

high sound for children

2024

Annual Report

High Sound for Children is a non-governmental organization that promotes child rights and development through the media in Uganda.

The organization was established in 2017 by a team of senior Ugandan journalists to advocate for the amplification of voices of children through the media.
https://www.hscuganda.org/index.php

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Message from Founder



WWe are delighted to present the High Sound for Children Annual Report 2024, a testament to our unwavering commitment to creating a brighter future for children. This report reflects the breadth and depth of our work throughout the year and celebrates a dream that was brought to life in 2018.

This year marked a significant milestone as High Sound for Children celebrated five years of amplifying children's voices and championing media literacy. At a time when children are increasingly exposed to diverse media, including digital content, our mission to empower them with the skills to navigate these platforms responsibly has never been more critical.

I extend my heartfelt gratitude to the Board Members, whose vision and unwavering dedication have continued to steer this dream forward. To the Executive Director and the incredible program team, your tireless efforts and commitment are the foundation upon which this work thrives.

To the communities we serve, we are deeply inspired by your resilience and trust in us. We remain committed to delivering even greater impact as we move forward together.

As we reflect on our journey so far, we are filled with hope and determination to continue making a difference in the lives of children. Thank you for walking this path with us and for believing in the power of amplifying children's voices through the media.

Hadijah Mwanje: Founder HSC

Message from Executive Director



As we reflect on the past year, I am proud to share the incredible strides High Sound for Children has made in empowering young people to navigate the ever-evolving media landscape and supporting children who are out of school. Our programs continue to serve as a beacon of hope, equipping children with the skills and knowledge they need to thrive in today's digital age while addressing the challenges faced by the most vulnerable.

One of our flagship initiatives, the Media Literacy Program, has been instrumental in teaching children how to critically engage with media platforms. Through activities like building a clean digital footprint, boosting self-esteem, and fostering critical thinking, we have empowered over 300 young learners in schools and communities to become informed, responsible media users. The formation of media clubs across schools has created a sustainable model for peer-led learning and advocacy.

In a bid to reach those outside formal education, we expanded our focus to out-of-school children. Through community-based engagements, such as the Mpatta Parents and Children Outreach, we connected with children in underserved areas, addressing their unique challenges while equipping them with essential life skills. By working directly with parents, caregivers, and local leaders, we created an inclusive platform to discuss children's rights and promote better parenting practices.

The launch of the Gold Star Skilling Program this year was another milestone in our journey. This initiative supports teenage mothers with vocational training in tailoring and hairdressing, offering them a pathway to financial independence. These accomplishments were made possible through the dedication of our team, the generosity of our partners, and the resilience of the children we serve. As we move forward, we are committed to expanding our reach, deepening our impact, and continuing to advocate for a world where every child has the opportunity to learn, grow, and thrive.

Thank you for your continued support and belief in our mission. Together, we are making a difference.

Patricia Osman-Executive Director, HSC

Members of the Board



Benjamin Jumbe-Board Chairperson



Solomon Lubambubula
Board Member



Deo Wasswa
Board Member



Jackline Nakagulire
Board Member



Juma Kirya
Board Member

HSC Programs Team



Ivan Ssenabulya
Program Officer: Media and Communications



Sherina Babirye
Community Liason Officer



Charles Kazibwe
Head of accounts and Community programs

Our Programs

Media Clubs in Schools

Media and Child Protection

Holiday Media Program

Gold Star Skilling Program

Media Clubs in School





High Sound for Children successfully conducted engagements in two schools: Bright Way Primary School and Kingstone High School. Guidance also continued to clubs in the rest of the schools through the club patrons and student leaders. This year, learners under Media Clubs were introduced to the Media Smart handbook, a standardized guide for young people on media use. The learners actively participated in discussions on topics such as What is Media? sharing their understanding and perspectives. Through their groups, they made presentations with a focus on insights from the guide enhancing self-esteem, confidence, public speech and critical thinking skills. Learners also selected leaders who continue to steer discussions on safe media usage.

In the pictures; engagement at BrightWay Primary and Kingstone High School.

Media Holiday Program











In the Pictures: Young People at the Holiday Media Program and parents during one of the sessions with parents

High Sound for Children launched the Holiday Media Program to engage both children and their caretakers, promoting responsible digital use and holistic development. The program featured two sessions for young people and one dedicated session for parents. In partnership with the Uganda Media Women's Association (UMWA) and the Centre for Media Literacy and Community Development (CEMCOD), the program reached over 50 children. Key focus areas included: building a clean digital foot print, self-esteem and confidence building and critical thinking skills.

To complement the physical sessions, HSC ran a social media campaign on creating a clean digital footprint. The campaign featured impactful digital messages shared across platforms such as X, Facebook, and WhatsApp, amplifying the program's reach and impact.

Additionally, HSC hosted a parent engagement session in Mpatta community, where children and local leaders participated in side discussions. These conversations focused on child rights, responsibilities, and parenting best practices, fostering stronger relationships within the community.

Through these initiatives, High Sound for Children continues its mission to empower both children and their caregivers, creating environments where children's rights are upheld, their voices are amplified, and their potential is fully realized.

Gold Star Skilling Program



The Gold Star Skilling Program was initiated in 2024 to support young mothers in Kawempe II Parish-Kampala District, building on efforts that began in 2020 during the COVID-19 pandemic. When schools closed nationwide, many girls were forced out of school due to pregnancy, leaving them vulnerable and without support.

Since its inception, the program has provided psychosocial support, including counselling, emergency accommodation for young mothers displaced from their homes, food assistance, and the reporting and referral of cases to relevant authorities and partner organization.

In October 2024, the skilling initiative was formally launched, bringing renewed hope to these young mothers by equipping them with skills for financial independence. The program currently focuses on tailoring and hairdressing as key vocational skills HSC also held a clean up exercise in Kawempe.

Caption: Chairman LC one Ssebaggala Zone signs on a commitment board to support young mothers in his zone.

HSC celebrates fifth anniversary

High Sound for Children celebrated five years since its formation in 2018. The organization continues to work young people, the media, civil society organizations and government to amplify voices of children. Teams from HSC worked with Watoto Church to conduct a cleaning campaign in Kawempe. Congratulations HSC!













Media and Child Protection

In 2024, High Sound for Children conducted a research project titled "How the Media Covers Children" to evaluate the media's approach to reporting on children. The study focused on three key aspects:

- The quality of content published about children.
- The space allocated to children's issues in the media.
- The portrayal of children to the wider public.

The research involved sampling and analyzing stories published between January and March 2024 in Uganda's three major daily newspapers: Daily Monitor, New Vision, and Bukedde.

The findings from this report serve as a foundation for engaging with media practitioners on child protection, ensuring responsible and accurate storytelling about children.







Collaborations



Positive Discipline Coalition



Coalition for Grassroots Media and Information Literacy Organization



Uganda Child Rights NGO Network



Coalition against Sexual Violence



Above: Launch of the positive Discipline coalition. Below : the HSC team at the one of the UCRNN Education thematic group meetings



Key Achievements



Successfully engaged over 300 children through Media Clubs and the Holiday Media Program for young people. HSC also involved parents and caretakers to ensure a more comprehensive and inclusive engagement.



Strengthened the community programming through engagement with lower council leadership, strengthened the Gold Star Program and reached out to more communities through corporate social responsibility

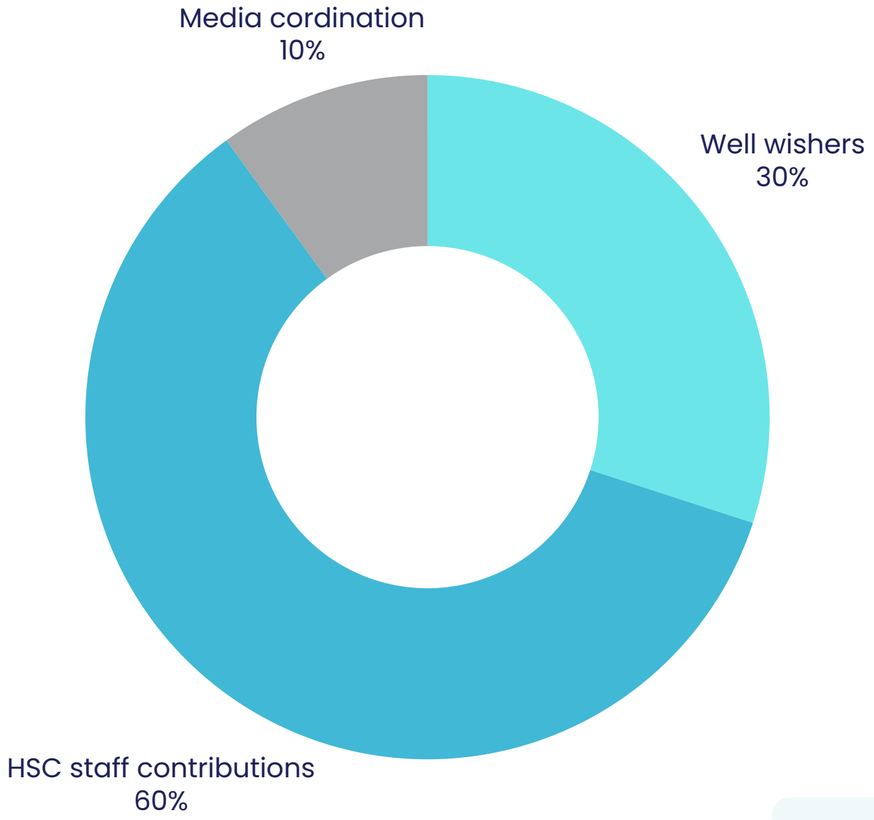


Established new partnerships and collaborations with local, national, and international stakeholders. Key insights have been identified, and their integration into our programs is currently underway.

Financial Performance



TThe organization primarily relies on financial support from contributions made by its board members and volunteers. While this generosity has been vital in sustaining our efforts, it has also led to delays in implementing some activities outlined in the work plan. This is a key area of focus for the year 2025.



Challenges Faced

1. Funding remains a significant challenge in implementing the organization's activities, causing delays in several planned initiatives. To address this, the organization is focusing on maximizing collaborations and partnerships while intensifying efforts in proposal development and fundraising.

2. The year also presented the challenge of a limited program team, which constrained our ability to support all areas of work. We are optimistic that this will be addressed as we expand the organization's resource base.



Future Goals & Objectives

1. Ensure the long-term sustainability and growth of the organization, developing and implementing effective fundraising strategies

2. Expand Media Clubs to reach more schools and include children out of school, ensuring broader engagement with young people and greater impact.

3. Engage more with the media on issues of child protection, focusing on promoting responsible and ethical reporting that safeguards children's rights.

4. Strengthen community programs through the Gold Star Skilling Program and increase engagement with parents and caretakers to enhance child protection efforts.



High Sound for Children

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Thank you