

STEP-BY-STEP RAISE AWARENESS ABOUT CHILD MARRIAGE

- Based on: Angelina's campaign against child marriage
- What is it: A campaign with multiple activities to raise awareness about the negative consequences of child marriages.
- How does it help: parents let (or force) their daughters to get married at a very young age, because of different reasons: maybe it is common in the culture or religion or maybe because of economic reasons, often they don't see the negative consequences of child marriage and are not aware of the rights of the girls. Young girls are also often not aware of their rights or what they should do when they are forced to get married. A campaign is a useful tool to get parents and girls aware and educated on this topic.



1

Prepare

There are a few things you need to have before you can start your campaign.

- First you need to do some research: what are the reasons that children are forced to get married under 18 in your community? Is it a cultural or religious phenomenon or is it economical for the parents or is it something else? Gather information about the issues in your community.
- Second: Based on this research you can create the message that you want to spread. For example if parents marry off their daughters because of economic reasons you can make a message about that fact that child marriages are a cause that girls end up in poverty, since they can't finish their school.
- Third: Now you have the information and the message, you can come up with ways to raise awareness. You can do this by doing multiple activities. Angelina for example raises awareness by using drama and songs, going house by house in her community and using radio spots to spread the message. Also set a goal: how many parents and/or girls do you want to reach with your message?

2

Campaign Time

You don't have to do the campaign by yourself. Look for people around you that can help you. Angelina also looked for girls that can share their experiences with child marriage to strengthen the message. Get started on your campaign, do the activities you planned. Keep in mind that this is a very personal issue and that it can be hard for adults to listen to you. Keep going! For every person you reach, you can literally change their life!

3

Go Time!

Think about the goal you set for your campaign: Did you reach parents and girls with your message? Celebrate!

How can you do this?

Keep in mind: this is just an example! You can adjust it to your own circumstances and with your own ideas. Take for example Sherneil's campaign to promote girls in sports, who used an online (social media) campaign to raise awareness on her topic. Find her project on our website!