

Child Marriage Advocacy Guide

An Advocacy Guide for Implementing the Africa Union Campaign to End Child marriage

Draft

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DRAFT

CONTENTS

1.0	INTRODUCTION.....	2
1.1.	How the guide was developed.....	2
1.2.	Target users of the guide.....	2
1.3.	How to use the guide.....	3
2.0	WHAT IS ADVOCACY?	5
2.1.	What is End child marriage advocacy?	6
2.2.	Child marriage as an advocacy issue.....	6
3.0	KEY ADVOCACY ACTIVITIES AND ACTIONS.....	7
3.1	Activities at Community and National level.....	7
3.2	Activities by Media	9
3.3.	Activities by youth and children	11
3.4.	Activities by Adults and other people.....	12
3.5.	Activities at School level	13
3.6.	Activities at Continental level	14
4.0	DEFINING ALLIES AND TARGETS IN ENDING CHILD MARRIAGE ADVOCACY.....	16
5.0.	KEY ADVOCACY MESSAGES ON ENDING CHILD MARRIAGE	17
5.1.	Messages to parliamentarians.....	17
5.2.	Messages to Traditional leaders	19
3.3.	Messages to Governments and other stakeholders.....	20
5.4.	Messages to Youth and children	20
5.5.	Messages to Parents.....	21
5.6.	Messages to Civil Society Organizations.....	22
5.7.	Messages by Media leaders, celebrities and influencers.....	23
5.8.	Messages to UN.....	24
5.9.	Messages to AU.....	24
6.0	DEVELOPING AN ADVOCACY PLAN	28
7.0	DEVELOPING AN ADVOCACY MONITORING AND EVALUATION PLAN.....	30

1.0 INTRODUCTION

In 2014, the African Union Commission launched the Campaign to End Child Marriage in Africa, whose purpose is to accelerate the implementation of Ending Child Marriage (ECM) programmes and interventions among member states. To-date, more than 30 countries have launched campaigns and are implementing national action plans and programmes to end child marriage. The overarching goal of the strategy is to accelerate actions at member state level to end child marriage by 2040 in alignment with the AU's strategic document on Africa's Agenda for Children. This goal will be achieved through policy advocacy to promote community change practices and providing essential services to reduce the risk, prevalence and consequences of child marriage. The strategy has four core interventions that should be implemented by countries: 1) develop legislations and institutional mechanisms that ensure enforcement and access to justice; 2) develop and implement roadmaps of national comprehensive packages of cross-sectoral services, including social protection with referral pathways; 3) mobilize community assets to take actions that shift negative social and gender norms that reinforce child marriage; 4) Strengthen evidence, documentation and data generation mechanisms in line with international and regional standards, to inform policy and efficient programming. As part of the capacity building efforts to the member states to strengthen their advocacy work, this guide is key resource material that have been developed to guide the implementation of End Child Marriage programmes and actions at the community and National and global level. It is a practical tool to support by the member states and partners to plan and accelerate their advocacy actions to end child marriage.

1.1. Development and Rationale of the Guide

This advocacy guide has been developed by the Africa Union Directorate of Social Development, Culture, and Sports, under the auspices of the AU End Harmful Practices Programme, with invaluable support from the Spotlight Initiative regional programme in Africa, facilitated by the UNICEF Africa Union Office. The guide emanates from a comprehensive desk review of existing resources on ending child marriage, with the primary aim of collating robust materials to facilitate the formulation of an effective advocacy framework by member states and stakeholders. This guide has been prepared to guide the advocacy of eradication of child marriage in the African context.

The development of this comprehensive advocacy guide was driven by the urgent need to address the pervasive issue of child marriage in Africa and its detrimental impact on the well-being and rights of young girls. Rooted in evidence-based research and promising practices, this guideline aims to equip member states, civil society organizations, and stakeholders with the necessary knowledge, tools, and strategies to mobilize collective action and advocate for the implementation of the AUC campaign to End Child Marriage. By fostering collaboration, strengthening legal and policy frameworks, engaging influential stakeholders, and empowering youth as agents of change, this guide endeavors to pave the way towards eradicating child marriage, promoting gender equality, and safeguarding the future of Africa's young generation.

1.2. Target Audience

The target audience for an advocacy guide for implementing the AUC campaign to End Child Marriage includes a diverse range of stakeholders who can play crucial roles in bringing about meaningful change. These stakeholders are influential in their respective domains and have the ability to shape policies, influence public opinion, or mobilize resources and support. Here are some key target audiences:

- **Government Officials:** Policymakers, legislators, and government officials at national and regional levels are a primary target audience. They can enact and enforce laws, develop policies, and allocate resources to combat child marriage effectively.
- **Civil Society Organizations:** Non-governmental organizations (NGOs), community-based organizations, and other civil society groups are essential partners in advocacy efforts. They can work directly with communities, raise awareness, and provide support to child marriage survivors.

- **Religious and Traditional Leaders:** Influential religious leaders and traditional authorities can have a significant impact on community attitudes and practices. Engaging them in the campaign can help challenge harmful cultural norms and promote alternative beliefs.
- **Youth and Adolescents:** Young people themselves are important stakeholders as they are directly affected by child marriage. Empowering them with knowledge, skills, and resources can make them powerful advocates for their own rights and well-being.
- **Educators and Schools:** Teachers, school administrators, and educational institutions can play a vital role in preventing child marriage by providing comprehensive education on reproductive health, gender equality, and human rights.
- **Media and Journalists:** Engaging the media can help raise awareness and disseminate key messages to a broader audience. Journalists can provide coverage of the issue and amplify the campaign's efforts.
- **Development Partners and Donors:** International organizations, donors, and development agencies can provide financial and technical support to scale up the campaign's impact.
- **Healthcare Professionals:** Healthcare providers can offer support and care for child marriage survivors and also advocate for comprehensive sexual and reproductive health services.
- **Legal Professionals:** Lawyers and legal experts can help advocate for and enforce laws that protect children from early marriage.

1.3. Usage

The advocacy guide for implementing the AUC campaign to End Child Marriage can be used in various ways to drive impactful actions and initiatives aimed at ending child marriage in Africa. Here are some key ways the guide can be utilized:

- **Policy Development:** Governments and policymakers can use the guide as a reference to develop and strengthen laws and policies related to child marriage. It provides evidence-based strategies and best practices to inform policy decisions.
- **Capacity Building:** Civil society organizations, community leaders, and youth advocates can use the guide for capacity-building workshops and training sessions. It equips them with knowledge and tools to effectively advocate for the end of child marriage.
- **Awareness Campaigns:** The guide can serve as a blueprint for designing and implementing public awareness campaigns on the harmful impacts of child marriage. It provides communication materials and messaging tailored for different audiences.
- **Advocacy Efforts:** Activists and advocates can leverage the guide to engage with decision-makers, community leaders, and religious authorities, presenting evidence and arguments to garner support for ending child marriage.
- **Partnership Building:** The guide facilitates collaboration among various stakeholders by providing a common understanding of the issue and a shared framework for action. It can be used to build alliances and partnerships to strengthen the campaign.
- **Resource Mobilization:** Organizations working on ending child marriage can use the guide to develop funding proposals and engage potential donors, highlighting the evidence-based approach and the potential impact of their initiatives.
- **Monitoring and Evaluation:** The guide includes guidance on monitoring and evaluation, enabling stakeholders to measure the progress and effectiveness of their advocacy efforts accurately.
- **Youth Empowerment:** Youth-led organizations can use the guide to empower young advocates, providing them with the knowledge and tools to lead campaigns and create change in their communities.
- **Academic and Research Purposes:** Researchers and academics can use the guide as a resource to better understand the context, challenges, and effective strategies related to ending child marriage in Africa.
- **Engagement with Media:** Journalists and media professionals can refer to the guide to cover stories on child marriage, ensuring accurate and informed reporting on the issue.
- **Integration into Existing Programs:** Existing programs and initiatives related to child protection, gender equality, and human rights can use the guide to integrate the goal of ending child marriage into their ongoing efforts.

- Institutional and Organizational Policy: Institutions and organizations can adopt policies and practices outlined in the guide to ensure they actively contribute to the campaign to end child marriage.

1.4. Objectives

Drawing upon the insights gathered from the desk review, this advocacy guide endeavors to achieve the following key outcomes:

- Provide a Holistic Framework: This guide offers a comprehensive and multifaceted framework that addresses the root causes of child marriage, encompassing legal, socio-cultural, and economic dimensions.
- Align with Prominent Practices: By analyzing and assimilating evidence-based literature and promising practices, this guide is firmly grounded in successful initiatives, ensuring its relevance and efficacy.
- Targeted Engagement: The guide identifies key stakeholders, including governments, civil society organizations, religious and traditional leaders, educators, and the private sector, and outlines tailored strategies to engage them effectively.
- Empowerment of Youth: Recognizing the significance of youth participation, this guide emphasizes empowering young people to be agents of change in the campaign to end child marriage.
- Collaboration and Partnership: By fostering collaboration among member states and partnering with international and regional organizations, this guide advocates for a united front against child marriage.

1.5. Structure

The guide is divided in 6 sections:

- a) Definition of advocacy
- b) Key advocacy activities and actions
- c) Defining allies and targets on ending child marriage advocacy
- d) Key advocacy messages on ending child marriage
- e) Developing an advocacy action plan
- f) Monitoring and Evaluation

WHAT IS ADVOCACY?

The word 'Advocacy' literally means "to plead the cause of another" (chambers English dictionary). Derived from the legal sector, it is common in some countries for lawyers to be called advocates. In defining the term however, we can say that advocacy is the purposeful and active process of promoting and supporting a cause, issue, or idea with the aim of effecting positive change or influencing decision-making at various levels. It involves raising awareness, voicing concerns, and persuasively engaging stakeholders, including policymakers, the public, and influential leaders, to bring about policy reforms, social transformation, or the protection of rights and interests of individuals or communities. Through strategic communication, evidence-based arguments, and collaborative efforts, advocacy seeks to address injustices, advance human rights, and create a more equitable and just society.

Humanitarian, Non- -Governmental organization (NGOs) and social justice organizations have adapted the term to refer to work that involves influencing those with power to address the causes of poverty.

So, in interpreting to plead the cause of another, the meaning of cause might be unfair trade or gender discrimination and the meaning of 'another' would be the poor and excluded particularly children. So, strictly speaking, we should call this '**social justice -advocacy**'

Other Definitions of Advocacy include;

"Speaking with, and on behalf of, the poor to address the underlying causes of poverty by influencing the decision of governments, companies and individuals whose policies or actions affect the poor"
Tear Fund.

"The promotion of a specific messages and /or course of action in order to influence or contribute to the development and implementation of public policies which will alleviate the causes and consequences of poverty"
Oxfam

Advocacy is a project, programme or programmatic approach which seeks to address the structural and systemic causes of poverty by changing policies, systems, practices and attitudes that perpetuates inequality and deny justice and human rights. Advocacy is a ministry of influence using persuasion, dialogue and reason to obtain change. To be successful in Advocacy we must work with two complementary levels: "Policy influence and Citizen -Empowerment".
World Vision Partnership.

"Advocacy is a set of actions targeted at people who make decisions in support of a specific policy issue. The intention of an advocacy- initiative is to effect change, from an unfavorable situation, such as poor access to resources to a situation where policy -makers develop and implement policies that address the problem".
(SAFAIDS)

Advocacy is about:

- challenging and changing opinions and mind-sets;
- seeking a political commitment for change, justice, human rights issues;
- changing policy, legislation, practice;
- including children's voices which often go unheard;
- supporting children to speak out and be heard directly;
- building healthier democracies;
- delivering evidence-based recommendations to decision makers to influence human rights and children's rights legislative and policy outcomes - all with the aim to make a positive and lasting difference in the lives of children.

- policy /legal change: The central focus of any Advocacy work usually involves activities aimed at influencing decision- makers or policy makers to change a law or policy that is contributing to injustice. These can be formal or informal /traditional policy makers. For ending child marriage advocacy this means influencing policy makers to pass laws or policy (ies) on ending child marriage including for example allocation a specific end child marriage programme budget.

2.1. Child Marriage and Advocacy

Child marriage, also known as early marriage, is defined as “*Any marriage carried out below the age of 18 years, before the girl is physically, physiologically, and psychologically ready to shoulder the responsibilities of marriage and childbearing.*” Marriage is a formalized, binding partnership between consenting adults, which sanctions sexual relations and gives legitimacy to any offspring. It is a respected and valued social institution throughout the world, and may take different forms in different cultures. Child marriage, on the other hand, involves either one or both spouses being children and may take place with or without formal registration, and under civil, religious or customary laws. Ending child marriage is indeed a mandatory task if we are to make progress in global efforts to attain the Millennium Development Goals (MDGs). It requires unambiguous political commitment, visionary leadership, and support for grassroots advocacy to address many of the cultural practices and behaviors that place young women and girls at increased multiple health risks.

To effectively combat the effects of child marriage, it is imperative to bolster community-based programs that raise awareness about its detrimental consequences and empower girls with essential resources. Ensuring enhanced access to education for girls and establishing legal and medical services specifically catering to their needs are vital components of this endeavor. The Convention on the Rights of the Child (CRC) sets a definitive minimum age of adulthood, recognizing individuals below 18 as children. With 194 countries ratifying the CRC, its significance cannot be overstated. Additionally, the UN Resolution on Child, Early and Forced Marriage garnered support from 116 Member States during the 69th session of the General Assembly. This resolution calls for the collaborative development and implementation of comprehensive strategies to eliminate child, early, and forced marriage, while providing essential support to already-married girls, adolescents, and women. Embracing a holistic approach, the End Child Marriage Advocacy is an inclusive and proactive initiative led by key ministries, civil society organizations, traditional leaders, communities, media, private sector, and development partners across AU Member Countries, endeavoring to halt the practice of girls being married or impregnated before their 18th birthday.

2.2. Child marriage as an Advocacy Issue

Africa is home to 130 million child brides, both girls under the age of 18 who have already married and adult women who were married as children (UNICEF (2023)). This calls for advocacy for governments and regional institutions to accelerate efforts and to increase domestic resources to end child marriage in Africa. In the continent, child marriage is driven by a complex interplay of factors, varying in intensity across different country contexts. These drivers, which contribute to the prevalence of child marriage, encompass poverty, entrenched social norms, limited access to education, conflict situations, gender disparities, climate-induced disasters, and the lingering impacts of the COVID-19 pandemic. Notably, the pandemic has exacerbated poverty, income instability, and school dropouts, amplifying the challenges faced by girls in accessing essential healthcare, education, social services, and community support that could shield them from child marriage. As a result, it becomes imperative to focus advocacy efforts on keeping girls in school and promoting economic opportunities, seeking to create a conducive environment that safeguards girls' well-being and empowers them in Africa.

One of the inherent privileges of citizenship in any country is the assurance of rights protection under the national constitution or prevailing laws. Similarly, girls and women rightfully expect their

governments to uphold their rights as lawful citizens. According to human rights standards and norms, special consideration must be given to safeguarding the rights of particularly vulnerable groups. Consequently, it is imperative that all girls are shielded from early forced marriages. Numerous international and regional human rights instruments have addressed the issue of child marriage, underscoring the obligation of governments to incorporate these principles into national legislation and establish effective implementation mechanisms.

3.0 KEY ADVOCACY ACTIVITIES AND ACTIONS

3.1 Activities at Community and National level

At the national and community level, advocacy activities on ending child marriage will privilege decision-makers, traditional leaders, religious leaders, opinion leaders, influentials and enablers, the media, with advocacy messages based on recent data from research. Effective advocacy is a cornerstone in the global effort to end child marriage, a pervasive issue that hinders the development and well-being of girls worldwide. Addressing this complex challenge necessitates a multi-dimensional approach, spanning both community and national levels. This collection of key advocacy activities and actions provides a strategic roadmap to guide stakeholders, from local communities to national governments, in their endeavors to combat child marriage. By leveraging targeted initiatives at the grassroots and broader policy changes at the national scale, this comprehensive approach seeks to dismantle harmful practices, empower girls, and create an environment where every child can realize their full potential. Those who will be responsible for advocacy – ECM-focused stakeholders including community and youth groups – will use a combination of appropriate media, materials and interpersonal channels while addressing the public through activities that include but not limited to:

- a) Dissemination of policy changes on End Child Marriage Advocacy-** This is to prepare leaders at district and local levels for communities for the impact of legal changes and constituents for changes in the legal system surrounding child marriage; specific activities include;
- Advocate with national leaders and partner ministries for high-level commitment
 - Advocate with district officials, traditional and religious leaders, political leaders, etc.
 - Prepare scripts, spiels for speeches, advocacy briefs, and design advocacy materials, e.g., on benefits of delaying marriage, dangers of teen pregnancy, data from research and Demographic and Health Survey statistics, services and opportunities available.
 - Support awareness raising and review of pertinent policies and laws that support child marriage survivors and ending of child marriages.
 - Facilitate public policy dialogue and lobbying through speaking out at meetings, conferences and other events. Direct lobbying of local and national politicians and authorities.
- b) Harmonize statutory and customary laws on marriage:** The purpose is to provide a well-defined legal basis for the creation of messages and implementation of communication activities such as;
- Advocate with district stakeholders, traditional authorities, religious leaders, initiation counselors, parents, guardians and elders
 - Traditional leaders coordinate monthly community dialogues to inform constituents about by-laws and directives related to ECM Advocacy, initiation rites, and key messages on teen pregnancy, school completion, etc.
 - Advocate for the amendment of existing laws to remove legal obstacles faced by girls who seek enforcement of national child marriage legislation and legal remedies.
 - Enact and implement laws that set the legal minimum age for marriage at 18 years or above, with no exceptions, and applicable under all legal systems
 - Facilitate social norms programming to influence attitudes that result in child marriage

- c) Inclusion of ECM Advocacy key messages in religious institutions:** This is to promote ECM Advocacy key messages in religious settings like church, mosques and other important social venues. Specific activities include;
- Advocate with religious leaders to include key messages on ECM Advocacy in their sermons during weekly religious ceremonies
 - Develop booklet of key messages on ECM and child rights Advocacy linked to Bible verses
- d) Establish Media partnership:** This is to ensure media commitment to support ECM Advocacy. Specific activities include;
- Advocate with media organizations-executives and managers at national, provincial and district level through invitation letters to support national and district ECM Advocacy programme
 - Have breakfast meetings with media executives and managers – national radio and community/FM stations, TV, print, digital media, performing and visual artists, etc.
 - Firm up partnership agreements and ToR through MOUs/MOAs with media organizations including telecommunications companies, creative agencies, media production houses and dissemination channels
 - Partner with district branches of media organizations including relay telecommunications offices, creative agencies, local media production houses and dissemination channels.
 - Conduct coordination mechanisms at provincial and district levels, especially for prevention of child marriage, violence and violence against children
- e) Social and community resource mapping:** This is to identify and codify network of ECM advocacy stakeholders, partners and allies at national, provincial and district levels. This will also prepare to mobilize network resources as needed for research, training, and other ECM Advocacy activities such as;
- Map the network of ECM Advocacy stakeholders, partners and allies who could serve as “movers” or champions for public advocacy and social mobilization in the respective districts and communities
 - Agree on ToRs, roles and resource sharing
 - Invite business community to sponsor events; collaborate in the design, pretesting, production and distribution of visibility materials
- f) Activation of social and community organizations:** This is to support and participate in implementation and monitoring of ECM Advocacy activities such as;
- Support national, provincial, district-wide and community activities with champions and role models for ECM Advocacy – led by traditional and religious leaders, youth peer educators, teachers-guidance counselors, CBOs, CSOs, and other
 - Community groups by providing prizes, logistics, etc. Invite national ECM Advocacy champions to grace the district events
 - Support media in public awareness of “ECM Advocacy Models”
 - Organizing and judging Annual Recognition Awards for “ECM Models” and champions/mobilizers/movers
 - As champions and “Movers” for ECM Advocacy, support and mobilize fitting annual festivals, commemoration events in districts and communities – led by chiefs, religious leaders, teachers- guidance counselors, CBOs, CSOs, peer educators, youth groups, and others.
 - Help establish an ECM Advocacy Models advisory board of young leaders and distinguished personalities to advise District Sub-Committees on implementation activities and in monitoring behavior changes.
 - Empower adolescent girls at risk of child marriage, or already married, to express their views and exercise their choices.

- Call attention to learnings, best practices, needs and stories that can be used to effectively lobby for comprehensive National end of Marriage policies
- g) Establish corporate social responsibility-based partnerships:** Partner with the business community to support media engagement, social mobilization and community engagement initiatives such as;
 - Partner with the business community to support media engagement, social mobilization and community engagement initiatives
- h) Mobilize communities to engage with power holders**
Mobilize and equip committees with skills to engage with local power-holders (such as government employers, elders) on issues that affect them e.g health committees meet with local authorities to discuss issues related to child marriage
- i) End Child Marriage Advocacy committees:** Encourage the formation of local End Child Marriage Advocacy committees, children's committees or Issues Based Association (IBAs) to tackle specific issues focusing on ending child marriage
- j) Research and Consultation:** Involve community members (e.g Girls) in grass-roots research needed as part of a public policy programme.

The success of this the above activities depends on respectful engagement with the powers-that-be from the highest to the lowest levels of government and society. Advocacy with them should result in renewed public endorsements and policy statements on ending child marriage and related issues. District administrative authorities, traditional authorities, the chiefs and leaders of religious communities, village local councils and local opinion leaders are looked up to as credible sources of information. They have the influence and power to translate national policy into local by-laws, shape public opinion and strengthen links between families, communities and institutions. They are crucial to ending child marriage.

3.2 Activities by Media

Media engagement: Media engagement plays a pivotal role in the collective effort to end child marriage in Africa, serving as a powerful catalyst for change and a driving force behind awareness, advocacy, and policy transformation. Through various platforms, including television, radio, online channels, and social media, the media holds the capacity to amplify the voices of those affected by child marriage, shed light on the detrimental impacts of this practice, and challenge prevailing societal norms that perpetuate it. By sharing compelling stories, documentaries, and expert opinions, media engagement can raise public consciousness, mobilize communities, and empower stakeholders to demand policy reforms and sustainable solutions. Furthermore, media initiatives provide a vital space for dialogue, fostering conversations that debunk myths, highlight successful interventions, and create a sense of urgency around ending child marriage. In harnessing the media's reach and influence, advocates, activists, and communities can collectively drive the narrative towards a future where girls in Africa are protected from early marriage and empowered to realize their full potential

- Media engagement plan firmed up based on proposals from media organizations
- Media sensitization and message development workshops
- "Models for ECM" logo, tagline and jingle contest
- Media blitz for awareness raising during launch ceremonies and annual events celebrating ECM Models and champions
- Sustained media coverage in varied formats
- Edutainment formats: mass media and community based
- Stories of role models showcased on radio, TV, print, social media and community theatre

- Annual festivals on community theatre, other performing arts and visual arts
- Children as hosts in participatory radio and TV programming
- Interactive communications technology (ICT)/ social media platforms for ECM
- Creative materials development

Popular media Set-ups

- a) **Announcements, spots and slogans:** Public service announcements (PSAs), spots and slogans are short simple messages of between 30 seconds and 2 minutes that can feature a short dialogue, announcement or interview. Spots commonly air on national and community radio and television and are designed to address specific issues. In the context of emergencies, they can convey important advice, warning, emergency warning and behavior change messages. The speaker of the spot or announcement should be credible and trustworthy if the audience is to take notice of the communication.
- b) **Mini-dialogues and mini-dramas:** Mini-dialogues and short dramas are used to convey one or two key emergency messages in the same communication. They are short in duration (i.e. between 2-5 minutes) and are useful in terms of communicating aspects. They can comprise a single dialogue or have several characters. They can be useful in terms of building a story over a series of dialogues or dramas, and characters can become highly familiar to audiences. Often humour is used to catch audience attention.
- c) **Storytelling and testimony:** Stories and testimony from affected community members and humanitarian workers are used to contextualize the social and individual impacts. Testimony, often a monologue from a person affected, will be short in duration, but can have a high impact with the audience.
- d) **Magazine, talk show, phone-in formats:** Magazines, talk shows and phone-ins are mainstays of radio broadcasting, health broadcasting included. Magazine formats provide an often-eclectic mix of features, interviews, competitions, music and drama and are designed to be fast paced and topical. Talk shows allow commentators and leaders to discuss the issue. Phone- ins provide an opportunity for the public to talk to officials and hold them account- able in terms of government responses.
- e) **News, documentary and journalism:** News, from short items regarding health to documentary and investigative radio journalism, represent a mainstay of mass-media at all levels. Regular exposure to news is important in terms of raising awareness and shifting opinion because it can help hold an important eye.
- f) Empower local music artist as an ambassador to compose a theme song on the harmful effects of child marriages and also use themed dramas to stimulate conversations.
- g) Facilitate social media campaigns through Facebook, Twitter, Instagram, TikTok and other social media (adults should note that the platforms favoured by children and young people are constantly changing). Making videos/podcasts: either factual/documentary or creative videos/podcasts that tell a story.
- h) Empower communities, NGOs and FBOs to lobby for access available funding.
- i) Monitor and evaluate the allocation of National resources for ending child marriage interventions at district levels.
- j) Empower communities including child marriage survivors to track, monitor and evaluate expenditure of donors, governments, NGO expenditures at local level.
- k) Support community members, particularly those in church and faith- based organisations within AU member countries, to use their human, financial, material and spiritual resources to support prevention, care and advocacy interventions (especially home- based care activities).

- I) Call attention to learning, best practices, needs and stories that can be used to urge the private sector to meet their obligations in ending child marriage.

3.3. Activities by youth and children

1. **Public policy dialogue and lobbying:** speaking out at meetings, conferences and other events. Direct lobbying of local and national politicians and authorities. This needs children and young people who are confident, articulate and informed; must be willing and able to speak out for others as well as themselves.
2. **Investigations and recommendations for change:** young people undertaking surveys or consultations, or carrying out their own research, reporting their findings and recommendations to those in power. Participating in consultative forums or working groups to develop recommendations, proposals and policy inputs over time. This needs skilled facilitation so research is fully owned by children and young people, yet credible and valid.
3. **Traditional media** (newspapers, radio, TV): being interviewed, getting journalists and programme-makers interested, getting in the news, or making your own; **messages** on T-shirts, caps, bags, posters, billboards, helping to identify with a group and build solidarity. - Children and young people can make their own radio programmes. Let children and young people do the messaging design; have experts help with production.
4. **Reporting to the United Nations:** engaging with other organisations to contribute to an alternative report to the UN Committee on the Rights of the Child. Contributing to other UN reporting mechanisms like Universal Periodic Review and Voluntary National Reviews. Engaging directly with UN CRC activities through Child Rights Connect in Geneva or other channels. - Participate in national NGO networks and keep track of the UN reporting calendar to engage with advocacy processes in good time.
5. **Raising issues through complaints mechanisms:** making a complaint about a rights violation to the Children's Rights Commissioner / Ombudsperson or equivalent in your country. Making a complaint about a rights violation directly to the UN Committee on the Rights of the Child under Optional Protocol 3. - Get to know your national Commissioner or Ombudsperson and build a strong partnership as a basis for future advocacy work.
6. **Social media campaigns:** Facebook, Twitter, Instagram, TikTok and other social media (adults should note that the platforms favoured by children and young people are constantly changing). Making videos/podcasts: either factual/documentary or creative videos/podcasts that tell a story. Online publishing on YouTube, creating a website or a blog. - Teach children how to keep themselves and others safe online. Accept that children and young people understand new media better than we do.
7. **On the streets:** marches, demonstrations (can be enhanced by banners, costumes, carnival floats, Chinese dragons etc.) Sit-ins, protests and non-violent direct action (NVDA). - Remember that freedom of assembly and peaceful association are children's rights under CRC Article 15. Don't deny them, or let others violate them.
8. **Creative arts with a message:** murals, sculpture, paintings, drawings, and all kinds of computer-generated artwork. Theatre: Community theatre, street theatre and performance art. Music: Songs with messages – adapting old songs, creating new ones. Sharing and

distributing music online.- Children's creative work presented to the right audience at the right moment can move the hearts of those in power. It is best practice to **avoid**:

- × Inviting children to read a pre-written speech that was composed by adults
- × Having children simply present flowers or gifts to adult decision-makers
- × Inviting children to sing a song or perform a play purely for entertainment purposes
- × Having children participate in a demonstration or rally that they didn't organize or have a say in planning
- × Having children pose for pictures with adult decision-makers without giving them any opportunity to dialogue with adults¹

9. **Persuading through drama and music:** Drama is usually associated with information, education and communication more than advocacy. It becomes an advocacy method when:
 - a) The general public has been identified as an indirect target who will go to influence a direct target for example subjects of the chief who will influence the chief
 - b) Influential people are in the audience- example ministers watching a young people's performance. - It is important to be clear about the objective of any drama for advocacy, and to choose a limited number of message or themes so that the audience clearly understands which problem or issue is being highlighted and what the suggested solution is. The involvement of the people affected can make the drama much more powerful, if they are happy to do this.
10. **Lobbying or face to face consultative meetings by children:** A face-to-face meeting with a targeted decision maker (also known as lobbying) is one of the most frequently used advocacy methodologies by the children and is often the starting point in a series of activities.
11. Facilitate participatory media programming with and for adolescents, providing a platform for intergenerational dialogue and debate, within which adolescents and their families are prompted to discuss contents traditionally considered as 'taboo' and ways to address them.

3.4. Activities by Adults and other people

- **Raise awareness among decision makers on key issues** around ECM toward reviewing and improving legislation on marriage and creating an enabling environment for effective implementation of policy changes;
- **Create partnerships and alliances** to improve programmes, structures and services and generate institutional (schools, health system, social welfare, etc.) support and momentum behind child marriage issues;
- **Engage duty bearers, allies and partners** at multiple levels of society, in overcoming barriers to implementation, toward widest participation in programmes to protect children and adolescents against child marriage and its drivers;
- **Deliver persuasive, evidence-based and solution-oriented messages** to decision-makers and those who influence them, to relevant stakeholders, and the public;
- **Mobilize the public around ECM Advocacy issues**, change perceptions, build support and create a social movement to influence leaders, decision makers and stakeholders to take action;
- **Engage business leaders, media executives and "gatekeepers"** in facilitating the creation of platforms for children and young people's voices and stories to be heard and acted upon.

¹ World Vision International (2017). Leading the Way. Guidance on the Participation of Children and Young People in Global Engagements, UNICEF Advocacy Toolkit may 2021

3.5. Activities at School level

- i. **Advocacy and community awareness:** We will engage local music artist as an ambassador to compose a theme song on the harmful effects of child marriages and also use themed dramas to stimulate conversations. Digital conversations and mass media messages will be used to raise awareness about the dangers of child marriage, the alternatives, and the rights of girls.
- ii. **Community Dialogues:** We will work with parents and other community stakeholders this is vital in changing the attitudes and social norms that perpetuate harmful practices such as child marriage. A primary goal is to create an environment in which delayed marriage becomes more socially acceptable than child marriage. At the same time, girls must be able to pursue an education or other alternatives to marriage without the fear of criticism or ridicule. Noting that the community plays a critical role in ensuring pregnant and teenage mothers are supported and retained in school, community dialogues will be rolled out through the support of other partners. Working in partnership with parents is also essential, as child marriage is often a consequence of the constraints and stresses experienced by families as a result of poverty, displacement, or societal pressures. Working with parents to transform attitudes and identify viable alternatives that advance the interests of individual children and the wellbeing of the entire family is critical to ensuring that interventions have positive, sustainable results.
- iii. **Male Involvement:** Engaging men and boys, particularly fathers and brothers is necessary. Interventions that involve fathers and religious and traditional leaders broaden understanding of the dangers of child marriage, and the long-term benefits of education and economic opportunities. Traditional leaders will advocate for the rights of the girl child whilst influencing the support of men and boys to support girls and young women. Equally important is reaching out to boys at a young age to encourage equitable gender attitudes and norms so that they can be allies in preventing child marriage and change agents within their communities.
- iv. **Establish Girls Health Clubs:** Girls Health clubs or safe spaces (innovative learning and sharing platforms) for AGYWs can be established in the different districts. We will empower girls at risk of child marriage and married AGYWs through, for example, life skills training, provision of safe spaces for girls to discuss their futures, the provision of information about their options, and the development of support networks. The Girls Health Clubs mandate is to equip AGYWs with knowledge and skills in areas relevant to their lives, including sexual and reproductive health, nutrition, and their rights under the law. Girls will develop their abilities and self-confidence, parents and community members come to regard them differently, which can help to re-shape long held views and customary assumptions.
- v. **Edutainment for AGYWs**– Edutainment is a core component of this intervention. This will involve, among other things, working with artists to develop theme songs that disseminate information on ending child marriage. Sporting events and competitions can be organized for girls and young women around the themes of the programme focus areas.
- vi. **Partnerships:** Child marriage is a cross-sectoral issue that require a coordinated, integrated response and partnership between governments and stakeholders.
- vii. Available Girl Child- friendly information, Education and communication materials

3.6. Activities at Continental level

a) Scale up what works

To have a meaningful impact on the numbers of girls that marry every year, child marriage programming must be taken to scale. This should be led by governments, with strong partnerships with and accountability sought by civil society, and supported by targeted development assistance and domestic resource mobilisation. Governments and other stakeholders should:

- Securing free, quality education for all girls for 12 years or more.
- Guarantee access for all girls – regardless of age or marital status – to the full range of youth-friendly health, sexual and reproductive health care services, including safe abortion.
- Ensure that policies and plans to mitigate and respond to humanitarian situations reflect the specific needs of girls and women in crisis.

b) Transform social norms

A world without child marriage would be a more gender-equal world. This means transforming harmful social norms that restrict and repress girls and women and reduce their life chances.

Governments and donors should:

- Fund and support long-term social norms transformation.
- Invest in social norms programming that focuses on all who influence attitudes that result in child marriage.
- Ensure community mobilisation programming is led by frontline workers from those communities where child marriage occurs.

c) Support civil society movements to drive change

To accelerate progress towards gender equality, the movement to end child marriage needs to be diverse and inclusive, and be able to effectively advocate for an end to child marriage as part of the broader campaign for girls' and women's rights and ending violence against children.

Governments and donors should:

- Increase funding for movements, collective action and individual civil society organisations, and ensure it is multiyear and flexible.
- Invest in learning and evidence around what works to end child marriage and to advance girls' rights and agency.

d) Put girls at the centre

Girls are active, engaged and powerful individuals who best understand the realities of their lives. To accelerate progress towards ending child marriage, girls and young people must be at the centre of finding solutions and shaping their futures.

Governments and donors should:

- Invest in programmes that build the life skills and confidence of girls.
- Integrate girls into the design and development of programmes that aim to influence their lives.
- Profile girls and young people in programmes, media and communications to create positive role models.
- **Coordination between government and civil society interventions**, supported by centralised planning and oversight coupled with collective monitoring and evaluation. Interventions are not coordinated across regions, sectors or programme implementors, and are not monitored and evaluated collectively.
- **Global and regional advocates**. Work with key partners and member organisations on global and regional advocacy initiatives and campaigns to engage decision-makers and keep

child marriage on the political agenda. Support others to integrate approaches to end child marriage through their own work. Child marriage is an issue that must be addressed across the humanitarian, development and human rights sectors.

- **National advocates:** Partner with our member organisations to advocate for effective responses to child marriage at a national level. We demand accountability from decision-makers. Share lessons learned, evidence and data about what works to end child marriage. Together with our membership, we hold governments to account for implementing their national child marriage strategies and programmes.
- **Global advocacy opportunities and campaigns:** When we put the causes, implications and solutions to child marriage in the spotlight, we can boost political support for global decision-makers to address the issue. Use key moments in the global advocacy calendar to advance global efforts to end child marriage. Support the development of global standards and policies, and we drive resources and political will to efforts at the national and local level.
- **Platforms such as the Commission on the Status of Women:** We work with platforms such as the Commission on the Status of Women (CSW), the global intergovernmental body dedicated to the promotion of gender equality, to spotlight the work of civil society to end child marriage in their countries and communities. Engage key decision-makers from UN Member States and bodies to address the issue during the annual two-week session in March.
- **Advocate for the UN and Human Rights Council Child, Early and Forced Marriage Resolutions** to contain strong and relevant language on child marriage, and urge governments to co-sponsor resolutions and show their support.
- **Budget advocacy:** Budget advocacy is a strategic approach to influence governments' public budgets, to ensure they walk the talk on action for girls.
- **Government funding allocations** are a mirror of political will. The decisions governments make about funding policies, programmes and services for girls can have a direct impact on a girl's life: her health, education, her safety and protection from violence. This is why we want to see these interventions for girls planned for, costed and funded across sectors, in government budgets, and to see those funds spent effectively at all levels for girls – which is where our work in budget advocacy comes in Advocacy
- Advocating, collecting evidence and monitoring progress towards ending child marriage so as to make the case to bilateral and multilateral donors for predictable, consistent and long-term funding to address child marriage.
- Develop partnerships and alliances to improve programmes, structures and services and generate institutional (schools, health system, social welfare, etc.) support and momentum behind child marriage issues.
- Facilitate documentation and systematic dissemination of lessons learned from child marriage related programs to strengthen learning and decision-making as well as monitor progress to end child marriage at local, national and continental levels.
- Facilitate CSOs to share knowledge on best approaches and practices that have worked in eliminating or reducing the practice of child marriage with other CSOs in the region.
- Empower CSOs/FBOs to contribute to an alternative report to the UN Committee on the Rights of the Child. Contributing to other UN reporting mechanisms like Universal Periodic Review and Voluntary National Reviews
- Identify accountability mechanisms that can be used to review the progress of national initiatives to end child marriage or efforts to integrate child marriage interventions across sectors, such as through parliamentary committees on child marriage, national human rights institutions or similar.
- Advocate for country's lead ministry on child marriage to engage with other ministries (Health, Education, Justice, Employment, Transport, Agriculture, etc.) to take action on child marriage within their own sectors.
- Ensuring government initiatives to tackle child marriage (e.g. national action plans or strategies) are costed and budgeted for, and domestic resources (both technical and financial) are mobilised (e.g. a percentage of the budgets of the lead Ministry, and related

line Ministries such as Health, Education, Justice, etc., are allocated to initiatives which seek to end child marriage).

- Ensure national allocation to health and other relevant ministries for end of child marriage response; and monitor effective utilization of allocated resources (Abuja summit recommended 15% of the national budgets).
- Allocation of resources for end child marriage interventions in all AU member countries.
- Advocate for adequate infrastructure to facilitate access to market, social and health infrastructure facilities.
- Ensure adequate integration of child marriage programming in PRSPs and other policy document.
- Ensure participation of Civil Society and child marriage survivors in CCM and PRSP process to encourage transparency, ensuring grass roots benefit and monitoring.
- Engage private and bilateral donors for increased funding for marriage programming
- Engage with denominational and faith-based organisation and other networks to help provide leadership around accessing human, financial, material and spiritual resources to support prevention, care and advocacy interventions.

4.0 DEFINING ALLIES AND TARGETS IN ENDING CHILD MARRIAGE ADVOCACY

In order to undertake effective advocacy, we need to define our stakeholders, targets and allies at the initial planning stage.

Stakeholder: Within policy and End child marriage advocacy circles, a stakeholder is someone who is affected by a decision, or who can affect that decision.

Targets/Audiences: These are the individuals, groups or institutions that we advocate to. They have influence that can cause a change on the on the end of child marriage Advocacy–issue. They can be categorized into primary and secondary targets.

The primary–target /audiences includes-decision–makers with the authority to affect and/or effect the outcome for End child marriage Advocacy- objectives. These are the individuals who must actively approve the policy-change. The decision- makers are primary-targets of End Child Marriage Advocacy e.g ministers for education, finance, Member of Parliament (at national level) and council of elders, chiefs and clan-heads, traditional leaders, religious and other community leaders.

The secondary–target/audiences: are individuals and groups which can influence the decision-makers (**primary-audience**). The positions and actions of these “influencers” are important in achieving the end of marriage advocacy objectives in so far as they affect the opinions and actions of the decision- makers. For example, First ladies may influence presidents, secretaries may influence bosses, friends and relatives may influence chiefs.

Some members of the primary-audience can also be secondary-audiences if they influence other decision- makers. In addition, your secondary –audience may contain oppositional forces to your objective(s). If so, extremely important to include them in your list, learn them and address them as part of your strategy.

Allies: These individuals, groups or institutions that we advocate with. These can include the people affected by the problem, civil society organizations, celebrities, the media, etc. Allies often help to achieve the advocacy objectives.

When developing messages, ensure that each of the messages focuses on a particular target that has been identified at the planning stage in the cycle. You may develop a list of all the targets and allocate them the corresponding advocacy messages on ending child marriage.

5.0. KEY ADVOCACY MESSAGES ON ENDING CHILD MARRIAGE

5.1. Messages to parliamentarians

- **Advocate for the adoption, strengthening and implementation of laws and policies on child marriage:** Parliamentarians are uniquely positioned to exercise a leadership role in establishing and implementing a robust legal and policy framework for preventing child marriage and supporting married girls, and ensuring it is effectively enforced by relevant actors and institutions.
- **Advocate for a high-level review of national laws relating to marriage and gender equality** (including laws on gender-based violence, property, inheritance, dowry, divorce, etc.) to identify gaps, inconsistencies, and inadequate penalties that expose girls to the risks of child marriage and its consequences, and to identify contradictions and/or inconsistencies between national laws and customary, traditional or religious laws, in line with international and regional human rights standards.
- **Strengthen and enforce national laws that prevent and prohibit child marriage** in line with international and regional human rights standards, including by establishing a consistent legal minimum age of marriage of 18 for girls and boys, with no exceptions (including judicial consent, parental consent, or otherwise).
- **Advocate for the amendment of existing laws** to remove legal obstacles faced by girls who seek enforcement of national child marriage legislation and legal remedies.
- **Ensure that legislation related to child marriage is accompanied by proper training** of the judiciary, police, civil registration and child protection officials, and any other actors responsible for the implementation and enforcement of the law, to ensure that complaints filed by girls who are at risk of child marriage or have been married underage, are taken seriously by local officials and that necessary legal action is taken.
- **Advocate for the strengthening of civil registration systems** for birth and marriage throughout the country and resources (technical and financial) and infrastructure to support this.
- **Advocate for a national plan of action to address child marriage**, whether that is by developing
 - a new targeted strategy, or by integrating child marriage prevention and response measures across different sectors of government
 - Prioritize ending child marriage at all levels for all populations
 - Promote national laws, policy frameworks and mechanisms to protect and promote adolescent girls' rights, aligned with international standards and with adequate resources
 - Ensure access to health services for adolescent girls, especially the most vulnerable ones
- **Support implementation of the Sustainable Development Goals including target 5.3 to end child marriage by 2030²:** The Sustainable Development Goals (SDGs), the successor of the Millennium Development Goals will determine national and international development priorities until 2030. With 17 goals and 169 targets across social, economic and environmental areas of

² Girls Not Brides: The Global Partnership to End Child Marriage July 2016

sustainable development, the 2030 Agenda is an important political consensus document whose goals and targets will shape international development priorities for the next 15 years.

Target 5.3 of the SDGs commits governments to “eliminate all harmful practices, such as child, early and forced marriage and female genital mutilations” by 2030. At the UN General Assembly on 25 September 2015, all UN Member States pledged their public support towards achieving target 5.3 to end child marriage as part of the wider SDGs.

Target 5.3 is a powerful advocacy tool for parliamentarians to call for increased action and resources within a clearly defined timeframe and ensure government accountability. The target provides an entry point for dialogue at the national level on how to strengthen existing initiatives to tackle child marriage and accelerate progress to end the practice by 2030.

Due to the multi-faceted nature of child marriage, target 5.3 not only provides parliamentarians with the means by which to monitor progress on reducing child marriage, but will also assist them in catalysing efforts towards achieving a number of other related SDGs on poverty, nutrition, economic growth and reduction of inequalities, particularly gender inequality.

By engaging with the implementation of the SDGs, parliamentarians can both serve their constituents’ interests and bring about wider social and economic change. Parliamentarians can work to practically implement the SDGs and target 5.3 through a number of actions including by:

- **Encouraging your government to support implementation of the SDGs**, by developing a clear strategy and implementation plan, with clear milestones and timelines to report progress towards achieving the 2030 Agenda.
- **Knowing that social change takes time, building consensus on common indicators** of progress, assess current data and indicators, and advocate for government to reach out to its national statistics office to plan how to measure progress against target 5.3 and the 2030 Agenda, and ensure that sub-national and national monitoring mechanisms are in place to do so.
- **Participating in the development of national development plans** to implement the SDGs, particularly for achieving target 5.3 on child marriage.
- **Asking parliamentary questions to relevant government ministries** to clarify their involvement in and priorities for implementation of target 5.3 of the SDGs in their respective sectors.
- Organising an event or public meeting on child marriage in Parliament and inviting relevant UN experts, civil society representatives, youth, donor government representatives, private foundations, researchers, academics, journalists, etc. to attend.

iii. **Budget for ending child marriage:** Parliamentarians have a critical role to play in ensuring there is adequate budget allocated each financial year towards laws and policies for preventing and mitigating the effects of child marriage. Parliamentarians can work to finance child marriage initiatives by:

- **Advocating to your country’s lead ministry on child marriage to engage with other ministries** (Health, Education, Justice, Employment, Transport, Agriculture, etc.) to take action on child marriage within their own sectors.
- **Meeting the Ministry of Finance** to educate them on the economic costs of inaction to ensure they are aware of the importance of financing child marriage initiatives in the government budget each financial year.
- **Ensuring government initiatives to tackle child marriage** (e.g. national action plans or strategies) are costed and budgeted for, and domestic resources (both technical and financial) are mobilised (e.g. a percentage of the budgets of the lead Ministry, and related line Ministries such as Health, Education, Justice, etc., are allocated to initiatives which seek to end child marriage).

- **Advocating, collecting evidence and monitoring progress towards ending child marriage** so as to make the case to bilateral and multilateral donors for predictable, consistent and long-term funding to address child marriage.
- **Working within your constituency to ensure funding for child marriage** reaches sub-national and local levels, and that your constituents and/ or local government officials know how to access local funding for addressing child marriage.

iv. Be accountable and demand accountability: Parliamentarians have a critical role to play in demanding accountability to existing national, regional and international commitments made by government towards addressing child marriage. Parliamentarians can work to promote government accountability on child marriage by:

- **Identifying accountability mechanisms that can be used to review the progress** of national initiatives to end child marriage or efforts to integrate child marriage interventions across sectors, such as through parliamentary committees on child marriage, national human rights institutions or similar.
- **Staying connected with civil society and involving them in parliamentary discussions to hear their views on progress and gaps.** For example, you might offer to organise a briefing, roundtable event, dialogue, etc. on child marriage, to get their views on how effective government efforts to address child marriage are.
- **Calling for regular, transparent and publicly available reporting on progress to end child marriage,** including through international human rights instruments like the CRC, CEDAW, Universal Periodic Reviews and of the SDGs, for example by ensuring that:

k) Periodic reports include information on child marriage trends and progress

l) Parliament is involved in the preparation of the reports by providing information on child marriage, or by remaining informed about its contents

m) The concluding observations of each Committee are presented to and debated by Parliament

- **Supporting the biannual UN General Assembly and Human Rights Council Resolutions on child, early and forced marriage** (next UN General Assembly resolution will be in September 2016 and the Human Rights Council resolution in 2017), by encouraging your government to co-sponsor and work for strong and comprehensive resolutions
- **Pro-actively identifying global and regional opportunities** for accountability by governments.
- **Calling for implementation of regional and international commitments** to address child marriage.

5.2. Messages to Traditional leaders

- Believe that child marriage is wrong and discourage child marriage
- Teachers provide inclusive guidance counseling to girls and boys to complete school
- Duty-bearers foster protective services
- Health workers provide services and counseling to adolescents on AFSRH and WASH
- Community leaders foster alternatives to child marriage
- Traditional leaders, religious and other community leaders and initiation councilors promote key messages and desired behaviours around ECM Advocacy
- Trained local change agents, e.g., members of Child Clubs, Youth Associations, peer educators, school children are mobilized to participate in media programs, promote and monitor key behaviours

- CBOs, PTAs, Mothers Groups, Farmers Associations, etc. include ECM Advocacy and monitor progress in their regular meeting agendas
- Community members – men, women, young people dialogue on key issues and participate in sharing stories of positive change on ECM Advocacy
- Community radio listening forums and mobile film/video discussion groups meet regularly to learn, exchange and update on ECM Advocacy issues

3.3. Messages to Governments and other stakeholders

- A strong legal and policy framework for preventing child marriage and teen pregnancies, and for supporting married girls is the cornerstone of any government programme on ending child marriage.
- Legally define a child as an individual under the age of 18 years, with no exceptions, as per the Convention on the Rights of the Child. Fix the minimum legal age of marriage for both males and females at 18. Harmonize all legal systems (civil, criminal, family and customary laws) to that standard.
- Enforcing legislation against child marriage should be done alongside addressing the underlying causes. Girls who are pulled out of forced marriages without follow-up protection and support may be abandoned or ostracized.
- Ending child marriage is everyone's responsibility: government, traditional leaders, religious leaders, civil society, children and youth, media, business community, teachers, parents, families.
- Make birth and marriage registration mandatory and free/low-cost. Establish an effective civil registration system at the national and sub-national levels that is sufficiently resourced with the necessary infrastructure and training of civil registration authorities.
- Securing free, quality education for all girls for 12 years or more.
- Guarantee access for all girls regardless of age or marital status to the full range of youth-friendly health, sexual and reproductive health care services.
- Ensure that policies and plans to mitigate and respond to humanitarian situations reflect the specific needs of girls and women in crisis.
- Fund and support long-term social norms transformation.
- Invest in social norms programming that focuses on all who influence attitudes that result in child marriage.
- Ensure community mobilisation programming is led by frontline workers from those communities where child marriage occurs.

5.4. Messages to Youth and children

- Child marriage has damaging impacts on girls' health and well-being.
- Child marriage is more common in sub-Saharan Africa than most think
- Decide to delay marriage until age 18 or later
- Believe that completing secondary education will lead to a better future
- Feel confident to take appropriate actions
- Participate in decisions affecting them
- Child marriage is a multifaceted issue. It affects our efforts to end poverty and violence and to improve health and education for all.
- Child marriage traps girls, their families and communities in a cycle of intergenerational poverty.
- Child marriage and girls' lack of access to quality education are both rooted in gender inequality and the belief that girls and women are worth less than boys and men.
- There are two-way links between child marriage and girls' education. Decisions

around them are complex and influenced by a variety of factors.

- Keeping girls in school is one of the best ways of delaying marriage. On average, the likelihood of a girl marrying as a child is six percentage points less for every additional year she stays in secondary education.
- Access to education affects marriage timing more than marriage affects access to education. Most girls drop out of school and then get married.
- Education is a powerful path to gender equality, strengthening girls' skills, knowledge and power to challenge discriminatory gender norms.
- Invest in programmes that build the life skills and confidence of girls.
- Integrate girls into the design and development of programmes that aim to influence their lives.
- Profile girls and young people in programmes, media and communications to create positive role models.
- Raise awareness about the extent and negative impacts of child marriage
- Support behaviour change
- Advocate in favour of national laws, policy frameworks and mechanisms to protect and promote adolescent girls' rights, ensure that they are aligned with international standards and implemented.

5.5. Messages to Parents

- Parents who achieve a higher standard of formal education are more likely keep their sons and daughters in school and less likely to allow them to marry. These parents tend to have better parenting skills, a strong sense of the importance of education and an appreciation of its value in increasing the life opportunities of their children.
- Parents or guardians should talk with their daughters and sons about relationships, sex and their vulnerability to HIV and other STIs. Girls and young women are especially vulnerable to HIV and HPV infection which can lead to cervical cancer. Girls and boys need to learn how to avoid, reject or defend themselves against sexual harassment, abuse, violence and peer pressure. They need to understand the importance of equality and respect in relationships.
- Parents, teachers, peer leaders and other role models should provide adolescents with a safe environment and a range of life skills that can help them make healthy choices and practice healthy, responsible and safe behaviour to avoid substance abuse and conflict with the law.
- A family is the first line of protection for children. Parents or guardians are responsible for building a protective and loving home environment. Schools and communities are responsible for building a safe and child-friendly environment outside the child's home. In the family, school and community, children should be fully protected so they can survive, grow, learn and develop to their fullest potential.
- Children have the right to a family, to be loved and protected from harm ... and the responsibility to show love and caring to his/her parents and other family members;
- Children have the right to a good education ... and the responsibility to go to school, study and learn, and respect their teachers and other students.
- Children have the right to a nationality, pride in their heritage, traditions and beliefs and the responsibility to respect other people, no matter their age, race, origin, religion or beliefs.
- Prefer to delay daughter's marriage until age 18 or later
- Support their daughters and sons to finish secondary school
- Feel confident to advise on proper sexual behaviour and life skills
- Foster positive parenting

5.6. Messages to Civil Society Organizations

- **Engage in awareness-raising campaigns to end child marriage:** CSOs should continually and consciously educate, sensitize and create public awareness on the effects and risk relating to child marriage. CSOs should raise public awareness and campaigns to end child marriage using the media/ social media, outreaches at mosques, churches and communities. Public sensitization should take place in both the urban and rural areas. Furthermore, CSOs should educate citizens on the health effects of early and forced marriage. Young girls who have been victims can share their experiences with other young girls, families and people in the communities. Public awareness creation, campaigns, education and sensitization should focus on educating the citizens to change their perceptions, behaviors and attitudes towards girls and women in the society. Moreover, during these sensitization activities, laws regarding child rights issues and their sexuality should be articulated. People should be schooled on the legal age of marriage and the fact that marrying young girls before the legal age is a criminal offence punishable by law.
- **Intensify advocacy efforts:** CSOs should intensify advocating for policy reforms and comprehensive legislation that promote child rights and protection. Activists can advocate for the clarification of ambiguous legislations between religious, customary and civil marriages. They should demand the official registration of all marriages and advocate for law enforcement in communities.
- **Embarking on policy reforms:** CSOs should campaign for the same minimum legal age of marriage for both female and male. Parental consent and other exceptions needed as a requirement for marriages below the legal age must be annulled. At both national and local levels, CSOs can organize forums with all stakeholders supportive of ending child marriage and raise awareness among them on the state of early and forced marriage in the country and the need to address it by embarking on policy reforms that seek to empower girls.
- **Provision of appropriate support:** CSOs can provide service support interventions for adolescent girls, survivors, child wives and the family. Poverty is one underlying cause of child marriage globally. CSOs' supportive interventions should seek to empower girls so they become economically equipped to be independent. Basic and secondary education should be accessible to young girls while child marriage victims/ survivors should be reintegrated into the educational system or in vocational training institutes. The creation of adolescent-friendly health services and youth counselling centres in local communities where the youth can get information about their reproductive health issues and support will be invaluable in bridging the information gap.
- **Engage relevant stakeholders:** CSOs must constantly engage religious and traditional leaders, men and boys. The role of men is vital in our quest to end child marriage as they play key roles in the process; either as the men getting married to girls or being the men collecting the bride price (when it is being paid). In engaging these stakeholders, CSOs should seek to challenge the rationale for child marriage at the community level through education and open discussions. CSOs' consultations and engagements with these stakeholders should lead to the creation of watchdog committees within communities that take preventive measure against child marriage practices. These committees could be made responsible for reporting child marriage cases in the communities to appropriate agencies in the communities.

- **Involve traditional and religious leaders in measures to curb this practice.** They have enormous potential to conscientise communities towards ending the practice. In Niger, Plan International (2012) reports working with Sultans in the Dossa area to eradicate child marriages. These men are highly revered and deal directly with communities and parents of child brides.
- **Knowledge Sharing:** CSOs should always share knowledge on best approaches and practices that have worked in eliminating or reducing the practice of child marriage with other CSOs in the region. Although there are differences in context, basic information and activities can be adopted in child marriage programmes/projects. Dynamics in child marriages overtime should be documented by CSOs since academics and researchers can develop an interest in assessing these new paradigm shifts. This can lead to a pool of knowledge and resources that can inform a lasting solution to the menace.
- **Holding government to account for their budgetary commitments:** Civil society organizations have a unique role in holding government to account for their budgetary commitments to address child marriage.
- Civil society must negotiate their role as both advocates and “encouraging friends” to government in their budget advocacy work.
- **Strong relationships between civil society and key stakeholders** – government officials, parliamentarians, other civil society organizations, the media, community leaders and young people – are key to budget advocacy success.
- **Lift the political profile of the issue:** Budget advocacy on child marriage helps lift the political profile of the issue at the sub-national level
- **Leverage technical expertise:** A solid budget analysis is a powerful tool that complements other advocacy strategies. Civil society must leverage technical expertise to conduct budget analyses and ensure budget advocacy is supported by strong data.
- **Engage a broader advocacy plan:** Budget advocacy is not a one-off – it is a long-term process with which to engage as part of a broader advocacy plan

5.7. Messages by Media leaders, celebrities and influencers

- Demand that governments, and other authorities, respect the child’s right to be protected from early marriage
- Promote community dialogue and social mobilization to ensure that households demonstrate positive attitudes and behaviors toward investing in adolescent girls
- Support adolescent girls at risk of, or affected by, child marriage so they stay in school through the primary and the lower secondary cycles and acquire life skills, enabling them to make choices and exercise their rights
- Child marriage is a human rights violation. Despite laws against it, the practice remains widespread
- Child marriage threatens girls’ lives and health, and limits their prospects

- Girls pressed into child marriage often become pregnant as adolescents, increasing the risk of complications in pregnancy or childbirth. These complications are the leading cause of death among older adolescent girls

5.8. Messages to UN

- Increase funding for movements, collective action and individual civil society organisations, and ensure it is multi-year and flexible.
- Invest in learning and evidence around what works to end child marriage and to advance girls' rights and agency.
- Communication for development actions must be pursued with communities, adolescents and young people to promote endogenous social and behaviour change, increase demand for quality services, and foster community engagement and empowerment in creating a more protective environment in which children can grow and prosper.
- Work with a range of government partners must be strengthened in terms of coordination mechanisms at provincial and district levels, especially for prevention of child marriage, violence and HIV. Continuous work with national and subnational government partners is necessary to ensure sustainability and appropriation of the interventions, and also to foster a network of committed individuals that promotes a culture of zero tolerance
- Stronger coordination and synchronization of different Communication for development platforms and partners will help to increase the impact of interventions on social and behaviour change.
- By focusing on community-level interventions and using existing community structures and volunteers (activists/ mentors) to carry out awareness-raising and sensitization activities, communities' capacities are further enhanced, and they are empowered through leading social change process.
- Expanding boys' and men's involvement in prevention of violence through gender-transformative training and sensitization can increase the shift of harmful norms around gender inequality and gender-based violence within communities. In addition, this will include peer-to-peer conversations on gender stereotypes and how these affect gender dynamics and power relationships.
- Continuous strengthening of capacities of religious and community leaders and engaging them in ongoing dialogue is necessary to make them accountable for implementation of action plans developed during the community dialogues. They can become champions of the zero-tolerance culture and if they constitute a significant proportion of the community, they will represent the 'tipping point' towards normative change.
- Support must be maintained for participatory media programming with and for adolescents, providing a platform for intergenerational dialogue and debate, within which adolescents and their families are prompted to discuss contents traditionally considered as 'taboo' and ways to address them.

5.9. Messages to AU

- **Engagement of boys and young men:** There is the growing recognition that prevention of child marriage and support for the girl child requires the engagement of boys and young men. - This is in line with continental frameworks on the need for fostering collaboration with men's organizations that address gender inequalities and advocate for the elimination of harmful traditional practices.
- **Recognition of district committees/multi-sectoral teams as key stakeholders:** There is the recognition of District committees/multi-sectoral teams as key stakeholders in efforts to

end child marriage and support child marriage survivors. Community stakeholders will be the first responders to child marriage. This calls for the continuous strengthening of their capacities to respond. This is in line with AU commitments calling for “improved or enhanced engagement with grassroots or community level initiatives and organizations.” Linked to this recommendation is the need for vigorous awareness raising and review of pertinent policies and laws that support child marriage survivors and ending of child marriages.

- **Ensure the viability and sustainability small-scale entrepreneurship programmes:** Given the risks and vulnerabilities faced by girls in poor rural communities, there is a need to ensure the viability and sustainability of suggested small-scale entrepreneurship programmes. An overall key recommendation is to strengthen skills, information, confidence and support for child marriage survivors, their families and schools to develop small businesses, for example, bee-keeping; as well as knowledge and understanding that can help them connect, compete and sell in export markets. Enhanced access to other empowerment programs such as ADVANCE; development of village banking activities; and capacities for market access can be supportive actions.
- **Integrate the provision of psycho-social services:** Child marriage related programs should integrate the provision of psycho-social services to child marriage survivors as part of the comprehensive response to support the safety, wellbeing and rights of the girls.
- **Partners to continue to showcase success stories of child marriage survivors:** There is a call by all partners to continue to showcase success stories of child marriage survivors to help delay marriage or sex, illuminate options, bring attention to emerging opportunities and highlight the increased autonomy of girls who have developed and strengthened their skills and gained greater awareness of their human rights.
- **Use of Information, Education and Communication (IEC) materials:** Communication materials should be developed in local languages to ensure wider reach and accessibility. Ideally, the use of Information, Education and Communication (IEC) materials with pictures of locally based opinion leaders, pupils and others such as school heads, teachers, and reformed pupils should be encouraged.
- **Funding and multi-sectoral partnerships sustained:** Partnership efforts should be aligned and synergized including through joint monitoring, reporting, documentation and learning towards tangible impact. Funding and multi-sectoral partnerships should be sustained to ensure the sustainability and continuity of ending child marriage initiatives including to strengthen legislative, policy frameworks and budgetary allocations by the government.
- **Youth engagement through inter-generational dialogues** is critical to address negative social norms and promote gender equality and women’s empowerment. Linked to this will be the continuing call to enhance the voices and participation of girls and survivors in consultative processes that inform planning, policy development, implementation and monitoring.
- **Engage schools, traditional, faith-based and community leaders:** Schools, traditional, faith-based and community leaders should be engaged to strengthen the oversight and monitoring mechanisms for early detection and prevention of child marriages.

- **Close the gender digital divide as most girls and women:** Considering COVID-19 pandemic which has brought out a spotlight on child pregnancies and the new way of doing things, there is need to close the gender digital divide as most girls and women are not able to access information. Efforts need to start with building the capacity of women and girls so that they are not left behind on information and decisions around COVID 19 management. The documentation and systematic dissemination of lessons learned from child marriage related programs is important to strengthen learning and decision-making as well as monitor progress to end child marriage at local, national and continental levels in Africa.
- **Develop, elaborate, and implement national strategies and action plans**, including putting in place mechanisms and institutions for the enforcement, monitoring and reporting, along with financial and human resources, all aimed at ending child marriage;
- **Ratify, domesticate, harmonize, apply, and monitor international and regional instruments** aimed at improving the welfare of children and women rights’;
- **Develop and implement national strategies and comprehensive action plans** which are well resourced (budget) that aim to end child marriage; Implement all key continental policies and legal instruments relating to human rights, gender equality, maternal and child health, and “harmful traditional practices” for the empowerment and participation of girls and women in development;
- **Enact and implement laws** that set the legal minimum age for marriage at 18 years or above, with no exceptions, and applicable under all legal systems;
- **Implement appropriate legislation and policies** that effectively prohibit, prevent, punish and redresses child marriage including cross-border movement of girls for child marriage purposes;
- **Develop and implement**, or include in existing initiatives, national-level or subnational-level programmes that aim to prevent child marriage and support already married girls by empowering girls through education, life skills and safe spaces, and providing the adequate health, justice and other services;
- **Ensure that ending child marriage remains high on the political agenda** at global, continental, regional and national levels.
- **Promote the participation and role of men**, particularly fathers, religious leaders and community leaders in promoting positive male role models who oppose child marriage and are knowledgeable about its harmful impacts;
- **Encourage civil society initiatives and partnerships** that promote the wellbeing and protection of children by investing in programmes aimed at empowering communities and girls at risk of child marriage;
- **Ensure that child marriage prevention information** including legal measures and policies are embedded in the educational curricula and hence schools should prohibit withdrawal of girls from school for child marriage purposes;

- **Promote gender equality within the families** - between women and men and girls and boys – and promote and support the role of fathers and mothers as care givers;
- **Provide free and quality health** (including sexual and reproductive health such as prenatal, child birth, post-natal and family planning services), education (including life skills, health education including comprehensive education for sexual health), protection, integrated life skills, and other services for all survivors of child marriage, including the expansion of social protection and child rights services;
- **Establish data systems reflecting age and gender disaggregated data** on the nature and magnitude of child marriage;
- **Conduct research to inform national policy and action** on ending child marriage;
- **Submit Periodic Reports to the African Committee of Experts** on the Rights and Welfare of the Child (ACERWC) on the implementation of activities fashioned towards ending child marriage;
- **Encourage to end child marriage** as its one of the core human development issues of the post-2015 Development Agenda as well as the African Union's Agenda 2063 to be monitored with a specific indicator in the Agenda 2063's monitoring mechanisms; Social protection schemes such as social cash transfers and social welfare services can help keep vulnerable families together and children in school and ensure access to health care

6.0 DEVELOPING AN ADVOCACY PLAN

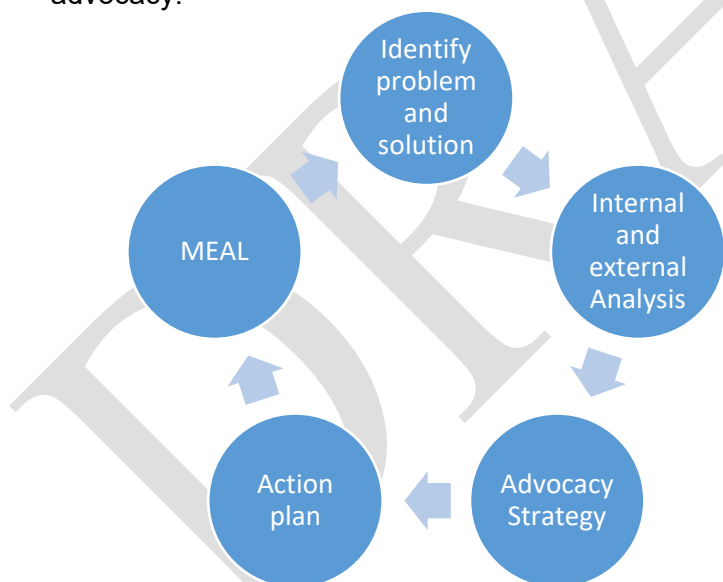
Developing an advocacy plan is a dynamic process. It involves identifying the issue, developing solutions, building support, and bringing issues, solutions, and political will together to ensure that the desired change takes place. Finally, it involves monitoring and evaluating the entire process.

The steps in planning for advocacy work are:

- Know your issue
- Establish your objective(s)
- Conduct a stakeholder analysis (Allies and Targets)
- Plan the activities
- Identify and mobilise the required resources
- Monitor and evaluate the campaign's progress

It may well be necessary to revisit and revise several of these steps throughout the implementation of your advocacy campaign. Successful advocacy does not proceed in a straight line and rarely unfolds exactly according to plan. Be prepared for unforeseen events and consequences. Be flexible.

From the perspective of the advocate, there are several stages of influencing in the cycle of advocacy.³



- First and foremost, the **issue** to be addressed has to be clearly defined. To do so, one has to be able to formulate the problem; the solution to that problem; and be clear on why we are best-placed to advocate on this issue.
- The next preparatory phase is carrying out an **analysis** of internal strengths and weaknesses and external opportunities and challenges (SWOT analysis). The core strategic piece linking together the various factors that need to be considered before taking action are

³ Adapted from Eurochild (2021). Training Tool on engaging children in advocacy work on their right to participate in decision-making processes. Advocacy Toolkit

then centralised in an advocacy plan or strategy, which can serve as a guidance and working document.

- The concrete activities then should be outlined in an **action plan** to be able to keep track of expected outcomes and how different actions build on each other.
- Finally, it is essential to **monitor and evaluate** on an ongoing basis what the various actions have achieved, to be able to shape future objectives and next steps.

Example of End Child Marriage Advocacy Implementation Plan

Action/ Activity	Target Audience	Lead and implementing Person	Time Frame	Resources/ Inputs
Advocacy Issue 1: Creating a supportive legal and policy environment that protect girls from harmful practices.				
Regional				
Mobilise and support our member countries to engage in the annual SDG process and hold their own government to account.	Ministries/ministers, parliamentarians, National media and creative groups/Local leaders CSOs/NGOs/FBOs	Regional advocacy Managers/ National advocacy Managers	Oct -2023	US\$ 250,000
Facilitate the dissemination of National policy changes on End Child Marriage Advocacy	National media and creative groups: National radio, TV, cable TV operators, film and video producers and scriptwriters, music industry, creative media agencies, media production and printing houses, Internet service providers, telecommunications agencies, theatre groups, media associations/ CSOs/NGOs/FBOs	Regional advocacy Managers/ National advocacy Managers	December 2023	US\$ 350,600
Facilitate reviewing and improving legislation on marriage and creating an enabling environment for effective implementation of policy changes	Ministries/ministers, parliamentarians, National media and creative groups CSOs/NGOs/FBOs	Regional advocacy Managers/ National advocacy Managers	Jan-2024	US\$ 289,600
Provide a well- defined legal basis for the creation of messages and implementation of Advocacy activities	Ministries of Justice and constitutional	Regional advocacy Managers/	March - 2024	US\$ 223,800

Action/ Activity	Target Audience	Lead and implementing Person	Time Frame	Resources/ Inputs
	Affairs/ parliamentarians, National media and creative groups/local leaders CSOs/NGOs/FBOs	National advocacy Managers		

7.0 DEVELOPING AN ADVOCACY MONITORING AND EVALUATION PLAN

Monitoring is the measurement of progress towards achievement of objectives, and the noting of which activities are going well and which is not. Monitoring is a systematic collection of information on all aspects of the project while it is being implemented. It is the routine collection of information principally about inputs, activities and output, on an on-going basis to support basic management, learning, and accountability. Monitoring is a way of checking that you are doing what you said you were doing, while identifying and addressing problems as they arise. Monitoring helps you to understand success or failure of your End Child Marriage Advocacy strategy (Tear fund).

Monitoring answers questions like:

- Are we doing thing we said we are going to do?
- If not, why not, and what needs to be changed?

Attributes of monitoring

- Based on planned activities, and set-targets
- Improves the efficiency and effectiveness of organization
- Facilitates keeping project work on track
- A critical management tool
- Enables optimal resource allocation
- Reveals capacity to implement
- Reveals work plan progress

Key elements of monitoring

- Routine and regular activity
- Collecting only useful and appropriate indicators
- Involving volunteers recipients in data collection
- Information relates to objectives
- Keeping up to date records and display data
- Using monitoring data to influence program activity

People affected by problem or issue need to participate in choosing indicators of success and monitoring and evaluation methods, and undertake the monitoring and evaluation. Monitoring methods can be simple or complex, depending on indicators and resources. For example, they may include:

- Keeping records of anecdotes and conversations with target-audiences
- Tracking when others have used your arguments or wording in their literature or presentations
- Keeping significant letters and emails that have been received
- Documenting and filing of messages that you have sent out, number of meetings held, and invitations to contribute to the issue from key-external parties
- Carrying out surveys and interviews to determine the impact that your actions have made
- Monitoring the media for mentions of your work.

Evaluation is making judgments about quality and impact. Evaluation asks why some activities went well and why others did not. It also looks at the impact of activities, on the people affected by the problem or issue, on the organization and anyone else.

Evaluation is the process of determining the worth or significance of a project to assess relevance of objectives, efficacy of design and implementation, efficiency or resource use, and sustainability of results. An evaluation should (enable) incorporation of lessons learned into the decision-making process of both partner and donor.

When evaluating, your work does not need to be complex process, it can be simply analyzing, discussing and making judgments from your monitoring information. Here are some examples of questions that may be useful

- Have you achieved your aim and objectives?
- Is the situation better than before? By how much? If not, do you need to change your aim and objectives?
- If you did not achieve what you set out to do, why not? What will you do differently next time?
- Are the people involved in the advocacy work happy with the results? With the process?

There are numerous ways of monitoring and evaluating our advocacy work. The same methods used in advocacy can be used when monitoring and evaluating other activities. Methods can be:

- Qualitative** (for example, case studies, stories, opinions, feelings)
- Quantitative** (for example, statistics, numbers).

Evaluation: Assesses the impact of a project, finds out whether objectives are still realistic and worth aiming at, gives credit for success to various factors or people and helps with accountability. Periodic evaluation of an End Child Marriage Advocacy-initiative is important to see whether the objectives are being achieved, and whether any changes need to be made to the End Child Marriage advocacy strategy. It also shows the importance of monitoring activities to determine whether they are being implemented as planned. Monitoring and evaluation usually happen together.

Evaluation answers the questions:

- Have we achieved what we set out to achieve?
- If not, why not, and what might we need to change?

Forms of evaluations and the collected information

- Assessment
- Baseline
- Mid-term/interim evaluation
- End-of-program evaluation
- Post-program evaluation

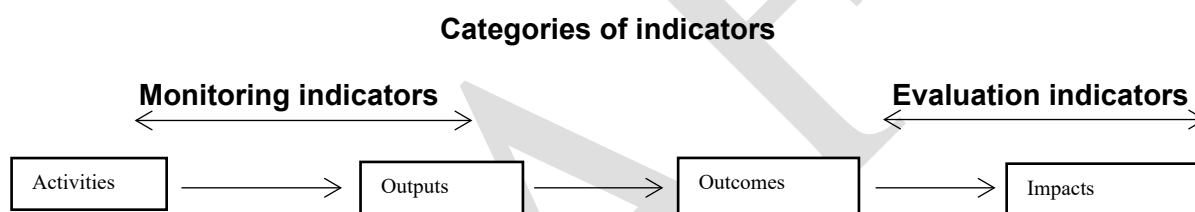
f) Operations audit and evaluation

Indicators: These are definitions of success, i.e. the signs that will show us whether we are doing what we set out to do (monitoring-indicators) or whether the situation is improving or not (evaluation indicators). Indicators are linked to objectives, they must also be SMART.

Means of verification: this is the hard evidence that an activity has actually taken place and that success has been achieved. It clarifies where we can get information that will tell us that this was achieved. When monitoring and evaluating, we need to agree on our definitions of success, i.e., agree on the signs that will show us whether the situation is improving or not these signs are indicators. Well-written Goals and Outcomes often make it obvious what kinds of evidence (indicators) are needed.

Whatever methods you choose, try to only collect information that will be useful in relation to your indicators.

Monitoring-indicators and evaluation-indicators. Monitoring-indicators are defined to include indicators measuring output and activities. Evaluation-indicators are defined to include measures of both outcomes and impacts



Example of End Child Marriage Monitoring and Evaluation Plan

		Summary of objectives What does the project want to achieve?	Indicators How can we tell if we have achieved it?	Means of verification Where can we get information that will tell us this?	Risks and assumptions What else must happen if it is to succeed?
Evaluation indicators (contribution)	Project goal	Reduced incidence of early marriages in the community	Reduced incidence of early marriages from 50% to 20%		
	Outcome	Increased number of households that can articulate and implement child rights issues	Percentage increase of HH members who can articulate the child marriage law from 20% to 60%		
Monitoring indicators (attribution)	Output	Increased awareness of traditional leaders on child marriage law Community implementing child marriage law	# of traditional leaders who can articulate and implement the child marriage law		
	Activities	Print and distribute child rights handbook Train community leaders on child rights			

Example of an End child marriage advocacy Log frame:

Project Title: End Child Marriage Advocacy		Program Name:		
Location:		Financial Year Budget	Start Date:	
	Summary of objectives	Indicators	Means of verification	Assumptions
Project Goal	Reduce incidences of child marriage in the community	Reduced incidence occurred from X% to Y%	Final evaluation of the project report	Conducive government policy in Place
Outcome1	Increased number of households(HH) that can articulate and implement child marriage law	Percentage increase of HHs members know the child marriage law% to%	Final Evaluation report	Full participants of community and other stakeholders
Output 1	Community start to implement child marriage law	# of number of child rights abuse followed up by community.	Final Evaluation report	Commitment of the policy implementers
Activity1.1.1	Produce and distribute IEC/BCC materials on child marriage	# of IEC/BCC materials distributed	Final Evaluation report	
Activity 1.1.2	Arrange training for community elders/ leaders on child marriage	# of community elders/leaders trained on child marriage law	Final Evaluation report	
Activity 1.1.3	Form and strengthen child rights clubs at school and sub-county level	# of clubs formed in and out of school	Final Evaluation report	
Activity 1.1.4	Arrange panel discussions for development practioners/leaders on child rights	# of leaders attend discussion	Final Evaluation report	
Output 1.2	Increase awareness on policy implementers on short coming of child right implementation policy	Reviewed End child marriage implementation document	End child marriage policy implementation document	Willingness and commitment of policy implementers
Activity 1.2.1	Arrange workshops for policy implementers to review child right implementation policy	# of policy implementers participated in the review workshop	End child marriage policy implementation document	
Outcome 2	Community perception of early marriage as an hour changed	# of HHs accepted early marriage as harmful traditional practice	final evaluation assessment and country sector reports	Full participants of community and other stakeholders
Output 2.1	Improved awareness of community on dangers of early marriage.	# of action taken on early marriage by the community	Monitoring reports	Full participants of community and other stakeholders

Project Title: End Child Marriage Advocacy			Program Name:	
Location:		Financial Year Budget	Start Date:	
	Summary of objectives	Indicators	Means of verification	Assumptions
Activity 2.1.1	Training on dangers of early marriage to religious and community leaders	# of religious and community leaders attend training on child marriage	Monitoring reports	Full participants of religious leaders
Activity 2.1.2	Training on dangers of early marriage to peer educator	# of peer educator attend training	Monitoring reports	
Activity 2.1.3	Awareness creation training for parents on dangers of early marriage	# of parents attend awareness creation training	Monitoring reports	
Activity 2.1.4	ToT training for teachers on child rights and early marriage	# of teachers attend ToT training	Monitoring reports	
Output 2.2	CBOs and FBOs improve their by-laws accordingly	# of CBOs and FBOs which have by-laws on early marriage	Documented and implemented By-laws of CBOs	Commitment of CBOs and FBOs
Activity 2.2.1	Establish network with CBO on child rights and early marriage	# of CBOs activity engaged in networking	Monitoring reports	

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