

AFRICAN UNION



UNION AFRICAINE

الاتحاد الأفريقي

UNIÃO AFRICANA



**EVALUATION OF THE AU CAMPAIGN TO END
CHILD MARRIAGE IN AFRICA (CECM) AND TWO (2)
YEAR PROGRESS REPORT (2016 TO 2018)**

**SUBMITTED BY
BROADIMPACT CONSULTING**

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TABLE OF CONTENTS

LIST OF TABLES	4
LIST OF FIGURES	5
LIST OF ABBREVIATIONS	6
FOREWORD	7
1. INTRODUCTION	12
2.1 EVALUATION PURPOSE AND OBJECTIVES	18
2.1.1 Purpose	18
2.1.2 Objectives	18
2.2 EVALUATION SCOPE and APPROACH	18
2.2.1 Scope	18
2.2.2 Approach	19
I. Relevance	19
II. Effectiveness	19
III. Impact	19
2.2 EVALUATION METHODOLOGY	19
2.2.1 Evaluation Questions	20
2.3 Primary Evaluation Users	20
2.4 Data Collection Methods	21
2.5 Data Analysis	23
2.6 Evaluation Reporting and Stakeholders Contribution to Final Recommendations	23
2.7 Evaluation Limitations	23
2.8 Ethical Considerations	24
2.9 Conflicts of Interest	24
3.0 EVALUATION FINDINGS	27
3.1 Objective 1: Relevance: <i>“To what extent is the AU CECM suited to influence the priorities and policies of the target group, recipients and partners?”</i>	27
3.1.2 Sub-objective 1: AU Campaign’s Theory of Change (ToC) Review	27
3.1.3 Sub-Objective 2: AU CECM’s Operations Model Review	28
_____	32
3.1.4 Sub-Objective 3: Perception of the AU CECM to Stakeholders, Partners, CSOs, other Beneficiaries	37
3.1.5 Discussions and Recommendations on “Relevance” of the AU CECM	43
3.2 Objective 2- Effectiveness: <i>“Has the AU CECM achieved its objectives?”</i>	46
3.2.1 Advocacy: Campaign to End Child Marriage Launches in Member States	46
I. AU CECM Launch Output Indicators	47

3.2.2 Advocacy: Organizing High Level Events/Technical Meetings on Child Marriage	51
3.2.3 Capacity Building and Other Technical Assistance	52
3.2.4 Monitoring and Evaluation	53
3.2.5 Other Key Advocacy Activities and Achievements	53
3.2.6 Discussions and Recommendation on “Effectiveness” of the AU Campaign	54
3.3 Objective 3 - Impact: “What difference has the African Union made through the ‘CECM’?”	56
3.3.1 Outcome Indicators	56
3.3.2 Impact Indicators	57
3.3.3 Country Success Stories/Case Studies:	61
4.0 CONCLUSION AND RECOMMENDATIONS	70
4.1 CONCLUSION	70
4.2 RECOMENDATIONS	71
SUMMARY OF EVALUATION RECOMMENDATIONS	72
ANNEXES	74
Appendix A: CECM M&E Framework	74
Appendix B: Data Collection Tools	74

LIST OF TABLES

Table 1- AU CECM Results Framework	16
Table 2: Number of Respondents and Response Rate	22
Table 3- Evaluation Matrix	24
Table 4: Overview of Human Resources for the AU CECM	30
Table 5 - List of Member States Who Have Launched the AU CECM	46
Table 6- Comparison Outputs	50
Table 7- Member States Monitoring Visits Conducted by AU Secretariat	53
Table 8- CECM Outcome Results ⁺	56
Table 9- CECM Impact Results	57
Table 10- Member State Changes to Minimum Age for Marriage During the AU CECM	59

LIST OF FIGURES

Figure 1 – Respondents Profile.....	37	
Figure 2- Length of Engagement with AU CECM	37	
Figure 3- Experience working with AU CECM	38	
Figure 4- Strengthen of the AU CECM	39	
Figure 5- Challenges with AU CECM.....	41	
Figure 6- Recommendations for Improvement of the AU CECM.....	43	
Figure 7 - AU CECM Launch Progress Since Inception	48	
Figure 8- List of Member States Launches – 2013 - 2018.....	48	
Figure 9- Regional AU CECM Launches	Figure 10- Priority Country Launches	49
Figure 11- Post Campaign Progress.....	49	
Figure 12- Comparison of Between Launched and Non Launched Member State.....	50	
Figure 13- Prevalence of Child Marriage - (2010 to 2017)	58	
Figure 14- Status of Minimum Age of Marriage - 2018.....	60	
Figure 15- Member States with Exceptions allowing marriage.....	61	

LIST OF ABBREVIATIONS

ACRWC	African Charter on the Rights and Welfare of the Child
ACPF	African Child Policy Forum
AU	African Union
AUC	African Union Commission
CECM	Campaign to End Child Marriage
CPF	Continental Policy Frameworks
CEDAW	Convention on the Elimination of All Forms of Discrimination against Women
BRR	Birth Registration Rate
PnER	Primary Net Enrollment Rate
DHS	Demographic and Health Survey
DRC	Democratic Republic of Congo
ICCPR	International Covenant on Civil and Political Rights
ICESCR	International Covenant on Economic, Social and Cultural Rights
NBS	National Bureau of Statistics
MICS	Multiple Indicator Cluster Survey
SRHR	Sexual and Reproductive Health and Rights
SADC	Southern African Development Community
UN	United Nations
UNICEF	United Nations Children's Fund
UN Women	United Nations Entity for Gender Equality and the Empowerment of Women

FOREWORD

Commissioner of Social Affairs

Department of Social Affairs

EXECUTIVE SUMMARY

The African Union launched a historic Campaign to End Child Marriage in Africa (AU CECM) on the 29th of May 2014 during the 4th AU Conference of Ministers of Social Development. The aim of the Campaign was to accelerate and invigorate the movement to end child marriage by supporting policy action in the protection and promotion of human rights. Since inception, the Campaign working with regional bodies, other stakeholders and various partners working on ending child marriage, have made a number of strides in accelerating an end to Child Marriage in Africa.

To assess this strides and the progress made by the AU CECM, an evaluation of the AU CECM was commissioned by African Union Commission in 2019 with support from UNICEF towards assessing progress and effectiveness of the campaign in achieving its objectives, measuring and documenting impact in reducing child marriage in Africa between 2016 and 2018, and providing recommendations to guide the Campaign's future strategic direction. To this end, BroadImpact Consulting was engaged to independently evaluate the campaign and develop a Two –Year report for the AU CECM from 2016 to 2018. The objectives of the evaluation were to understand the extent to which the campaign activities/strategy are suited to influence the priorities and policies of Member States, civil society, donors and other critical stakeholders, with sub-objectives, to determine the impact of the campaign and factors responsible for these changes as well as to provide recommendations to improve the campaign.

The evaluation approach was hinged around the three core evaluation dimensions of “Relevance”, “Effectiveness” and “Impact” to assess progress and contribution of the AU CECM at process and outcome levels. To achieve this, the evaluation used a variety of participatory mixed-methods comprising desk reviews, quantitative and qualitative surveys, stakeholder key informant interviews and analysis of secondary data across 55 African Union Member States. In addition, the campaign's operational model was also evaluated by conducting deep dives into the operational workings of the AU CECM secretariat.

The summary of the key evaluation findings includes the following:

Relevance

- The evaluation highlights key strengths of the AU Campaign and operations notably in AU's ability to bring Child Marriage issues to the highest levels, and influence Governments to take action to end Child Marriage by conducting campaign launches in Member States and high level advocacy events spearheaded by key figures such as the African Champion on Ending Child Marriage- H.E. Mr Edgar Chagwa Lungu- President of the Republic of Zambia.
- The evaluation also highlights strong branding, communication and media for the campaign, and notes some strategy and operational gaps. While the AU CECM has some analytical strategic approaches to implementation, there are a number of conceptual strategy gaps identified, that require modifications and improvements to ensure the campaign is able to achieve its mandate. These range from the absence of a theory of change and the need for a more robust implementation strategy for the AU CECM. Others include gaps in the monitoring and evaluation system, funding, and human resources which affect sustainability.
- Analysis of respondent perspectives and feedback from stakeholders and partners working with the AU CECM show that:

- 76% of partners and stakeholders working to end child marriage interviewed indicated that they were satisfied working with the AU CECM team, while 24% indicated non satisfaction working with the campaign.
- 53% of interviewed partners and stakeholders reported having challenges with the campaign compared with 47% who did not report challenges with the campaign.
- In addition, 58% of stakeholders and partners indicated that the campaign was on course to achieve its objectives, while 42% indicated that the campaign was not on course to achieve its objectives.
- Partners and stakeholders highlighted key strengths of the campaign working with grassroots organization/CSOs and providing oversight functions, galvanizing and influencing governments on CECM launch and development of costed work plans on child marriage, capacity to convene high level advocacy event on child marriage leadership, political will & ownership, engagement and coordination of stakeholders, policy & legislation, and evidence generation & understanding of child marriage context.
- Partners and stakeholder's challenges working with the campaign including the overt focus on education and SHRH with inadequate focus on the underlining issues of gender inequalities and disparities that drive child marriage, challenges with the visibility of the campaign at the lowest level and low level of CSO engagement beyond campaign launches, and a campaign narrative which depicts girls as victims or survivors instead of right holders
- Partners and stakeholders highlighted key areas for improvement in the areas of campaign scope and reach, resource allocation, campaign implementation, monitoring and accountability at country level, communication & branding, stakeholder engagement, alignment with existing initiatives, and campaign strategy, ToC & M&E framework review.

Effectiveness

- The analysis highlights an increase in the number of Member States who had launched the African Union Campaign to End Child Marriage (AU CECM) from 19 in 2016 to 28 in 2018. To date, a total of 28 Member States ¹ have launched the AU CECM representing 51% of all Member States.
- There was also an increase in AU CECM launches in the 30 targeted Member States with high child marriage prevalence from 80% in 2016 evaluation to 83% in 2018. The evaluation also highlights pending campaign launches in five high priority target countries namely; Central African Republic, Congo Brazzaville, Gabon, Sao Tome and Principe and Somalia.
- In comparison to the 2016 report, the percentage of Member States who had developed a costed plan of action to end child marriage increased from 41% to 64%. In contrast, there was a reduction in the number Member States implementing ending child marriage activities from 55% to 35%.
- The evaluation observes that 93% of Member States that have launched the AU CECM also have other partner supported activities to end child marriage, but highlights differences in progress in child marriage initiatives between Member States that have launched the campaign and those that are yet to launch as follows:

¹ The Republic of Zambia, The State of Eritrea, The United Republic of Tanzania, The Federal Democratic Republic of Ethiopia, The Republic of Niger, The Republic of Burkina Faso, The Republic of Chad, The Democratic Republic of Congo, The Republic of Madagascar, The Republic of Uganda, The Republic of Zimbabwe, The Republic of Mali, The Republic of Sudan, The Republic of Ghana, The Republic of Mozambique, The Republic of Senegal, The Republic of Chad, The Democratic Republic of Congo, The Republic of Madagascar, The Republic of Uganda, The Republic of Zimbabwe, The Republic of Mali, The Republic of Sudan, The Republic of Ghana, The Republic of Mozambique, The Republic of Senegal, The Republic of Sierra Leone, The Islamic Republic of Mauritania, The Republic of Cameroon, Federal Republic of Nigeria, The Republic of Liberia, The Republic of Kenya, The Republic of Guinea, The People's Republic of Benin, The Arab Republic of Egypt, The Kingdom of Lesotho, The Republic of Cote d'Ivoire, The Republic of Malawi.

- 64% of Member States who have launched the AU CECM have a national costed plan compared to only 4% of Member States yet to launch the AU CECM.
- 46% of Member States who have launched the AU CECM have established a coordination mechanism compared to 7% yet to launch the AU CECM.
- 35% of Member States who have launched the campaign are implementing Government led activities to end child marriage, compared to 15% of those who are yet to launch the AU CECM

Impact

- The evaluation highlights 67% of total Member States who have launched the AU CECM have made improvements in their legal framework putting minimum age of marriage at 18 years and above for boys and girls. Only one Member States with such improvements was yet to launch the AU CECM
- 73% of Member States who are yet to launch the AU CECM have exceptions in their legal framework allowing marriage for boys or girls below the age of age of 18 years for boys and girls, compared to 57% of those who have launched the AU CECM.
- The evaluation observed a change in Birth Registration Rate (BRR) between Member States that have launched the AU CECM pre-campaign to date and those yet to launch the AU CECM. This change in birth registration rate among both groups of Member States was statistically significant ($p < 0.05$), but there was a 6.1 percent point increase among those who had launched compared to a 3.6 percentage point increase among those who had not launched the AU CECM campaign.
- The evaluation also observed a statistically significant 3%-point decrease in child marriage prevalence rate among Member States who had launched the campaign pre and post-campaign launch ($P < 0.005$). There was also a one percentage point decrease in child marriage prevalence among Member States yet to launch the AU CECM campaign, but this change was not statistically significant.
- The evaluation observed no changes in Primary Net Enrollment Rate ($P > 0.1$) and Maternal Mortality Ratio ($P > 0.005$) between Member States that have launched the AU CECM and those yet to launch the AU CECM pre and post campaign launch.
- The evaluation cannot attribute all the observed changes to the AU CECM alone as 93% of all Member States who have launched the campaign, also have other partners supporting Government to implement ending child marriage initiatives and other child protection programs, showing the contribution by partners in these Member States
- The report also documents success stories and case studies in selected Member States making strides to end Child Marriage.

In summary, the evaluation highlights a number of strengths in the AU Campaign notably in organizing high level advocacy engagements which have brought Child Marriage issues to the highest levels, ability to influence Governments to take action to end Child Marriage, facilitating campaign launches in Member States, and having strong branding and media for the campaign. The evaluation also documents improvement since the 2016 evaluation report such as in campaign launches in target priority countries with high child marriage prevalence, improvements in recognition of country led campaigns and improved partner communication and coordination using the Campaign's Technical working group.

The evaluation highlights progress and significant improvements in Member States that have launched the campaign compared to those who have not launched the campaign in the areas of birth registration, reduction in child marriage prevalence and minimum age for marriage and removal of exceptions allow marriage below the age of 18 years for boys and girls. The evaluation also highlights the contribution and support of partners and other stakeholders to the AU Campaign and to Member States where these changes are being observed.

The evaluation also highlights a number of weaknesses and areas for improvements in the AU CECM, and provides clear recommendations for immediate attention such as the need for a theory of change linking the inputs to the desired outcomes, the need for an improved conceptual framework and strategy for the campaign and need for significant changes and improvements in the campaign's monitoring and evaluation system including a clear accountability framework at AU and Member State level. Other recommended areas highlighted for improvement include the campaign's operations; human resource capacity building, funding and sustainability for the campaign, and the campaign's synergy, as well as the need for improved coordination with partners, CSOs and traditional rulers at the regional and national levels.

In conclusion, the evaluation summarizes that while the AU CECM has made strides in bringing awareness to Child Marriage and accelerating the end of child marriage, a lot more work is still required to move the needle and attain the desired changes needed. These desired changes cannot be attained without increased coordination and collaboration with a wide range of partners and stakeholders working to end Child Marriage at all levels, increased intensity in the campaigns programs and improved monitoring of activities. The evaluation strongly recommends increased focus on post launch activities and oversight of Member States particularly in the establishment of multi sectorial coordination mechanisms, the development and implementation of costed plans to end Child Marriage, strengthening progress reporting and strong engagement of community organizations, traditional leaders, religious leaders, youth and other stakeholders towards reaching target beneficiaries and ending Child Marriage in Africa.

1. INTRODUCTION

1.1 BACKGROUND ON CHILD MARRIAGE IN ARICA

The Commission of the African Union, United Nation bodies and partners have committed to joining efforts to eradicate child marriage in Africa. The impact of child marriage on the rights and welfare of the child has been well documented,² and its elimination has become an international and continental priority³.

Child marriage has devastating effects on the girl-child and on society. It is such that we need to continuously strive to discover new directions in eradicating it and enhancing the prospects grounded in gender and development⁴. A growing body of research has investigated the drivers and causes of child marriage, identifying, among a myriad of factors, poverty and shocks as important to incidence rates. The persistently high rates of child marriage and the understanding of its nature as a human rights violation has increased focus on the issue, and led towards interventions to end child marriage by governments, multilateral organizations and civil society organizations (CSOs)⁵. In particular, the AU agenda has prioritized the protection and empowerment of girls and women against all forms of violence and the United Nations moved to adopt the elimination of child marriage as part of its gender equality goal within the 2030 Sustainable Development Goal (SDG) framework, under Target 5.3 on harmful practices.⁶

Both the African Children's Charter on the Rights and Welfare of the Child and the Protocol on the Rights of Women in Africa to the African Charter on Human and Peoples' Rights specify that "the minimum age of marriage shall be 18 years of age" and stipulate "full and free consent to a marriage that cannot be supplemented or cured with the addition of parental consent given on behalf of a child."

Child marriage is prohibited under the African Children's Charter on the Rights and Welfare of the Child (ACRWC), the Protocol on the Rights of Women in Africa and the African Charter on Human and Peoples' Rights (Maputo Protocol). Tackling this scourge and combating the crippling effects of child marriage requires a multi-sectoral and multi-level approach hinged on human rights charters and laws that protect children as well as synergy between human rights norms, constitutional principles of equality and anti-discrimination and domestic laws on freedom of marriage.⁷

Both the ACRWC and the Maputo Protocol specify that "the minimum age of marriage shall be 18 years of age"⁸ and stipulate "full and free consent to a marriage that cannot be supplemented or cured with the addition of parental consent given on behalf of a child"⁹. Article 21(2) of the ACRWC "provides that child marriage and the betrothal of girls and boys shall be prohibited, and effective action, including legislation shall be taken to specify the minimum age of marriage to be 18 years and make registration of all marriages".

² UNICEF, 2015. A Profile of Child Marriage in Africa available at [http://www.unicef.org/wcaro/english/UNICEF-Child-Marriage-Brochure-low-Single\(1\).pdf](http://www.unicef.org/wcaro/english/UNICEF-Child-Marriage-Brochure-low-Single(1).pdf), African Union, Department of Social Affairs, 2016. Two Year Report of the Campaign to End Child Marriage

³ The joint General Comment on the Prohibition of Child Marriage

United Nations Children's Fund. Child Marriage and the Law- Legislative Reform Initiatives Paper Series

⁴ African Union, Department of Social Affairs 2018. Terms of Reference for Campaign evaluation consultancy

⁵ UNFPA-UNICEF global programme to accelerate action to end child marriage: progress report 2016

⁶ United Nations 2030 Sustainable Development Goals available at <https://sustainabledevelopment.un.org/post2015/transformingourworld>

⁷ United Nations Children's Fund. Child Marriage and the Law- Legislative Reform Initiatives Paper Series

⁸ Article 2, African Children's Charter

⁹ Article 1, Maputo Protocol

In addition, Article 21(1) of the ACRWC makes no distinction as to forms of law (civil, customary or religious) and applies to all forms of unions including betrothals and marriages. Articles 2(1) (a) of the Maputo Protocol calls upon Member States to combat all forms of discrimination against women by adopting laws that enshrine the principle of equality between men and women. It further enjoins Member States in Article 2 (1) (a) to enact and effectively implement appropriate legislative or regulatory measures, including those prohibiting and curbing all forms of discrimination particularly those harmful practices which endanger the health and general well-being of women. In line with these provisions, it also provides that the minimum age of marriage for women shall be 18 years¹⁰ The AU Joint General Comment on the Prohibition of Child Marriage suggests a series of implementation measures for eliminating child marriage¹¹. These measures include legal reform, policy development, compliance and promotion, and enforcement of criminal provisions and effective awareness raising mechanisms.

Article 21(1) of the ACRWC makes no distinction as to forms of law (civil, customary or religious laws) and applies to all forms of unions including betrothals and marriages. Articles 2(1) (a) calls upon Member States to combat all forms of discrimination against women by adopting laws that enshrine the principle of equality between men and women.

Despite all the charters, protocols, legal standards and guidelines, child marriage continues to be practiced in Africa with serious consequences on the well-being of girls and adolescents. Data from UNICEF indicate that worldwide, more than 75 million young women aged 20 to 24 years, a quarter of them in Africa, entered their first marriage or union before they celebrated their 18th birthday. Although, the global profile of child marriage is changing, a growing child population combined with a slow decline in the practice of child marriage in Africa will put millions more at risk. If current trends continue, almost half of the world's child brides in 2050 will be African¹².

While recent UNICEF reports show some decline in country level child marriage prevalence, a lot work is required to end child marriage in Africa¹³. The commitments made at the 2014 Global Girl Summit, and the

UN Women study show that only 78% of Member States have legal frameworks that put the minimum age of marriage at 18 or above for both girls and boys, and 63% of these Member States have exceptions within their laws legalizing child marriage.

United Nations Sustainable Development Goal target 5.3 on eliminating child marriage adopted in 2015, and more recently, the UNFPA-UNICEF Global Programme to Accelerate Action to End Child Marriage. A key continental initiative is the African Union (AU) Campaign to End Child Marriage (CECM) in Africa that catalyzed, among others, the adoption of an African Common Position on Ending Child Marriage in Africa. The 2014 - 2016 two-year report of the Africa Union Campaign to End Child Marriage (AU CECM) recommended more research and a detailed review of marriage laws to eliminate legal loopholes and counter sections that allow marriage below 18 years. To this end, a compendium of marriage laws in Africa was compiled by UN Women and the African Union in 2017 and

updated in 2019. This compendium revealed that 78% of Member States have legal frameworks that put the minimum age of marriage at 18 or above for both girls and boys, and 63% of these Member States have

¹⁰ Article 6 (B) of the Protocol on the Rights of Women in Africa to the African Charter on Human and Peoples' Rights Maputo Protocol.

¹¹ Section VII (A) 91 of the African Union Joint General Comments on the Prohibition of Child Marriage, 2016.

¹² UNICEF, 2015. A Profile of Child Marriage in Africa available at [http://www.unicef.org/wcaro/english/UNICEF-Child-Marriage-Brochure-low-Single\(1\).pdf](http://www.unicef.org/wcaro/english/UNICEF-Child-Marriage-Brochure-low-Single(1).pdf).

¹³ Obtained from UNICEF global databases, 2018, based on DHS, MICS and other nationally surveys from 2010 to 2017.

exceptions within their laws allowing or legalizing child marriage. Some of the exceptions within legal frameworks include “with parental/guardian consent”, “with a judge’s approval”, or “with court/state’s approval”. These and other exemptions within marriage laws allow marriage below the age of 18 legally¹⁴.

At the continental level, a number of African regional mechanisms, campaigns, and partner initiatives have taken steps to address the harmful impact of child marriage. Key markers of global momentum on child marriage include the creation of Girls Not Brides in 2011, the first International Day of the Girl Child in 2012, the 2013 United Nations Human Rights Council resolution and the 2014 General Assembly resolution. Others include

1.2 THE AFRICAN UNION “CAMPAIGN TO END CHILD MARRIAGE IN AFRICA” (AU CECM)

The African Union launched a historic Campaign to End Child Marriage in Africa on the 29th of May 2014 during the 4th AU Conference of Ministers of Social Development. The campaign has its secretariat in the African Union Commission (AUC) for coordination and is domiciled in the Department of Social Affairs.

The AU CECM has since been launched in twenty eight (28) Member States namely; The Republic of Zambia, The State of Eritrea, The United Republic of Tanzania, The Federal Democratic Republic of Ethiopia, The Republic of Niger, The Republic of Burkina Faso, The Republic of Chad, The Democratic Republic of Congo, The Republic of Madagascar, The Republic of Uganda, The Republic of Zimbabwe, The Republic of Mali, The Republic of Sudan, The Republic of Ghana, The Republic of Mozambique, The Republic of Senegal, The Republic of Sierra Leone, The Islamic Republic of Mauritania, The Republic of Cameroon, Federal Republic of Nigeria, The Republic of Liberia, The Republic of Kenya, The Republic of Guinea, The People’s Republic of Benin, The Arab Republic of Egypt, The Kingdom of Lesotho, The Republic of Cote d’Ivoire, and the Republic of Malawi. These AU CECM launches have led to other Member States initiating country led campaigns and initiatives to end child marriage.

The aim of the African Union Campaign to End Child Marriage in Africa (AU CECM) is to accelerate and invigorate the movement to end child marriage by supporting policy action in the protection and promotion of human rights.

The AU CECM was initially intended to run for two (2) years (2014 – 2016), but it was extended for another two (2) years (2016-2018) and has since been extended for another five years (2019 – 2023) following a decision by Ministers of Social Development at the 3rd Specialized Technical Committee that took place from 1 – 5 April 2019. The aim of the African Union Campaign to End Child Marriage in Africa (AU CECM) is to accelerate and invigorate the movement to end child marriage by supporting policy action in the protection and promotion of human rights especially with a view to addressing violence against girls and women, promoting gender equitable social norms, mobilizing continental awareness of and engagement to end Child marriage, removing barriers and bottlenecks to law enforcement, increasing the

¹⁴ United Nations Entity for Gender Equality and Women’s Empowerment (UN Women), 2017. Marriage Laws in Africa. A Compendium of 55 African Union Member States

capacity of non-state actors to undertake evidence based policy advocacy including increasing the role of youth leadership through new media technology and other actions.

The campaign is expected to enhance the implementation of related AU policy and legal instruments, such as; The African Youth Charter as a direct investment in young people which is the epicenter of the AU Second Decade on Education (2006-2015); African Charter on the Rights and Welfare of the Child (1999), African Union Social Policy Framework (2009); the African Governance Infrastructure; the AU Continental Policy Framework on Sexual Reproductive Health and Rights and the Maputo Plan of Action for its implementation; AU Campaign on Accelerated Reduction of Maternal, Newborn and Child Mortality in Africa (CARMMA); the Charter for African Cultural Renaissance; the African Women's Decade and the Maputo Protocol on the Rights of Women in Africa; AU Human Rights Architecture, and more recently the 5th Strategic Priority of AU's Strategic Plan 2014 –2017 as well as the AU's Agenda 2063.

1.2.1 Objectives of the AU CECM

The specific objectives of the AU CECM are to:

- I. Promote the effective implementation of AU legal and policy instruments with a bearing on young people/adolescents especially the girl-child promoting the fulfillment of their human rights;
- II. Promote and support the AU Member States to frame, launch and execute national strategies and programs including building a social movement at grassroots level involving lawyers, magistrates, judges, teachers, health and social workers, traditional and religious leaders, men, boys, among others to Prevent and End Child Marriage as an issue of human rights and harmful traditional practice;
- III. Promote universal access to birth registration, quality education and sexual and reproductive health (SRHR) services including meeting the unmet needs of married and unmarried adolescents for family planning;
- IV. Strengthen the evidence base needed to design and implement effective policies and programs for reducing Child Marriage at scale.
- V. Contribute to the Implementation of Item five (5) from the Eight (8) African Union Commission priority areas (2014-2017) on "Mainstreaming Women and Youth in all AUC and Continent-wide activities within an Inter-departmental collaboration and coordination mechanism".

1.2.2 Expected AU CECM Results

The expected results of the campaign as culled from its results framework are derived from and directly mirror its objectives, they are;

- I. R1.0 Increased number of Member States that review, enact, and enforce the necessary Child Marriage legislation and policies
 - A. IR1.0 Child Marriage is highly prioritized on the political agenda at global, continental, regional and national levels
- II. R2.0 National strategies and programmes to prevent and end Child Marriage (as an issue of human rights and harmful traditional practice) implemented
 - A. IR2.0 Campaign against Child Marriage launched at continental and national levels

- III. R2.1 Increased access to birth registration, quality education and sexual and reproductive health (SRHR) services
 - A. IR2.1 Increased commitment and resources invested in the reduction of Child Marriage across sectors particularly in Member States where the campaign has been launched
- IV. R3.0 Increased involvement of communities, the private sector and CSOs with emphasis on women and youth in all AUC and continent-wide activities
 - A. IR3.0 Improved multi-sectoral coordination at continental and national levels
 - B. IR3.1 Increased number of public/private partnerships
- V. R4.0 Strengthened evidence base to design and implement effective policies and programs to reduce Child Marriage at scale
- VI. R4.1 Increased accountability and monitoring of national / regional / community institutions
 - A. IR4.0 Effective monitoring and evaluation (M&E) system established by the AUC in order to consolidate data and produce accurate, reliable and timely data at continental level

Table 1- AU CECM Results Framework¹⁵

¹⁵ AU CECM M&E Framework

Results Framework

Goal/Impact

Reduction of prevalence of Child Marriage in Africa

Overall Objective

Accelerate the end of Child Marriage in Africa

Results/Outcomes

Policy and Legal Framework	Access to Services	Demand for Services	Evidence for Informed Policy & Accountability
R1.0 Increased number of Member States that review, enact, and enforce the necessary Child Marriage legislation and policies especially AU policies	R2.0 National strategies and programmes to prevent and end Child Marriage (as an issue of human rights and harmful traditional practice) implemented	R3.0 Increased involvement of communities, private sector and CSOs with emphasis on women and youth in all AUC and continent-wide activities	R4.0 Strengthened evidence base to design and implement effective policies and programs to reduce Child Marriage at scale
IR1.0 Child Marriage is highly prioritized on the political agenda at global, continental, regional and national levels	IR2.0 Campaign against Child Marriage launched at continental and national levels	IR3.0 Improved multi-sectoral coordination at continental and national levels	IR4.0 Effective monitoring and evaluation (M&E) system established by the AUC in order to consolidate data and produce accurate, reliable and timely data at continental level
A1.0 Build consensus, promote policy dialogue, develop policy guides, as well as the development of an African Common Position on ending Child Marriage	A2.0 Launch the campaign continentally and support Member States to launch the campaign	A3.0 Dissemination of advocacy kits, TV/radio adverts, new media platforms and journal publications to improve awareness across sectors and civil society	A4.0 Collate data from Member States through M&E mechanism and disseminate to them good practices and approaches on ending Child Marriage through newsletters, website, professional journals, etc
A1.1 Advocate for appropriate legislation and policies (gender & culturally sensitive) that effectively prohibit and prevent Child Marriage	A2.1 Facilitate the provision of technical assistance to Member States for the development of key strategic interventions and costed intersectoral and integrated plans for ending Child Marriage	A3.1 Build partnerships with media, CSOs, foundations and the private sector among others and work with these partners to mobilize resources for specific country projects on Child Marriage in line with country plans and priorities	A4.1 Institutionalize and codify the sharing of best practices which have significantly reduced Child Marriage
A1.2 Organize High-level advocacy events including fora with media, civil society organizations, foundations and private sector, as well as AU Policy Organs to increase awareness and understanding of Child Marriage and to support country plans and priorities of Member States			A4.2 Support the strengthening of national mechanisms, including national statistical offices, to coordinate, monitor and evaluate progress in ending Child Marriage

2.0 THE 2016- 2018 EVALUATION OF THE “AFRICAN UNION CAMPAIGN TO END CHILD MARRIAGE IN AFRICA”

The African Union Campaign to End Child Marriage in Africa is evaluated every two years to assess progress and effectiveness of the campaign in achieving its objectives, demonstrated impact in reducing child marriage in Africa, implementation challenges and provide recommendations towards improving the campaign.

The first evaluation of the AU CECM was done in 2016 and a review of the campaign from the inception of the campaign in 2014 to 2016 was conducted. This evaluation initially resulted in preliminary report findings which was shared for validation by Member States during a campaign evaluation workshop in Lusaka, Zambia in October 2016. This led to a final two-year report with findings and recommendations which was adopted by Ministers at the Specialized Technical Committee (STC) on Social Development, Labour and Employment which took place in Algiers, Algeria in June 2017.

The final report provided insight on the status of child marriage in Africa from 2014 to 2016, progress of the AU CECM in line with the CECM M&E Framework and the African Common Position on Ending Child Marriage since the continental launch of the campaign in 2014. The report also provided recommendations for the African Union Commission, regional bodies, Member States and partners to strengthen the campaign and ensure its objectives are attained.

In view of the need to further review the progress of the AU CECM since the initial evaluation in 2016, another evaluation of the Campaign was commissioned in 2019 to assess the campaigns progress, achievements and impact between 2016 and 2018, towards providing recommendations to guide the Campaign's future strategic direction.

To this end, the Department of Social Affairs, Commission of the African Union, with support from UNICEF engaged an independent consulting firm; BroadImpact Consulting to conduct the evaluation of the AU CECM for the period 2016 to 2018 and develop a second 2-year report (2016-2018) highlighting the campaigns status, achievements, impact, challenges and provide recommendations to improve the campaign as it continues to its next phase from 2019 to 2023. This report details the findings during the evaluation of the AU CECM between 2016 - 2018, with recommendations to guide strategic direction from 2019 through 2023.

2.1 EVALUATION PURPOSE AND OBJECTIVES

2.1.1 Purpose

The purpose of the evaluation was to assess the progress of the AU Campaign to End Child Marriage in Africa looking at the progress, achievements and impact of the AU CECM from 2016 to 2018. The evaluation identified gaps and challenges in the campaigns' implementation strategy and approach, and provided recommendations towards improving the AU CECM in the future.

2.1.2 Objectives

The objectives of the evaluation were as follows:

- I. To understand the extent to which the campaign activities/strategy are suited to influence the priorities and policies of Member States, civil society, donors and other critical stakeholders, with sub-objectives:
 - A. To reassess the campaign theory of change and identify invalid assumptions
 - B. To review the campaign's operation model in line with global standards
- II. To measure the extent to which the campaign has achieved its objectives by assessing its intended results.
- III. To determine the impact of the campaign and factors responsible for the changes observed.

2.2 EVALUATION SCOPE AND APPROACH

2.2.1 Scope

The evaluation included data from all 55 Member States of the African Union, key partner perspectives and AUC CECM operational structures assessment. The evaluation covered progress from 2016 to 2018 with respect to

campaign outputs, but measured outcomes and impact based on available secondary data on or before 2014 (pre-campaign) and from 2015 to date (post-campaign). Thematic areas of focus are described below under evaluation approach.

2.2.2 Approach

The evaluation approach for the campaign was hinged around three core evaluation dimensions of “Relevance”, “Effectiveness” and “Impact”.

I. Relevance

The evaluation measured the extent to which the campaign was suited to influence the priorities and policies of the target group, recipient and donors and the extent to which the campaign’s objectives are still relevant to the needs of these target groups. As part of the relevance criteria the project theory of change was reviewed, and operations model assessed.

- A. Theory of Change:** The evaluation planned to assess the campaign’s theory of change to identify any assumptions that did not hold true based on experiences and implementation realities in the last 4 years of the campaign as well as recommend crucial inputs to increase the likelihood of the campaign’s contributions resulting in expected changes in child marriage prevention outcomes.
- B. Operations Model:** The evaluation also assessed the campaign’s operations model with a view to provide specific recommendations for improvement across the following dimensions: planning and implementation, leadership and human resource, media, communication and messaging, monitoring and evaluation, stakeholder and grassroots engagements and resource mobilization.

II. Effectiveness

The campaign results framework has progress indicators and expected results around domains of policy framework, access to services, demand for services and evidence for informed policy. The evaluation collected data on all output indicators/results in the results framework to determine the achievement /non-achievement of project objectives as a measure of the extent to which the AU CECM’s effectiveness.

III. Impact

The evaluation also measured the extent to which the campaign contributed to ending child marriage, the changes produced as a result of the campaign. Since there was no counterfactual, the evaluation measured contribution and attempted to compare results across Member States classified into strata based on if they had launched the campaign or not, with respect to changes in outcome and impact level indicators to date. In addition, where available, country success stories with demonstrable and verified results were documented to showcase how the campaign catalyzed changes in the country that led to expected outcomes.

2.2 EVALUATION METHODOLOGY

A participatory mixed-methods approach was used to conduct this evaluation. This comprised desk reviews, quantitative and qualitative surveys, key informant interviews and secondary data analysis. The AU CECM was evaluated at process and outcome levels; with the process evaluation covering all aspects of the process of delivering the campaign in line with the evaluation objective to 1 – *to understand the extent to which the campaign strategies and activities are suited to influence the priorities and policies of Member States, civil society, donors and other critical stakeholders*. The outcome evaluation covered the effect of the campaign on Child Marriage determinants and indices in Member States; including measurement of performance indicators

in the CECM results framework against baseline in line with evaluation objectives 2 – *To measure the extent to which the campaign has achieved its objectives* and objectives 3 – *to determine impact level results that the campaign contributed to and factors responsible for these changes.*

2.2.1 Evaluation Questions

The evaluation attempted to provide answers to the following questions:

- I.** *Evaluation Objective 1: Understand the extent to which the campaign strategies and activities are suited to influence the priorities and policies of Member States, civil society, donors and other critical stakeholders, with sub-objectives*
 - A. Are the assumptions in the theory of change/results framework coherent with current or established theories on ending child marriage?
 - B. To what extent are the objectives of the campaign still valid?
 - C. Are campaign activities and outputs consistent with its objectives and intended effects?
 - D. Is the campaign's operations model adequate for effective delivery of campaign activities?
 - E. What are the strengths and weaknesses of the campaign's operations model and how can the campaign be strengthened?

- II.** *Evaluation Objective 2: Measure the extent to which the campaign has achieved its objectives.*
 - A. What is the coverage of the campaign across the continent?
 - B. Is the campaign able to galvanize Member States to increase commitment, participation and mobilization?
 - C. What programs and strategies have Member States implemented successfully?
 - D. What policy changes have been enacted or reinforced by the Member States in the past 2 years? Are there legislative changes in minimum age for marriage in campaign Member States?
 - E. Has there been an improvement in the policy and regulatory environment in support of child marriage elimination across Africa?
 - F. Is the campaign to end child marriage a multi-sectoral and collaborative effort between government, partners, and CSOs?
 - G. Is the campaign and its strategies evidence driven at continental level and within Member States?
 - H. What factors have influenced the achievement or non-achievement of campaign objectives?

- III.** *Evaluation Objective 3: Determine impact level results that the campaign contributed to and factors responsible for these changes.*
 - A. Has there been an increase in access to birth registration, education and SRHR services in Member States who have launched the campaign?
 - B. Is the prevalence of child marriage reducing in Member States who have launched and are implementing the campaign?
 - C. Are the changes experienced catalyzed by the AU CECM?
 - D. How is the AU campaign to end child marriage contributing to the reduction in child marriage among these Member States?

2.3 Primary Evaluation Users

The evaluation answered questions that relate to campaign management and operations that will inform program improvements, these will be critical for the AUC DSA key personnel and campaign staff who will be responsible

for making modifications to the program and implementing them. This is also useful for funders, partners and other implementers of similar campaigns who can help to fill gaps identified as well as recognize opportunities to create synergies through collaboration. The evaluation also addressed the results of the campaign at output, outcome and impact level, thus showcasing progress towards achieving its objectives, these will be useful for the AU leadership and participating Member States and could potentially increase the momentum of the campaign among Member States.

2.4 Data Collection Methods

The following data collection methods were undertaken by BroadImpact regional teams during the evaluation:

- I. **Meetings and Discussions:** A series of meetings with UNICEF and AU CECM Campaign Staff was conducted.
- II. **Desk Review:** Desk review of existing campaign documents, and other key survey reports and frameworks was conducted. Some of the documents reviewed during the evaluation include the Two-year report of the CECM – 2016, the CECM M&E Framework, CECM draft strategic framework, the African Common Position on Ending Child Marriage, Member States CECM launch reports and progress reports, Country Multiple Indicator Surveys (MIS) Reports, Country Demographic and Health Survey (DHS) Reports, and publications and reports on Child Marriage.
- III. **Primary Data Collection:** This was conducted through quantitative and qualitative surveys with a series of survey instruments administered to selected target groups. The primary data collection tools administered during the evaluation are:
 - A. *AUC DSA CECM Operations Interview Schedule and Guide (See Appendix A1):* The AUC DSA CECM Interview scheduled was administered to all campaign staff on the campaigns' theory of change and operations.
 - B. *AUC DSA CECM Progress Assessment Form (See Appendix A2):* This form is a semi-structured tool capturing progress made by the campaign based on the campaign mandate. The tool was self-administered by the AU campaign team.
 - C. *Member State Progress Assessment Form (MSPAF) (See Appendix A3):* This form is a semi-structured tool made up of 5 sections capturing questions and update information on policy and framework, access to services, demand for services, evidence for informed policy and case studies/success stories. The form was shared with all 55 Member State CECM/National campaign focal persons of respective Ministry of Gender, Women Affairs, Youth as designated by Member States) working with Member State National Bureau of Statistics (NBS). The tool was self-administered.
 - D. *CECM Non-State Actor Questionnaire (See Appendix A4):* The questionnaire is a semi-structured tool administered via email/ in-depth interviews to non-State actors comprising of UN bodies, partners, CSO groups, forums working with the CECM campaign or working to end marriage working across different organizations and sectors working at continental, regional and national

levels. The sample here was all key informant stakeholder organizations as provided by the AUC CECM focal points.

Table 2: Number of Respondents and Response Rate

S/No.	Primary Data Collection Tools	Number of Respondents
1	<i>AUC DSA CECM Operations Interview Schedule and Guide</i>	1 (Team Response)
2	<i>AUC DSA CECM Progress Assessment Form</i>	1 (Team Response)
3	<i>Member State Progress Assessment Form (MSPAF)</i>	6/55
4	<p>CECM Non-State Actor Questionnaire</p> <p>List of Organizations Interviewed:</p> <ul style="list-style-type: none"> ○ Action for Women and Children Concern ○ Association des Jeunes du Département de Léo (AJDL) ○ Save the Children/Caritas Zambia ○ Centre for Initiative Against Human Trafficking (CIAHT) ○ ChildFund International Africa Region ○ Family Life Program, ○ Girls Not Brides ○ Integrated Youth Empowerment Center (IYEC) ○ IPPF Liaison office to the AU and ECA ○ My Age Zimbabwe ○ Plan International AU Liaison Office ○ Réseau Ivoirien pour la Défense des Droits de L'Enfant et de la Femme (Ivorian network for the defense of children and women rights) ○ Savannah Integrated Rural Development Aid ○ Society for the Improvement of Rural People (SIRP) ○ Society for the Study of Women's Health (SSWH) ○ UN Women Ethiopia Country Office ○ UNICEF African Union and ECA Liaison Office ○ UNICEF Country Office, Ethiopia ○ UNICEF MENARO ○ Women United for Economic Empowerment 	20/20

IV. Secondary Data Review: Outcome indicators depicted in the AU CECM M&E framework was accessed from secondary sources such as MICS, DHS and other population and health surveys. This was analyzed to measure the extent to which the campaign is contributing to ending child marriage, including contribution to key outcome and impact indicators.

- V. **Documentation of Member States Success Stories:** A number of Member States successes/case studies and evidence-based impact at the country level was documented. This involved interviewing country campaign teams, beneficiaries and assessing impact on the ground.

2.5 Data Analysis

Quantitative and qualitative data obtained through the assessment forms and other secondary data was analyzed using Microsoft Excel, and Stata 12. Qualitative data was categorized by themes and summarized, this was augmented with quantitative results presented in charts and progress trends. All data received was reviewed for validity, consistency and completeness prior to analysis. Data analysis included triangulation of data from the *CECM Non-State Actors Questionnaire* with the *AUC DSA CECM Operations Interview Schedule and Guide* to validate perceptions on implementation structures; comparison of data from the *MSPAF* with the *AUC DSA CECM Progress Assessment Form* for data on country launches and programs being implemented; And finally a comparison of data from the *MSPAF* and *secondary indicator data* on key outcome and impact indicators. Triangulations involving the *MSPAF* were limited because of the low response rate for this form.

2.6 Evaluation Reporting and Stakeholders Contribution to Final Recommendations

A draft report was developed with findings and recommendations for improvement in the campaign operations and implementation approach. Evaluation recommendations were generated from analysis of responses from key informants comprising AU CECM secretariat, partners and Member States where feasible. A final evaluation report was generated after review, and input by AUC, UNICEF and other key partners and stakeholders.

2.7 Evaluation Limitations

These evaluation findings were limited by the availability of data, response rate and percentage completeness by respondents from Member States, partners and African Union Commission and level of access granted to program documents, mission reports and campaign finances.

The low response rate/ completion rate limitation on the *Member State Progress Assessment Form* was addressed by conducting desk reviews and a web-search of government and partner efforts to end child marriage in Member States to complete the dataset on output indicators. The information elicited included country-initiated activities since campaign launch, establishment of coordination mechanisms, development of national plans of action, implementation of government led activities as well as other partner activities.

The information access limitation resulted in the exclusion of the efficiency criteria from the evaluation. Efficiency measurements require access to detailed expenditure data which was not availed the evaluation team. In terms of time-efficiency, the campaign framework did not set timelines for specific results and since multiple time frames (2014-2016) and (2016-2018) have now passed without clearly set timelines, there was no appropriate comparison benchmark. Lastly the evaluation team could not find a suitable comparison program for the AU CECM and this is required to determine efficiency, and even if a suitable comparison was found, the scope of work of the evaluation did not include data collection from another campaign especially financial data. Sustainability was not originally prioritized, especially because it was assumed that the campaign is owned, led and implemented by the AUC, however in the course of the evaluation critical information that pointed towards concerns with sustainability were uncovered and these were reported under Objective 1(Relevance). The information however does not represent a comprehensive investigation on sustainability and didn't merit creating a section for sustainability.

2.8 Ethical Considerations

The activities carried out under this evaluation are not classified as human subject’s research and as a result did not require obtaining approval from an ethics review board. In the implementation of evaluation however, the evaluation team put in measures to ensure the confidentiality and privacy of information, as well as protection and safety of respondents as needed. Interviews were done over skype calls at the preferred time and location of respondents, ensuring the privacy of both the respondent and the interviewer. Self- administered questionnaires were received by evaluation staff and entered into a central database accessible only by evaluation personnel. Data from all interviews /questionnaires was de-identified during analysis, and the final results and reports do not contain identifiable information of any of the respondents.

2.9 Conflicts of Interest

The members of the evaluation team certify that they have NO affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this report

Table 3- Evaluation Matrix

Evaluation theme/domain	Evaluation Questions	Indicators	Data sources/Tool
Relevance	<p>Are the assumptions in the theory of change/results framework coherent with current or established theories on ending child marriage?</p> <p>To what extent are the objectives of the campaign still valid?</p> <p>Are campaign activities and outputs consistent with its objectives and intended effects?</p> <p>Is the campaign’s operations model adequate for effective delivery of campaign activities?</p> <p>What are the strengths and weaknesses of the campaign’s operations model and how can the campaign model be strengthened?</p>	Not Applicable	<p>AU CECM Operations Interview Schedule</p> <p>CECM Partner/Non-State Actors Assessment Form</p>
Effectiveness	<p>What is the coverage of the campaign across the continent?</p> <p>Is the campaign able to galvanize Member States to increase commitment, participation and mobilization?</p> <p>What programs and strategies have member states implemented successfully?</p>	<p>% of Member States that have launched the CECM</p> <p>Number of Continental and National Events / Conferences with Child Marriage on the agenda</p> <p>Financial investments committed by Member States towards reduction of Child Marriage especially related to the CECM launch</p>	<p>CECM Member States Progress Assessment Form/AUC CECM Progress Assessment Form</p> <p>CECM Member States Progress Assessment Form</p>

	<p>Is the campaign to end child marriage a multi-sectoral and collaborative effort between government, partners, and CSOs?</p> <p>What policy changes have been enacted or reinforced by the member states in the past 2 years? Are there legislative changes in minimum age for marriage in campaign member States?</p> <p>Has there been an improvement in the policy and regulatory environment in support of child marriage elimination across Africa?</p> <p>Is the campaign and its strategies evidence driven at continental level and within Member States?</p> <p>What factors have influenced the achievement or non-achievement of campaign objectives?</p>	<p>% of Member States with national mechanisms/development plans that address the problem of child marriage and are operational</p> <p>% of Member States that have begun implementing programs to prevent Child Marriage since their CECM launch</p> <p>% of AU and Member States CECM launches and related initiatives with strategic participation of CSOs, especially women and youth during the campaign timeline (Strategic participation refers to involvement in design, development and implementation)</p> <p>% of Member States with Child Marriage prevention initiatives designed & implemented through public/private partnerships</p> <p>Number of statements of public support for ending child marriage made by community/political/religious leaders, and other public figures and civil society actors</p> <p>% of Member States with national legislation that requires the free and full consent for marriage of both female and male parties</p> <p>Time frame and coverage of policy to eliminate harmful traditional practices, including female genital mutilation, early or forced marriage, honour killing or maiming and foetal sex determination</p> <p>Extent to which the Member State has ratified relevant AU child protection and women/girls rights instruments</p> <p>Extent to which the Member State has ratified relevant UN Conventions salient to child rights protection.</p> <p>Robust database of CECM indicators and collation of best practices by AUC from Member States available to influence continental and national policies and interventions</p> <p>Number of programs or policies that used/incorporated data and evidence-based strategies in the design phase</p> <p>Number of national and decentralized monitoring systems that generate information on Child Marriage.</p> <p>Factors influencing the achievement of campaign objectives</p>	<p>CECM Member States Progress Assessment Form/AUC CECM Progress Assessment Form</p> <p>CECM Member States Progress Assessment Form</p> <p>National Legislative Document, Country Specific Source</p> <p>CECM Member States Progress Assessment Form</p> <p>CECM Member States Progress Assessment Form</p> <p>CECM Member States Progress Assessment Form/AUC CECM Progress Assessment Form</p> <p>AUC CECM Progress Assessment Form/ CECM Partner/Non-State</p>
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			Actors Assessment Form
Impact	<p>Has there been an increase in access to birth registration, education and SRHR services in member states who have launched the campaign?</p> <p>Is the prevalence of child marriage reducing in member states who have launched and are implementing the campaign?</p> <p>Are the changes experienced catalyzed by the AU CECM?</p> <p>How is the AU campaign to end child marriage contributing to the reduction in child marriage among these member states?</p> <p>Have there been any adverse or unintended effects of the campaign in member states and continentally?</p>	<p>Birth registration rate</p> <p>Primary school net enrolment ratio</p> <p>Youth literacy rate (15-24)</p> <p>Adolescent fertility rate</p> <p>Percentage of women aged 20 to 24 years who were first married or in union before ages 15 and 18</p> <p>Percentage of Member States with a robust legal framework against Child Marriage in place that sets 18 as the minimum legal age for marriage and protects girls' and women's rights</p>	<p>DHS, MICS and other National Surveys</p> <p>CECM Partner/Non-State Actors Assessment Form</p>

3.0 EVALUATION FINDINGS

3.1 OBJECTIVE 1: RELEVANCE: *“TO WHAT EXTENT IS THE AU CECM SUITED TO INFLUENCE THE PRIORITIES AND POLICIES OF THE TARGET GROUP, RECIPIENTS AND PARTNERS?”*

The evaluation team attempted to assess the “Relevance” of the AU CECM to determine the extent to which the Campaign is suited to influence the priorities and policies of the target group, recipients and partners. This review took a critical look at the campaign’s theory of change, operational model, and the perception of the AU CECM by partners and stakeholders.

3.1.2 Sub-objective 1: AU Campaign’s Theory of Change (ToC) Review

The evaluation highlights that while the campaign has a very clear aim and objectives, a campaign M&E framework (comprising a results framework), and an annual work plan guiding implementation, a theory of change however was not developed during the initial campaign design and proposal stage.

An intervention’s ToC details how activities are understood to produce a series of results that contribute to achieving the final intended impacts. It can be developed for any level of intervention – an event, project, programme, policy, strategy or an organization¹⁶. Basically, defining goals and then working and mapping backward to identify necessary preconditions to reach those goals. The ToC explains the process of change by outlining causal linkages such as its shorter-term, intermediate, and longer-term outcomes. The ToC also gives focus to the complex social, economic, political and institutional processes that underlie societal change and shows all the different pathways that might lead to change.¹⁷ Each of the identified changes are mapped in an “outcomes pathway” that shows the logical relationship and chronological flow between outcomes along the path to the desired impact. Each of these pathways could be a logical or results framework. The links between outcomes are explained by “rationales” or statements of why one outcome is thought to be a prerequisite for another and can be updated on the basis of evaluation evidence¹⁸.

In the instance of the AU CECM, the campaign has a results framework which lists a series of results expected to lead to defined outcomes, however the preconditions and justifications why one result leads to another are not documented and could not be explained by respondents. The framework is too narrow as it focuses on a very specific pathway to change, and it does not include the potential influence of complex external factors: social, economic, political and institutional processes around which the campaign operates. The multisector, multi-thematic nature of the campaign requires a theory of change that showcases the big picture at a strategic level including unexpected outcomes via external factors. The current results framework will need to be reviewed with a core group of stakeholders and expanded into a ToC with clearly defined rationales for the different result pathways and a detailed analysis of external factors. Furthermore, the ToC should be revised and updated as the context changes, preferable on an annual basis. The current results framework has not been reviewed since inception.

This gap was also highlighted at the specialized committee meeting that took place from 1st to 5th April 2019, and in previous evaluations, as well as partner feedback and recommendations. This evaluation also identifies the need to clearly highlight and document the different roles and expected contributions to be made by the AU

¹⁶ United Nations Children’s Fund, Supplementary Programme Note on the Theory of Change, Peer Review Group meeting, 11 March 2014, UNICEF, New York, 2014, p. 4. See www.unicef.org/about/execboard/files/PRGoverview_10Mar2014.pdf.

¹⁷ Ann Murray Brown March 2016. Differences between the Theory of Change and the Logic Model. <https://www.annmurraybrown.com/single-post/2016/03/20/Theory-of-Change-vsThe-Logic-Model-Never-Be-Confused-Again>

¹⁸ H. Clark & D. Taplin (2012). Theory of Change Basics: A Primer on Theory of Change (PDF). New York: Acknowledge.

CECM stakeholders namely the AU CCM secretariat, Member States, partners, Community Based Organizations (CSOs) and religious leaders towards attaining the overall campaign goal or outcome.

While the AU campaign is coordinated by the secretariat, the actual on the ground implementation of some of the AU CECM objectives and activities are implemented by Member States with support and guidance from partners. There may be an inaccurate assumption and expectation that all desired changes in some country level child marriage indicators in Member States that launch the AU CECM are entirely as a result of the campaign's teams input or AU CECM activities.

The AU Campaign is aware of this gap and is currently working with UNICEF and other partners to develop a comprehensive strategic plan from 2019-2023 that focuses on future priority areas and direction of the campaign, which will include the development of theory of change and an outline of its engagement with traditional and non-traditional partners as well as the modality for receiving support and technical assistance including a clear accountability framework.

Theory of Change Recommendations:

- *Finalize development of strategic plan and theory of change for the AU CECM highlighting different contributions from all stakeholders (AUC, UNICEF)*
- *Use a participatory approach during the strategic planning and theory of change mapping exercise, involving key partners and other stakeholders in the space (AUC)*
- *Ensure outcome pathway highlights and separates the different responsibilities and contribution between the AU Campaign secretariat and Member States (AUC)*
- *The theory of change assumptions should consider, the potential contribution of other global initiatives to accelerating the end of child marriage in Africa (AUC)*

3.1.3 Sub-Objective 2: AU CECM's Operations Model Review

An operating model is the operational design that makes it possible to deliver a business strategy or approach or agenda. It is the blueprint and "how to" guide to how an organization, project or campaign operates across a range of domains to deliver its objectives. Operational domains include processes and activities – the work that needs to be done, organization and people – the people doing the work and how they are organized, locations, buildings and other assets – the places where the work is done and the equipment in those places needed to support the work, information – the software applications and databases needed to support the work, sourcing and partners – those outside the organization supporting the work and the Management system – the planning and performance management of the work. ***The Campaign was evaluated along six (6) key operational areas required for a successful campaign, namely; planning and implementation; leadership and human resources; media, communication and messaging; monitoring and evaluation; stakeholder and grassroots engagements; and resource mobilization.***

- I. *Campaign Planning and Implementation Approach:*** The evaluation reviewed the campaign's program planning and implementation process and approach. The evaluation identified that the AU campaign conducts planning for implementation of activities evidenced by an annual implementation plan approved by the AU leadership and backed with a budget which guides implementation of campaign activities. The implementation plan has detailed information on the activity, key objective, outcome, timeline and funding source. This implementation plan however does not feed from an overarching strategic plan, results framework or ToC. For the campaign to deliberately work towards

achieving its objectives, its implementation plans should feed from a clear theory of change and strategic plan; linking each activity and event to the campaign’s objectives and overarching goal. The plans should also provide clarity on specific campaign personnel or stakeholders responsible for each activity. ***The campaign has however demonstrated evidence-based planning of interventions such as the use of secondary data to select AU Member States to be prioritized for launches.***

“The AU Campaign first conducted a review of a UNFPA DHS study showing the prevalence of child marriage in Member States, which helped the campaign to target and prioritize 30 Member States with the highest child marriage prevalence”

This underlying strategy prioritized the launch of the campaign in Central Africa Republic, Congo, Gabon, Sao Tome and Principe, Tanzania, DRC, Somalia, Niger, Chad, Guinea, Mozambique, Mali, Burkina Faso, Malawi, Zimbabwe, Senegal, Sudan, Benin, Côte d’Ivoire, Mauritania, Gambia, Cameroun, Liberia, Nigeria, Ethiopia, Zambia, Eritrea, Uganda, Sierra Leone, and Madagascar. The campaign also has a standard operations guide and model for coordinating Member States launches. ***The evaluation however observed the need for similar planning and engagement for post campaign follow up activities such as facilitating the development of multi sectoral coordinating mechanisms and development of strategic costed plans, and implementation activities.***

The evaluation also attempted to review how the campaign’s implementation approach and activities fits into other global campaigns and initiatives on child marriage. A number of other initiatives, campaigns and interventions exists in Member States with similar goals of ending child marriage. This includes the “Joint UNFPA-UNICEF Global Programme to Accelerate Action to End Child Marriage” in nine (9) focus countries in Africa working with governments, regional bodies including the African Union and “UN Women’s collaboration with other UN agencies interventions to end child marriage”.

Others include “Girls Not Bride’s global partnership of civil society organizations” committed to ending child marriage and enabling girls to fulfil their potential, and “Save the Children’s global campaign – Every Last Child” tackling some of the key causes of exclusion to help set the world on the trajectory to end preventable child deaths and achieve learning for every child within a generation. ***The evaluation observed that the campaign recognized other interventions by Members States and partners working to end child marriage, and views all initiatives including the campaign as contributing to the overall goal of ending of child marriage in Africa.***

“The AU Campaign acknowledges that some Members States have launched the campaign on their own and identifies with other global campaigns on ending child marriage by UNICEF, UNFPA, GirlsNotBrides, UN Women, Save the Children amongst others. The AU Campaign strongly affirms their participation and contributions towards changes and impact that are observed in Member States”

Planning and implementation Recommendations:

- 1. Provide more focus, guidance and monitoring of post campaign launch support for Member States to ensure the development of multi sectoral coordinating mechanism and strategic costed plans, and implementation of activities (AUC, Member States)*
- 2. The AU Campaigns strategy and annual work plan should reflect how it collaborates with other initiatives and campaigns by Governments and partners(AUC)*

II. **Campaign Leadership and Human Resource:** The evaluation assessed the AU campaign’s leadership and human resource for effective implementation of the campaign’s activities. The evaluation identified five (5) personnel working directly and indirectly on the AU CECM. There are two categories of staff; those recruited by the African Union which includes the Head of Division and the Program Coordinator, and other campaign staff recruited and seconded through partners. See below an overview of human resource for the campaign:

Table 4: Overview of Human Resources for the AU CECM

Position	Role
Head of Division, Social Welfare, Vulnerable Groups and Drug Control	The Head of Division is the overall Campaign supervisor and oversees engagement of AUC with external partners. She is responsible for reviewing all content involving the campaign and coordinates all capacity building efforts targeting Members States on the Campaign.
Policy Officer/Campaign Coordinator	The Campaign Coordinator is responsible for managing all Campaign’s technical activities and leads program design and development. She chairs the regional technical working committee, leads engagements with Member States and Partners and advise on national strategies/plans
Program Assistant	The Program Assistants supports the Campaign Coordinator in liaising with Member States, RECs and partners on campaign activities.
Communications Assistant	The Communication staff is in charge of all communication, social media and advocacy activities of the AU Campaign.
Youth Volunteer	Provides communication and logistics support for the campaign

The AU CECM works in partnership with partners to identify personnel gaps on the campaign and develop terms of reference to fill the positions with support from partners. ***The evaluation observed that the AU CECM Secretariat has strong leadership and oversight positions, but based on the magnitude of the campaign, the secretariat lacked certain technical and program personnel for an effective campaign of a continental nature. One of the key personnel gaps highlighted by the evaluation include program monitoring and evaluation and knowledge management personnel.*** The evaluation highlights that while the campaign team tries to maximize its human resources through adequate planning, multi –tasking and workload allocation, the campaign secretariat is understaffed in these key areas: monitoring and evaluation and knowledge management.

“Although the number of staff on the campaign is not adequate, staff are trying their best to ensure deliverables are met. The campaign team recommends addition of program/technical staff, for example M&E personnel”

Leadership and Human Resources Recommendations:

- 1. Recruit two program and technical staff for monitoring and evaluation, data analysis and knowledge management (AUC)*
- 2. Provide capacity building for campaign staff in M&E and knowledge management leveraging available trainings in other AU departments and partners (AUC, UNICEF)*

III. Campaign Media, Communication and Messaging: The evaluation looked at media, communication and messaging for the AU CECM which is a critical area for the campaigns ability to reach a wide audience with, messaging on ending child marriage. The evaluation evaluated the campaigns main theme *“Accelerating the end to child marriage in Africa through enhancing continental awareness on effects of child marriage”*. The theme originates from the fact that there were already other efforts being made to end child marriage before the AU CECM campaign was launched. This explains the rationale for the *“Accelerating the end”* component and *“through enhancing continental awareness on effects of child marriage”* showing the approach of raising awareness of child marriage through high level engagement of Governments at continental and national levels, and the achieving this through Member States.

The evaluation identified the use of communication guides, briefs and advocacy points and summaries by the campaign to ensure consistent communications during events and in the campaign’s documents. This consistency is also seen across promotional materials like banners, T-shirts, mugs and other items available in the four AU languages- English, French, Arabic and Portuguese.

The communication strategy guides the process of branding, creating visibility, audience segmentation and social media. The strategy also makes consideration for engagement of the private sector towards investment and possible sponsorship of advertisements or other campaign materials.

“The campaign’s communication strategy aims to promote information sharing and advocacy on ending child marriage in Africa as an effective and strategic continental campaign. The communication strategy ensures the campaign’s messaging resonates at the regional, continental and international levels reaching a wide range of target audiences, but also galvanizes and influences stakeholders to be aware of child marriage and understand that supporting girls and ending child marriage is every-one’s business”.

Other communication strategies used by the campaign include leveraging other existing events and programs to bring child marriage to fore by sharing information and promotional items and setting up exhibit stands during events. Example is during the 2016 Women’s African Football Cup in Cameroon. *The evaluation identifies that the AU CECM communications strategy places emphasis on strong branding of the campaign at the core of its communication approach. This is demonstrated with the campaign’s logo and theme “End Marriage Now” which puts “Ending Child Marriage” at the center of the campaign’s brand and messaging.*



The African Union Campaign Logo and theme depicting “Passion and Protection for Girls and Women”

“Presenting our brand correctly is crucial. This means being consistent with our logo, typefaces, slogan, colors, and “on-brand” with our key messages and the way we use words and images on all applications. All this we combine to communicate the sort of campaign we are – active, passionate, solutions oriented.”

The evaluation also identified a campaign social media strategy and approach which strives to maintain presence on social platforms to increase brand awareness on “Ending Child Marriage” and tailoring the messaging to also reach the youth. The campaign’s social media messaging also tactically convey Agenda 2063 information through hashtags. The hashtag “**#EndChildMarriageNow! #EnoughWithTheSilence**” projects a clear and concise messaging on ending child marriage; increasing awareness and knowledge, influencing current behavior in relation to geographical dynamics.

Some of the key messages used by the campaign resonate around the following:

“Ending child marriage is a human ethical and moral responsibility”,

“Marriage is an adult undertaking totally unsuitable for children”

“End child marriage to end maternal mortality and other harmful health risks that come with child marriage and child pregnancies”

“Child marriage interferes with the right to education”

“Child marriage is a major hindrance to reaping demographic dividends”

“Child marriage eventually denies countries the intellectual and professional contribution of girls and women to the society”

“Rescuing children from marriages rescues Africa’s vision”

Although the campaign secretariat believes the communication and messaging can be enhanced/improved, the evaluation highlights that the campaign has a very strong communication structure and plan, and is evidenced by feedback and the response from Member States and partners.

Media, Communication and Messaging Recommendations:

- *Work to ensure all promotional materials reflect the four African languages of English, French, Arabic and Portuguese (AUC)*
- *Use communication skills and platforms to improve communication with Member State and partners (AUC)*

Monitoring and Evaluation: The evaluation also reviewed the monitoring and evaluation systems for the AU CECM using stakeholder interviews and a desk review of the campaigns M&E framework. A robust Monitoring and Evaluation (M&E) system is critical for campaigns, in particular the campaign’s outputs, outcomes and evolving context should be measured routinely / periodically as defined in the M&E framework. Monitoring is a crucial element in verifying campaign progress, identifying and correcting any errors and adjusting to external changes. It enables initiatives to grasp new opportunities and avert risks. Evaluation of initiatives measure outcomes and impact, and turns data and lessons learnt into knowledge that can be shared to strengthen and inform future campaigns¹⁹.

- A. ***Monitoring & Evaluation Framework:*** The AU campaign developed an M&E framework in 2015 to serve as a system for monitoring the state of Child Marriage on the continent with a concise list of indicators that allow review of the AU CECM progress and results to ensure continuous oversight and improvement in the campaigns approach to accelerate the end of Child Marriage. The framework details

¹⁹ United Nations Entity for Gender Equality and Women’s Empowerment (UN Women), 2011. Campaigns to End Violence against Women and Girls. Available at <http://www.endvawnow.org/uploads/modules/pdf/1342724232.pdf>.

indicators to be monitored, considerations for setting up, and implementing M&E systems through an M&E plan. It also indicates the tools to be used, and provides guidance for evaluation of the campaign, recommendations for knowledge sharing, dissemination of good practices, and roles, responsibilities, and capacity building for Member States and the campaign team on M&E ²⁰. See M&E framework in Appendix A.

- B. *M&E Work Plan, Personnel & Capacity Building: While the evaluation observed the presence of a concise M&E framework which guides annual data collection and reporting by Member States and also provides a guidance for biannual evaluation of the campaign, the evaluation observed poor implementation of the M&E framework especially the absence of an M&E work plan to translate the M&E framework into action.* Ideally, the M&E framework should serve as a guide for implementation of the M&E system, and its implementation should be led by M&E technical staff; developing and implementing an M&E work plan and providing capacity building and technical assistance for Member State focal persons, statisticians and senior management from bureau of statistics. An example is the non-implementation of the recommendations in the M&E framework requiring capacity building of Member State focal persons and the campaign team as requirements for an effective campaign M&E system.

Section 2 of the CECM M&E framework states that “All personnel responsible for implementation of the framework including the AUC DSA staff and Member State focal points must be trained / oriented, subsequently there must be continuous interaction during the reporting period to provide support and assistance in clarifying any issues they may face in reporting on the framework indicators. The absence of this will lead to significant data quality concerns during report collation.”

- C. *Routine Monitoring and Data Use:* The non-implementation of the framework guidance also explains the challenges observed with CECM progress reporting by Member States. The campaign routine monitoring tools have never been used except at two time points for evaluation in 2016 and in this report in 2019. The 2016 evaluation report indicated a Member State’s reporting rate of 54%, with only a 25% completeness rate, with an even lower reporting rate during this evaluation. While the bi annual CECM evaluation has placed some emphasis on reporting by Member States, an effective monitoring system for the campaign requires a seamless system for routine reporting, data analysis and storage with or without an external evaluation. There is no evidence of use of the campaign progress reports including the 2016 evaluation for ongoing campaign/programmatic decision making and monitoring. The only evidence that points to data use in is annual planning using Member States statistics from secondary sources.
- D. *TOC Review: The evaluation recommends a review of the CECM’s results framework and expansion into a ToC coupled with simplification of routine reporting indicators by Member States.* Recommendations for development of the campaign’s theory of change have been discussed under sub-objective 1. Changes to the reporting system such as appropriate indicator selection, modification or reduction should be informed by the new TOC. The revision should enable improvements in routine reporting of output indicators. The higher level outcomes such as “Birth Registration Rate”, “Maternal Mortality”, “Contraceptive Prevalence Rate” should be retained, but there is a need to define preconditions / pathways that show how these indices will be changed as well as the link between

²⁰ Campaign to end child marriage. (2015). Monitoring and Evaluation framework. African Union Department of Social Affairs

campaigns activities and the desired change in these indicators, in the presence of other *external variables* (These should be addressed by the new TOC).

- E. *M&E Systems Leadership and Sustainability*: In order for the Campaign M&E system to be effectively implemented by the AU campaign team, the campaign has to engage a dedicated team/focal point for M&E to lead implementation, and ongoing reviews of the M&E system as well as support capacity building for Member States focal persons to navigate the AU CECM M&E system. This process has to be owned by the campaign team to sustain these efforts.

Monitoring and Evaluation Recommendations:

- *Engage a campaign M&E team- Technical/Program Officer and data Analyst (AUC)*
- *Using the Theory of Change, review the CECM M&E framework, develop and implement an M&E work plan (AUC, UNICEF)*
- *Engage Member States Reporting structures –Bureau of Statistics and link with CECM focal persons (AUC)*
- *Train all persons, focal persons on the M&E reporting for the campaign (AUC, UNICEF)*
- *Explore innovative reporting platforms using technology to simplify reporting by Member States – For example using the campaign website for routine report upload and providing visibility using progress dashboards. (AUC, UNICEF, Supporting Partners)*
- *Where feasible leverage TWG partners M&E personnel and infrastructure (AUC, Supporting Partners)*

- IV. **Stakeholder Engagement**: The evaluation reviewed AU CECM’s approach in engaging stakeholders such as policy makers and partners, Community Based Organizations (CBOs), other grassroots organizations and traditional leaders.

- I. *Policy Makers*: The AU CECM secretariat works closely with Member States’ line ministries leading the CECM launches at the national level. This engagement happens prior to country launches and after launches with post launch country visits led by the AU Special Rapporteur on ending child marriage and the campaign team. The campaign also engages policy makers during high-level advocacy meetings and other key events on child marriage. The campaign has a child marriage champions for high level advocacy and mobilization.

“The President of the Republic of Zambia, President Edgar Lungu is a champion of the AU campaign to end child marriage. President Edgar Lungu mobilizes his peers and other high-level officials such as other Member States presidents on the campaign agenda”

The campaign also has a Goodwill Ambassador, Mrs. Nyaradzayi Gumbonzvanda, who helps the campaign by ensuring that the campaign reaches as many stakeholders as possible. This engagement of stakeholders for the campaign led to the development of a Civil Society Reference Group (CSO RG), formed by Ms. Gumbonzvanda. The CSO Reference Group is comprised of nine organizations across Africa, representing different stakeholders and reflecting regional balance. The CSO Reference Group provides technical advice and leverages its knowledge and network base in furtherance of the African Union Campaign to End Child Marriage working with the leadership of the African Union Goodwill Ambassador.

- II. *Partners and UN Bodies*: The AU CECM secretariat works with partners working on child marriage initiatives and programs. This includes partners and representatives working on other global child marriage initiatives and campaigns through the Technical Working Group of partners working to end child marriage established by the AU CECM secretariat.

The group is mostly made up of partners, international NGOs, UN representatives among others based in Addis Ababa and in other regions of Africa. Some of the TWG members include and is not limited to relevant AUC departments, UNICEF, UN Women, UNFPA, Save the Children, PLAN Health, GirlsNotBrides, IPPF and OAFLA to name a few. The Campaign engages with partners and stakeholders through the TWG meeting which occurs biweekly.

The TWG also provides a platform where the CECM secretariat receive technical and financial support from partners. The campaign has used the TWG platform to coordinate child marriage activities which has led to a number of collaborations with between the campaign and partners.

“The AU Campaign in collaboration with UN Women developed a Compendium of Marriage Laws across AU Member States. The Compendium served as a comprehensive and accessible reference on standards on minimum age of marriage and laws that protect children; this compendium was targeted at policy makers, researchers, advocates and other stakeholders working on child marriage and gender equality in AU Member States. This was presented during the 2nd African Girls Summit on Ending Child Marriages and other harmful practices”

- III. *Traditional leaders*: The campaign engages traditional leaders through Members States, Goodwill ambassador, Ms. Nyaradzayi Gumbonzvanda and the CSO Reference Group. A council of traditional leaders was launched by the United Nations which has provided a forum to reach traditional leaders. The AU campaign already had an initial training for traditional and religious leaders in 2015 and plans on holding a follow up training in November 2019.

This evaluation highlights that in comparison with the 2016 AU CECM evaluation findings, an improvement was observed in coordination and engagement with partners working on child marriage and child protection through the TWG. However, if the AU CECM acknowledges all other global initiatives implemented by partners as contributing to the overall goal of ending of child marriage in Africa, it becomes more imperative that the campaign is able to continue to coordinate, align, network and engage closely with these different partners and other stakeholders. However, this coordination and collaboration has to be in line with African Union frameworks and policies or a joint framework for ending child marriage. The evaluation cannot overemphasize the importance of strong coordination with partners. This is very critical to ensuring the campaign is able to achieve its objectives.

Information sharing and technical coordination with partners ensures that the AU CECM secretariat and all partners working in the space to avoid duplication or waste of resources. Adequate coordination is also key to ensuring that lessons learned across different initiatives are shared and available technical expertise and knowledge within partners are harnessed. *This evaluation strongly recommends continued coordination with partners. Partners have more country presence and more “boots on the ground” which is key to supporting Member States plans, reaching CSOs, traditional leaders and beneficiaries of the campaign.*

- V. *Resource Mobilization, Management and Use of AU CECM Resources*: The evaluation attempted to review the campaign’s resource mobilization and management system based on the available

information on AU CECM financials. The evaluation identified that funding for the AU CECM comes from mainly from donors and development partners. The campaign submits proposals to potential donors based on the campaign needs and program activities. The evaluation was able to assess that a large portion of funding for the AU CECM come from partners, either as direct funding to the African Union Commission, as funding or payment for the AU CECM secretariats events and activities, or provision of personnel or technical support for campaigns activities. There is no funding as of yet from Member States to campaign activities.

“The Campaign to End Child Marriage spent an accumulative amount of \$450,000 USD between 2016 and 2018. These funds were contributed by Ford Foundation. However, the Africa Union Commission provides overall oversight and leadership, grant management, high level stakeholder engagement support, and salaries for some technical program personnel for the campaign”

The campaign’s budget cycle involves the development of annual budgets which is guided by AUC’s budgetary allocation for the campaign. When approved, this budget serves as a working budget for the campaigns program implementation. The campaign also works with donors and partners to identify campaign implementation funding needs which includes; personnel, operational, country meetings, side events and provision of campaign materials and supplies. All support by partners is accounted via program and financial reports. This is in addition to annual internal audits undertaken by the Africa Union Commission. Ford Foundation is the only donor that directly funds the campaign via direct funds payment to the AUC. Other donors such as UNICEF, UN Women, PLAN, Save the Children, GirlsNotBrides and others support the campaign either through provision of technical personnel for the campaign secretariat, technical guidance or financial support for program events and activities, as part of their global initiatives. This support from partners for the AU CECM also includes support and funding at Member States level for Government and CBOs who also implement some of the AU CECMs activities and other child marriage initiatives working with Government.

The evaluation identified that the funding for the campaign was adequate for the current scope and activities of the campaign’s activities, but also observed that the current scope is limited by the available staff working on the campaign. At full potential, more sustainable funding will be required.

“The campaign staff do not think there is adequate funding for the Campaign. However, based on the number of staff and level of operations they have, the current funding is sufficient.”

However, in terms of longevity and sustainability of the AU CECM, the evaluation identified concern with the skewed funding as most of the funding for the campaigns technical personnel and operations come from donors. To ensure the AU CECM is prioritized and owned by the AUC, there needs to be a plan for phased incremental commitment or contribution by Member States for the campaign’s personnel and operations. This is key for the campaign’s ownership, continuity, sustainability, and intuitional memory. This also affects the AUCs ability to adequately manage and share knowledge as partner supported personnel are often short term and may not in senior or management positions.

Resource Mobilization Recommendations:

- *Conduct review and resource mapping for the campaign to identify potential sources of funding for the campaign going forward (AUC)*
- *Develop a medium to long term financial plan for the campaign with potential phased incremental contribution by Member States for sustainability of the campaign (AUC)*
- *Continue to provide transparency to donors on campaign funds administration with adequate reporting and fiscal controls (AUC)*

3.1.4 Sub-Objective 3: Perception of the AU CECM to Stakeholders, Partners, CSOs, other Beneficiaries

The evaluation attempted to assess the perception of the AU CECM by its Non-Governmental stakeholders – including partners, UN bodies, CSOs and other grassroots organizations who were grouped and labelled as “Non State Actors” in this evaluation to determine perception on progress of the AU CECM, strengths and weaknesses of the campaign, challenges experienced, and recommendations for improvement of the AU CECM. The evaluation asked a series of questions to non-state actors around their experience working with working with the AU campaign, whether the campaign was on course to achieve its objectives, challenges with the campaign implementation, strengths and weaknesses of the campaign and recommendations for improvement. Find below a synopsis of the responses.

- VI. **Profile of Respondents:** Twenty (20) key informant completed self-administered questionnaires. This includes a total of thirteen (13) non state actors working at county level from eleven (11) countries (Burkina Faso, Cameroon, Côte d’Ivoire, Egypt, Eritrea, Ghana, Nigeria, Somalia, Gambia, Zambia and Zimbabwe) representing 55% of respondents, and seven (7) working at continental/regional level representing 45% of respondents.

Respondents were from the following organizations: Action for Women and Children Concern, Association des Jeunes du Département de Léo (AJDL), Save the Children/Caritas Zambia, Centre for Initiative Against Human Trafficking (CIAHT), ChildFund International Africa Region, Family Life Program, Girls Not Brides, Integrated Youth Empowerment Center (IYEC), IPPF Liaison office to the AU and ECA, My Age Zimbabwe, Plan International AU Liaison Office, Réseau Ivoirien pour la Défense des Droits de L’Enfant et de la Femme

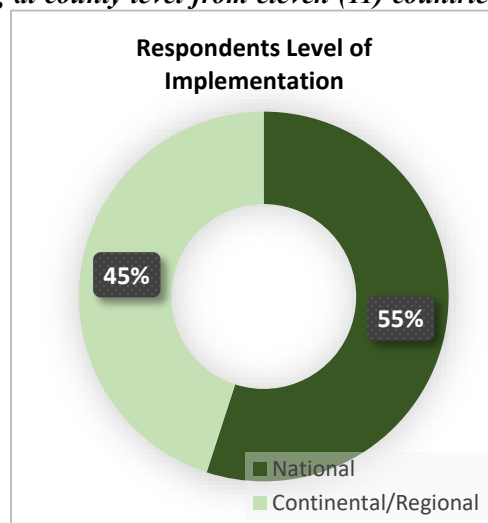


Figure 1 – Respondents Profile

(Ivorian network for the defense of children and women rights), Savannah Integrated Rural Development Aid, Society for the Improvement of Rural People (SIRP), Society for the Study of Women's Health (SSWH), UN Women Ethiopia Country Office, UNICEF African Union and ECA Liaison Office, UNICEF Country Office, UNICEF MENARO and Women United for Economic Empowerment. Respondent’s roles in their organization ranged from Advocacy, Policy and Communications Managers, Child Protection Specialists, Country Directors, Executive Directors, Executive Secretary, Head of Africa Engagement, Program Directors, to Liaison Specialist and Representatives. **Majority of responding non state actor organizations indicated involvement with the campaign in areas of advocacy (65%), stakeholder coordination, (65%), grassroots**

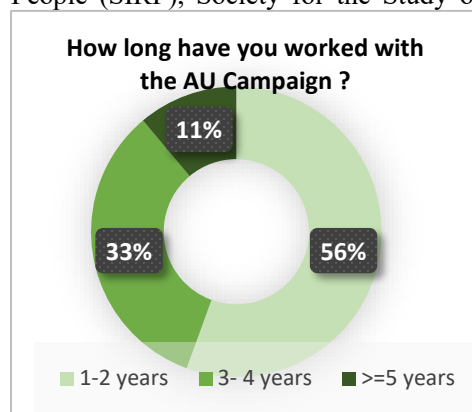


Figure 2- Length of Engagement with AU CECM

implementation (50%) and providing technical support (65%). A review of the length of time non state actor respondents had worked with the AU campaign team, **show that 56% of non-state actor respondents have worked with the campaign for between one to two years (1-2 years), 34% of non-state actor respondents have worked with the campaign for between three to four years (3 - 4 years),**

while 11% of non-state actor respondents have worked with the campaign for more than five years (>5 years). This shows increase in the number of non-state actor involvement partner involvement and engagements over the years of implementation of the AU Campaign since its inception.

VII. Experience working with the AU CECM: When asked if they had a satisfactory experience working with the AU campaign, **76% of respondents indicated that they were satisfied working with the AU CECM team, while 24% indicated non satisfaction working with the campaign.** Respondent who had a satisfactory experience working with the CECM hinted amongst others at the AU CECM’s ability to engage grassroots organizations and CSOs. This was one of the recurring recommendations for the AU CECM from the 2016 CECM evaluation report. Some of the non-state actor responses on the campaign’s involvement of grassroots organizations and capacity building for CSOs, while other respondents highlighted improvements in participatory approach by the AU CECM secretariat in engaging with partners via the technical working group as well as recognition of the contributions of other partner campaigns and initiatives. Some responses include:

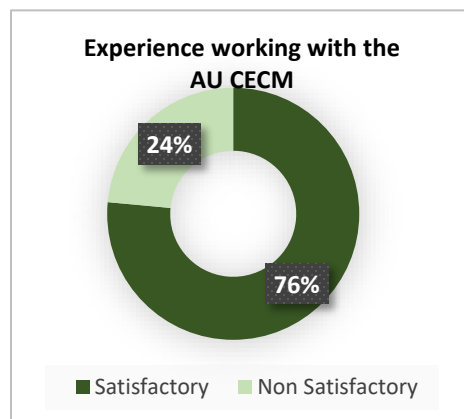


Figure 3- Experience working with AU CECM

“The CECM has a technical working group which meets regularly. The group is convened under the auspices of the AUC and is consulted on matters related to the campaign activities, updates on new initiatives and on the required support from partners. Hence this participatory approach has enabled the involvement of diverse stakeholders in the campaign activities at regional and national levels”.

Other responses highlighted the ability of the campaign to successfully raise the issue of child marriage at the continental and national levels and emphasis by some respondents on the impact of the post launch follow up visits by the AU CECM secretariat.

On the other hand, respondents who reported having unsatisfactory experience working with the CECM highlighted a recurring theme about the campaign’s conceptual framework, monitoring and evaluation, and the capacity of the campaign which has been consistent with the findings of this evaluation in previous sections.

“Monitoring of the campaign has been weak and coordination around the campaign with stakeholders can also be improved. There’s currently a TWG in place however, I think the capacity of the campaign team itself has to be improved and strengthened.”

Other responses include the campaign’s ability to cascade information of the AU CECM to the lower levels and involvement of NGOs which is a reflection of both the AU CECM secretariat and Member States focal person’s ability to reach the grassroots with the campaign. Responses include:

“Since the formal launch of the Campaign to End Child Marriage in Africa in 2016, not much has been heard in terms of advocacy and cascading of the information about the campaign has happened in the country”

VIII. Strengths of the AU CECM: When asked about the strengths of AU CECM, non-state actor responses were grouped into themes including working with grassroots organization/CSOs and providing oversight, galvanizing and influencing governments on CECM launch and development of costed work plans on child marriage, capacity to convene high level advocacy event on child marriage leadership, political will & ownership, engagement and coordination of stakeholders, policy & legislation, and evidence generation & understanding of context. Find overleaf some of responses across the themes:

Figure 4- Strengthen of the AU CECM

Stakeholder Engagement and Coordination	Leadership, Policy & Legislation	Political Will & Ownership by Member-States	Evidence Generation & Understanding of Context
<ul style="list-style-type: none"> • “Galvanizing partners and stakeholders to support the implementation of the campaign using a multi-stakeholder approach involving policy makers, UN agencies, CSOs, youths etc.)” • “The existence of the TWG provides a platform to share experience and work towards a shared objective among partners” • “This campaign takes into account the absorbing parties such as CSOs, UN, the media, the private sector, academic/research institutions, the children themselves...” 	<ul style="list-style-type: none"> • “The AU has great influence on the government at a high level in advocating for strong policies that prevent child marriages from occurring hence it is much easier for the AU to recommend best practices to a member country” “Supporting the launch of the campaign” • “To an extent, it catalyzed national level actions, especially in the adoption of national action plans/strategies and the establishment of coordination mechanisms.” • “Policy backing and 2 dedicated expert envoys (AU goodwill ambassador and special rapporteur) that promote the implementation of the campaign priorities.” 	<ul style="list-style-type: none"> • “Adoption of the campaign by State Party members, State party leader taking the ownership (Zambia)” • “Political support from First Ladies and Presidents” “The fact that the campaign is championed by a Head of State (President of Zambia)” • “The AU campaign has created a space and platform for African leaders to engage on the issue of child marriage and has enlisted all but four targeted countries in its support of the campaign.” • “National gains have been made from the revision of legislation to the production of costed national plans to end child marriage” 	<ul style="list-style-type: none"> • “The campaign has directly enhanced the evidence base to support programming to end child marriage in terms of country-specific and thematic research, for example, on child marriage and adolescent pregnancy, and on harmful traditional practices and economic development. ”

IX. Is the AU CECM on course to achieve its objectives of accelerating reduction of child marriage in Africa: When asked if the campaign was on course to achieve its objectives of accelerating reduction of child marriage in Africa, **58% of non-state actor respondents responded that the campaign was on course to achieve its objectives, while 42% of non-state actors indicated that the campaign was not on course to achieve its objectives.** Some reasons provided by non-state actors as to why the campaign was on course to achieve its objectives centered around how the campaign brought importance on child marriage issues and created momentum for strong political commitment to end child marriage. Particularly mentioned are the national level changes to legal provisions on the minimum age for marriage, enforcement and sensitization of stakeholders.

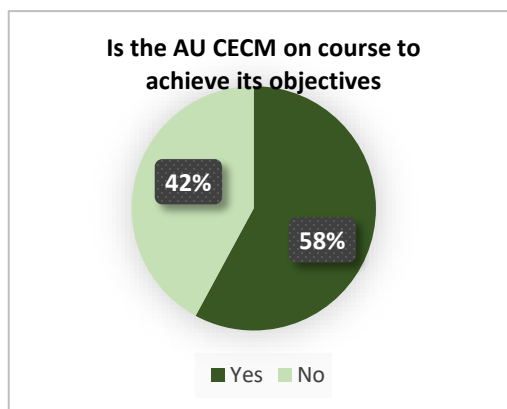


Figure 5 - AU CECM Achieving Objectives

“The launch of the campaign in several countries in Africa has created a positive and dynamic momentum including strong political commitment to end child marriage. A number of countries have increased the minimum age of marriage to be 18 and have put in place legal provisions to enforce implementation of this law. Stakeholders (grass root organizations, traditional/religious leaders, MPs, journalists ...) are also being sensitized to address child marriage. Hence the campaign is on course to achieve its objective”

In addition to this, a number of respondents gave reasons and examples of the launches leading the way for the creation of a coordination systems from their country perspective, development of strategic plans by Member States, prioritization of funding to end child marriage, enforcement of by-laws at community level, and anecdotal evidence showing reduction in child marriage.

"Ending Child Marriage is becoming a serious issue from my country's perspective and so far a commendable system is being built: National coordination system is in place; National costed strategic plan will be finalized in April 2019; Village level by-laws are being enforced in some localities and Anecdotal evidence is showing Child Marriage in a decreasing trend."

“More countries in Africa have launched campaigns against child marriages; African governments have prioritized and have now provided budget funding for such initiatives.

"The AU campaign opened a debate on child marriage between African leaders, which led to the adoption of a common African position on child marriage. The campaign also succeeded in putting child marriage on the development agenda of many AU Member States, most of whom had not taken child marriage issue seriously. Nineteen countries in 2016 have launched the campaign to date, and a growing number of Governments are developing strategies or action plans aimed specifically at ending child marriage."

On the contrary, feedback from a number of non-state actors indicate that the campaign was not on course to achieve its objectives. Some reasons highlighted include the ambitious scope of the campaign realistically looking at the time frame to lead to the change required with recommendations for the campaign to focus on fewer countries to change norms and traditions before scaling up will be more effective.

“With the launch focused on around 30 countries, it may be ambitious to seek change in all these countries within very few years given that changing norms and traditions as well as other barriers needs a long-term engagement. So, the scope for now is bigger than what it should be.”

A large number of reasons centered around the campaign's poor M&E systems, less focus on results, lack of involvement of the youth, lack of accountability mechanism, over focus on meetings and evaluations being a deterrence to achieving its objectives. The evaluation highlights multiple feedback on the campaigns M&E system needing to be more focused on tracking progress, as opposed to undertaking evaluations. The need for use of innovative reporting approaches which aligns to this evaluation's recommendation in other sections. Others include the need for the campaigns mission trips to be more beneficial in building capacity of Member States.

“Limited focus on Impact and Results. Lack of young youth involvement. Lack of resources. The fact that there is no robust accountability mechanism for commitments made.”

“Monitoring and reporting can take place in various ways including an interactive web platform to ease interaction with Member States and other national stakeholders. Over reliance on meetings/platforms and mid-term/final evaluations may deter flexibility in strategies in light of emerging policy, institutional and political contexts towards full implementation of the objectives of the campaign. Evaluation missions can also be costly if a capacity building component is not pegged to them to make them meaningful”

“I do acknowledge the tremendous effort put in place by both the campaign and stakeholders however, it is not very clear how the progress is being tracked, reported and shared among stakeholders. As a result, it is difficult to estimate the progress made and how objectives are being realized.”

Other reasons given by respondents on why the campaign is not on course include the lack of visibility of the campaign, under resourced campaign secretariat, poor coordination within the AU and lack of integration with different sectors of education, health, child protection and gender as well as inadequate engagement within Member States at the grassroots level. Others highlighted the need for the campaign to do more beyond the launch of the campaign and paper presentations at meetings and conferences. The feedback shows the demand by stakeholders to see the campaign’s implementation and presence on the ground working closely with Member State stakeholders. This demand seeks for more focus and involvement of the campaign in its 2nd objective “advocacy and community mobilization” as compared with its 1st objective “Campaign launches in Member States”.

“In the context of my country, there is the absence of active CSOs with extensive reach to the grassroots who one way or the other have effective role to play in either perpetuation or bringing CEFM to an end.”
“The AU is not on course in achieving its objective because of inadequate engagement or collaboration with key actors in the country”

X. Stakeholder’s Challenges with AU CECM: A review of stakeholder’s challenges with the campaign show that 53% of non-state actors reported having challenges with the campaign compared with 47% who did not report challenges with the campaign.

Respondents who reported challenges with the campaign mentioned a lack of communication, planning and coordination for the African Girls Summit, inadequate Government funding and delay in campaign activity implementation. There is also the expectation from certain stakeholders for direct funding from the AU CECM secretariat for activities in Member States as opposed to Member State Governments leading implementation of campaign activities. This highlights the need to have clear roles and communication between the secretariat, the Member States, partners and CSOs.

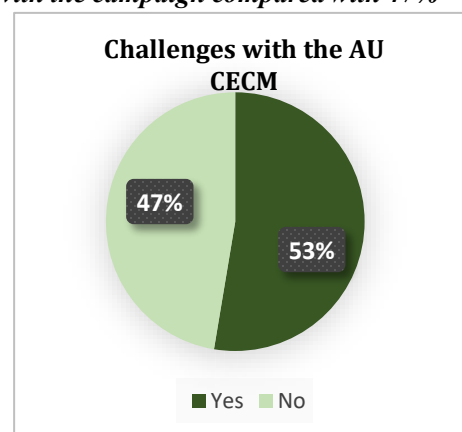


Figure 5- Challenges with AU CECM

“Member State accountability has been weak since the campaign began. Although there are other accountability mechanisms, such as the Action Plan for the African Common Position, reporting by the continental champion, and reporting to the ACERWC, more work is needed to enhance and/or institutionalize them. Campaign monitoring needs to be stronger, agile, frequent and responsive”

“The campaign tends to, or is perceived to, adopt a one-size-fits-all approach to targeting all 5 Member States. Limited resources are supporting non-targeted Member States at the possible cost of strategic, focused engagement in selected high burden countries, alongside AUC’s insufficient capacity for coordinating a continental campaign.

Others highlight the overt focus on education and SHRH with inadequate focus on the underlining issues of gender inequalities and disparities that drive child marriage. There are also challenges with the visibility of the campaign at the lowest level, engaging of CSOs beyond campaign launches, and the campaign narrative which depicts girls as victims or survivors instead of right holders.

“A focus on a lack of access to education or sexual and reproductive health services may deflect from the issue of broader gender inequalities and power disparities that underpin the practice of child marriage”

“There is usually the difficult in identifying the Lead Country ECM Agency Country; where the AU Campaign to End Child marriage is domiciled”

“While CSOs had been involved to varying degrees in the national launches of the Campaign, most were not aware of any post-launch Campaign activities that had been implemented at the national level. There has been insufficient information on the Campaign’s purpose, ways of working and post-launch implementation plans, and CSO has been facing difficulties in meaningful participation”

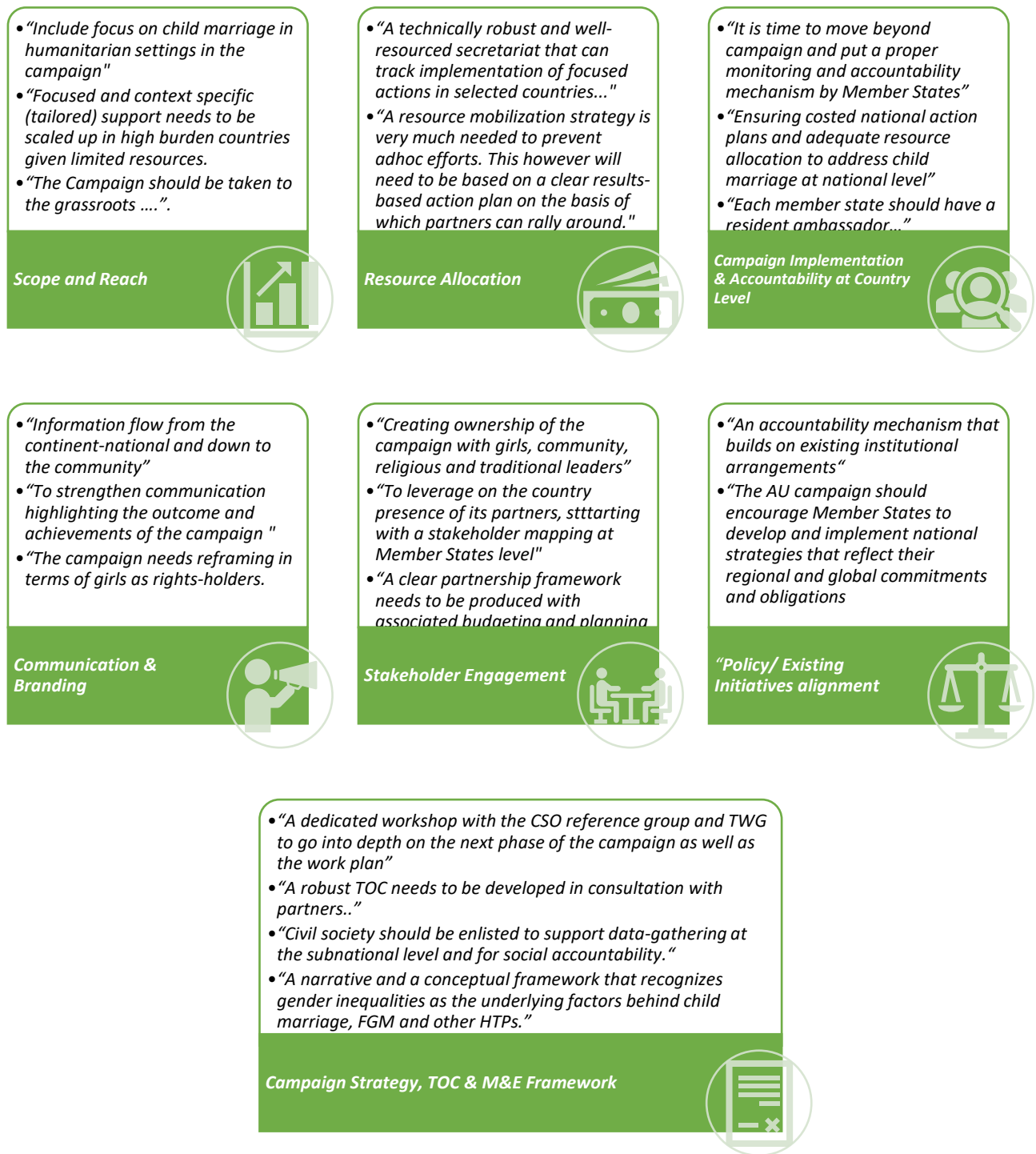
Respondents who reported no challenges with the campaign still indicated areas for improvement in the areas of coordination and communication of the campaign.

*“There was no major challenge, but we would like to flag communication gap for your future reference”.
“We haven’t encountered any challenges however coordination could be improved”*

XI. Recommendations for Improvement of the AU CECM

When asked about recommendations to improve the campaigns work, non-state actors highlighted key areas for improvement grouped into the themes; scope and reach, resource allocation, campaign implementation, monitoring and accountability at country level, communication & branding, stakeholder engagement, alignment with existing initiatives, and campaign strategy, ToC & M&E framework review. See overleaf a summary of the recommendations from respondents:

Figure 6- Recommendations for Improvement of the AU CECM



3.1.5 Discussions and Recommendations on “Relevance” of the AU CECM

The evaluation findings are aligned to most of the perception and recommendations from non-state actors who work closely with the campaign. The evaluation identifies that AU Campaign to End Child Marriage remains very relevant to the needs of its beneficiary target group, recipients and partners, in bringing child marriage issues and discussions to the highest levels, and is very important in galvanizing and influencing Member States,

partners and CSOs towards accelerating the end of child marriage. However, for the campaign effectively deliver on this mandate, the conceptual framework and strategy should ensure it is able to meet its target objectives.

This evaluation highlights that the campaign has some very strong commendable components such as in its media and communication at continental level, its ability to provide leadership to Member States on child marriage, strength in convening Governments and key stakeholders, conducting high level advocacy, influencing Member States to launch campaigns and develop strategic plans. While there are still many areas for improvement, the evaluation observes strong improvements since 2016 evaluation in the campaign's ability to reach more grassroots organizations and in its campaigns approach to engagement, coordination and recognition of the contributions of partners, CSO and grassroots organizations. The evaluation also highlights that a lot more work is required to get Member States to move from campaign launch, and development of costed work plans to release of funding and ensuring implementation of costed strategic plans. Other areas for improvement include communication with partners and Member States, capacity building for Member States and very critically, the monitoring and evaluation system from the campaign already highlighted in other sections of this report.

For the campaign to be more "Relevant" in its next phase, there has to be a rethink in the overall campaign conceptual framework, strategy, and monitoring and evaluation system, as well as having a clear framework guiding roles and responsibilities and input of Member States, partners and CSO for the campaign. With changes in strategy and conceptual framework of the campaign, also comes the critical need for more coordination and information sharing with partners, Member States and CSOs at all levels to ensure that the understanding of the mandate of the AU campaign is understood differently by stakeholders. For example, during this evaluation, it was observed that there were different perceptions and understanding of the AU CECM structure, strategy and the roles of the different Member States in implementation of the campaign to end child marriage.

One group of stakeholders see the AU campaign being run by the African Union Commission with the AU campaign team responsible for all implementation, and campaign only been active or successful when an activity is done or led by the campaign secretariat in Addis. Another group see the AU Campaign as made up of all 55 Member States Governments as implementers with only with a secretariat and campaign team in the Africa Union Commission with technical support from partners leading high-level advocacy and coordination, galvanizing the process and provide direction and leadership for implementation.

The latter more accurately captures the AU CECM, but it means the campaign conceptual framework, strategy, theory of change and M&E framework should reflect this, and there needs to be a separation or clear distinction of the objectives and deliverables of the AU campaign at the continental level anchored by the campaign secretariat and that of Member States, as well as being realistic about what can be achieved by the campaign at different levels.

This requires the CECM's conceptual framework and strategy to highlight the contributions and responsibility of all stakeholders. For example, the AU campaign at continental level can have objectives of advocacy, high level Government and regional body engagements, partner and Member States coordination and leadership/guidance for country launches and post launch implementation and should only be measured by progress in those areas. While the Member States have objectives of launching the campaign, establishing a multi sectoral coordinating mechanism, developing a costed implementation plan, releasing funds and implementation of activities reaching the grassroots and communities, and most importantly the final beneficiary; the "Girl Child".

The recurring "Relevance" feedback of *"lack of presence of the AU campaign team at grassroots level"* for example, show that partners and stakeholders want to see the campaign team on the ground. However, this is the responsibility of Member States with support from partners. We cannot overlook the fact that the campaign

secretariat is responsible for providing leadership, guidance and capacity building and coordination at country level. The campaign team is also responsible for clear communication and ensuring synergy between all stakeholders and other child marriage programs, and providing a framework showing how partners and other programs can participate and support the AU CECM.

While this section of the evaluation did not directly engage the final beneficiaries of the campaign (Selected beneficiaries engaged highlighted in the Impact section of the report), the evaluation can make assumption by proxy (Feedback from some non-state actors), that if the campaign is unable to effectively cascade programs, activities and information to lower levels based on feedback from stakeholders, it may be unable to directly reach all the target beneficiaries. This calls for more focus and emphasis to be placed on the girl child who is the final beneficiary by conducting meetings and events with girl brides and young girls on child marriage. The youth should also have a strong involvement and say in the campaign's activities.

The evaluation acknowledges that these highlighted gaps and recommendations cannot be achieved by the AU campaign team alone but must be implemented with a broader multi sectoral group comprising the campaign, multiple Member State ministries, partners, CSO and traditional leaders. This underscores the importance of coordination and planning with broad partners, strengthening the functionality and effectiveness of the continental TWGs jointly planning and coordinating activities providing a model for Member States at country level. Effective coordination should ensure alignment with international efforts and initiatives and highlight all contributions made by different Member State line ministries, partners, UN bodies, CSOs and traditional rulers all linking up towards achieving the broader goal of ending child marriage.

This also calls for broader thinking and alignment between different partner child marriage programs and campaigns to avoid duplication and fragmentation at continental and Member States level. As recommended in the earlier sections of this evaluation report, there may be benefits in having one global or continental campaign or initiative to end child marriage. A global or continental initiative can have one theory of change as a framework guiding how different initiatives or organizations or programs can contribute to ending child marriage. This will have all regional bodies, stakeholders, partners coordinating and contributing to different objectives of a global campaign or initiative, without undermining individual programs or initiatives. This framework should show linkages between programs and initiatives and demonstrate how each partner or Member State or regional body can contribute or align to the global goal to elimination of child marriage as part of gender equality goals within the 2030 Sustainable Development Goal (SDG) framework, under Target 5.3 on harmful practices. This will require having a joint planning and implementation approach or having a joint framework with similar program end goal across organizations. A good example of such synergy is the Joint UNFPA-UNICEF-UN Women partnership for the Global Programme to Accelerate Action to End Child Marriage and coalition of GirlsNotBrides organizations working in different countries but sharing a common goal and focus.

Relevance Recommendations:

- *Review of campaign strategy and theory of change to show contribution from partners and CBOs (AUC)*
- *Consider developing a global joint campaign to end child marriage with inputs from all stakeholders- UN, AUC, Member States, Partners, & CSOs (AUC, UNICEF and Partners)*
- *Develop clear roles and responsibilities for all stakeholders (AUC)*
- *Strengthen communication with partners and Member States to ensure all stakeholders understand their roles and contribution (AUC)*

3.2 OBJECTIVE 2- EFFECTIVENESS: “HAS THE AU CECM ACHIEVED ITS OBJECTIVES?”

The evaluation assessed the “Effectiveness” of the campaign to end child marriage by reviewing progress made by the AU CECM across its objectives of advocacy, capacity building, and monitoring and evaluation. Monitoring and evaluation have been adequately addressed in other sections. This section will focus more on advocacy –campaign launches, high level events, and capacity building.

3.2.1 Advocacy: Campaign to End Child Marriage Launches in Member States

One of the objectives of the campaign objectives is to launch the Campaign to End Child Marriage in Member States with focus on 30 Member States with the highest prevalence of child marriage. To date a total of 28 Member States have launched the AU Campaign to End Child Marriage in Africa. These AU CECM launches have also led to other Member States initiating country led campaigns and initiatives to end child marriage. The evaluation also documented the presence of other initiatives, campaigns and programs implemented by other partners and grassroots organizations working in collaboration with Member States and the AU Campaign to End Child Marriage. However, this evaluation only included AU CECM led campaigns to end child marriages launches were included in this evaluation. Below is the list of Member States who have launched the AU CECM campaign to end child marriage.

Table 5 - List of Member States Who Have Launched the AU CECM

	Country	Date of Launch
1	The Republic of Zambia	May 2013
2	The State of Eritrea	May 2014
3	The United Republic of Tanzania	September 2014
4	The Federal Democratic Republic of Ethiopia	25 November, 2014
5	The Republic of Niger	10 December, 2014
6	The Republic of Burkina Faso	03 March, 2015
7	The Republic of Chad	14 March, 2015
8	The Democratic Republic of Congo	15 May, 2015
9	The Republic of Madagascar	02 June, 2015
10	The Republic of Uganda	16 June, 2015
11	The Republic of Zimbabwe	31 July 2015
12	The Republic of Mali	11 October 2015
13	The Republic of Sudan	10 December 2015
14	The Republic of Ghana	10 February 2016
15	The Republic of Mozambique	11 April 2016
16	The Republic of Senegal	22 June 2016
17	The Republic of Sierra Leone	17 August 2016

	Country	Date of Launch
18	The Islamic Republic of Mauritania	October 2016
19	The Republic of Cameroon	18 November 2016
20	Federal Republic of Nigeria	November 2016
21	The Republic of Liberia	14 December 2016
22	The Republic of Kenya	8 March 2017
23	The Republic of Guinea	June 2017
24	The People's Republic of Benin	16 June 2017
25	The Arab Republic of Egypt	15 October 2017
26	The Kingdom of Lesotho	26 October 2017
27	The Republic of Cote d'Ivoire*	December 2017
28	The Republic of Malawi	22 arch 2018

I. AU CECM Launch Output Indicators

To date, a total of 28 Member States have launched a campaign to end child marriage. This represents about 51% of total Member States that have launched the campaign. However, a total of 30 Member States with high presence of child marriage were prioritized by the AUC for launch of the campaign. They include Central Africa Republic, Congo, Gabon, Sao Tome and Principe, Tanzania, DRC, Somalia, Niger, Chad, Guinea, Mozambique, Mali, Burkina Faso, Malawi, Zimbabwe, Senegal, Sudan, Benin, Côte d'Ivoire, Mauritania, Gambia, Cameroun, Liberia, Nigeria, Ethiopia, Zambia, Eritrea, Uganda, Sierra Leone, and Madagascar. Find below progress of campaign launches since inception of the campaign in 2014.

Figure 7 - AU CECM Launch Progress Since Inception

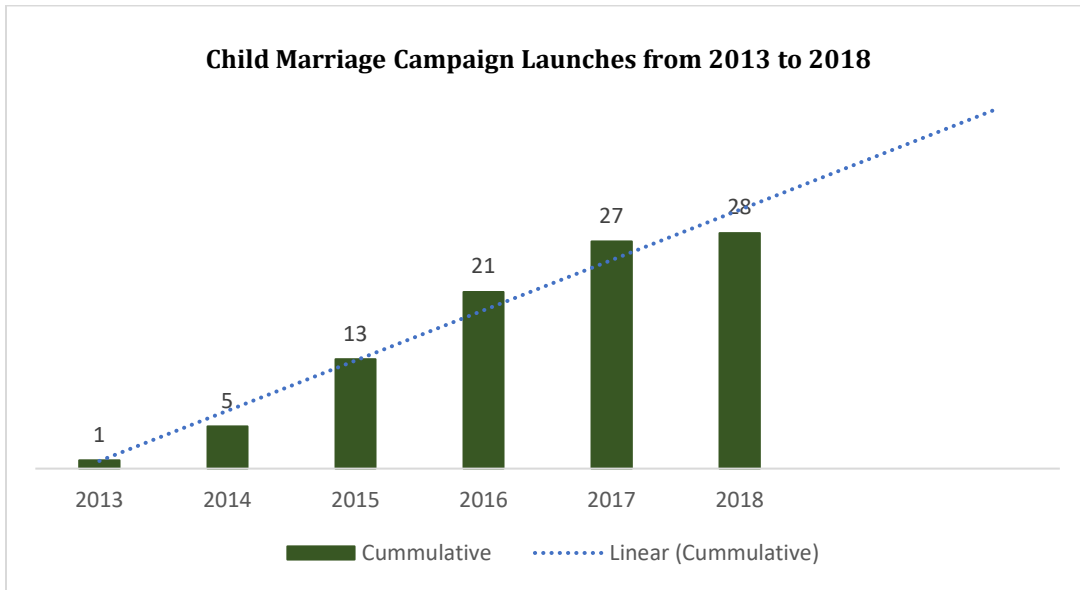
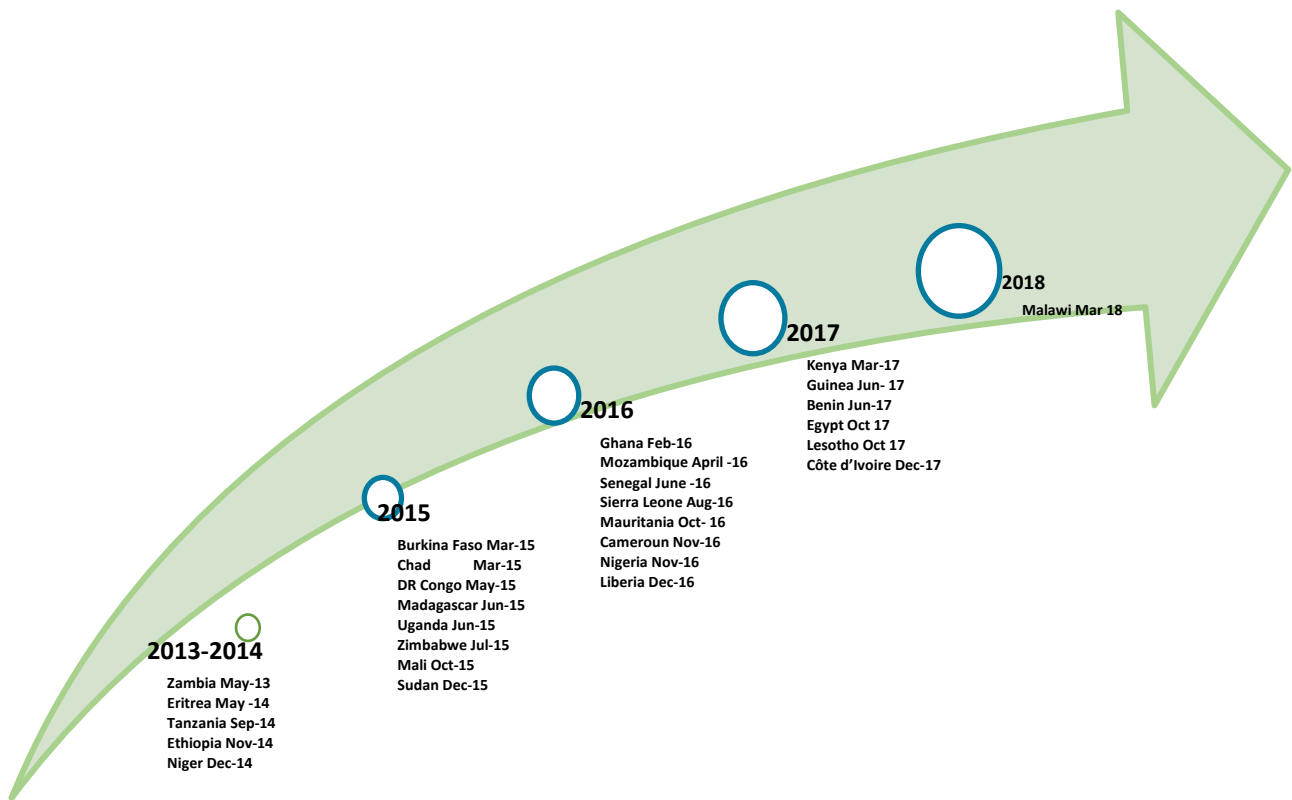


Figure 8- List of Member States Launches – 2013 - 2018



A. **AU CECM Launch by Region:** A review of the progress of launch by region show that more AU CECM launches have taken place in West Africa followed by Eastern and Southern Africa AU CECM Launch in targeted Priority Member States with High Prevalence of Child Marriage. A review of progress of campaign launches in targeted priority countries with high prevalence of child marriage shows that **a total of 25 Member States out of the targeted 30 targeted priority countries have launched the campaign. This represents 83% of the targeted 30 priority countries have launched the campaign.** However, there are still 5 priority countries left to initiate launches; namely; Central African Republic, Congo Brazzaville, Gabon, Sao Tome and Principe, and Somalia.

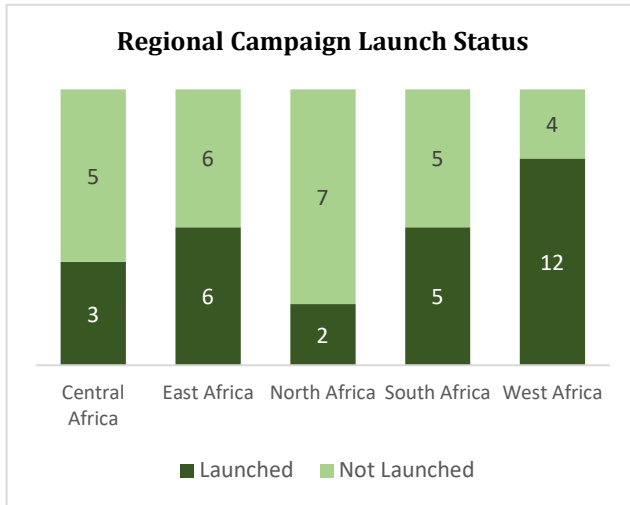


Figure 9- Regional AU CECM Launches

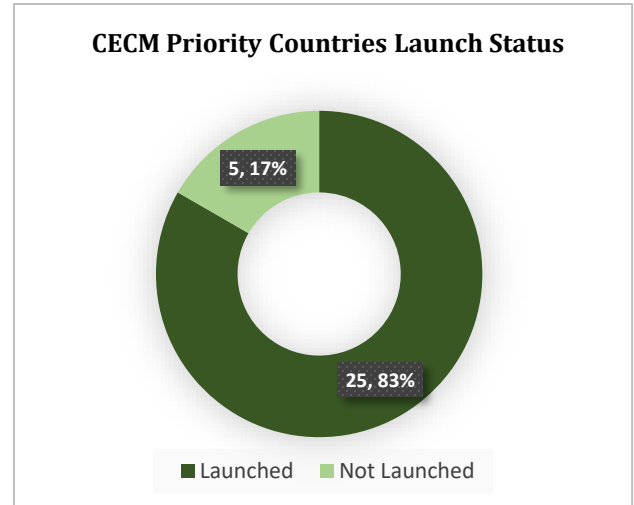


Figure 10- Priority Country Launches

B. **Progress Since Launch of AU CECM:** Out of the 51% (28) of Member States that have launched the AU CECM campaign, **64% (18) Member States have developed national plans, 46% (13) have established coordination mechanisms and 36% (10) are implementing Government/Ministry led activities.** A total of 93% (26) of Member States who have launched the AU CECM have also partner-initiated activities running concurrently.

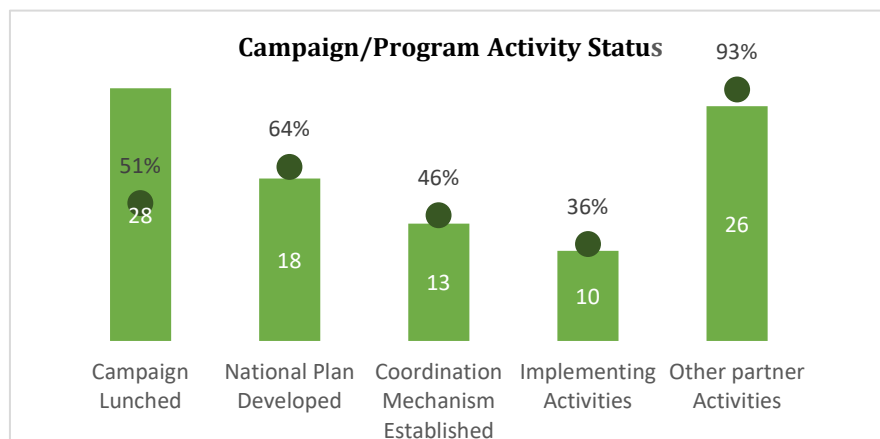
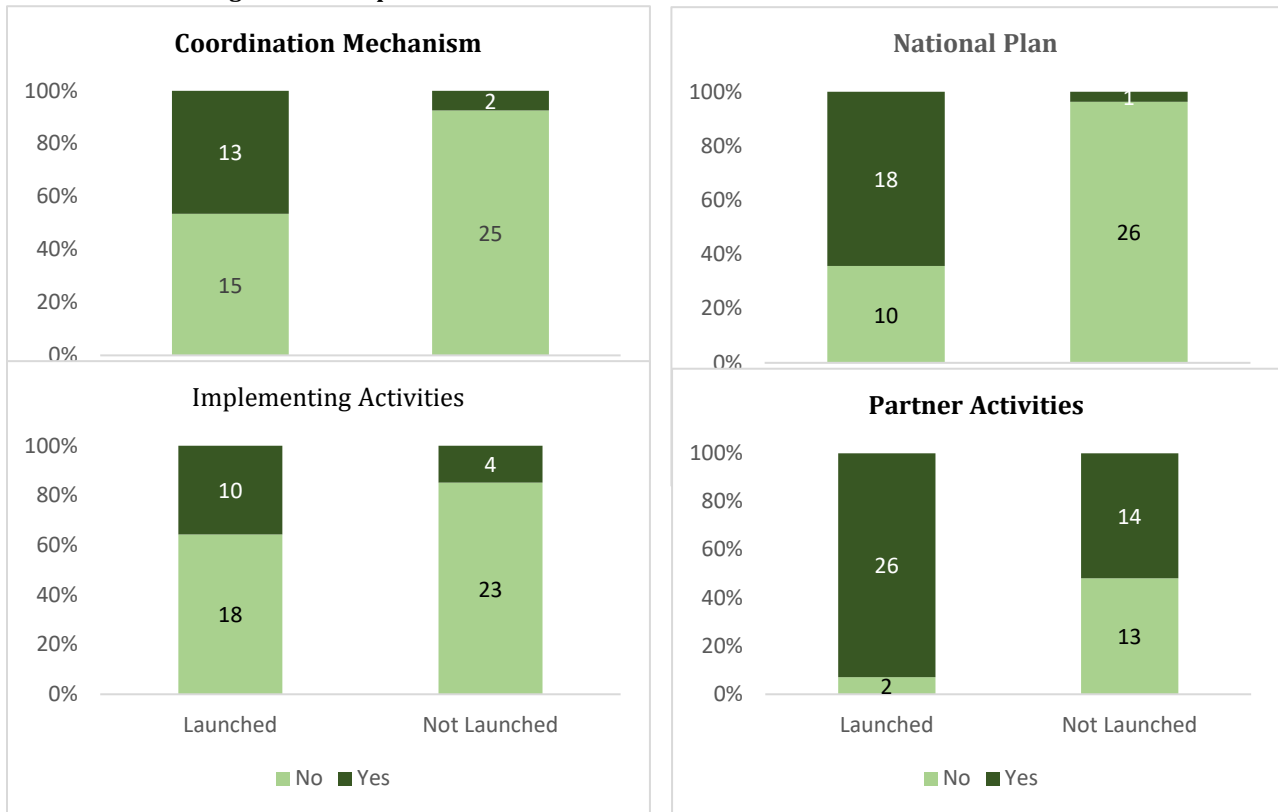


Figure 11- Post Campaign Progress

The evaluation also compared Member States who have launched campaign to those who haven't, and observed that **64% of Member States who have launched the campaign have developed national plans, compared to only 4% those yet to launch the campaign. Similarly, 46% of Member States have established coordination mechanism, compared to only 7% indicating the AU CECM campaign launch in Member States as a prerequisite to developing coordination mechanisms, and developing costed national plans to end child marriage. However, 36% of Member States who have launched the campaign are implementing Government led activities, compared to only 15% of those who haven't indicating that some Member States are able to implement ending child marriage interventions and activities without launching the AU CECM campaign.** A further review show that **93% of Member States who have launched the campaign also have partner-initiated activities.**

Figure 12- Comparison of Between Launched and Non Launched Member State²¹



A further analysis of the data show that all the output results are statistically significant (p<0.05).

Table 6- Comparison Outputs²²

Variables	Launched CECM n (%)	Not Launched CECM n (%)	P value
Coordination Mechanism	13 (46)	2 (7)	0.001
National Plan	18 (64)	1 (4)	0.000
Implementing Government-led activities	10 (36)	4(15)	0.075
Implementing Partner- initiated activities	26 (93)	14 (52)	0.001

²¹ Analysis based on response by Member States and availability of secondary data

²² Analyzed with data submissions by Member States and available secondary data.

3.2.2 Advocacy: Organizing High Level Events/Technical Meetings on Child Marriage

The goal of the campaign to accelerate the end to child marriage programs in Member States, by enhancing continental awareness on the effects of child marriage. To achieve this, the AU campaign organizes and coordinates a series of high-level meetings at regional, sub regional and national levels, working with various partners including donors, country civil society, country ministries, faith-based organizations, etc. The campaign also engages with opinion molders that shape the cultural, religious and traditional beliefs of the people in addressing the effects of child marriage on the girl child. During the evaluation period, the campaign to end child marriage organized, coordinated and participated in a total of five (5) high level events and meetings aimed at creating awareness on the effects of child marriage at the highest levels. Some of the events organized include:

- I. **The 2nd African Girls Summit on Ending Child Marriage and other Harmful Practices: 23 – 24 November 2018:** The Government of the Republic of Ghana in collaboration with the Commission of the African Union hosted the 2nd African Girls Summit on the theme “Enough with the Silence” from 23-24 November 2018. The African Girls summit was organized by the African Union Commission in collaboration with the Ministry of Gender, Children and Social Protection of Ghana and the office of the First Lady of Ghana in order to zero in on adolescent Sexual and Reproductive Health and Rights and how to overcome the barriers to adolescent health education and services. Both, the conference of African First Ladies and the 2nd African Girls Summit will be held concurrently. The summit was attended by key stakeholders namely development partners, celebrity Ambassadors, the advisory committee on Ending Child Marriage, traditional and religious leaders, youth groups, government agencies, NGOs and CSOs, market women association and law enforcement agencies and associated groups were also in attendance.
- II. **Pre- Summit from 21 – 22 November for Engagement of Youth on Ending Marriage:** Two days prior to the Girls Summit there was a Youth Pre- Summit from 21 – 22 November for youth where they were given the opportunity to bring their ideas from different perspectives such as education for boys and girls, sexual reproductive health, ending child marriage, the role of the youth in community, among others and the way forward.
- III. **Commission on the Status of Women (CSW) event in New York 10 – 22 March 2019:** The campaign participated in the Commission on the Status of Women 2019 – CSW63 under the main theme Social protection systems, access to public services and sustainable infrastructure for gender equality and the empowerment of women and girls in New York, USA. The delegation participated in multiple side-events on social protection as well as organized their own side-event on addressing social protection in the perspective of child marriage. The purpose was to share key achievements and challenges of social protection programs in Africa, and in the meantime learn from the experience of various governmental and non-governmental institutions from across the world which were present.
- IV. **Specialized Technical Committee (STC) on Social Development, Labour and Employment:** The Third Ordinary Session of the Specialized Technical Committee (STC) on Social Development, Labour and Employment on "Poverty Eradication through strategic investments at National Regional levels on Social Development, Labour and Employment" took place on 1 - 5 April

2019 in Addis Ababa, Ethiopia. Subsequently the Ministers adopted the decision for the AU Campaign to End Child Marriage to run for another 5 years (2019 – 2023).

- V. **Meeting of CSO Reference Group:** The CSO RG is comprised of nine organizations across Africa, representing different stakeholders and reflecting regional balance. The CSO Reference Group role is to provide technical advice and leverage its knowledge and network base in furtherance of the African Campaign to End Child Marriage working through the office of the African Union Goodwill Ambassador. The AU Campaign to End Child Marriage held the following CSO Ref Group in May 2018 where the main objectives of the meeting were to discuss how to better link the AU Campaign to community level organizations, establish a clear definition of the ways of work of the CSO RG, as well as link the work plan to the AU Campaign in order to achieve a strong synergy. The aim of the meeting was to offer recommendations for the strategic direction for the Campaign to End Child Marriage, together with a proposed road map defining the next steps.
- VI. **Technical Working Group of Partners Working to End Child Marriage:** The AUC Campaign established a Technical Working Group of partners mostly based in Addis Ababa to be a platform for coordination and information sharing mostly with development and funding partners. An inaugural meeting took place in Addis Ababa, Ethiopia in April 2017, and subsequently meetings are held monthly/quarterly.

3.2.3 Capacity Building and Other Technical Assistance

One of the campaigns objectives is to build capacity of different stakeholders on ending child marriage. The Campaign has conducted numerous capacity building workshops on ending child marriage for different stakeholders including Member State experts; Regional Economic Communities- (RECs); Civil Society Organizations- (CSOs); Media Professionals; and Traditional, Religious and Parliamentary Leaders.

- I. **Youth Volunteer Training:** The African Union’s Campaign to End Child Marriage in collaboration with Ford foundation hosted an evaluation meeting in Johannesburg with the AUC Youth Division. On October 2018. The objective of this meeting on the youth volunteer project on ending child marriage was an open discussion on the campaign, experience sharing and a learning opportunity that informed the way forward and how better to engage ministries at country level and other stakeholders on ECM. The meeting gave an opportunity for each of the youth volunteers deployed to Chad, Ethiopia, Lesotho, Malawi and Zimbabwe respectively to work in Ministries working to end child marriage to each make a brief presentation on their experiences including achievements and challenges during their one-year deployment.
- II. **African Girls Can Code Initiative: 20 – 30 August 2018:** To address one of the objectives of the campaign to increase the capacity of non-state actors to undertake evidence based policy advocacy including the role of youth leadership through new media technology, monitoring and evaluation among others), A joint initiative project between the African Union Commission, UN Women and International Telecommunications Union (ITU) aimed at promoting girls in STEM and ICT was conducted. 88 African girls from 32 different African countries took part in a new initiative entitled “African Girls Can Code” in Addis Ababa on the 20 – 30 August 2018. Following the first coding

camp, the AGCCI hosted a second regional camp that brought together 43 participants in Pretoria, South Africa. The main purpose of this initiative is to enhance entrepreneurship and new business opportunities through the use of new information technology and how African countries can draw on new digital – including mobile - technologies and skills transfer to allow business models and entrepreneurships to advance.

- III. **Deployment of Youth Technical Experts:** From June 2017, the Commission commenced deploying Youth Technical experts from the Commission within the framework of the AU Youth Programme; the Youth experts are expected to provide technical assistance to Member States by bridging the existing gap between the AU, Government ministries and partners.

3.2.4 Monitoring and Evaluation

The AU Campaign undertakes post-launch country visit to Member States to identify status and progress in the implementation and enforcement of key strategies and interventions by the Member State to end child marriage. The visit also addresses any identified gaps in technical and other areas of assistance as needed. Between 2016 and 2018, a total of 9 country monitoring visits have been conducted by the campaign team. The table below outlines the list of post launch country visits since 2016.

Table 7- Member States Monitoring Visits Conducted by AU Secretariat

Member States Visited by AU CECM	
1	The Republic of Burkina Faso
2	The Republic of Niger
3	The Republic of Sierra Leone
4	The United Republic of Tanzania
5	The Republic of Mali
6	The Republic of Zambia
7	The Arab Republic of Egypt
8	The State of Eritrea
9	The Republic of Mozambique

3.2.5 Other Key Advocacy Activities and Achievements

A number of key activities and achievements by the AU Campaign include the following:

- I. **Media Award on Ending Child Marriage:** The AU Campaign works with the media in reporting on child marriage issues. In collaboration with Regional Inter Agency Task Team on Children & Aids-Eastern and Southern Africa (RIATT ESA), a call was made for applications for journalists to submit their work (in print media, blogs, social media, documentaries etc.) on ending child

marriage. The most exemplary works were selected by the Commission -Department of Social Affairs and RIATT ESA and awarded two winners \$2,000 each to encourage all stakeholders in the media to extensively report on the negative effects of child marriage on the girl child and its repercussion on the society and country at large.

- II. **General Comment on Child Marriage:** A General Comment on Child Marriage was jointly prepared and adopted by the African Committee on the Rights and Welfare of the Child (ACERWC) and the African Commission on Human and People's Rights (ACHPR) in May 2017. The General Comment is a key tool that was widely disseminated by the AU Campaign and ACERWC to Member States, as a guideline on interpretation of the provisions of the Charter on Child Marriages.
- III. **Development of a Compendium of Marriage Laws:** The AU Campaign in collaboration with UN Women developed a Compendium of Child Marriage Laws across AU Member States as a comprehensive and accessible reference on standards on minimum age of marriage and laws that protect children; this compendium is targeted at policy makers, researchers, advocates and other stakeholders working on child marriage and gender equality in AU Member States.

3.2.6 Discussions and Recommendation on “Effectiveness” of the AU Campaign

The evaluation observes that the AU CECM has been effective in implementing a number of its core mandates; mainly in advocacy and capacity building at the continental level. This is evident by an annual increase in number of Member State launching the Campaign to End Child Marriage, and the number of high-level advocacy and capacity building events organized since the 2016 evaluation.

In terms of campaign launches, an increase from 21 in 2016 to 28 in 2018 was observed in Member States who had launched the Campaign to End Child Marriage. There was also an increase in campaign launches in the 30 targeted Member States with high child marriage prevalence from 80% in 2016 to 83% in 2018. Only five high priority target countries (Central African Republic, Congo Brazzaville, Gabon, Sao Tome and Principe and Somalia) are pending for campaign launches compared to about six (Central African Republic, Guinea, South Sudan, Malawi, Mozambique and Somalia) pending as highlighted in the 2016 evaluation report recommendations. As a matter of priority, there is a need to focus future campaign launches in the four pending Member States, as well as reassess other Member States based on new child prevalence data to determine if the target priority list needs to be expanded.

In terms of post launch activities, in comparison to 2016, the percentage of Member States who had developed a costed plan of action increased from 41% in 2016 evaluation report to 64% in 2018. In contrast, there was reduction in the percentage of Member States with a coordination mechanism which reduced from 55% in 2016 to 46% in 2018, and also reduction in the number Member States implementing ending child marriage activities from 55% in 2016 to 36% in 2018. It is however important to note that this evaluation had less responses from Member States on campaign progress compared to 2016 evaluation, and gap data for analysis was obtained from available secondary data. Also the 2016 evaluation included country led launches in the analysis.

The evaluation also highlights differences in post launch progress; development of costed plans, development of coordination mechanisms and implementation of activities, between Member States that

have launched the campaign and those that are yet to launch showing that launching the campaign initiates and influences Governments to make progress on their ending child marriage programs. However, it is also important to note that 93% of Member States who have launched the campaign, also have other partners supporting Government to implement ending child marriage initiatives and other child protection programs, showing the contribution by partners in these Member States. It also highlights the importance of multi stakeholder approach, effective coordination and synergy between Government, partners and other stakeholders to accelerate the end of child marriage.

The evaluation highlights the campaign's strength in organizing and coordinating high level meeting to bring child marriage issues to the fore and influence Governments and stakeholders to take action to end child marriage. This has been highlighted in other sections of the report. However, more analysis is needed to link the outcomes, resolutions and commitments by Member States at these high-level meeting to the possible changes or impact at Member State level. This is important to demonstrate how these meetings lead to actual results and changes on the ground.

While the evaluation documents routine campaign monitoring visits to Member States to monitor post launch progress. It is important that these visits are guided by the M&E plan to ensure they are conducted timely and strategically towards the documentation and monitoring of implementation of commitments made by Member States, collect and documents post launch progress and other country data. Standard tools and reporting template should be developed and used by the campaign team to ensure consistency of monitoring data collection and reporting. In addition, a campaign database developed during the 2016 needs to be updated routinely to provide historical information on the campaign and guide knowledge management across the campaign team.

Effectiveness Recommendations:

1. *Focus campaign launches in pending targeted priority Member States and review the list to include new countries based on new data. (AUC)*
2. *Involve more stakeholders in the launch process to improve understanding of the campaign at the grassroots levels (AUC, Member States)*
3. *Continue to recognize country led campaigns to end child marriage (AUC)*
4. *More emphasis should be placed on post launch progress- development of coordination mechanism and costed work plan, release of funds and implementation of activities (AUC, Member States)*
5. *Attempt to link high level meeting resolutions, declarations and commitments to changes on the ground. (AUC)*
6. *Strengthen Member States monitoring visits – documentation, data collection, reporting and achieving process (AUC, Member States)*

3.3 OBJECTIVE 3 - IMPACT: “WHAT DIFFERENCE HAS THE AFRICAN UNION MADE THROUGH THE ‘CECM’?”

The evaluation attempted to assess the impact made by the AU CECM in Member States by evaluating changes in campaign outcomes and impact indicators before and after the launch of the AU CECM. The impact of the AU CECM was assessed through secondary analysis using campaign outcome indicators from nationally representative surveys such as (national surveys, MICS, DHS & UNESCO & World Bank Modelling Estimates^{23,24}). Available survey results or estimates prior to 2014 were used for the pre-campaign status and available data from 2015 to 2018 for the post-campaign status. Indicators were extracted from the campaign results framework, these are Birth Registration Rate, Primary Net Enrollment Rate, Youth Literacy Rate, Contraceptive Prevalence Rate, Child Marriage prevalence and Maternal Mortality Ratio. Data for CPR and youth literacy rate was not available for several countries and was thus excluded from the analysis.

Outcomes were analyzed using a paired t test, assessing Member States who had launched the campaign and those that hadn't as separate groups. In addition, changes to the minimum age of marriage were compared between Member States that have launched the AU CECM and those yet to launch. The evaluation was very cognizant of other partner initiatives across both AU CECM launched and not launched countries as a confounder but choose not to control for this as most Member States (93%) that had launched the campaign also had other partner activities at varying levels. Outcome Indicators.

3.3.1 Outcome Indicators

At outcome level, the indicators; Birth Registration Rate (BRR), and Primary Net Enrollment Rate (PnER) were compared between Member States that have launched the AU CECM pre-campaign to date and those yet to launch the campaign. The evaluation observed no change in PnER between Member States that have launched the AU CECM pre-campaign to date and those yet to launch (P>0.1). The analysis however observed a change in birth registration rate between Member States that have launched the AU CECM pre-campaign to date and those yet to launch the AU CECM. This change in birth registration rate among both groups of Member States was statistically significant (p<0.05), but there was a 7 percent point increase among those who had launched compared to a 4-percentage point increase among those who had not launched the AU CECM campaign.

Table 8- CECM Outcome Results⁺²⁵

Result Level	Indicator	CECM Launch Status	Observations	Pre- Campaign ≤2014	Post- Campaign ≥2015	P-Value
				Mean (95% CI)	Mean (95% CI)	
Outcome	Birth Registration Rate	Launched	27	47.22 (37.63-58.07)	54.22 (44.63-	0.026
		Not Launched	17	66.52 (55.70-76.17)	71.13 (59.96-81.17)	0.025*
Outcome	Primary Net Enrollment	Launched	25	77.62 (70.29-84.10)	76.76 (69.10-	0.477
		Not Launched	12	83.88 (74.01-91.37)	81.38 (70.07-90.25)	0.172

²³ United Nations Children's Fund (UNICEF) databases available at <https://data.unicef.org/resources/resource-type/datasets/> accessed July 2019

²⁴ World Bank Databases available at <https://databank.worldbank.org/home.aspx> accessed July 2019

²⁵ *Statistically significant result p<0.05 + CPR and literacy rate excluded from analysis due to incomplete before and after data for most countries

This analysis shows an observed improvement in birth registration rate in both Member States that had launched the AU CECM and those that haven't, there was however a 6%-point increase among Member States who had launched compared to 3.6% among those who hadn't. It is important to note that the observed improvements cannot be attributed to the AU CECM alone due to the wide stakeholders and partners working to end child marriage, especially on birth registration in these Member States.

3.3.2 Impact Indicators

- I. **Child Marriage Prevalence by 18yrs, and Maternal Mortality Ratio (MMR):** At impact level, the indicators; Child Marriage Prevalence by 18yrs, and Maternal Mortality Ratio (MMR) was compared between Member States that have launched the AU campaign and those yet to launch the campaign. The evaluation did not observe a significant change in MMR between Member States that have launched the AU CECM and those yet to launch ($P>0.005$). However, a change was observed in child marriage prevalence rate among Member States who had launched the campaign pre-campaign to date. ($P<0.005$). There was also a one percentage point decrease in child marriage prevalence among Member States yet to launch the AU CECM campaign, but this change was not statistically significant.

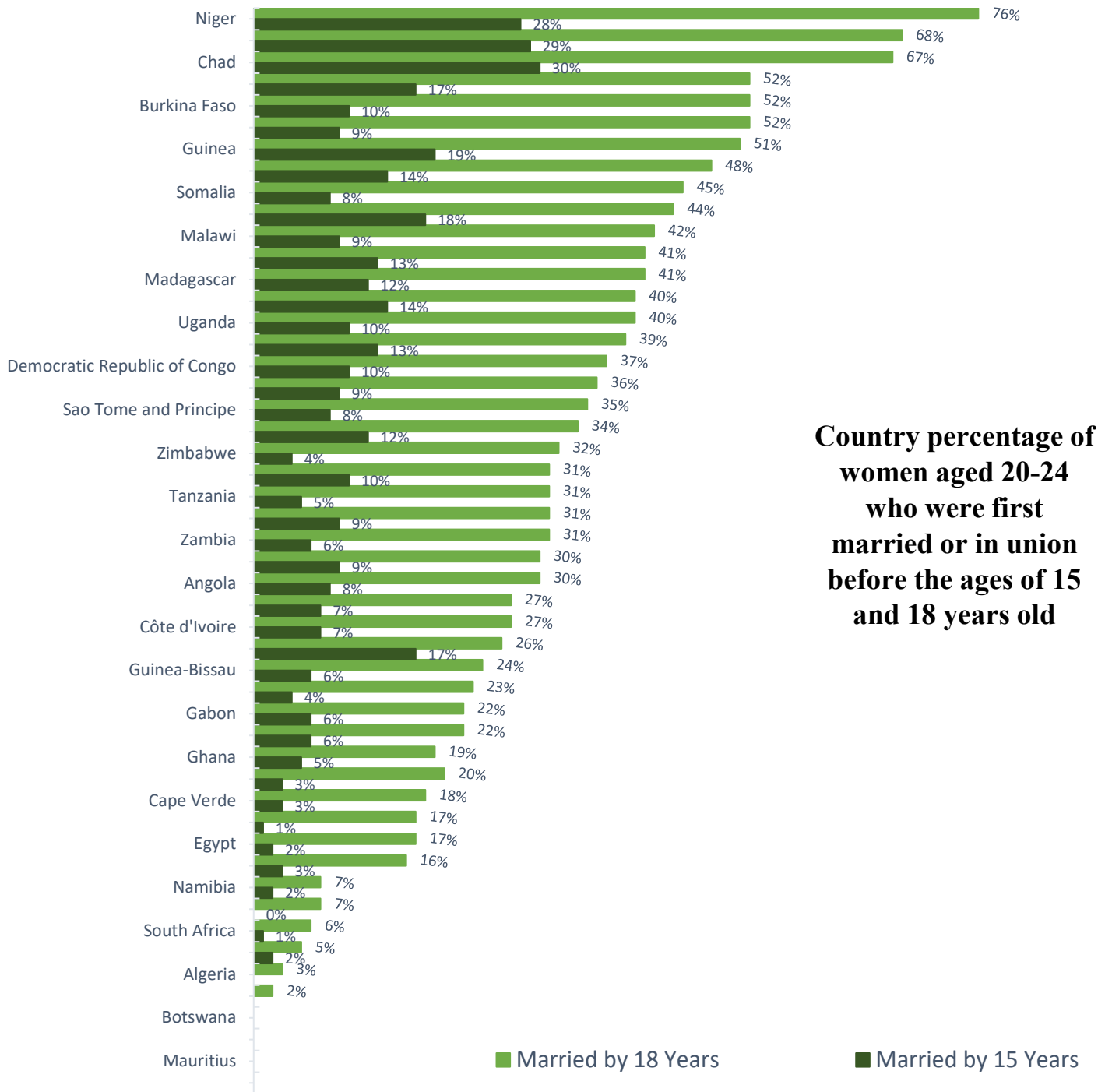
Table 9- CECM Impact Results

Result Level	Indicator	CECM Launch Status	Observations	Pre- Campaign ≤2014	Post- Campaign ≥2015	P-Value
				Mean (95% CI)	Mean (95% CI)	
Impact	Child Marriage Prevalence by 18yrs	Launched	34	41.21 (36.39-46.00)	38.11 (33.36-43.18)	0.001*
		Not Launched	16	24.27 (17.68-31.68)	23.00 (16.27-30.18)	0.120
Impact	Maternal Mortality Ratio	Launched	34	598 (510-697)	521 (441-620)	0.090
		Not Launched	19	391 (297-492)	330 (169-297)	0.055

*Statistically significant result $p<0.05$

This analysis shows observed improvements in the child marriage prevalence by 18 years in Member States that had launched the AU CECM compared to those without the campaign since the campaign launch. As highlighted earlier the observed improvements cannot be attributed to the AU CECM alone due to the wide stakeholders and partners working to end child marriage in these Member States.

Figure 13- Prevalence of Child Marriage - (2010 to 2017)^{26,27}



²⁶ Country percentage of women aged 20-24 who were first married or in union before the ages of 15 and 18 years old obtained from UNICEF global databases 2019, based on Demographic and Health Surveys (DHS), Multiple Indicator Cluster Surveys (MICS) and other national surveys from 2010 to 2017.

²⁷ Ghana Statistical Service, 2018. Multiple Indicator Cluster Survey (MICS 2017/18), Survey Findings Report. Accra, Ghana: GSS

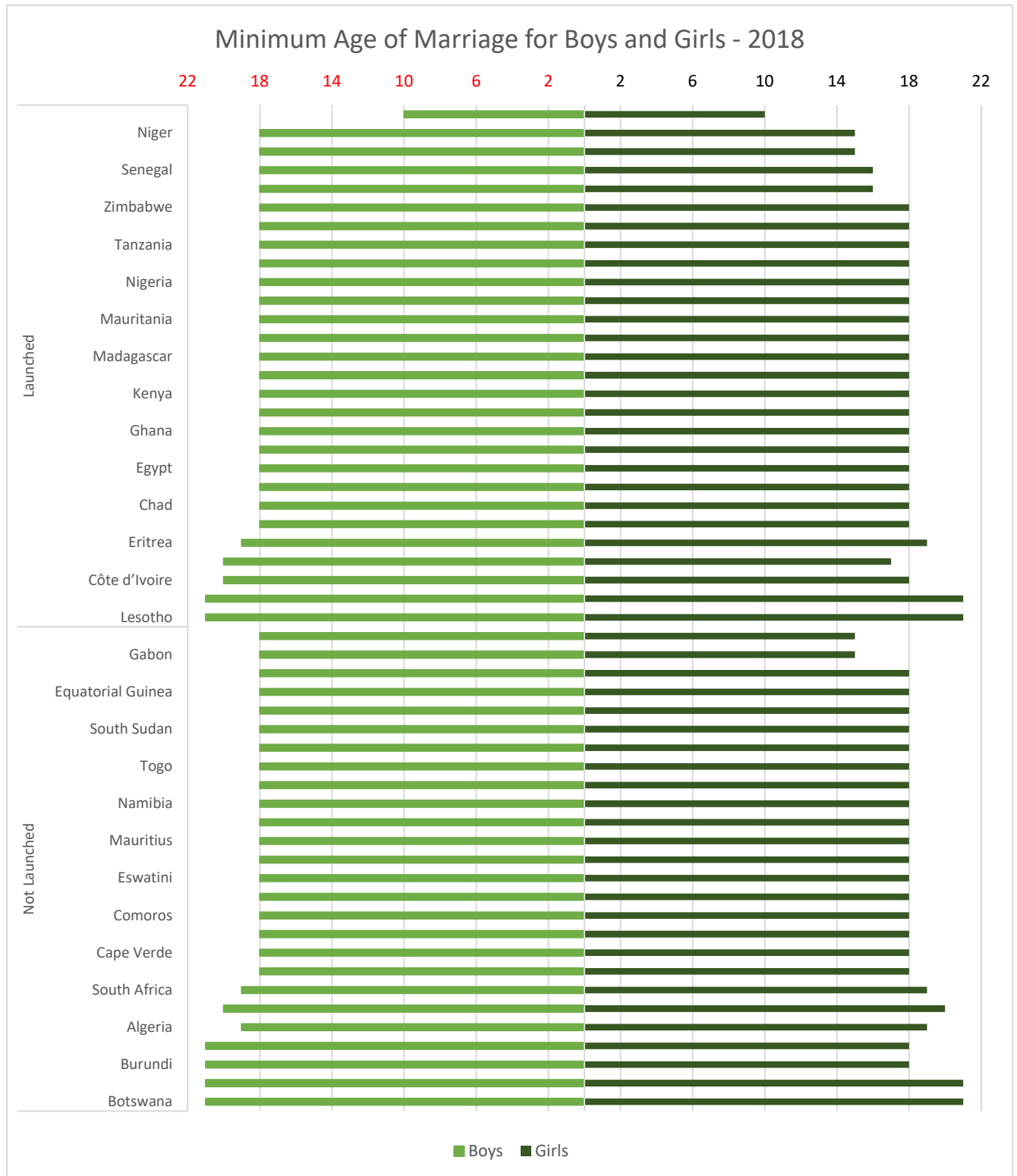
- II. *Minimum age of marriage (CECM Launch and no Launch Member States):*** Comparisons in progress in the minimum age of marriage between Member States that have launched the AU CECM and those yet to launch, show progress in AU CECM launched Member States. Within the life of the AU campaign, key changes to legal frameworks putting minimum age of marriage at 18 years and above for boys and girls were observed in the following countries; The Republic of the Gambia, The Republic of Malawi, The Democratic Republic of Congo, The Togolese Republic, and The Kingdom of Lesotho.

Table 10- Member State Changes to Minimum Age for Marriage During the AU CECM

Member State	AU CECM Launch Status	Minimum Age for Marriage Before	Minimum Age for Marriage After
The Republic of the Gambia	No	No Age	Boys – 18 yrs. Girls – 18 yrs.
The Republic of Malawi	Yes	Boys – 18 yrs. Girls – 15 yrs.	Boys – 18 yrs. Girls – 18 yrs.
The Democratic Republic of Congo	Yes	Boys – 18 yrs. Girls – 15 yrs.	Boys – 18 yrs. Girls – 18 yrs.
The Togolese Republic	No	Boys – 20 yrs. Girls – 17 yrs.	Boys – 18 yrs. Girls – 18 yrs.
The Kingdom of Lesotho	Yes	Boys – 17 yrs. Girls – 20 yrs.	Boys – 21 yrs. Girls – 21yrs.
The Republic of Zambia	Yes	Boys – 18 yrs. Girls – 18 yrs.	Boys – 21 yrs. Girls – 21yrs.

The evaluation highlights that 67% of Member States who have made such improvements in their legal framework for marriage have also launched the AU CECM.

Figure 14- Status of Minimum Age of Marriage - 2018²⁸



²⁸ United Nations Entity for Gender Equality and Women’s Empowerment (UN Women), 2017. Marriage Laws in Africa. A Compendium of 55 African Union Member States

III. **Exceptions to Minimum Age (CECM Launch and No Launch Member States):** The evaluation also compared Member States who have launched the AU CECM with those yet to launch the campaign on the presence of exceptions in their legal framework allowing marriage for boys or girls below their legal statutory minimum age for marriage. *The evaluation observed that Seventy-three percent (73%) of Member States who are yet to launch the AU CECM have exceptions in marriage age laws, compared to 57% of those who have launched the campaign.* This result was however not statistically significant to make any statistical inference. *However, in comparison to Member States without the AU CECM, fewer Member States who have launched the AU CECM have exceptions in their legal framework allowing marriage for boys or girls below the age of 18 years for boys and girls.*

Member States without any exceptions in their laws include Botswana, Democratic Republic of Congo, Egypt, Equatorial Guinea, Ghana, Kenya, Liberia, Malawi, Mauritania, Rwanda, Sierra Leone, South Sudan, Swaziland, and Uganda.

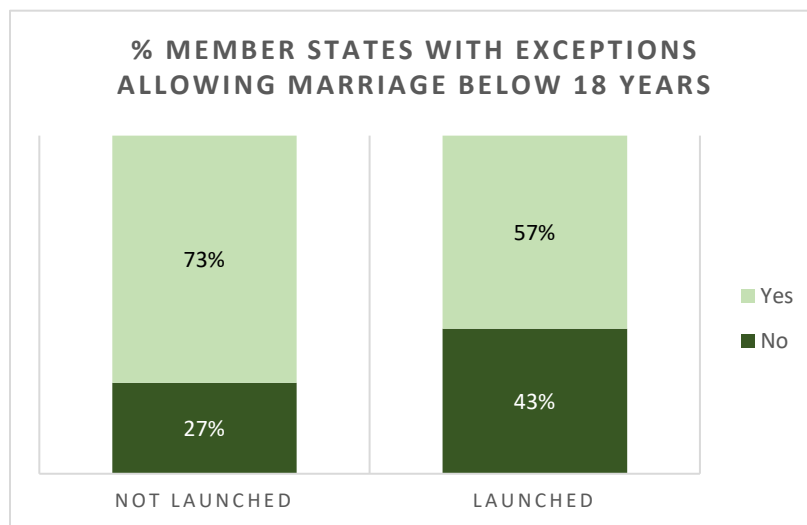


Figure 15- Member States with Exceptions allowing marriage below the age of 18 years

3.3.3 Country Success Stories/Case Studies:

The evaluation attempted to document a few success stories and case studies in the fight to end child marriage. Find overleaf a number of selected stories from Member States documented during the evaluation process.

ETHIOPIAN RELIGIOUS LEADERS SAY NO TO EARLY MARRIAGE



*Ethiopian Orthodox Church Priests trained in prevention of Child Marriage in Amhara region in 2017.
Photo credit- Government of Ethiopia*



**Training of Islamic Religious Leaders on Harmful Traditional Practices
Afar Region. Photo credit- Government of Ethiopia**

The practice of child marriage is widespread in Ethiopia. This is particularly so in the Amhara and Afar Regions where the prevalence is among the highest in the world. The number of women aged 20-49 who were first married at 18 decreased from 61.2% in 2011 to 54% in 2016. The Government of Ethiopia launched the AU Campaign to End Child Marriage on the 25th of November, 2014.

Religious beliefs and traditions are an important factor in child marriage. Religious leaders and communities commonly play central roles in betrothal and marriage rituals. Social norms are another key driver of child marriage. Once girls leave school and are no longer seen as ‘children’—even if they are only 12—marriage is often regarded as the only way to ensure sexual purity and uphold family honor. For instance, in the Amhara region, Deacons are supposed to marry “pure” women, which mostly ends up being a child bride. Understandings of religious obligations guide many families as they consider marriage of their children and religious leaders are often trusted, and can influence and change these norms and practices.

The government of Ethiopia, through Ministry of Women Children and Youth is tackling the problem by working with different faith-based organizations. The Ethiopian Inter-Religious council of Ethiopia, which has 7 religious institutions under it, works to address social issues that can adversely affect the life of the community. Two of these religious organizations that are working in the Amhara and Afar regions of Ethiopia are Ethiopian Orthodox Church Development and Inter-Church Aid Commission (EOTC-DICAC) and The Ethiopian Islamic Affairs Supreme Council - Ethiopian Muslims Development Agency. Through collaborations with UNICEF, UNFPA, NCA and other partners working to end Child Marriage and FGM in the Amhara region, EOTC-DICAC was able to train 400 orthodox priests, deacons and clergymen in prevention of child marriage in 2017. Traditionally, Priests are involved in asking for the “wives” hand, hence priests play a critical role in prevention of child marriage. This training was given by theologians, police and gender experts. The trained priests usually conduct dialogues and community sensitization during pick wedding season (January and April).

As a result, the Ethiopian orthodox church has declared that ***“Child Marriage is not accepted in the Orthodox religion”***. The Ethiopian Orthodox church also advocates for the empowerment of women and says that women should not be married before the age of 22 (according to scriptures). ***Since the training, 876 child marriages have been cancelled in Anko’ber Woreda, in Semien Shewa Zone of the Amhara Region.*** Mela’ke-Mihret Demisse Wubshet, who is a priest in Anko’ber woreda, is a coordinator of priests from 96 churches in the woreda commented;

“Women should not be married unless they are physically ready to carry a child, if she doesn’t give consent to the marriage, when she is financially empowered to support herself etc... The bible does not support the suffering of anyone, including the girl child. There is nowhere in the Bible that says girls should be married off as children. Early marriage not only deprives girls of education and opportunities, but also increases the risk of death or serious childbirth injuries if they have babies before their bodies are ready.”

Similarly, The Ethiopian Islamic Affairs Supreme Council has trained Muslim religious leaders in the Afar region on prevention of harmful traditional practices (FGM and CM). The trained religious leaders have been successful in decreasing the number of FGM in Afar region and encouraging their followers to empower girls of the community. Sheikh Muhammad Deressa Mussa, 54, who is a resident of Afar and

member of the Ethiopian Islamic Affairs Supreme Council has been working tirelessly to tackle issues on FGM and CM in Afar. He said;

“We need to move with the time. We can’t continue practicing harmful traditions that have been around for 100s of years. The time now is for education, and that does not mean educating just the boy child. The girl child needs to be empowered and educated too. Financial empowerment and education is not for boys only. These harmful practices such as FGM and CM need to be left behind. Marriage should not only be about body maturity. We need to consider social maturity too. Is the girl able to carry out different social responsibilities at the time of marriage?”

He also added that some of the traditional beliefs we have about women might be pushing families to give their daughters to marriage when they are not old enough. ***“Some parents are scared that their daughters will have boyfriends if they go to schools. This is considered very embarrassing tin the community. But I teach and advocate for female empowerment, and mention that if the girls are raised in discipline and understand their tradition, they can go to school without having a boyfriend. And we have seen some changes in the attitude of the community.”*** The Ethiopian Ministry of Women Children and Youth plans to continue working with partners and faith-based organizations to ensure these strides are replicated in other regions.

THE REPUBLIC OF ZAMBIA

MULTI SECTORIAL GOVERNMENT MINISTRIES, TRADITIONAL LEADERS AND PARTNERS WORKING TOGETHER TO END CHILD MARRIAGE IN ZAMBIA

In Zambia, among 15 – 19-year-old adolescents, 17 percent of girls reported having been married compared to only 1% of boys, in 2013. Among 20 – 24-year old who were already married, 31.4 percent of females reported having been married before the age of 18 compared to only 2.2% of their male counterparts, (ZDHS 2013-2014). This represents a 25 percent reduction from 2007 when 42 percent of women in the same age category reported being married before the age of 18.

Since the launch of the Campaign to End Child Marriage in 2013, the Government of the Republic of Zambia has made positive strides to eliminate the vice. This is evident through a conducive political and social environment created by the Zambian government. This can be seen from the recognition of our President, His Excellency, Dr. Edgar Chagwa Lungu as the African Union (AU) Champion on Ending Child Marriage and we have played an important role at international level to raise awareness on this important topic.

Working in partnership with stakeholders, the Ministry of Gender as the Secretariat has the mandate to coordinate the implementation of the National Strategy on Ending Child Marriage in Zambia 2016 – 2021. The Strategy is aimed at accelerating national efforts to end child marriage by 2030 by providing an operational framework that reflects the current national trends and efforts. The Campaign on End Child Marriage in Zambia is being implemented under the UNFPA-UNICEF Global Programme to Accelerate Action to End Child Marriage. This Programme is supporting the Government in bringing together critical programmes in poverty reduction, education, health, protection and social welfare so that families can have alternatives to child marriage, and girls can choose their own futures.

Currently, the Ministry of Gender is implementing a mixture of interventions with partners such as UNICEF, World Vision, Save The Children and Other Organizations in Katete and Senanga districts in order to reduce children's vulnerability to child marriage. The aim is to address the root causes of child marriage. The work involves supporting schools to prevent children from dropping out of the education system, promoting Menstrual Hygiene Management, strengthening the role of health centres on Sexual and Reproductive Health (SRH), and collaborating with Radio stations and theatre groups to create space for local dialogues on supporting young people. It is also focused on developing a social work response to address cases of child marriage when they do take place, prioritizing the safety, wellbeing, empowerment and learning of the children involved.

Many Chiefs and their Indunas (advisors) have taken an active role in preventing child marriage. In some chiefdoms, the girls themselves are now reporting their parents for forcing them into marriage. This has led to increased sensitization and counselling by the Community Welfare Assistant Committees. Other initiatives being implemented include dealing with negative cultural practices such as initiation ceremonies and cattle herding, which prevent children from attending school for a period of time. Some chiefdoms have banned the boy child from herding cattle to make it a responsibility of adults. Traditional initiators (Alangizi) have changed their curriculum from teaching girls how to handle men to just teaching them about menstrual hygiene.

In most of the chiefdoms, children have been dropping out of school due to teenage pregnancies and child marriage. However, the scenario is changing as some Chiefs have enacted by Laws on ending child defilement, teenage pregnancies, child marriage and child labour in his chiefdoms. The initial launch was done by the First Lady of Zambia, Mrs. Esther Lungu together with her Ghanaian counterpart, Mrs. Rebecca-Akufo Addo. In these by Laws, parents with the intention of marrying off their daughters are requested to produce a Birth Certificate to the Headman to ascertain whether the girl has reached a rightful age to get married. This means that parents will also produce written consent as a sign of approval to marry off a girl who has reached the age of 21 as well as written consent from such a child as a sign that she has not been forced into marriage.

As a way of strengthening the measures, the Chiefdoms are working with Government Line Ministries and stakeholders that are championing the fight against child marriage. Some schools in the Chiefdoms have formed Child Rights Clubs and victims of teenage pregnancy and child marriage are offered educational support. It is also important to note that there are strong partnerships between the chiefdom and schools to enable schools report the rate of girls who are dropping out of school. This means that failing to report cases of teenage pregnancy will be deemed as an offence and anyone found concealing information would be liable for punishment.

The Zambian Government has taken the initiative of keeping children in school as a priority. The Government through the Ministry of Gender in collaboration with the Ministries of Community Development and Social Services and General Education, have been implementing a programme called Girls Education and Women's Empowerment and Livelihoods (GEWEL). The project which has been running since 2016 seeks to increase access to secondary education for 14, 000 adolescent girls in extremely poor households as well as supporting 75, 000 women to better their quality of life. So far, 16, 239 are being supported under the Keeping Girls in School component and 33, 626 women are being supported under the Support to Women's Livelihoods component.

In terms of protecting the child's rights, the Zambian Government through the Ministry of Home Affairs is undertaking birth registration of every child. This is due to the fact that a Birth Certificate gives a child easier access to a number of key social services and provides a child with an identity of their own. Birth registration will provide evidence when faced with age – related abuses such as child marriage, child defilement, child labour, child trafficking and child injustice. The Government of Zambia will continue to work with other line ministries, partners and other stakeholders to implement initiatives and activities to end child marriage in Zambia.

THE REPUBLIC OF GHANA

IDENTIFYING AND SUPPORTING CHILD MARRIAGE SURVIVERS USING COMMUNITY CHILD PROTECTION COMMITTEES

To ensure that child marriage is eliminated, the Government of the Republic Ghana through the Ministry of Gender, Children and Social Protection on 10th February 2016, launched its Child Marriage Campaign. Efforts leading to the launch began in September 2014 with the setting up of the Child Marriage Coordinating Unit under the Ministry of Gender, Children and Social Protection. The Child Marriage Unit has been leading and coordinating cross-sectoral efforts nationally to address child marriage in Ghana.

According to the Multiple Indicator Cluster Survey (MICS 2017) the prevalence of women aged 20 -24 years who were married before the age of 18 years, stands at 19%, representing a 2% reduction from the last DHS conducted in 2014. The recent MICS reports that Child Marriage is highest in Northern, Upper East and Volta regions, and lowest in Greater Accra, Ashanti and Brong-Ahafo regions. It goes further to report that 5% of women aged 20 -24 years were married before age 15. The report indicates that more proportions of persons in rural areas practice child marriage than those living in urban areas.

It is against this background that the Child Marriage Coordinating Unit in Ghana is, through the National Strategic Framework is leading cross-sectoral efforts towards addressing child marriage in Ghana. One of the key partners the Unit is working with organizations such as International Needs Ghana to reach communities to address child protection issues such as child marriage. Below is a case study of interventions put in place International Needs Ghana to identify and support child marriage survivors using Community Child Protection Committee

Naomi was 15 years old when she got pregnant for a young boy in her community in 2017. As a result, her parents sent her away to live with the boy in his family home in Osbonpanyin, a community in the Central Region of Ghana. Her parents were very disappointed and angry that their daughter was pregnant. They had great plans for her future, especially because Naomi had very high interest in her education and was one of the best students in her school.

She was identified as a child marriage survivor after awareness was created by the Community Child Protection Committee (CCPC) on child marriage in her community. The committee intervened by providing immediate counseling to Naomi's parents. Upon realizing the negative effects of their actions on their child's development, Naomi's parents moved to remove their child from cohabitation. Naomi has since returned home to her parents. She is eager to return to school but the financial constraints at home has made it difficult for her retention.

Naomi was provided counseling by International Needs Ghana and the Department of Social Development. According to Naomi, she was ignorant about the consequences of her actions. She said ***“I will not advice any of my peers to be in any sexual relationship as a child because it is unhealthy and when pregnancy occurs, the girl can lose her life during delivery”***. She also said the stigma attached to pregnant girls was emotionally traumatizing and would not wish any of her friends to be in such situations. Naomi’s attempt to return to her former school was challenging especially because of the stigma attached her as teen mother. Naomi who was determined to go back to school enrolled into another school near her community but has not been able to stay in school due to the poverty situation in the home, hence she dropped out again to help her mother sell porridge in the community. The porridge business however collapsed. On few occasions, Naomi has had to go back to her “husband” for support which the CCPCs identified in this case as a risk as she could relapse into cohabitation. Fortunately, Naomi’s parents were supported by International Needs Ghana with items for her mother to restart her porridge business. The support enabled her parents register her for the Basic Education Certificate Examination (B.E.C.E). Naomi passed and is currently pursuing General Arts in a Senior High School in Gomoa Fete, Central Region. Naomi is determined to be an accountant and her performance at school according to her teachers suggests that this dream is not far off. The Ministry of Gender, Children and Social Protection and International Needs Ghana will continue to work together to identify, counsel and support other child marriage survivors.

THE REPUBLIC OF CAMEROON

GRASSROOTS EFFORTS TO PROTECT GIRLS FROM CHILD MARRIAGE

Similar to many other African countries, child marriage in Cameroon is driven by poverty, gender equalities, and traditional beliefs. In 2017, GirlsNotBrides estimated that 31% of girls in Cameroon are married off before their 18th birthday, and 10% are married before they turn 15. It is the most disadvantaged girls, those living in poverty, in rural areas and with few prospects for empowerment, who are most likely to become married before they are 18 years old. According to the DHS, girls in the northern part of the country are more susceptible to child marriage, and are often told that marriage is their primary destiny.

16 years old Kanuri says “My dad wanted to marry me off”. In Kanuri’s case, Association Fighting Violence against Women (ALVF) and UN Women intervened. The Government of the Republic of Cameroon launched its national campaign to End Child Marriage in November 2016, and is working with different partners to eliminate child marriage. “Association Fighting Violence against Women (ALVF) and UN Women People (and EN) gathered us one day, and talked to us about early and forced marriages. I came to their office and talked about my situation. There's a gentleman who came from MAWA to take me as his third wife. But I don't want to marry. After I told my story, people at ALVF told my parents to come, they were also told about forced and early marriages. They were happy that I often came to follow what the people of ALVF say” Eventually my parents understood, and they told the middleman, who had taken the gifts for my wedding to return them to the suitor. And I didn't get married anymore. I can now be quiet like the other girls; I know my parents are not going to force me to get married.” ALVF also teaches girls about sexual reproductive health and assists young girls with income generating skills that helps them be independent.

The government of the Republic of Cameroon is working with partners such as UNFPA, UN Women, ALVF, etc. to raise awareness of the harms of child marriage and advocating for policy change to end child marriage. To protect girls like Kanuri, the government of the Republic of Cameroon has also passed a new penal code, under Section 356, makes forced marriage punishable by five to ten years in prison and with a fine from 25,000 to 1,000,000 CFAF, or roughly \$50 to \$2,000. In addition, under the new penal code, whoever gives in marriage a boy or a girl that is under the age of 18 will also be punished. This is an important first step to ending child marriage. The new Penal codes also states that parents with sufficient means who refuse to send his/her child to school shall be punished with a fine of up to \$1000. This will empower gild and women and improve their livelihoods.

3.3.4 Discussions and Recommendations on “Impact” of the AU CECM

The evaluation highlights some improvements in indices in Member States that have launched the AU Campaign to End Child Marriage. Notably increase in birth registration rates, reduction in child marriage prevalence and changes to legal framework putting the minimum age for marriage at 18 years for boys and girls. While there are still more improvements required in post launch progress and the removal of exceptions in legal frameworks allowing marriage below the age of 18 years for boys and girls, the evaluation highlights that fewer Members States that have launched the campaign have legal exceptions allowing marriage below the age of 18 years for boys and girls compared to Member States those that are yet to launch the campaign.

While this evaluation cannot attribute all of the changes and improvements observed in Member States that have launched the AU Campaign or a Country led campaign due to other stakeholder inputs and partner contributions from other ending child marriage programs, initiatives and campaigns, this evaluation however cannot ignore the differences in improvements and progress observed in Member States that have launched the AU CECM compared to those who are yet to launch the campaign.

In addition, this evaluation still has some questions on how the AU CECM conceptual framework and strategies led or contributed to some of the changes observed such as in birth registration rate.

These observed changes and differences highlight that there are benefits to having the campaign launched in Member States to influence Governments to take more concerted action in ending marriage, and galvanizes partners, CBOs, traditional leaders and stakeholders to support both government in their efforts on the campaign, and also implement other child marriage and child protection programs and initiatives at the grassroots contributing to the changes observed in these Member States.

This evaluation does not in any way discount the contributions to the changes by partners, CBOs and other collations and grassroots organization, and their advocacy, programs and initiatives supporting and working in synergy with government and the AU Campaign which has led to the observed improvements in these Member States. The evaluation also highlights the enormous work needed to be done by the campaign, Member States and partners to have a wider impact on the ground especially in the minimum age for marriage and exception in legal frameworks.

Impact Recommendations:

- *Discussions to take place on the campaigns conceptual framework and theory of change to demonstrate how the campaign activities contributes to key indicators such as birth registration rates, contraceptive prevalence rate and maternal mortality. This will lead to modifications on the indicators for the campaign. (AUC)*
- *Contributions by partners and other stakeholders towards ending marriage to be adequately documented (AUC)*
- *More focus on post launch activities, changes to the minimum age for marriage and removal of exceptions in legal frameworks (AUC)*

4.0 CONCLUSION AND RECOMMENDATIONS

4.1 CONCLUSION

The evaluation of the AU CECM summarizes that while a lot more work is required to attain the change needed to end child marriage, the AU Campaign to End Child Marriage has made some strides in accelerating the end of Child Marriage in Africa by bringing Child Marriage discussions and issues at the highest level, influencing Member State Governments to take action to end Child Marriage, and galvanizing and coordinating partners, CSOs and other stakeholders towards a synergistic effort to end child marriage.

The evaluation highlights progress, improvements and changes in Member States that have launched the campaign compared to those who have not launched the campaign in the areas of birth registration, reduction in child marriage prevalence and minimum age for marriage and removal of exceptions allow marriage below the age of 18 years for boys and girls. The evaluation also highlights the contribution and support of partners and other stakeholders to the AU Campaign and in Member States where these changes are being observed.

The evaluation also highlights a number of strengths in the AU Campaign notably in high level advocacy engagements on Child Marriage, influencing Governments to take action to end Child Marriage, campaign launches in Member States, and in the campaigns branding and media. The evaluation also documents areas improvement since the 2016 evaluation such as in increase in campaign launches especially in target priority countries with high child marriage prevalence, improvements in recognition of country led campaigns, partner communication and coordination using the TWGs, and increase in the number of Member States with costed work plans, although the number of Member States with coordination mechanisms and these implementing child marriage activities dropped compared with 2016.

The evaluation however, also points out a number of weaknesses of the campaign and areas for immediate improvements such as in the conceptual framework and strategy of the campaign, the campaign monitoring and evaluation system, the operations of the campaign particularly the areas of number, mix and capability building for the campaign personnel, funding, ownership and sustainability for the campaign, and the campaigns synergy and coordination with partners, and capacity building and technical support for Member States to take ownership for the campaign's activities funding and implementation, progress reporting and engagements of CSOs and traditional rulers at National level.

Implications of these weaknesses include an inability to measure the effectiveness and or contributions of the campaign to changes in child marriage prevalence (impact) or even just progress to make course corrections routinely (outputs) due not the inadequacies in the monitoring systems; an implementation plan not linked directly to a strategy or TOC will result in implementation of activities that may not be sufficient to deliver results, thus the already limited campaign resources are not optimized; the inadequacy of post campaign follow up activities makes the campaign out to be more about events management than actual leadership and coordination of Member State's activities which may ultimately result in no accountability from Member States and therefore no campaign results.

4.2 RECOMENDATIONS

The evaluation ends with recommendations for improvement of the AU Campaign to End Child Marriage. Find overleaf a summary of recommendations for immediate implementation. Recommendations have been classified based on the evaluation areas with responsible organizations/bodies and recommended timelines.

It is paramount that the campaign team and its supporting partners work towards address the areas highlighted towards ensuring the campaign achieves its goal of accelerating the reduction of Child Marriage in Africa. It is also important that the strides and progress of some certain Member States highlighted in this report is shared with other Member States to ensure knowledge and learnings are shared and innovative approaches duplicated across all member States towards the implementation of high impact activities towards accelerating the end of Child Marriage in Africa.

SUMMARY OF EVALUATION RECOMMENDATIONS

Evaluation Area/Domain		Recommendations	Persons Responsible	Timeline
Relevance: TOC	<i>Theory of Change</i>	<ul style="list-style-type: none"> Review campaign’s conceptual framework, theory of change and strategic plan (AUC and UNICEF) 	AU Campaign Secretariat, UNICEF	3 Months
Relevance: Campaign Operations	<i>Planning and Implementation</i>	<ul style="list-style-type: none"> The AU Campaign’s strategy and annual work plan should reflect implementation of other initiatives and campaigns by Governments and partners (AUC) Provide more focus, guidance, monitoring post campaign launch support for Member States to ensure the development of multi sectoral coordinating mechanism and strategic costed plans, and implementation activities (AUC and Member States) 	AU Campaign Secretariat, Member States	3 Months
	<i>Leadership and Human Resources</i>	<ul style="list-style-type: none"> Recruit two program and technical staff for monitoring and evaluation and knowledge management – M&E program manager, and data analyst (AUC) Provide capacity building for campaign staff in M&E and knowledge management (AUC, UNICEF and Supporting Partners) 	AU Campaign Secretariat, UNICEF, Supporting Partners	6 Months
	<i>Media</i>	<ul style="list-style-type: none"> Work to ensure all promotional materials reflect the four African languages of English, French, Arabic and Portuguese (AUC) 	AU Campaign Secretariat	3 Months
	<i>Monitoring and Evaluation</i>	<ul style="list-style-type: none"> Using the theory of change, review and update of M&E framework (AUC and UNICEF) Develop and implement campaign M&E plan and simplify the reporting process and tools. (AUC) Engage Member States data reporting system –Bureau of Statistics, link with CECM focal persons. Train all persons, focal persons on the campaign M&E reporting (AUC) Explore innovative reporting platform using technology (AUC) 	AU Campaign Secretariat, UNICEF	6 Months
	<i>Stakeholder Engagement</i>	<ul style="list-style-type: none"> Sustain and strengthen the current engagement platforms with partners and stakeholders. Coordinate, align and share information with partners/stakeholders (AUC) Map available technical expertise available in the TWG and harness to achieve objectives. (AUC and Supporting Partners) Strengthen the work of the Goodwill Ambassador to reach CSOs and traditional leaders. (AUC and Supporting Partners) Campaign launch and post launch should include engagement of CSOs, traditional leaders (AUC and Member States) 	AU Campaign Secretariat, Member States, Member States	3 Months
	<i>Resource Mobilization</i>	<ul style="list-style-type: none"> Conduct campaign resource mapping to identify potential sources of funding for AU CECM (AUC) Develop a medium to long term financial plan for the campaign with potential phased incremental contribution by Member States for sustainability of the campaign (AUC) Continue to provide transparency to donors on campaign funds administration with adequate reporting and fiscal controls. (AUC) 	AU Campaign Secretariat	6 Months

Evaluation Area/Domain	Recommendations	Persons Responsible	Timeline
Relevance: Stakeholder Perception	<ul style="list-style-type: none"> • Campaign strategy/ theory of change to should show contribution from partners and CBOs (AUC) • Consider developing a global joint campaign to end child marriage with inputs from all stakeholders- UN, AUC, Member States, Partners, & CSOs (AUC, UNICEF and Supporting Partners) • Develop clear roles and responsibilities for all stakeholders (AUC) • Strengthen communication with partners and Member States to ensure all stakeholders understand their roles and contribution (AUC) 	AU Campaign Secretariat, Member States and Partners	6 Months
Effectiveness	<ul style="list-style-type: none"> • Focus campaign launches in pending targeted priority Member States and review the list to include new countries based on new data. (AUC and Member States) • Involve more stakeholders in the launch process to improve understanding of the campaign at the grassroots levels. (AUC and Member States) • Continue to recognize county led campaigns and initiatives to end child marriage (AUC) • More emphasis should be placed on post launch progress- development of coordination mechanism and costed work plan, release of funds and implementation of activities (AUC and Member States) • Attempt to link between high level meetings and changes on the ground as a result of these meetings declarations and commitments. (AUC) • Strengthen Member States monitoring visits – documentation, data collection, reporting and achieving process (AUC) 	AU Campaign Secretariat, Member States and Partners	6 Months
Impact	<ul style="list-style-type: none"> • Discussions to take place on the campaigns conceptual framework and theory of change to demonstrate how the campaign activities contributes to key indicators such as birth registration rates, contraceptive prevalence rate and maternal mortality. This will lead to modifications on the indicators for the campaign. (AUC and UNICEF) • Contributions by partners and other stakeholders towards ending marriage to be adequately documented. (AUC, Member States and Supporting Partners) • More focus on post launch activates, changes to the minimum age for marriage and removal of exceptions in legal frameworks. (AUC and Member States) 	AU Campaign Secretariat, UNICEF, Member States and Partners	6 Months

ANNEXES

Appendix A: CECM M&E Framework



Appendix B: Data Collection Tools

A1- AUC DSA CECM Operations Interview Schedule

AU CECM Operations Interview Schedule

Target Audience: AU Campaign team

Data Collection Approach: Interview or FGD

Theory of change

- Does the campaign have a theory of change describing how outcomes and impact will be achieved?
- How does the campaign implement its operations to achieve the following objectives?
 - Promote the effective implementation of AU legal and policy instruments with a bearing on young people/adolescents especially the Girl-child promoting the fulfillment of their human rights?
 - Promote and support the AU Member States to frame and launch national strategies and programs? What is the process for planning, organization and conducting a country launch of the campaign? Review campaign launch reports
 - Promote universal access to birth registration, quality education and sexual and reproductive health (SRHR) services including meeting the unmet needs of married and unmarried adolescents for family planning family planning?
 - Strengthen the evidence base needed to design and implement effective policies and programs for reducing child marriage at scale? Please elaborate
- Is the campaign confident that the campaign theory of change will lead to the expected outcomes?
- How coherent is the theory of change with established theories on ending child marriage?
- Has the campaign considered reviewing its theory of change based on progress results or preliminary outcomes?

Campaign Operational model

- Describe the operational model of the campaign?

Campaign leadership and human resource

- What is the personnel strength of the campaign team?
- Who leads and directs the campaign team? Please share organogram structure
- Describe the functions of each staff?
- How are staff hired to ensure the right staff are hired for the campaign?
- Is the staff adequate for the workload of the campaign? Please describe
- Does the campaign team receive any capacity building for the campaign?
- What addition specialty of skill is required

Campaign planning and implementation

- Is there a comprehensive implementation plan for the campaign describing this operations? Please describe?
- Is operations of the campaign in line with the implementation plan. What are the deviations or gaps? Review program reports?

Media, communication and messaging

- Does the campaign have a media or communication strategy? Is the strategy in line with implementation?
- Does the campaign have an overarching theme and messaging based on evidence and to reach key audiences? What is this theme and how was it conceived?
- Does the campaign have documents guiding communication eg policy briefs, advocacy guides, talking Points, fact Sheets, strategy specific brochures and training materials?
- Do you think the communication strategy and messaging is effective? Please elaborate. Review samples

Monitoring and Evaluation

- Does the campaign have a robust M&E plan?
- Is the M&E plan implemented. What are the gaps?
- Describe the reporting progress for the campaign
- Are routine progress reports provided by Member States? How often
- Were Member States trained on reporting

Stakeholder engagement – policy makers, partners and grassroots engagements

- What efforts are being made to engage stakeholders and policy makers on the campaign. Please elaborate
- What efforts have bene made to reach grassroots organizations and traditional leaders in launch countries
- Does the campaign have champions? How many?
- What is the role of these champions? And how do they help the campaign achieve its objectives
- How well do the campaign leverage complimentary or existing programs to end child marriage? Please elaborate
- How does the campaign tie into national, statewide and regional efforts to end child marriage? Please elaborate

Resource mobilization, and management

- How does the campaign fundraise for projects, activities and initiatives?
- What percentage is funded by AU and by partners
- Who are the funders for the campaign?
- Does the campaign have adequate resources for projects and activities? Please elaborate.
- How does the campaign pay attention to fundraising & budgeting? Please elaborate
- What measures have been taken during planning and implementation to ensure that resources are efficiently used?
- Have the campaigns finances been audited? Where there any compliance issues highlighted in audit reports

Campaign Challenges

- What challenges have been experienced during the campaign implementation
- How do you think these challenges can be addressed?

A2 – AU DSA Reporting Form AU CECM Campaign Team)²⁹

CECM Reporting Form for AUC DSA

The CECM Reporting Form is filled by the focal point at the AUC DSA on an Annual basis to provide updates on the progress of the *Campaign to End Child Marriage in Africa* with a focus on continental level activities

Date
Month/Year

AUC DSA Focal Point

Name

Designation

Phone

Email

Address

Sign

²⁹ Campaign to end child marriage. (2015). Monitoring and Evaluation framework. African Union Department of Social Affairs

Section 1: Policy & Legal Framework

IR1.0.1 Continental Events / Conferences with Child Marriage on the agenda

a) How many AUC events held in the preceding year had Child Marriage on the agenda

b) List events with dates

Date	Event

Section 2: Access to Services

IR2.0.1 CECM Launch

a) How many Member States have launched CECM?

b) List MS and their respective launch dates

Member State	Launch Date

Section 3: Demand for Services

R3.0.1 CECM launches and related initiatives with strategic participation of CSOs, especially women and youth during the campaign timeline (Strategic participation refers to involvement in design, development and implementation)

a) How many of the events listed in IR1.0.1b above involved the strategic participation of CSOs, especially women and youth groups?

b) Describe how these groups were involved?

Section 4: Evidence for Informed Policy & Accountability

R4.0.2 Programs or policies that used/incorporated data and evidence-based strategies in the design phase

a) Did any of the events/programs described in Section1 &2 above incorporate data and evidence-based policies?

Yes No

b) Relist the programs that are evidence based and describe the data sources or evidence based strategies incorporated in the design

Name of Program/Initiative	Data source/evidence based strategy

IR4.0.1 A robust M&E framework and plan developed and operational with annual reports and good practices collated from Member States on predefined CECM KPIs

a) Does the AUC have a robust M&E framework and plan developed and operational with annual reports and good practices collated from Member States on predefined CECM KPIs

Yes No

b) Please describe what has been done with the most recent reports/good practices collated from Member States.

A3- Member State CECM Progress Assessment Form³⁰

CECM Progress Assessment Form for Member States

The CECM Progress Assessment Report is filled by all AU Member States on an Annual basis to provide updates on the progress of the *Campaign to End Child Marriage in Africa* as well as other related Child Marriage policies and interventions that align with the CECM Results Framework Indicators

Date **Country**
Month/Year

Member State Focal Point

Name

Designation

Phone

Email

Address

³⁰ Campaign to end child marriage. (2015). Monitoring and Evaluation framework. African Union Department of Social Affairs

Sign

Section 1: Policy & Legal Framework

R1.0.1 Legal definition of a child by state law and customary law

a) What is the legal definition of a Child in your country?

Please make reference to appropriate national legal document and date enacted

Legal Document

Date Enacted
Month/Year

b) Are there customary laws that apply to the entire country or regions of the country that contradict this definition?

Yes No

If No, please proceed to R1.0.2

c) Where there are customary laws, do they supersede state law?

Yes No

d) Please describe customary laws that exist

R1.0.2 Minimum legal age of marriage

a) What is the minimum legal age for marriage in your country?

Please make reference to appropriate national legal document and date enacted

Legal Document

Date Enacted
Month/Year

R1.0.3 National legislation that requires the free and full consent for marriage of both female and male parties

a) Does your country have a national legislation that requires the free and full consent for marriage of both female and male parties?

Yes No

Please make reference to appropriate national legal document and date enacted

Legal Document

Date Enacted
Month/Year

R1.0.4 Time frame and coverage of policy to eliminate harmful traditional practices

a) Does your country have a policy to eliminate harmful traditional practices, including female genital mutilation, early or forced marriage, honour killing or maiming and foetal sex determination

Yes No

b) Briefly describe the time frame and coverage of this policy (i.e. when does the policy expire and who is covered?)

--

R1.0.5 Extent to which the Member State has ratified relevant AU child rights instruments

African Union Policy Instruments Promoted by the CECM	Ratified/Signed Up/Launched	Date (Month /Year)
1. The African Youth Charter as a direct investment in young people which is the epicenter of the AU Second Decade on Education (2006-2015)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
2. African Charter on the Rights and Welfare of the Child (1999)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
3. African Union Social Policy Framework (2009)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
4. African Governance Infrastructure	<input type="checkbox"/> Yes <input type="checkbox"/> No	
5. AU Continental Policy Framework on Sexual Reproductive Health and Rights and the Maputo Plan of Action for its implementation (2005, 2006)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
6. AU Campaign on Accelerated Reduction of Maternal, Newborn and Child Mortality in Africa (CARMMA)(2009)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
7. Charter for African Cultural Renaissance (2006)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
8. African Women's Decade and the Maputo Protocol on the Rights of Women in Africa (2010-2020)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
9. AU Human Rights Architecture	<input type="checkbox"/> Yes <input type="checkbox"/> No	
10. 5th Strategic Priority of AU's Strategic Plan 2014 –2017	<input type="checkbox"/> Yes <input type="checkbox"/> No	
11. AU's Agenda 2063(2014)	<input type="checkbox"/> Yes <input type="checkbox"/> No	

MS Rating (To be computed by the AUC DSA focal point)

A: All B: 70-99% :50-69% D: Less than 49%

R1.0.6 Extent to which the Member State has ratified relevant UN Conventions salient to child rights protection

a) What is your country's most current ranking based on ratification of UN Conventions salient to Child Protection? See CECM M&E Framework Appendix B Indicator Reference Sheet R1.0.6, Appendix D for list of conventions

A: All B: 70-99% :50-69% D: Less than 49%

IR1.0.1 National Events / Conferences with Child Marriage on the agenda

a) How many national / sub national events held in the preceding year had Child Marriage on the agenda

--

b) List events with dates

Date	Event

Section 2: Access to Services

IR2.0.1 CECM Launch

a) Has your country launched the Campaign to End Child Marriage in Africa?

- Yes No

b) Date of launch

Month/Year

IR2.1.1 Financial investments committed by Member States towards reduction of Child Marriage especially related to the CECM launch

a) What financial investments and resources have been committed to the reduction of Child Marriage as a result of the CECM launch or other initiatives in your country?(this question is too broad and needs to be reworded to make it more specific)

R2.0.1 Costed and resourced national action plans to address Child Marriage or national development plans that recognize the problem of child marriage and propose to address it

a) Does your country have a national action plan to address Child Marriage? This includes development plans with Child Marriage included in the issues addressed.

- Yes No

Please attach the plan as an appendix to this report or create a link to an online source

R2.0.2 % of Member States that have begun implementing programs to prevent Child Marriage since their CECM launch

a) Has your country begun implementing programs to prevent Child Marriage since the CECM launch ?

For countries who have not launched CECM, respond if there are Child Marriage programs in your country and provide details below

- Yes No

b) Briefly describe Child Marriage programs in your country below?

Name of Program/Funder	Timeframe	Objective	No. of Planned Beneficiaries

Section 3: Demand for Services

R3.0.1 CECM launches and related initiatives with strategic participation of CSOs, especially women and youth during the campaign timeline (Strategic participation refers to involvement in design, development and implementation)

a) How many of the events listed in IR1.0.1b above involved the strategic participation of CSOs, especially women and youth groups?

b) Describe how these groups were involved?

c) How many of the programs listed in R2.0.2b above involved the strategic participation of CSOs, especially women and youth groups?
d) Describe how these groups were involved?

IR3.0.1 Inter-sectoral coordination mechanisms at national and sub-national levels

a) Does your country have an inter-sectoral / multi-sectoral coordination mechanism at its national and sub-national levels?

Yes No

b) Describe the coordination mechanism and how it is managed /office that drives this function?

IR3.1.1 Child Marriage prevention initiatives designed & implemented through public/private partnerships

a) Are any of the programs listed in R2.0.2b above implemented through public-private partnerships?

Yes No

b) Relist these programs and describe the role of the public and private sectors in the partnership

Name of Program/Initiative	Description of public-private partnership

IR3.2.1 Public expressions of commitment to and support for investing in girls and ending child marriage, by families, communities, and leaders

a) Number of statements of public support for ending child marriage made by community/political/religious leaders, and other public figures and civil society actors

Name of Public Figure/Actor	Date Statement was Made	Event/For a

Section 4: Evidence for Informed Policy & Accountability

R4.0.2 Programs or policies that used/incorporated data and evidence-based strategies in the design phase

a) Did any of the policies/programs described in Section 1 & 2 above incorporate data and evidence-based policies?

- Yes No

b) Relist the programs that are evidence based and describe the data sources or evidence based strategies incorporated in the design

Name of Program/Initiative	Data source/evidence based strategy

R4.1.1 National monitoring systems that generate information on Child Marriage

a) Does your country have a national monitoring system that generates information on Child Marriage? This can be either a central or standalone system

- Yes No

Section 5: Case Studies/Success Stories

If you have any case studies or success stories from any of the interventions/programs described above please attach or paste the story here, the AUC will contact you for more information if your story is considered for publication/further dissemination.

A4- CECM Non State Actor Questionnaire Tool

Introductory/Consent page

My name is _____ and I work for BroadImpact Consulting as Regional Evaluation Consultant – _____ Africa.

BroadImpact Consulting was engaged by UNICEF and the African Union Commission to evaluate the African Union Campaign to End Child Marriage in Africa (AU CECM) from 2016 to 2018 towards the development of a Two Year Report highlighting progress, achievements, challenges and recommendations for improvement.

BroadImpact is a development and business management advisory and consulting firm based in Africa. BroadImpact has a team of experienced consultants providing professional consultancy services for development and business needs.

To evaluate the African Union Campaign to End Child Marriage in Africa, BroadImpact will be administering a series of progress update forms and questionnaires to Member States and Non State actors – partners and CSOs to document progress and achievements between 2016 and 2018.

Find attached the CECM Non State Actor form to document your opinions and perspective of the Campaign as a non-state actor/partner. It will just take a few minutes of your time. Please fill and share on or before the 22nd of March 2019.

Please sign below to provide consent to participate in this survey:

Name: _____

Sign: _____

Date: _____

Important Guide to Filling the form

Click or use spacebar to select checkbox option only where you have multiple checkbox options.

Type / Write your responses in the box provided

Date Country
Month/Year

Name of respondent			
Respondent's organization			
Level of Work	<input type="checkbox"/> National	<input type="checkbox"/> Regional	<input type="checkbox"/> Continental
Designation of respondent			
Phone number of respondent			
Email of respondent			

Skype ID

1. In what capacity do you work in ending child marriage

- Work with AU Campaign to End Child Marriage Work on Other Child Marriage Initiatives

2. In what capacity do you work with or on the Campaign to End Child marriage?

- Supporting Partner Technical Support Advocacy / Stakeholder Coordination
- Grassroots Implementation Campaign Launch Others _____

3. How long have you worked with the AU Campaign to End Child Marriage?

- 0 – 2 yrs. 3 – 5 yrs. 5 -7 yrs. 7yrs – above

4. What has your experience been working with the AU Campaign to End Child Marriage?

- Satisfactory Not Satisfactory

Give Reasons

5. Do you think the AU Campaign to End Child Marriage is on course to achieve its objective of galvanizing reduction of child marriage in Africa? Why?

Yes

No

Give Reasons

6. Please outline the strengths of the AU Campaign to End Child Marriage

7. Have you experienced any challenges working with the AU Campaign to End Child Marriage?

Yes

No

Briefly Explain

8. What recommendations do you have to improve the AU Campaign to End Child Marriage?

Thank you for participating in this survey. Please can you provide contact details of three or more or 3 other partners and CBOs working with the AU Campaign who may be interested in participating in this survey.

Partner/CSO Reference Table

	Name	Organization	Position	Email	Contact Number
1					
2					

3					
4					
5					
6					
7					