Strong Girls Strong Zambia Campaign



Building a Strong Nation One Girl at a Time



THE FACTS - ZAMBIA



29% of women between the age of 20-24 reported being married by age 18, a slight drop from **31%** in 2014 (UNICEF and Population Council 2015, Zambia Demographic and Health Service 2015).



9% of women between the age of 25-49 were first married by the age of 15, as compared with less than **1%** of men



Each year of secondary education reduces by 5% the likelihood of a girl marrying before 18.

GOAL

World Vision Zambia introduces the Strong Girls Strong Zambia Campaign that aims to support girls at risk and retrieved from child marriage in all our operation areas. The goal of the campaign is to reduce child marriage from **29%** to **5%** in World Vision Zambia's programmes. This ambitious goal will be achieved empowering **15,000** girls both retrieved from child marriages and those at risk to live safer, healthier, more productive lives by 2025 through finishing their education and giving their families greater work opportunities.

The campaign will run from October 2022 to September 2025 and will raise over **\$8 million** over the three year period from Zambian donors.

Rational

With 29% of girls getting married, girls continue to be side lined from school. The campaign will provide practical and sustainable solutions through education support of girls who are retrieved from marriages and those at risk of the vice, for a successful fight against child marriage.

CAMPAIGN OBJECTIVES



To support 6,000 vulnerable girls in school and out of school with educational requirements by 2025



To develop infrastructure in 29 schools to provide a better learning environment to keep 5,000 girls in school by 2025



To economically empower 1,500 families of vulnerable girls and those retrieved from marriages benefiting 7,500 girls by 2025

THEORY OF CHANGE



Improved Infrastructure to Reduced number of girls provide conducive learning getting into marriage environment to keep girls in **Awareness** Protection facilities to on ending hygiene and against child child marriage marriage improved enhanced pace created increased Community Reporting Constructing engagement mechanisms Constructing ablution (by WV staff, strengthened; blocks & children, faith Survivors of blocks & & traditional child marriage boarding leaders); supported; TV & radio **Enforcement** programmes of by-laws

Key Models/Approach: Ending child marriage campaign, Community Led Total Sanitation

Key Assumptions: Girls will be interested in education when retrieved from marriage, providing education will keep girls out of marriage, families will support the campaign objective

How to get involved and give

Open up partners networks to World Vision Zambia

Partner playing the role of influencer

Partner to select an area of interest that they can give to

Encourage employees to get involved and give to a cause

Matching donations made employees

events

Benefits to your business

Positive image and reputation – good corporate citizenship

Achievement of Corporate Social Responsibility objectives

Impact stories for partners

Exposure visits to project sites

by Indirect partnership with Government

Corporate sponsorship for the SGSZ Partner brand visibility – digital and print media





Strong Girls Strong Zambia

World Vision Zambia is implementing the Ending Child Marriage Campaign, which raises awareness on the effects of child marriages, influence policy change, and ignites a movement of people committed to keeping children safe from harm.

Achievements in the last three years



World Vision reached children and 173,249 adults directly with Ending Child Marriage prevention messages



Working with local authorities, World Vision rescued 936 girls from child marriages