



Community Engagement Strategy in Preventing Child, Early and Forced Marriage (CEFM)

 **WOMEN
DELIVER 2019
CONFERENCE**

Frances J. Ferreira, Senior Adviser: Women & Girls
Women Deliver Conference 2019 | June 6



Learning for empowerment.

The GIRLS Inspire project adopted an abstract flower image in its logo to represent the flourishing of women and girls who will be enriched by learning new skills on their way to empowerment. It also promotes the flourishing of the environment and communities in which they are living. It celebrates growth, health and change. It emphasizes that girls are at the center of this project. It recognizes that girls can inspire their peers to grasp the opportunities for learning and to reach for the stars.



Women & Girls Theory of Change

VISION

Enabling conditions for sustainable livelihoods for women & girls that will break the cycle of child, early and forced marriage

The Impact

Improved sustainable livelihoods for disadvantaged women and girls in priority communities in rural areas of selected countries.

Assumptions

There is a positive transformation in communities from one which restricts women & girls' education and learning to one which supports women & girls' education and learning.

The girls and tutors embrace the use of technology to learn and communicate.

In countries where there are security concerns the situation improves and stabilises and a safe learning environment is available.

The Results

Increased access to safe gender sensitive open distance and technology based learning opportunities for girls and women in the rural areas. Increased awareness of the benefits of girls' education will lead to an equitable participation in quality ODL by disadvantaged women and girls in the rural areas. Enhanced economic leadership and family decision making, including family planning, for disadvantaged women and girls.

Microfinance institutions are present in the area serving the communities and prepared to support the financial requests.

Employment opportunities are adequate to absorb the newly acquired skills capacity of women and girls

Communities are willing to let their girls be engaged in vocational skills training at cluster level or outside their city.

Through training and employment women and girls will have the motivation and confidence to make informed decisions

The Outcomes

Institutions improve capacity to design & deliver gender sensitive skills oriented learning programs.

Communities increase awareness of the benefits of girls' education among parents & community leaders.

Girls increase skills and knowledge about their health & social rights and have aspirations for employment.

Learning
Institutions

Communities

Women &
Girls

Education & learning within the whole community, with its traditions and practices, to support girls' education & learning through schooling & skills training

The Catalysing Strategy

Labour market, employment friendly and community oriented open schooling leads to better livelihood, changes in life-cycle behaviour and postponement of girls' early marriage.

The Team

Creating enabling conditions

The Problem

Child, early and forced marriage & its negative consequences for development



Capacity Building Tanzania

Institutional
Capacity



Community event Mozambique

Community
Engagement



Ikabana Designing – Pakistan

Skills Training

Catalyzing Strategy

Communications Strategy



We developed a Communications Plan for the project which was designed to :

- bring to life the stories and voices of the women and girls supported in this project with the aim to bring awareness to the issues of CEFM and other barriers to women and girls' empowerment ;
- increase partner capacity and engage more in international discussions ;
- and create a cohesive brand for the project

Monitoring and Evaluation Strategy

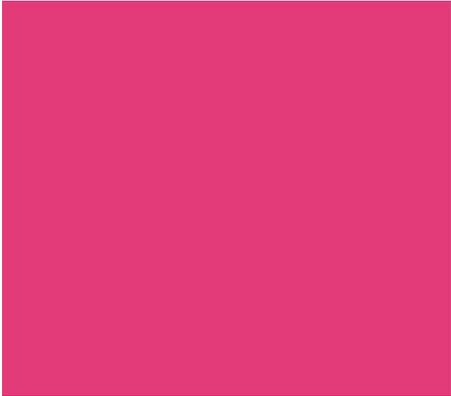


Our M&E strategy employs a results-based management (RBM) approach, complemented by other methodologies such as case studies, real-time observations of training, and lessons learned that provided further information on the lived experiences of project stakeholders and female project participants.

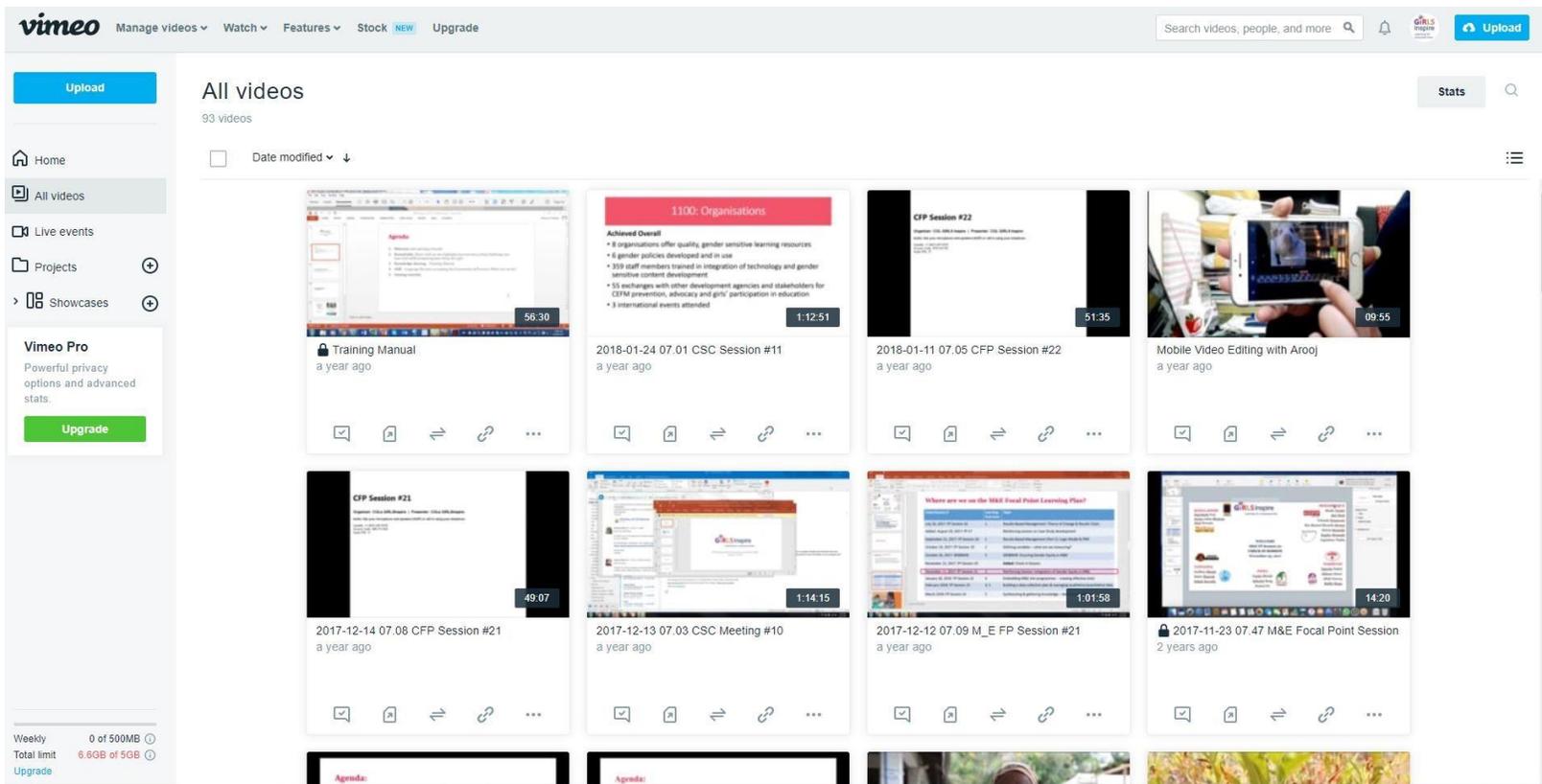
Our approach is participatory, involving women and girls, community members, faculty and staff of participating organisations. This contributed to accountability to donors and stakeholders and to learning amongst staff and the female project participants and most importantly, ownership.



VIDEOS



- 
- History Wall video



GIRLS Inspire used participatory methods and provided capacity building opportunities for its partners to ensure they can execute their role. All the trainings sessions were recorded and shared with partners afterwards. This allowed partners to cascade the training to their various teams and to reinforce their own training. After each training session a short survey was sent out to assess partner's learning as well as their expectations for new learning in future sessions.

Capacity Building

How is it helpful for your work in the project and other work in your organization to be part of CoP?

- Problem solving, time saving, knowledge sharing, re use of resources, knowledge sharing.
- New and modern technique to disseminate experiences.
- New strategies which can be applied on a project of an almost similar nature.
- Creates a competitive environment.
- Enriched their capacity and learning how various organizations are tackling the same. issues they are facing and their approaches.
- A platform for advocacy.
- Helps to understand, discuss and resolve challenges.
- CoP assisted participants to become confident, engaged and encouraged to participate in a dialogue on a particular issue.



Inform

- Social Media
- Television
- Video
- Evening Boat Shows
- Community Radio
- Digital Storytelling
- Theatre performances
- Cultural Dance Groups

Consult

- Baseline / Endline Survey
- Local government officials
- Agreements with community leaders
- Meetings with local elites and parents
- Stakeholder consultation and sensitization meetings

Community Engagement Strategy

Collaborate

- Local support groups
- Job Counselling Committees
- Employers' Committees
- Adolescent travelling troops
- District advocates
- Gender committees
- Community Champions for Change
- Volunteer lawyers as legal advocates
- Referral systems with other CSOs
- MOUs with Ministries of Health, Labour, etc.

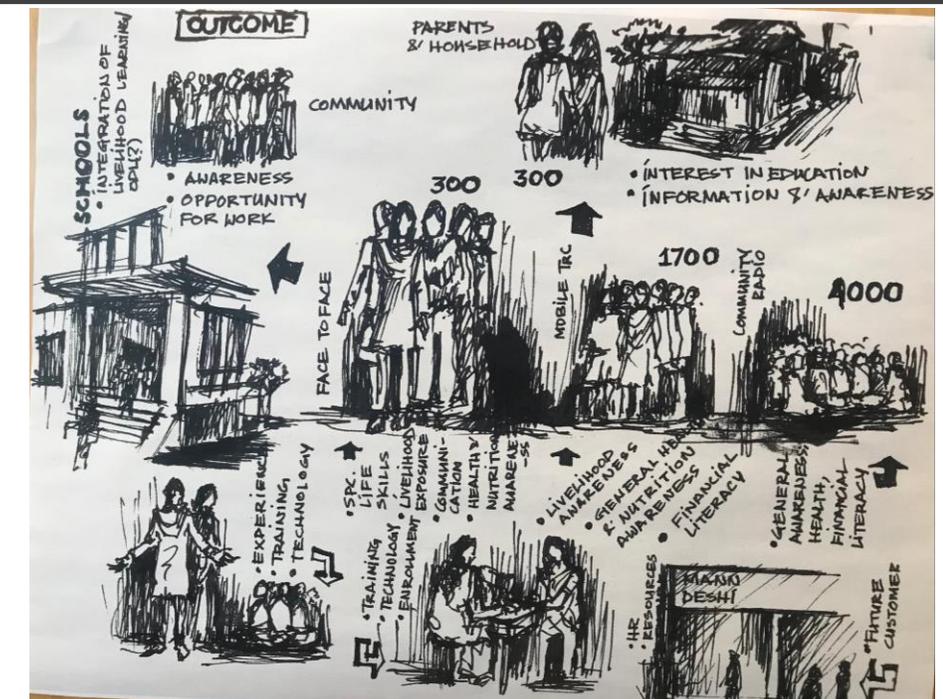
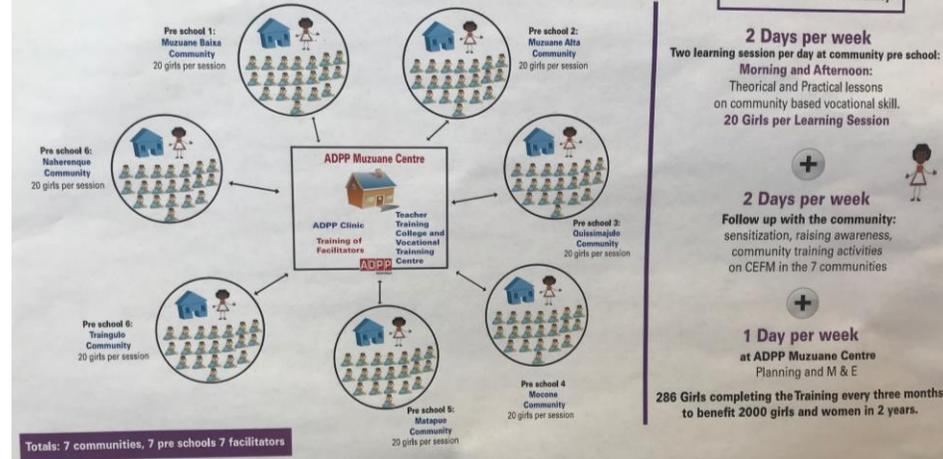
Empower

- Employment camps
- Product exhibitions from vocational trade
- Sessions with health workers
- Self growth sessions for girls' mothers
- Social action meetings with parents to prevent child marriage
- Digital Storytelling
- Design Thinking

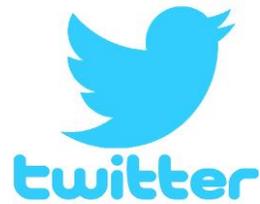
Engaging Communities



Drawing showing Project Organization:
Girls Inspire Project in Nacala Porto, Nampula



Platforms used to build our Community of Practice



Snapshot of our CoP



WHY GIRLS

THE ROLE OF OPEN &
DISTANCE LEARNING

GIRLS INSPIRE
IN ACTION

KNOWLEDGE
& RESOURCES

OUR THEORY
OF CHANGE

 Login | Register

Our Community:

Blog

Groups

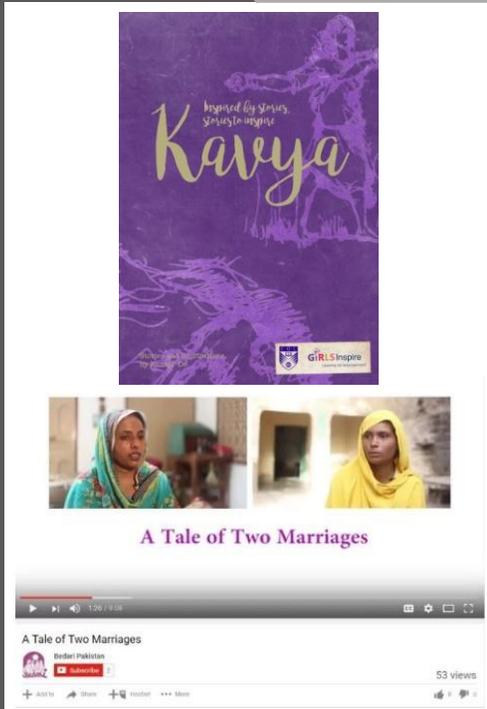
Forums

Events

Social Media

Translate





Capitalizing on the power of social media

Over the last three years several campaigns have been launched by GIRLS Inspire and its partners to raise awareness on a variety of human rights and gender equality issues.

International Women's day, International Day of the Girl Child, 16 Days Against Gender violence and Human Rights Day.

We capitalized on these days by engaging in a media campaign, writing special blogs, or organize webinars to observe these days and making videos.





A Tale of Two Marriages

1:06 / 9:08

A Tale of Two Marriages

Bedari Pakistan

Subscribe

53 views

+ Add to Share + Embed ... More

A documentary, A Tale of Two Marriages, is one of our efforts to scale up awareness on human rights

Social Media Campaigns



Celebrating three years of GIRLS Inspire!

300 views · February 16



920 people reached
126 engagements



57 impressions

Social Media Campaigns



International Day of the Girl 2017

295 views - October 11, 2017



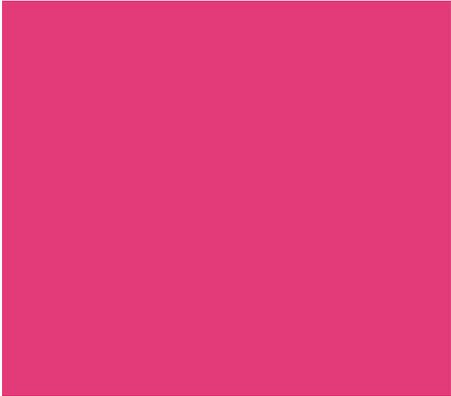
1.4K people reached
172 engagements



168 impressions



Quotes about Social Media



“An exposure to social media to this extent was never experienced by our organisation before. Due to active engagement on social media, the overall profile of the organisation has been raised significantly.”

Sabeen Almas, Project
Manager, SPARC Pakistan



VIDEOS



- 
- End of project video