An initiative from light extinguishes the spark of danger

How did "Musaala" lead to a transformation in Marib's awareness about electricity?



On a scorching summer evening, **"Um Sami's" tent caught fire** in a fleeting moment. There was no war, no shells, just an electrical wire carelessly stretched from a neighboring tent. Within minutes, the fire had consumed the children's bedding, and the fan that was meant to alleviate the desert heat became the cause of a disaster that nearly claimed an entire family's life.

This incident is not an exception, but one of dozens of stories that silently repeat in the camps of Marib, where electricity has ceased to be a blessing and has become a hidden danger lurking in the corners of tents and zinc roofs, fueled by ignorance and ignited by a lack of awareness.

Fires caused by random connections, chaos in energy consumption, and a lack of awareness about safe usage were all indicators of a hidden crisis lurking among the people.

Here, Musaala Organization for Human Rights intervened as part of the "Governance of Civil Society Organizations Working in the Field of Human Rights" project, supported by Resonate! Yemen and funded by the Ministry of Foreign Affairs of the Netherlands.



A deep understanding of the problem and a qualitative response

Musaala Organization's initiative did not start from ready-made assumptions, nor was it built on guesses far from the field, but rather began with a rigorous and precise monitoring process of numbers, observations, and field records. Statistics from the Executive Unit for the Management of Displaced Persons Camps in Marib showed that **nearly 53 fire incidents resulting from random electrical connections were recorded within one year.**

"Random connections were not just a technical mistake, but a social phenomenon resulting from a lack of options and ignorance of the danger," Salem Mohammed, the Executive Director of Musaala Organization and the evaluation and follow-up officer in the project, says. From here, the movement began, not to extinguish the fire, but to understand why it ignited in the first place.

Musaala Organization designed a participatory workshop that brought together electricity specialists, representatives from the local authority, and the executive unit for managing the displaced persons' camps. The workshop concluded with precise recommendations, which were later formulated into awareness messages directed at the community in simplified language, yet deeply impactful.
"The transformation of recommendations into awareness messages was not a formal choice, but the essence of the initiative," explains Salem Mohammed. "We wanted the message to reach people through various channels and in a way that is close to them"



Mosque platforms

a platform for awareness

In a conservative community like Marib, where customs, traditions, and religion play a central role in shaping daily behavior and decisions, Musaala Organization realized that any awareness campaign that does not pass through the platforms of mosques would remain ineffective.

"We did not want to speak to people in a dry technical language, but in their language, from within their trusted spaces," says the executive director of Musaala.

From this understanding, the first stations of the initiative were launched through the city's mosques, organizing awareness sessions targeting nearly thirteen mosque preachers and ten guides. These were not just awareness sessions but specialized training involving electricity specialists and experts, all aimed at empowering preachers and guides to deliver safety messages with a discourse that combines awareness and religious motivation.
"The mosque is the first media for the community," says Al-Ghalisi,project manager at Musaala Organization, "When the speaker talks about electricity as if it is a trust, the idea shifts from an issue to a collective responsibility."



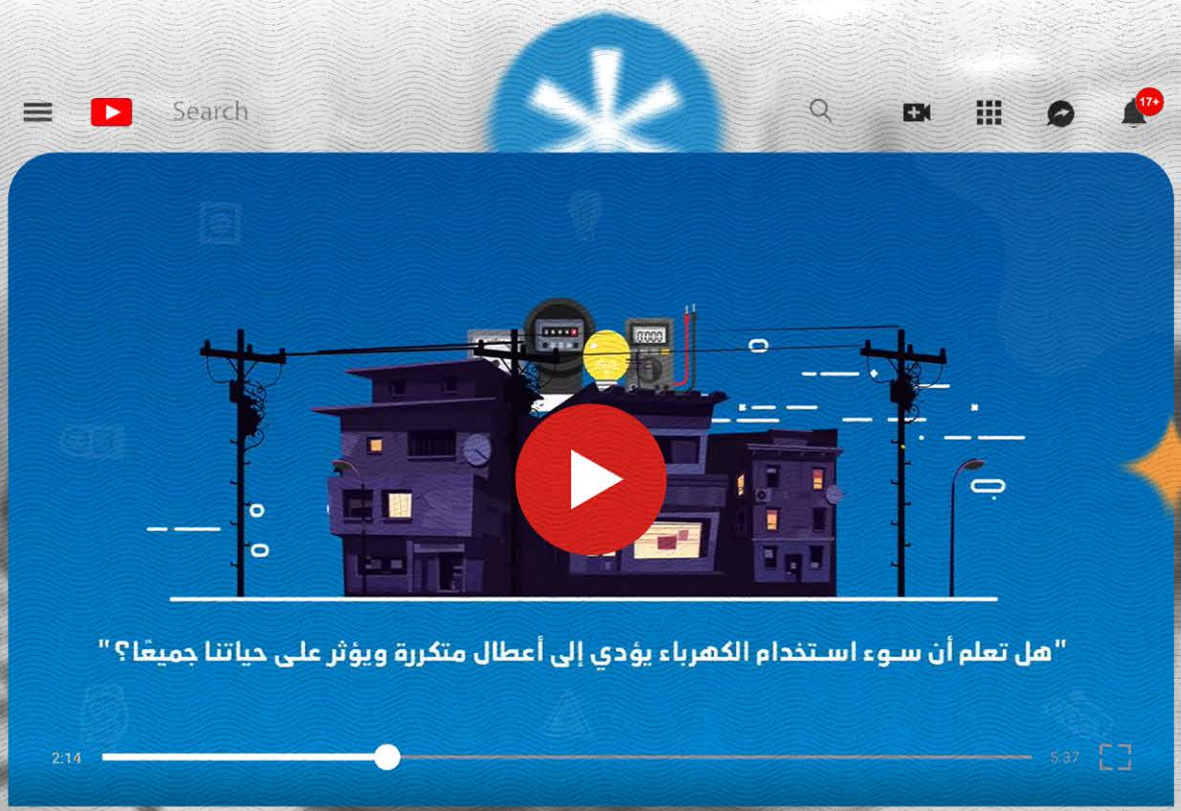
Media

When awareness turns into a heard voice

The organization did not limit itself to platforms; it chose the widest doors: the **media.** Musaala Organization chose to create a real transformation in the concept of awareness.It opened the microphones of the radio, the lenses of cameras, and the arenas of social media, turning media into a field awareness front.

The beginning was with Marib Radio. An audio episode was produced in the form of a podcast, discussing the issue of electricity from its various angles: technical, social, ethical, and economic. The episode transformed into a genuine dialogue space with the community, not just a one-way broadcast.

The voice of the radio was not the only platform; **the team produced a short awareness flash**, which recorded viewership numbers close to ten thousand, carrying simplified yet powerful messages. Following this, the organization launched a hotline to report any outages.



Media Creates Sustainability

- The media messages – whether through radio, flash, or social media – succeeded in creating a continuous community discussion, opening the doors for genuine interaction from people, and engaging unexpected parties.

The impact did not stop at the camps; it also caught the attention of the private sector, which began to see awareness as a means to protect its interests, just as it protects people's lives. Some local companies reached out to the organization, expressing their willingness to support similar media materials, recognizing that safety is not only a humanitarian responsibility but also an investment in a safer and more stable environment.

Salem Mohammed says:
"The media has given the initiative a longer life than the project itself. It has opened up horizons for sustainability because it made people feel that the issue concerns them, and that change begins with their voices."



Community interaction and official recognition

The fruits of the initiative did not take long to appear, as signs of change began to seep into the details of daily life within the camps. In evening gatherings, neighborly conversations, and even among children, discussions about electricity no longer revolve solely around its absence but also about its dangers and how we can be more conscious in using it.

In some tents, residents took the initiative to modify their electrical extensions, others contacted local technicians to inspect the wiring or remove hazardous connections. This happened without the organization directly asking them to do so, but rather as a result of an internal feeling that safety is a personal and collective responsibility.

This interaction was not a result of coincidence, but a reflection of a working method chosen by Musaala Organization to plant deeply, rather than just polishing the surface. To create an impact that is seen in people's eyes before it is written in donor reports.



Lessons from Marib

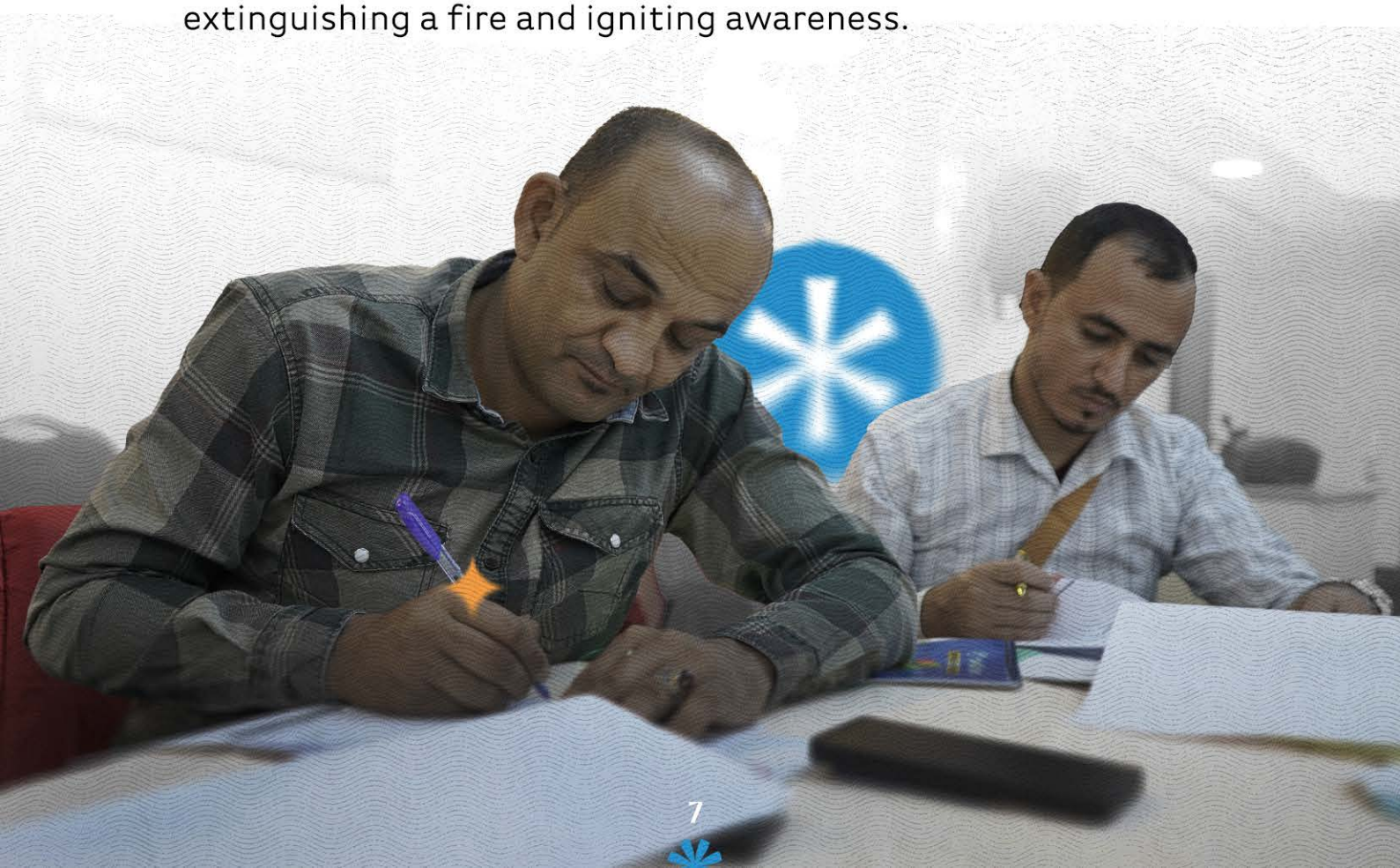
A Roadmap for Other Cities

Amid the chaos of wires, the burning tents, and the fears of families in the camps, a simple idea transformed into an impactful community initiative that addresses minds and protects lives in Marib.

At the end of the discussion, officials from Musaala Organization summarize the essence of their work by saying:

"Technical challenges require technical solutions, but community crises need awareness and responsible community leadership. This is what we tried to do."

This transformation was made possible thanks to the **support of Resonate! Yemen Foundation**, which was a true partner in change. Resonate! believed in the ability of awareness to create impact and empowered the community with tools for understanding, accountability, and collective action, extinguishing a fire and igniting awareness.



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