




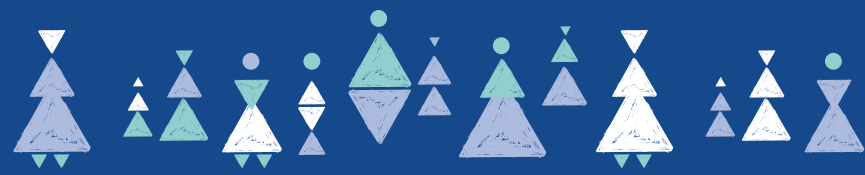
THE
GIRL
GENERATION

TOGETHER TO END FGM

IMPACT IN BRIEF

AUGUST 2016 – JULY 2017





200 MILLION

women and girls have undergone FGM globally

Over
3 MILLION
more are at risk every year

Most prevalent in Africa...
but increasingly a global issue

WE ARE THE GIRL GENERATION

We believe that together we will end FGM in one generation.

We are united by our vision that FGM can – and must – end in this generation. We work across ten of the most affected countries in Africa (Burkina Faso, Egypt, Ethiopia, The Gambia, Kenya, Nigeria, Mali, Senegal, Somaliland and Sudan) and at the global level. We are a social change communications initiative, providing a global platform for galvanising, catalysing and amplifying the Africa-led movement to end FGM, building on what has already been achieved.

We are guided by three main principles:

We are Africa-led

We are led by the priorities and contexts of our focal countries, with flexibility and responsiveness to local issues and strategic guidance from African experts

We recognise FGM as a form of violence

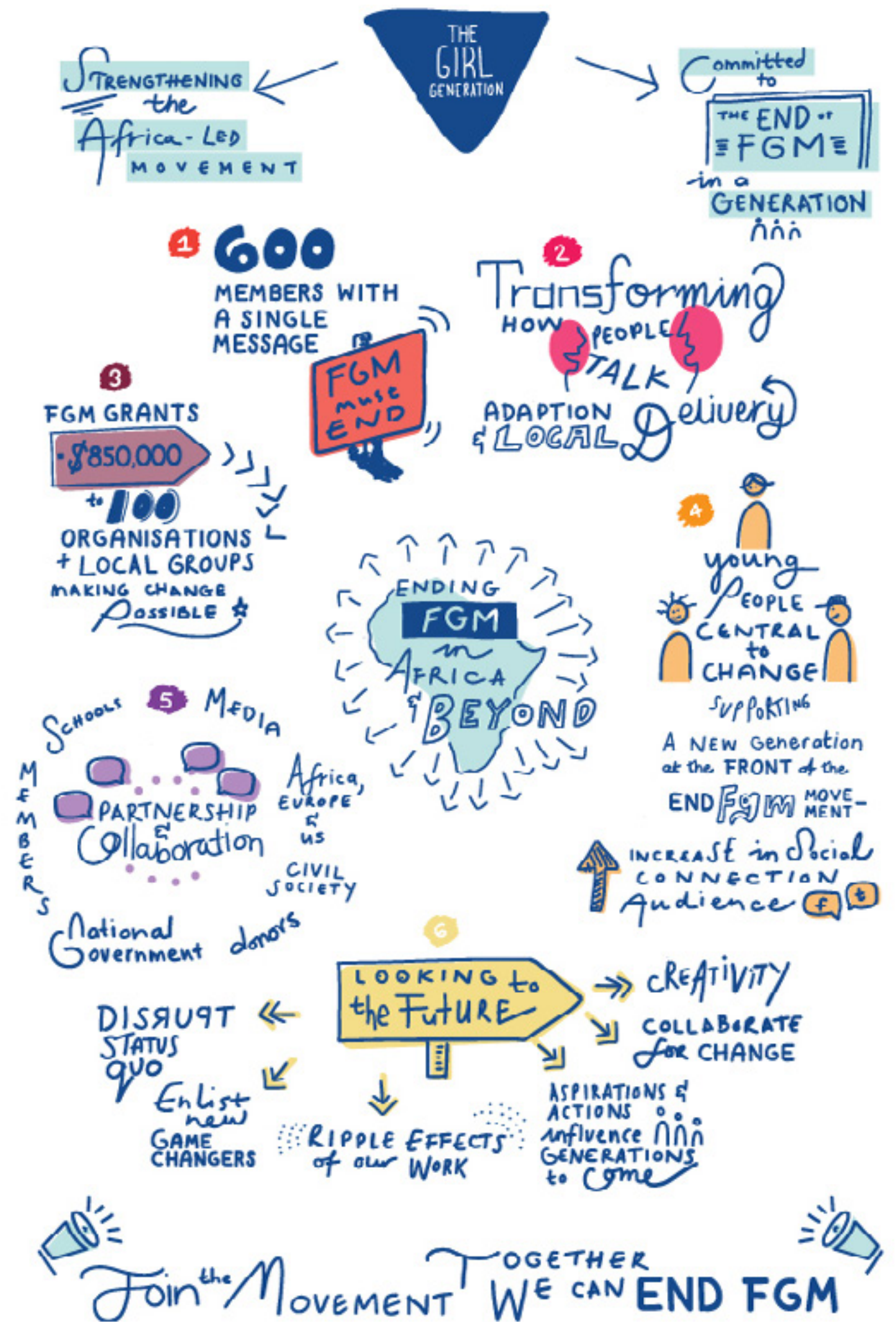
We recognize FGM as a form of violence against women and girls, held in place by social norms. We take a context-specific approach to social change communications, recognizing both the power of social influences and motivations, and the fact that FGM is an expression of gendered power dynamics.

We do no harm

Our Do No Harm framework helps us to systematically apply this principle – and support our partners and members to do the same.

Female Genital Mutilation (FGM)

is a harmful practice that involves partial or total removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons. FGM can have severe physical and psychological consequences. It is an expression of gender inequality and a form of gender-based violence.



OUR IMPACT 2016 – 2017

The Girl Generation now works across ten of the countries most affected by Female Genital Mutilation (FGM) in Africa, having launched in six new countries in the last year.

We also work at the global level (with a particular focus on advocacy) and with the UK diaspora to strengthen the movement to end FGM.

Working with our members and partners, we have made significant advances towards galvanizing and strengthening the Africa-led global movement to end FGM, by:

Transforming communications

Inspiring activists and the media to transform the way they communicate to end FGM. Promoting our Do No Harm approach and sensitive, locally-led conversations about FGM, has led to more effective engagement in and ownership of the issue.

Resourcing the grassroots

Reinvigorating the African grassroots movement to end FGM by channelling over \$850,000 of much-needed resources and support to over 100 frontline organisations working to end FGM, directly reaching over 35,000 people across three countries. This has resulted in public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders.

Building momentum

Growing The Girl Generation as a platform to connect and support activists - including our 625 member organisations - across countries and continents. This has resulted in the forging of numerous synergies and relationships, sparking the launch of new campaigns and networks as actors work together, building momentum and energy behind the global end FGM movement. Members of The Girl Generation reach over 240,000 people directly with their end FGM work, with a total potential reach through mass and social media of over 6.3 million, showing the huge potential for amplification through our networks.

Amplifying stories

Capturing and amplifying positive stories of social change from some of the most remote and previously under-reported areas to a global audience, sparking conversations and inspiring action to end FGM. With 125 positive stories in new and traditional media in the past year, media coverage resulting from The Girl Generation reached a potential audience of over 200 million people worldwide.

Igniting youth action

Supporting a new generation of young African activists to take their place at the forefront of the global movement to end FGM. These young people reach tens of thousands of people through in-person initiatives, and yet more through media coverage, ensuring a more sustainable and powerful movement to drive forward the social and systemic changes required to end FGM.

We have contributed to the measurable strengthening of the end FGM movement in five of our focal countries so far – Kenya, Nigeria, The Gambia, Senegal and Burkina Faso.

625 member organisations
91% from the African continent

Our members reach
+240,000 people directly with their end FGM work

Operational in **10** African countries

Kenya, Nigeria, The Gambia, Senegal, Mali, Burkina Faso, Sudan, Somaliland, Egypt and Ethiopia

End FGM Ambassadors reached
+1.5 MILLION

people with end FGM messages, through face-to-face and media engagements

A growing cadre of activists to scale up the end FGM movement

training **270** trainers

Positive stories of change about ending FGM published in new and traditional media, reaching

+200 MILLION

\$850,000 disbursed

to over 100 local groups at the forefront of end FGM activism through our End FGM grants programme.

Powerful stories of public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders as a result of our work

Social change in Focal Countries

The Girl Generation's role is to galvanise and catalyse the social movement to end FGM, such that it can drive forward the changes needed to end FGM.



Powerful stories of public demonstrations of support for the abandonment of FGM, and enhanced commitments to end FGM from local institutions and leaders emerging.



Increased inclusion, leadership and regional collaboration.



West Africa end FGM Network and International Men's Movement to End FGM – Big Brother movement formed.



Stronger social movements recorded among youth and national stakeholders in Kenya, The Gambia, and Nigeria.

Evidence of change

In The Gambia, there was broad agreement that the primary reason for the movement's growth was the enactment of the law banning FGM by the former President, which gave activists and others more freedom to tackle the issue. The Girl Generation contributed towards the change, by supporting the youth movement at critical moments at its embryonic stages, and making grants available to grassroots organisations. The media work of our Programme Officers and their activist peers has also been influential in amplifying the movement.

Story of Change

The story of Christiana, a young mother from Nigeria, demonstrates changing norms in West Africa, resulting from the work of our member, the Society for the Improvement of Rural People (SIRP) – one of our grantees who had signed up to our Do No Harm guidance. Before participating in SIRP's end FGM project, Christiana saw FGM as a way of life for any young girl in the community:

"We were told, or rather, indoctrinated over time that if, as a girl, you were not 'cut', then you are 'unclean': not deserving of a decent marriage and acceptability in the society," remarked Christiana. "As a result of this project, I will dedicate my life from now on to make sure that FGM is stopped completely in Awgu. I will use the skills I have learnt in social change communication to convince more members of the Awgu community to stop practicing FGM. I will use dialogue as a principal skill to share with members of my family information regarding the disrespect to the dignity of the girl child as a result of the FGM practice. I will listen to their position and empathetically feel for them, but in a very understanding tone with respect, share with them information, drawing from the Bible, our constitution and the recent child rights Law (Enugu State, 2016) that criminalises FGM."

Greater connectivity within the movement to end FGM

Globally, The Girl Generation is now the largest collective of organisations working together to end FGM. The opportunities that these connections and communications channels bring are unprecedented.



472 new members this year.
625 members in total,
91% on the African continent.



Strengthened relationships with members through Programme Officers in each country.

Evidence of change

A recent membership survey interviewed 88 members across three countries (Nigeria, The Gambia and Kenya). Respondents described how TGG training, grants and resources had shifted their perspective and approaches, increased their motivation and made them feel they were part of a global effort and fostered local leadership in the end FGM movement.

Story of Change

Relationships with international partners are also essential for connecting with in-country partners, liaising on global advocacy issues, and joint planning and coordination. Our national partnerships with UN agencies and government Ministries have also helped us to secure media coverage, through joint press initiatives. We have collaborated with such partners at events such as:

- The 'Gender is My Agenda' conference in Addis Ababa, where we co-hosted a learning and networking session on 'Investing in Youth to End FGM' with the Young Women's Christian Association (YWCA)
- The African Diaspora Women's Forum, with FORWARD and the International Planned Parenthood Federation (IPPF), where 70 women from the UK diaspora heard from a panel of prominent panellists, including our Global Director. Together, they strategized on how to make gender equality a reality by 2030.

Members reach almost 240, 000 directly
6.3 million potential reach through mass and social media

Youth activation

Young people are the heart and soul of the end FGM movement and the work of The Girl Generation. We realise our commitment to youth by catalysing, supporting and amplifying youth networks.



The next generation of end FGM activists in Sudan, Burkino Faso and Somaliland catalysed through The Girl Generation support.



12 End FGM Ambassadors actively promoting the movement in influential spheres.



Young people building a critical mass of support to end FGM. They continually raise awareness about FGM, and seek commitments from a range of leaders and influencers, through wide-ranging and creative initiatives and projects



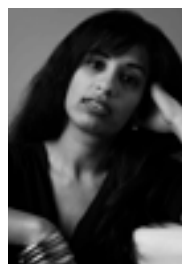
4,500 people were engaged in person by The Girl Generation and our members in three months - during April - June 2017 alone, representing significant scale.

Evidence of change

A symposium to mark the Day of the African Child in the Gambia brought together ten journalists with 50 young people – many of whom were students in tertiary institutions, who are rarely targeted by end FGM initiatives. The event ignited many conversations among people who had not discussed FGM openly before.

Story of Change

Our Global Ambassador, Leyla Hussein, has developed a photography portraiture project “Face of Defiance” in partnership with The Girl Generation, to showcase survivors and campaigners against FGM from Senegal, working closely with our Senegal Programme Officer, our members and partners in Senegal, and photographer Jason Ashwood. Supported by the Wallace Global Fund and the Human Dignity Foundation, exhibitions were held in New York and Washington in September, and Senegal in December 2017. The exhibition and accompanying media coverage will stimulate dialogue and conversations about FGM, and celebrates the achievements of the end FGM movement.



Changing how we communicate about FGM

FGM is a sensitive and often taboo issue, enshrined within complex political, social, cultural and religious perceptions that go to the heart of gender relations. The Girl Generation celebrates positive change, valuing and empowering women and girls. Our Do No Harm guidance helps raise awareness of the potential for backlash, both personal and cultural, and how to mitigate against these negative effects.



Social change communication delivered in 8 countries to 431 organisations, resulting in development of local communications strategies



Community members taking a lead in the abandonment of FGM because of the increased knowledge and better understanding they have on FGM as a result of the training

Evidence of change

Through social change communication, we promote locally-led and culturally relevant communications approaches to spark discussion and dialogue.

Participants feed back from Social Change Communication Training

“Start a radio show to end FGM in my country”

“Apply and advocate for the Do No Harm approach”

Story of Change

“The training will have much impact on the work I do as a Project Manager and the knowledge I gained will improve the services I provide to communities. The training has helped me to use the best communication approach during our dialogue meetings with target groups. This has resulted in community members taking the lead in the abandonment of FGM because of the increased knowledge and better understanding they have on FGM. The community leaders, religious leaders and women groups who are influential persons are now ready to take the lead to end FGM through community consultative meetings, “Bantaba” talk shows and radio programmes. With the social communication approach used during the peer group discussions held in Senior Secondary Schools, the number of FGM ambassadors in these schools has increased. The group can now freely discuss and talk about FGM in a more appropriate and acceptable way (Do No Harm) with their peers, and can equally discuss it with their parents and other community members”

- Child Environmental Development Association, The Gambia

Inspiring Action

We believe that amplification of social change – including how, where, and why FGM is ending – is critical in both mobilising a global movement to end FGM and bringing new actors and voices into it, and supporting social change at the national and local level.



The Girl Generation is established as a communications platform for the movement to end FGM.



41% increase in social media followers.



Potential reach of 200.4 million through media alone.



Radical increase in locally-owned efforts to bring partners together to celebrate International Zero Tolerance Day to Female Genital Mutilation and International Women's Day (IWD)



The Girl Generation play a leading role in promoting inspiring communications, collaboration, and ensuring grassroots and youth representation and leadership in the movement.

Evidence of change

We have successfully established The Girl Generation as a communications platform that regularly collects and amplifies stories of change from the local level from across multiple countries, and amplifies them across our channels (social media platforms, newsletter, and events).

Over 1.4 million social media impressions

3,800 link clicks

Over 30,000 social media engagements, up 29% on the previous year

16,285 total fans on Twitter and Facebook – up 41% on the previous year.

Story of Change

In Samburu, our grantee the Pastoralist Child Foundation is using the local radio station, Serian FM, to raise awareness, allow the local population to ask questions about FGM, and amplify public shows of support for the abandonment of FGM, such as a 'Morans Festival'. Using the radio as a way of interacting with the local population allows them to gauge public opinion: their recent initiative #MoransAgainstTheCut has received positive feedback from audiences, providing hope that indeed change to end FGM is happening.

Activating Grassroots Action

Activating grassroots action to end FGM is a high priority for The Girl Generation, as the social change required for FGM to end in a generation needs to take place at the level of the community and the family. A final critical piece of this is increasing the financial resources available to small groups committed to the abandonment of FGM in the most affected communities.



Over 35,000 beneficiaries in Kenya, Gambia and Nigeria in 3 months alone



104 grants awarded



End FGM Grants programme launched in Sudan, Somaliland, Mali, Burkina Faso and Senegal



\$850,483 distributed in 3 countries Nigeria, The Gambia and Kenya

Evidence of change

Launched in 2016 through funding from the Human Dignity Foundation, the End FGM Grants Programme empowers small, local organizations to implement social change initiatives towards ending FGM through funding and associated capacity building. In Year Three, we completed two open rounds of funding in Nigeria, The Gambia and Kenya, and launched the grants programme in Sudan, Somaliland, Mali, Burkina Faso and Senegal.

Stories of Change from the END FGM Grants Programme.

Galvanising political support for ending FGM

In Enugu State, Nigeria, the traditional ruler's council of the Agwu community issued a public declaration denouncing the practice of FGM, and the Roman Catholic Church made a commitment to dedicate the second Sunday of every month to encourage members to stop FGM.

Raising awareness about FGM and child protection

Radio programmes and listening sessions increased understanding and awareness of the effects of FGM in Kuria, Kenya. The grantee also conducted child safeguarding training of trainers workshops for teachers, which led to increased knowledge of child protection among teachers in the area.

OUR JOURNEY SO FAR

YEAR 1

AUG 2014 – JULY 2015

2014

Jan 2014

Inception. Design phase begins. Scoping visits to all ten focal countries. Convening of African campaigners and experts to agree the strategic direction and vision of the initiative.

Oct 2014

Launch of The Girl Generation in Kenya and The Gambia, with a side event in London. Website and social media platforms and The Girl Generation brand launched. Do No Harm guidance published and promoted. Sadly, shortly followed by the unexpected and tragic loss of our first Global Director, Efua Dorkenoo.

Dec 2014

Supported the first National Youth Conference on FGM and 'Booths Campaign' in The Gambia: bringing a safe space for dialogue and awareness-raising about FGM into communities. These proved to be catalytic moments for the emerging youth movement in The Gambia.

Our tagline, "Together to end FGM", and the Do No Harm guidance are adopted by existing national forums in Kenya.

YEAR 2

AUG 2015 – JULY 2016

2015 MEMBERS: 70

Feb 2015

First Strategic Advisory Group held in Nairobi. Twelve African experts - including young people - come together from across the continent and the diaspora, and guide our agenda for the future. Our new Global Director, Dr Faith Mwangi-Powell, is appointed

July 2015

70 organisations signed up as members. The Girl Generation active in Kenya, Nigeria and The Gambia. Growing our team, and building relationships with the end FGM movement and government partners.

Aug 2015

Strategic Plan 2015-2020 published and implementation ramps up.

Sept 2015

Working with multiple partners, we issue a call to action for the inclusion of FGM as a universal indicator in the Sustainable Development Goals (SDGs), and promote civil society participation in the SDGs consultation. The indicator is included in the SDGs.

Dec 2015

US\$4.4 million secured for our End FGM Grants Programme, bringing much needed funding to grassroots organizations working to end FGM.

YEAR 3

AUG 2016 – JULY 2017

2016 MEMBERS: 153

July 2016

153 organisations are signed up as members of The Girl Generation.

Aug 2016

Launch of The Girl Generation in Sudan. We deliver social change communications training in Nigeria and Sudan. Tools, frameworks and materials to support our social change communications (including this video which introduces our work <https://vimeo.com/149854960>) are developed.

The Human Dignity Foundation funded End FGM Grants Programme is launched in Kenya, and later Nigeria and The Gambia.

Youth networks are established in Nigeria, Kenya and The Gambia, and we launch our ambassadors' programme.

Nov 2016

Social change communications training is delivered in Kenya and The Gambia. The training of trainers model means that this training is cascading to other activists and campaigners.

Dec 2016

Launch of The Girl Generation in Somaliland.

2017 MEMBERS: 625

Jan 2017

Launch of The Girl Generation in Burkina Faso, Mali, and Senegal - bringing The Girl Generation to Francophone Africa.

Mar 2017

Launch of The Girl Generation in Egypt.

Directly reached over 13,000 people with social change communications through the End FGM Grants Programme.

May 2017

Launch of the End FGM Grants Programme in Sudan and Somaliland.

July 2017

100th grant awarded.

Launch of The Girl Generation in Ethiopia - we have now launched in all The Girl Generation focal countries.

625 organisations and activists are now part of The Girl Generation, 91% from African continent.

Get Involved

Stand Up



Tell people you are part of the Global Movement to End FGM, and invite your partners to become members of The Girl Generation. We are stronger together.

Speak Up



Share your stories of change through our blog and social media channels. Stories start conversations. Conversations lead to personal change.

Link Up



Collaborate with other members, government and organisations to show the strength of the movement.

Become a member at



www.thegirlgeneration.org

Follow updates on social media



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