Shaw, D. (1972). The agenda-setting function of mass media. Public Opinion Quarterly, 36(2), 176-187. https://doi.org/10.1086/267990

[15] Melkote, S. R., & Steeves, H. L. (2015). Communication for development: Theory and practice for empowerment and social justice (3rd ed.). Sage Publications.

[16] Ministère de l'Action Sociale. (2016). Enquête nationale sur les violences basées sur le genre. Conakry : MASPFE.

[17] Ministère de la Promotion Féminine. (2018). Stratégie nationale de lutte contre les VBG en Guinée. Conakry : Gouvernement de Guinée.

[18] OMS. (2021). Violence à l'égard des femmes : estimations mondiales et régionales. Genève : Organisation mondiale de la Santé.

[19] ONU Femmes. (2019). Rapport mondial sur l'égalité des genres et la lutte contre les violences. New York : Nations Unies.

[20] OMS (2021). Violence à l'égard des femmes : Principaux faits. Organisation mondiale de la Santé.

[21] ONU Femmes. (2022). Mettre fin à la violence à l'égard des femmes et des filles. ONU Femmes.

[22] Ouédraogo, D. (2014). Genre, normes sociales et violences faites aux femmes en Afrique de l'Ouest. Revue Africaine de Sociologie, 18(2).

[23] Protocole à la Charte africaine des droits de l'homme et des peuples relatif aux droits des femmes en Afrique (Protocole de Maputo). (2003). Union africaine.

[24] OPROGEM. (2023). Rapport annuel sur les violences basées sur le genre en Guinée. Conakry : Office de Protection du Genre, de l'Enfance et des Mœurs.

[25] RGPH-4. (2026), résultats préliminaires, MPCID / INS, Conqkry ;

[26] Rogers E., (2003), Diffusion of Innovations (5e éd.). New York : Free Press ;

[27] Rocher, G. (1968). Introduction à la sociologie générale. Le changement social. Montréal : Hurtubise HMH.

[28] Servaes, J. (2008). Communication for development and social change. Sage Publications.

[29] Tönnies, F. (1887). Gemeinschaft und Gesellschaft. Leipzig : Fues's Verlag.

[30] Tostan. (2017). Rapport d'activités : Programmes communautaires pour l'abandon de l'excision et des mariages précoces. Dakar : Tostan International.

[31] UNFPA Guinée. (2020). Rapport national sur la lutte contre les mutilations génitales féminines et les mariages précoces. Conakry : Fonds des Nations Unies pour la population.

[32] UNICEF. (2020). La situation des enfants et des femmes en Guinée. New York : Fonds des Nations Unies pour l'enfance.

[33] Weber, M. (1920). Économie et société. Tübingen : Mohr.