

# BANGLADESH



CHANGE MODEL

## INSTITUTIONAL

Through partnerships with 300 schools – and plans to partner with the Ministry of Education – the “Best Schools for Girls” campaign incentivizes communities to make schools more girl-friendly. The goal: to keep girls in school and out of child marriage.



### KEY OBJECTIVES

educate public; reduce child marriage; reduce girls' school dropout rate

### OUTCOMES

- Child marriage rates in partner schools fell 20%
- Girls' dropout rates in partner schools fell by up to 60%
- 80% increase in number of schools offering girls' complaint boxes
- 29% increase in schools forming violence prevention committees
- Local companies donated \$8000 in goods to schools to support girls

### 2015-2016 PROJECTION

- Partnership with Ministry of Education will scale the campaign to reach 40,000 schools nationwide

### REGIONAL COVERAGE

Patnitala, Gangni, Sathkhira  
Sadar, Tala, Kaliganj, Syamnagar,  
Assasuni, Kulaura, Sariakandi,  
Khulna City Corporation

# 551

NUMBER OF  
SCREENINGS

# 29,311

TOTAL  
AUDIENCE

# 277

COMMUNITY  
FACILITATORS  
TRAINED



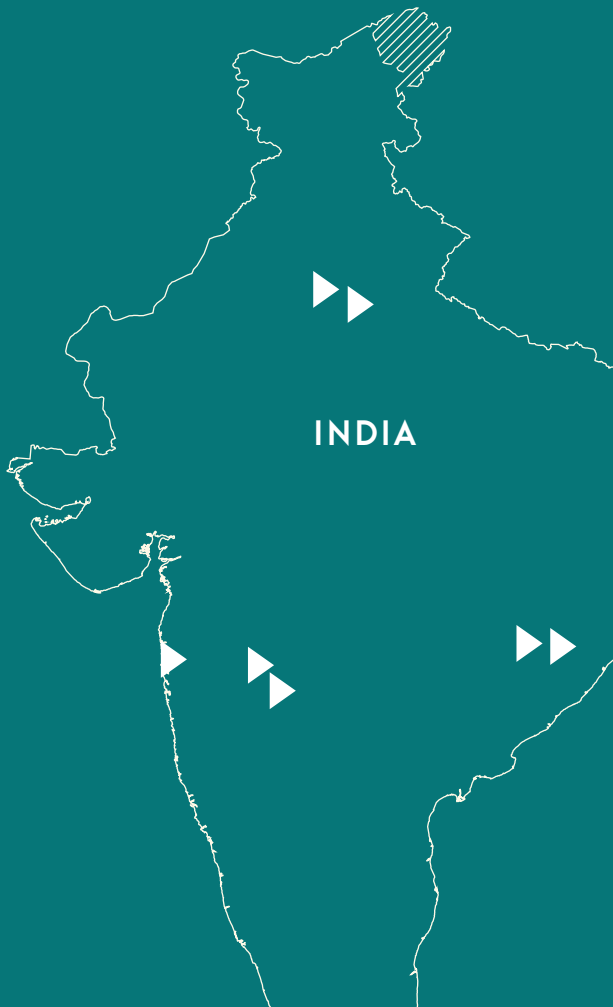
# INDIA



CHANGE MODEL

## COMMUNITY

"The Hero Project" supports the growing movement against gender-based violence in India by challenging harmful gender roles and creating safer public spaces. Facilitators use film screenings to catalyze community dialogue on urgent problems facing girls and women, and lead communities through the process of designing their own solutions.



### KEY OBJECTIVES

mobilize community solutions; build NGO media capacity; spark public dialogue

### OUTCOMES

- 100+ community-designed gender solutions, including:
  - A girls-only school bus in Pune to prevent sexual harassment, which was forcing girls to skip classes
  - A drug awareness campaign in a Bombay slum, to prevent gender-based violence among male addicts
  - A girls-only play area in a village in Beed, enabling girls formerly confined to the house to engage in physical activity

### 2015-2016 PROJECTION

- 200+ community-designed gender solutions
- Private sponsorship for "Change the Story" to support solutions

### REGIONAL COVERAGE

Delhi, Noida, Mumbai, Beed, Cage, Kalahandi, Kandhamal

# 630

NUMBER OF SCREENINGS

# 16,795

TOTAL AUDIENCE

# 180

COMMUNITY FACILITATORS TRAINED

# JORDAN



## CHANGE MODEL

### PEER-TO-PEER

In Jordan, where personal matters are seldom disclosed beyond the home, the "I Have a Story" campaign's home-based screening model provides a safe, intimate space to discuss issues like gender-based violence, and to connect women to service providers. Messages are amplified to the greater public via broadcast and online media.

## KEY OBJECTIVES

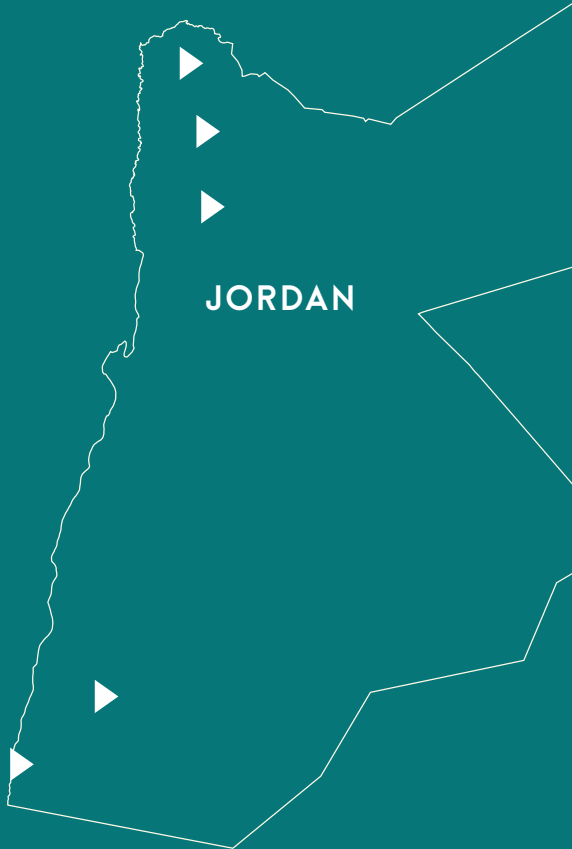
reduce acceptance of gender-based violence; increase awareness of systems for survivors to report incidents and receive support

## OUTCOMES

- TV broadcasts reached 839,000 viewers
- Screenings increased awareness of gender stereotypes and their negative effects on GBV by 29%
- High rates of social media engagement with 7530 Jordanians

## 2015-2016 PROJECTION

- More than 200 home-based film clubs nationwide
- SMS platform where GBV survivors can report incidents and receive support



## REGIONAL COVERAGE

Amman, Irbid, Jerash, Ouweira, Aqaba City Center

# 104

NUMBER OF SCREENINGS

# 2,200

TOTAL AUDIENCE

# 39

COMMUNITY FACILITATORS TRAINED

# PERU



CHANGE MODEL

## ACCESS

The campaign aims to reduce teen pregnancy and associated high school drop out by increasing access to reproductive health information via school curriculum and youth leadership groups.



## KEY OBJECTIVES

educate teens and parents on reproductive health; reduce teen pregnancy; increase girls' school enrollment

## OUTCOMES

- 28% increase in awareness about impact of early pregnancy on education
- 25% increase in teens accessing health clinics for information
- Reproductive health education and life skills training introduced in 65 classrooms in indigenous communities

## 2015-2016 PROJECTION

- Heightened levels of awareness on educational impact of teen pregnancy

## REGIONAL COVERAGE

Lima, Pucallpa, Sepahua, Masisea, Juliaca, Unocolla, Acora, Amazonas

# 136

NUMBER OF SCREENINGS

# 2,769

TOTAL AUDIENCE

# 67

COMMUNITY FACILITATORS TRAINED

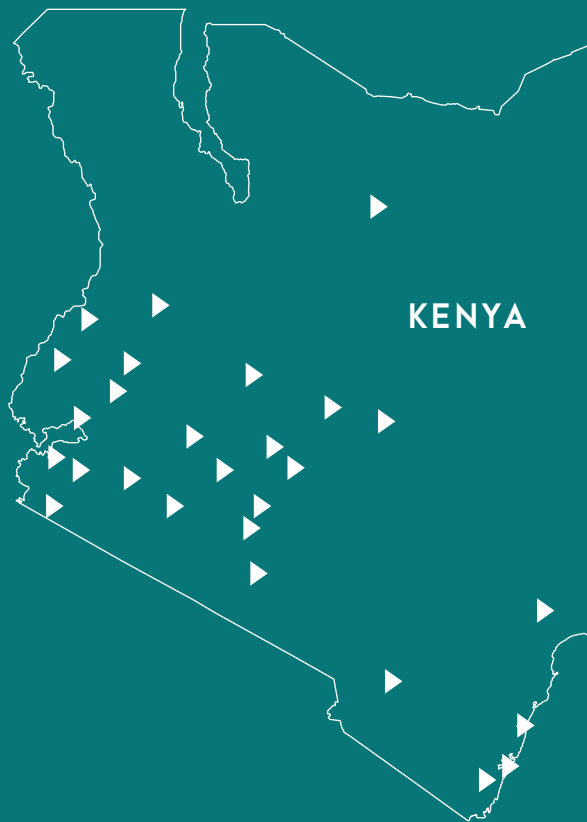
# KENYA



## CHANGE MODEL

### RECRUITMENT

The "Women in the Red" campaign boosts efforts to realize the promise of the 2010 constitution, mandating a larger role for women in civil society. Using media to stoke girls' and women's ambition to pursue leadership opportunities, the campaign works with NGOs to cultivate potential leaders' abilities and to urge them to play a more active role in civic life.



### KEY OBJECTIVES

increase women's civic participation; cultivate women leaders for the 2017 election; increase positive media coverage of women leaders

### OUTCOMES

- Radio series on women leaders reached 1 million listeners on Radio Maisha
- Television broadcasts reached 2.7 million television viewers on KBC
- Civic participation increased 27% among women

### 2015-2016 PROJECTION

- Increased civic participation by women in 12 counties
- Increased number of women in leadership positions at the community level
- Increased number of women in the leadership pipeline for the 2017 elections

### REGIONAL COVERAGE

Nairobi, Kisumu, Mombasa, Kilifi, Homa Bay, Marsabit, Uasin Gishu, Elgeyo, Elgeyo Marakwet, Migori, Kisii, Kajiado, Bomet, Nakuru, Naivasha, Nandi, Narok, Trans Nzoia, Bungoma, Taita Taveta, Garsen, Murang'a, Nyeri, Kiambu, Meru, Tharaka Nithi, Nakuru, Kwale, Kajiado, Laikipia

# 139

NUMBER OF SCREENINGS

# 4,815

TOTAL AUDIENCE

# 81

COMMUNITY FACILITATORS TRAINED