



TOGETHER TO END FGM

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IMPACT REPORT

2017 - 2018

CONTENTS

A message from our Global Director

About The Girl Generation

The African-led movement in a year

Our work

- Uniting and empowering the movement
- Igniting youth action
- Communicating effectively to end FGM
- Building the movement from the grassroots
- Using stories to show that change is possible

Monitoring and evaluation

Looking to the future

A MESSAGE FROM OUR GLOBAL DIRECTOR



It has now been four years since The Girl Generation was founded to end FGM in one generation.

When asked by high school students in Kentucky, “If you could have one super power, what would it be?” Bill and Melinda Gates responded that they would like more time and more energy to drive their foundation’s goals.

As I reflect on the same question for The Girl Generation, I find myself wanting most the ability to travel through time. Why? Because this year I am more convinced than ever that ending Female Genital Mutilation is possible. In fact, I believe that a future without FGM is imminent.

The Africa-led movement has grown immensely over time, and I am proud to see the contribution made by The Girl Generation’s diverse portfolio in supporting it. There is no ‘one size fits all’ solution to ending FGM - our multifaceted approach responds by stretching from continent-wide activities to grants at the grassroots. As the world’s largest collective of end FGM stakeholders, The Girl Generation remains distinctly Africa-led. So far, we have reached over 200 million people with end FGM messages, created more effective communications reaching 12 million people and committed over \$1.8 million to the grassroots. These are not small achievements.

In building this movement we have never once left young people behind. As the parents of tomorrow, the power to end FGM is in their hands. This year, The Girl Generation hosted the first-ever Pan African Youth Summit to End FGM, bringing together 160 young people from 17 countries to set the future direction of the movement. Together we co-created a global campaign (I Will End FGM, Will you?). This campaign has reached over 20 million voices globally – a clear signal that we’ve unleashed the power of African youth. I found great hope in the energy displayed by young people. They, just like me, were convinced that this is the beginning of the end.

We have continued to bring resources to small organisations, with the End FGM Grassroots Fund now live in 9 out of 10 countries. Reaching previously unfunded grassroots groups at end FGM frontline, the fund supports organisations that need it most. The level of innovation displayed by grantees and the rich stories of change received are most encouraging - The Girl Generation is training and then providing funds to put training into practice.

I am hugely thankful to our ecosystem of partners, governments across Africa, The Girl Generation Strategic Advisory Group and staff. As we look into vision 2030 and the realisation of the Sustainable Development Goals, my only ask is that governments and partners continue to prioritise the end FGM agenda so that together we can end this practice. The energy, commitment and determination of everyone in the movement inspires me.

As we look to the future, our resolve is unshaken. We will continue to accelerate change to create a future free of FGM. I’m restless to see more change across the continent. I know it come soon – but in the meantime I will settle with the ability to travel through time.

A handwritten signature in black ink that reads "Faith Mwangi-Powell".

**Dr Faith Mwangi-Powell,
Global Director, The Girl Generation**

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.

A global issue

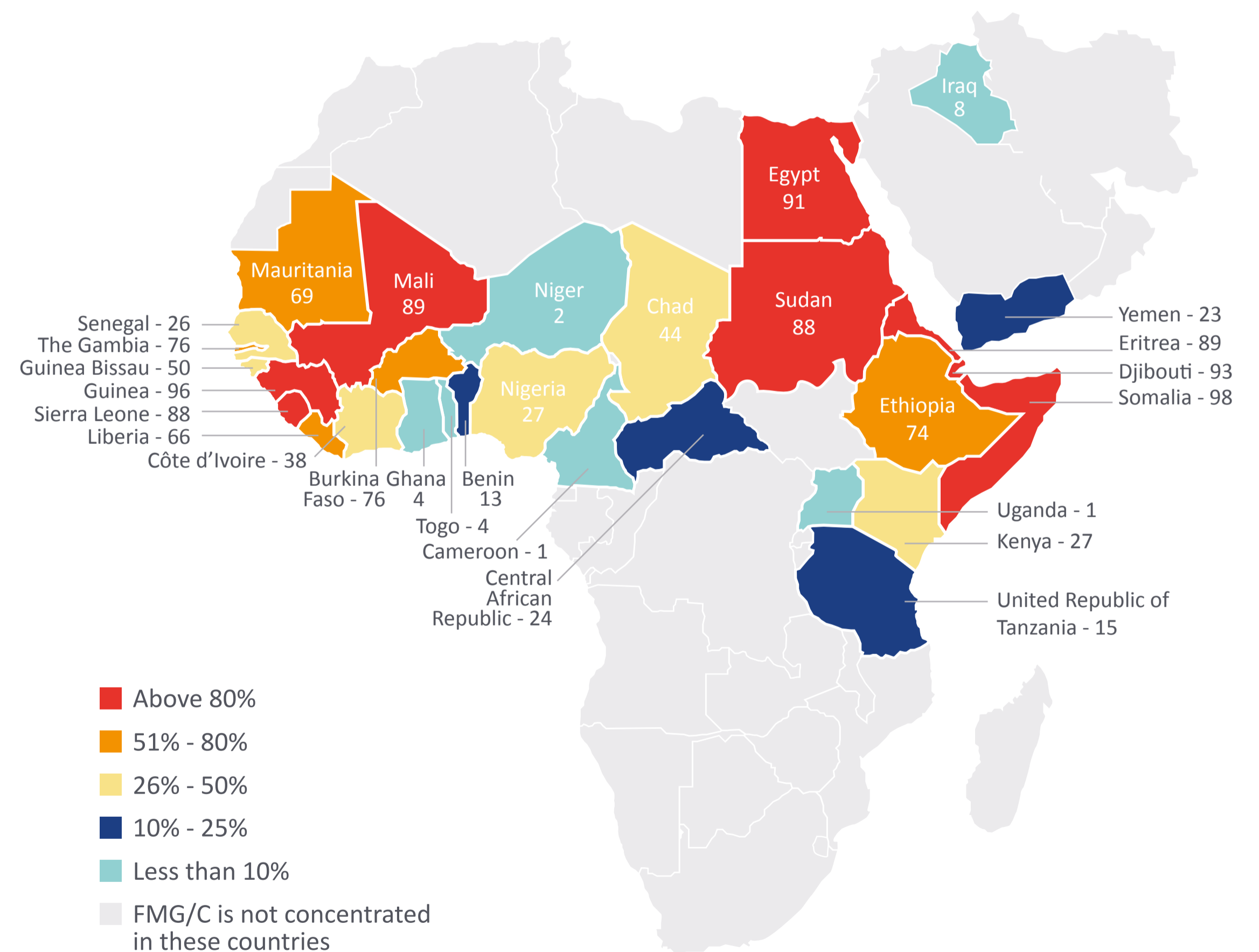
More than 200 million women and girls have undergone FGM, and over 3 million more are at risk every year. Despite some progress being made, demographic trends in the 25 countries where FGM is routinely practised mean that an estimated 68 million girls will be cut by 2030.

Social norms underpin FGM

FGM is a form of violence against women underpinned by a complex web of social and cultural norms. Some of these norms include the want to preserve virginity until marriage, to control female sexual desire and to signal a rite of passage into womanhood. Ending FGM means addressing the beliefs, norms and motivations that underpin the practice - and transforming how girls are valued in societies.

FGM in Africa

The African continent has the highest number of girls and women who have undergone some form of FGM in the world. In The Girl Generation focal countries, prevalence rates range from as high as 98% in Somaliland to 26% in Senegal.



Source: Unicef, 2013

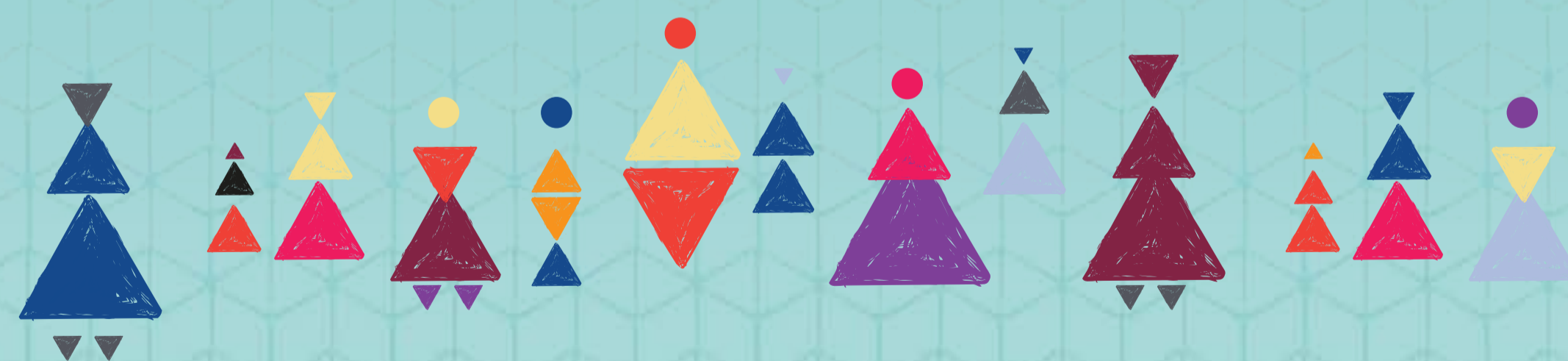


ABOUT THE GIRL GENERATION



TOGETHER TO END FGM

We galvanise, catalyse and amplify
the Africa-led movement so that
FGM ends in one generation.



WHAT WE DO

We are the largest global collective of organisations working to end FGM.

Our unique portfolio recognises the complex web of social norms that underpin FGM and aims to transform them at scale.

We work globally and in ten of Africa's countries most affected by FGM, where the need is most acute and the greatest change is possible.

“We are united in our belief that FGM can – and must – end in one generation”

- Dr Leyla Hussein,
FGM activist and Strategic
Advisor of The Girl Generation



Our portfolio can be broken into 4 key outputs:

Uniting and empowering the movement; creating an Africa-led, global collective of organisations working to end FGM, and unleashing the potential of youth to drive the movement.

Driving effective communications on FGM; ensuring our members and partners can deliver effective communications to drive social change.

Using stories to show that change is possible; amplifying and building the movement through storytelling.

Raising the profile of FGM on the global development agenda; working to ensure that FGM is recognised as a critical issue in development.

We work in Kenya, Sudan, Ethiopia, Somaliland, Egypt, The Gambia, Burkina Faso, Nigeria, Mali, Senegal and also with diaspora in the UK.

OUR IMPACT

▶ THE LARGEST GLOBAL COLLECTIVE
ENDING FGM IN AFRICA

▶ RAISING FUNDS TO
ACCELERATE PROGRESS

OVER
900 MEMBER
ORGANISATIONS

9/10 MEMBERS
BASED IN
AFRICA



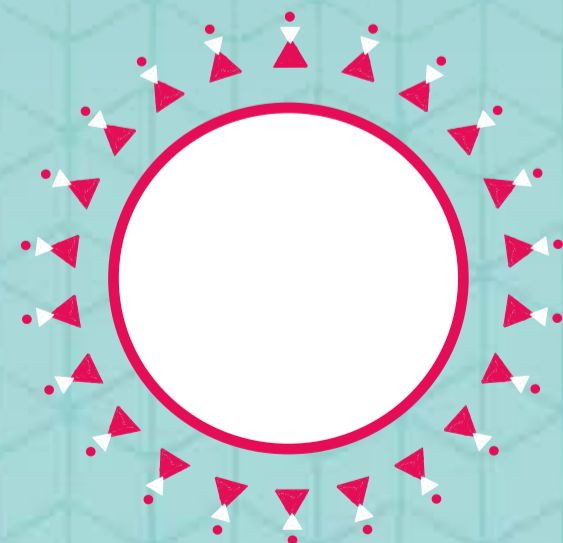
\$1.8 MILLION

COMMITTED TO THE GRASSROOTS
VIA THE END FGM GRASSROOTS FUND



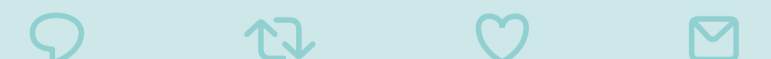
\$5 MILLION
RAISED FOR THE MOVEMENT

INCREASINGLY
GLOBAL
MEMBERSHIP
SPANNING
ASIA,
AUSTRALASIA
& EUROPE



Mulata Adan Mulata @MulataAdan

In its years to date, @TheGirlGen has rekindled and re-energized the campaign to end FGM.



OUR IMPACT

▶ REACHING AUDIENCES AT SCALE WITH THE RIGHT MESSAGES

'I Will End FGM' campaign

20 MILLION
REACHED

200 MILLION REACHED with stories that show that change is possible



over **800** trainers trained reaching **12 MILLION** PEOPLE

▶ UNLEASHING THE POTENTIAL OF TOMORROW'S PARENTS

9 YOUTH NETWORKS equipped to drive change

FIRST-EVER PAN-AFRICAN YOUTH SUMMIT!

Creating a pan-African movement of tomorrow's parents and leaders





2017-2018



The Africa-led movement this year

#1 Uniting and empowering the movement

#2 Igniting youth action

#3 Communicating effectively to end FGM

#4 Building the movement from the grassroots

#5 Using stories to show that change is possible

THE AFRICA-LED MOVEMENT THIS YEAR

The Girl Generation mobilises the Africa-led movement as a means of creating accelerated and sustained social change. Our pioneering social movement scorecard, developed in partnership with the Global Fund for Women, measures progress.

IMPACT AND PROGRESS

Combined End FGM movements (youth and stakeholder movements) grew in all of our countries this year. This 100% progress rate is a clear indication that The Girl Generation's multifaceted model is working. All countries demonstrated collective public calls for change and organised networks working together to end FGM.

The movements in Kenya, The Gambia and Nigeria reported exceptionally strong growth. The Kenyan movement reported a 98% increase in points on the social change scorecard. Such exceptional increases in these Year 1 countries demonstrate the impact of The Girl Generation's portfolio over time to create a mobilised, Africa-led movement.

On average, nationwide youth networks grew by 23%. Young people are increasingly 'at the table' with decision makers and their voices are being heard.

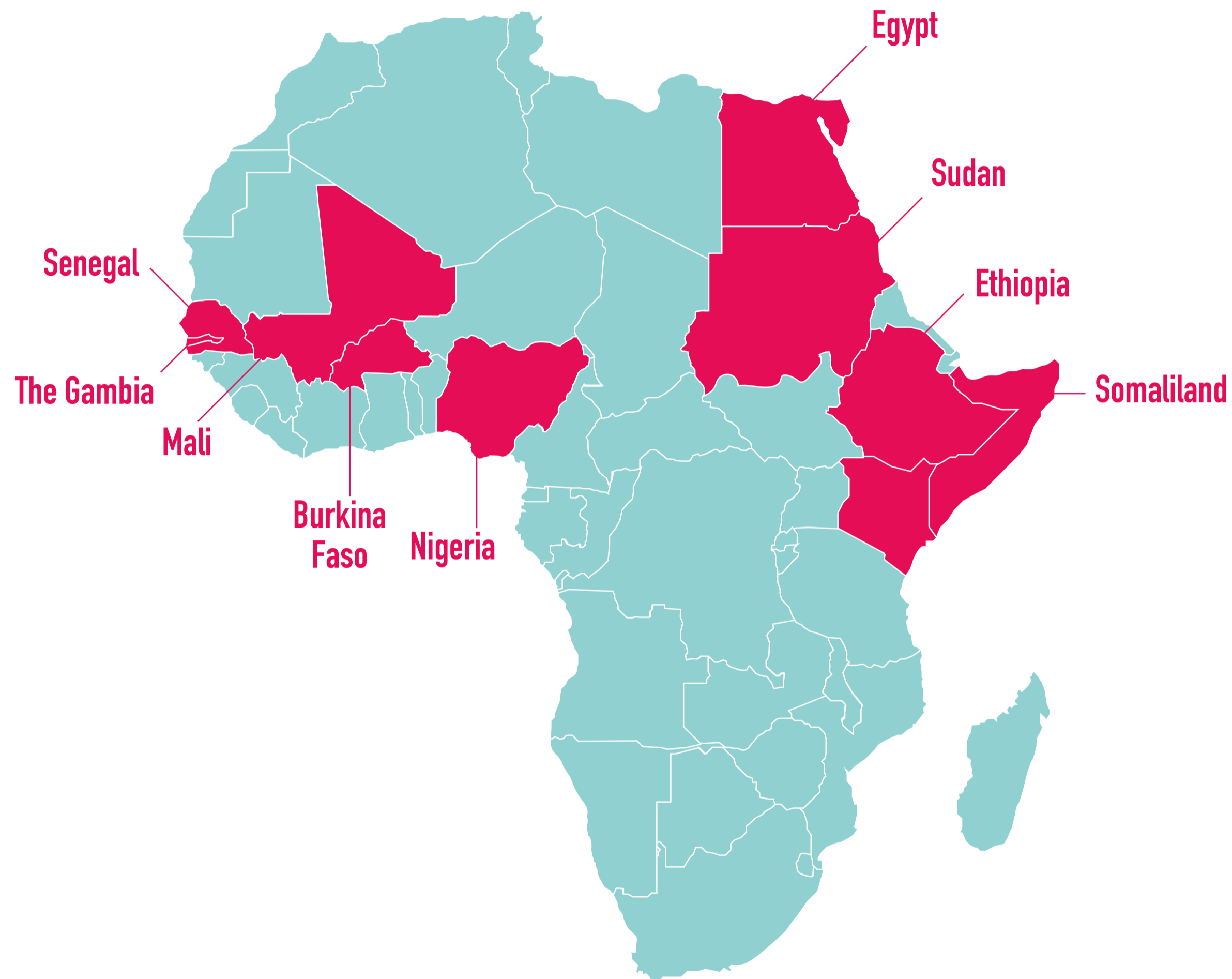
Movements
grew in 100% of
our countries in
2017-2018

**Involving young people
in the conversation
via social media is
strengthening the
end FGM movement.**
- Grantee, Kenya



Movements are now in coalescent stage

(the second highest level of social change) for all of The Girl Generation's countries



How we measure change; our social movement scorecard

#1 Emergence
Some discontent with FGM. A lack of clearly defined strategies and organisation.

#2 Coalescence
Collective, public calls for change with leadership and strategy. Organisation in place.

#3 Bureaucratisation
Strategy is now carried out by formal organisations. Social movements have had some success in raising awareness - a coordinated strategy is necessary.

#4 Decline
Not necessarily failure but a decrease in activity. Sometimes caused by repression, strain from rapid expansion or demands have been met.

“I feel in this work that we are more united now than ever”

– Dr Leyla Hussein, FGM Activist & TGG Strategic Advisor

UNITING AND EMPOWERING THE MOVEMENT

A connected movement is more visible, more informed and better equipped to drive social change. The Girl Generation exists to build an African-led collective, unified in its goal of ending FGM in one generation.

IMPACT AND PROGRESS

The Girl Generation is the largest-ever African collective of organisations working to end FGM

This year, our membership database grew to almost 900 organisations. Most are small, grassroots organisations and local NGOs with the greatest potential to influence their communities to end FGM.

We continued to create and distribute a wide-range of resources across the membership database to strengthen the impact of members activities. There is growing evidence that our members are taking these resources and implementing best practices.

91% of members are now from the African continent demonstrating the unstoppable power of the Africa-led movement to drive forward change. Increasingly members are coming from other regions including Asia-Pacific, Australia, Europe and North America.

This year, we continued to leverage and broker transformation partnerships through national networks with partners like UNICEF, UNFPA, Population Council, The Orchid Project, DFID Kenya & Somalia - raising the profile of the Africa-led end FGM movement.

45%
increase in
membership
2017-2018



AGCDSI @AGCDSI

The Girl Generation networks are vibrant spaces in and out of season with awesome people working tirelessly to end FGM in this generation.



How The Girl Generation works with members to enable stronger action

The Girl Generation invites any organisation who shares our vision and principles to become members. This open approach encourages participation from those who are not currently working on FGM but are interested, those newly working on FGM, youth groups and groups in remote locations.

This year, we continued to enhance our membership offering with members citing capacity building, in particular in social change communications training, media engagement, resource leveraging, supporting the development and strengthening of youth anti-FGM networks as benefits of membership.

“Due to our engagement with The Girl Generation we have now obtained another grant. We couldn’t have done this without The Girl Generation”

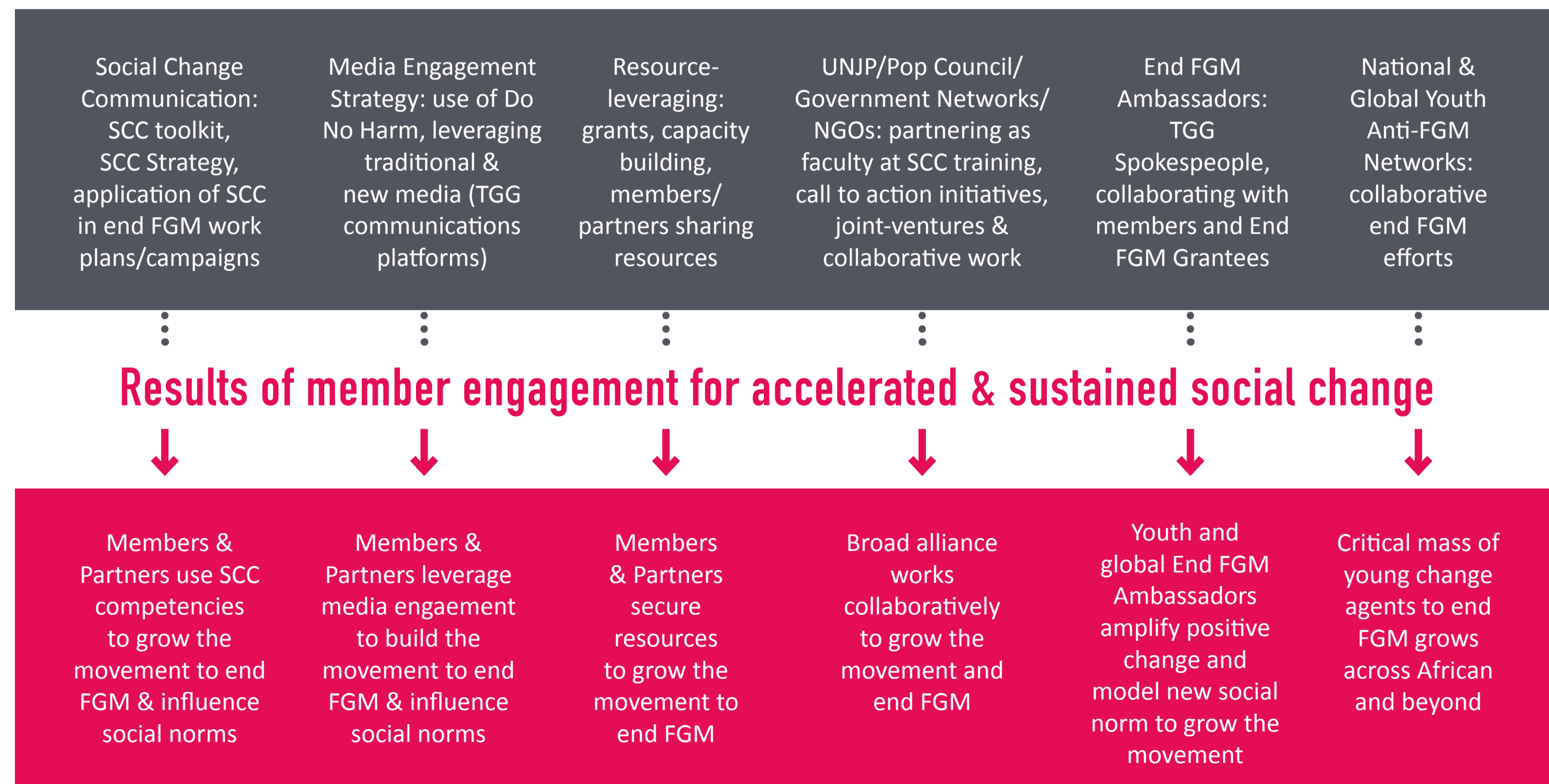
- TGG member, Nigeria



“The Girl Generation almost always works with unrecognised grassroots organisations. They build capacity and strengthen organizations. This is something we have not seen or had before.”

- TGG member

Membership engagement using TGG tools and frameworks



Members respond swiftly to a threat to girls’ safety

Networks strengthened by The Girl Generation are now becoming strong enough to respond to threats to girls’ safety. When in Nigeria a male cutter advertised a ‘cutting bonanza’ on social media, the movement responded rapidly, mobilising a local response. The Girl Generation members, UNICEF, child protection agencies and the media came together to address the man and prevent any harm.

Later, the man then commented that the team had made him realise the disadvantages of practising FGM and he urged every parent to end the practice.

A united and empowered movement was able to respond to events, providing necessary action to end FGM.

Connecting young activists leads to more funding

Connecting key actors in the movement makes the movement stronger and more sustainable. 2018 was the year the pan-African youth movement formally organised, with members from across 17 countries coming together for the first ever pan-African Youth summit. Organised and funded by The Girl Generation, the Summit gave youth activists the opportunity to connect with and inspire each other, sharing experiences, building joint plans to drive change and bringing to life the “I Will End FGM” youth-led campaign. One of the achievements of the summit was the creation of The Global Anti-FGM Youth Network, the first-ever network of over 80 activists working to end FGM.

Knowledge shared via the network has allowed members to scale. Kenyan youth group, Msichana Empowerment Kuria (MEK) heard about a new source of funding via the group. They applied and were awarded a Regional Sexual Reproductive Health and Rights grant. Lasting for 4 years, the first phase awarded MEK 25,000USD to scale up their end FGM projects in Kuria, Migori County. By driving greater connectivity, The Girl Generation is enabling members to reach new funding - strengthening the end FGM movement.

“I used to think that I am the only one working to end FGM...now we are now going to work together to reach more people”

- TGG member, Nigeria

Putting FGM on the agenda of the African Diaspora

Harnessing the power of the global African diaspora is critical to ending FGM. The diaspora continues to shift the narrative away from cultural relativism and towards a recognition of FGM as a human rights violation and form of violence against women and girls. Diaspora groups often retain informal relationships and influence within their host countries - and can share cultural insights between the two.

In partnership with Foundations for Women’s Health, Research and Development (FORWARD), The Girl Generation has continued to work with African diaspora to strengthen their support and activities within the campaign to end FGM. This year, FORWARD created the African Diaspora Women’s Network UK (ADWN UK) to connect, share and develop strategies that inform global agendas on ending violence against women. With support from The Girl Generation, FGM was included in the broader discussions on gender-based violence and action plans were created.

Stronger alliances between diaspora mean a more organised and concerted movement. FORWARD organised a conversation on FGM with the End FGM European Network on Building Bridges during European Development Days, one of Europe’s biggest development events. Young members of the diaspora hosted a stall and an exhibition at the event which was attended by over 8,000 delegates. Members connected with delegates, building stronger networks and relationships to build the movement.



There is clear evidence of the movement self-organising and leading to sustained change.



IGNITING YOUTH ACTION

Africa's youth are key to ending FGM in one generation. They are the parents who will not cut their daughters, the leaders of tomorrow leaders who will abandon FGM. We work closely with young people to build powerful networks of leaders, harness the influence of ambassadors and draw in young audiences at scale.

IMPACT AND PROGRESS

The Girl Generation has facilitated nationwide youth networks in 9 countries

This year saw the pan-African youth movement formally organise. The Girl Generation organised and funded the first-ever Africa-led youth summit on ending FGM - bringing 160 leading activists together to share lessons, agree action plans and create solidarity. This seminal event led to several important outcomes including a strategic plan, the 'I Will End FGM' campaign and a global network of youth.

Young people are increasingly setting the direction for the movement - together with The Girl Generation, young people created the 'I Will End FGM' campaign to start conversations about FGM. Launched in July 2017, the campaign reached 20 million people over a 3 month period with end FGM messages.

Youth movements continue to scale. 9 out of 10 of our countries. Made up of over 600 young people, each network now has formal leadership and independent communication channels.

FGM is about young people, it is performed on young people. We have the power to end it. It affects us most.

- Youth Summit Participant



Chizurum Anabaraonye @chizurm_anaba

With support from @TheGirLGen, we got students/ youth across Nigeria to take up the movement to end FGM, their efforts have taken on a life of their own with increased momentum and far-reaching impact



'When young people talk, others listen' – unleashing the power of youth ambassadors

Young people are uniquely placed to influence their peers to end FGM. The Girl Generation works with connected, influential young people to empower them to create change in their communities. 38 ambassadors, with networks that can reach over 4 million people, have received training on effectively communicating about FGM, as well as access to The Girl Generation resources and relationships. In Mali, our ambassadors implemented end FGM campaigns in schools and communities - securing local buy-in from influential community leaders - to deliver end FGM messages to other young people.

Increasingly our young ambassadors are influencing on a global level. One of our ambassadors, Fatuma Abdulkadir Adan, founder of a grassroots organisation HODI in Kenya, represented The Girl Generation at the UN Global Globals forum. Fatuma's presence ensured that FGM remains a priority for policy makers and donors. The Girl Generation continues to support these ambassadors with resources and new opportunities - recognising the phenomenal power of young people to drive change.

"The Girl Generation facilitated the creation of our youth network to create a platform for young people to hold government accountable"

- Youth Anti FGM Network member,
The Gambia

"After Turn Up the Volume training, we wrote a proposal for more funding. UNFPA gave us \$10,000 to scale our work. There's no way it would have been possible without training"

- Chizurum Anabaraonye Michael,
Turn Up the Volume attendee

Empowering tomorrow's leaders – the Turn Up the Volume programme

The Turn Up the Volume programme exists to empower young leaders to become more effective leaders. It is a continuation of The Girl Generation's commitment to unleashing the potential young people within the end FGM movement.

Kenyan and Nigerian youth nominated leaders from their networks with exceptional potential to attend the programme. 20 leaders learnt essential leadership skills, technical skills such as strategic planning and monitoring and evaluation, and how to share their lessons with others.

Attendees reached over 7.5 million people with their activities after the training - and collectively received \$13,000 in additional funding - proving that the approach of empowering youth leaders has the potential to propel the movement rapidly.



Strengthening Africa's youth movement – the first-ever youth summit on FGM

Young people hold the power to end FGM in one generation. A connected youth movement is a stronger movement that is more equipped to drive social change. Responding to the calls of activists across the continent, The Girl Generation hosted the first-ever youth summit on FGM.

Bringing together 160 activists from 17 countries, the summit aimed to drive collective action from youth, to strengthen relationships and to build the capacity.

The summit created a more organised and visible movement. Young people led the event, supported by The Girl Generation. They identified key priorities for the movement, asking for greater leadership skills, emotional wellbeing support, and resources.



“It is time for young people to take the end FGM campaign to the world.”

- Youth summit participant



Key achievements from the summit

- A key set of messages to give to peers, leaders and communities, and the creation of the ‘I Will End FGM’ communications campaign
- A powerful united call to action for leaders and communities
- A consolidated and strengthened movement, better connected and with increased solidarity
- Greater visibility for the movement with substantial national and international media coverage

Young people speak out to end FGM – The ‘I Will End FGM’ campaign

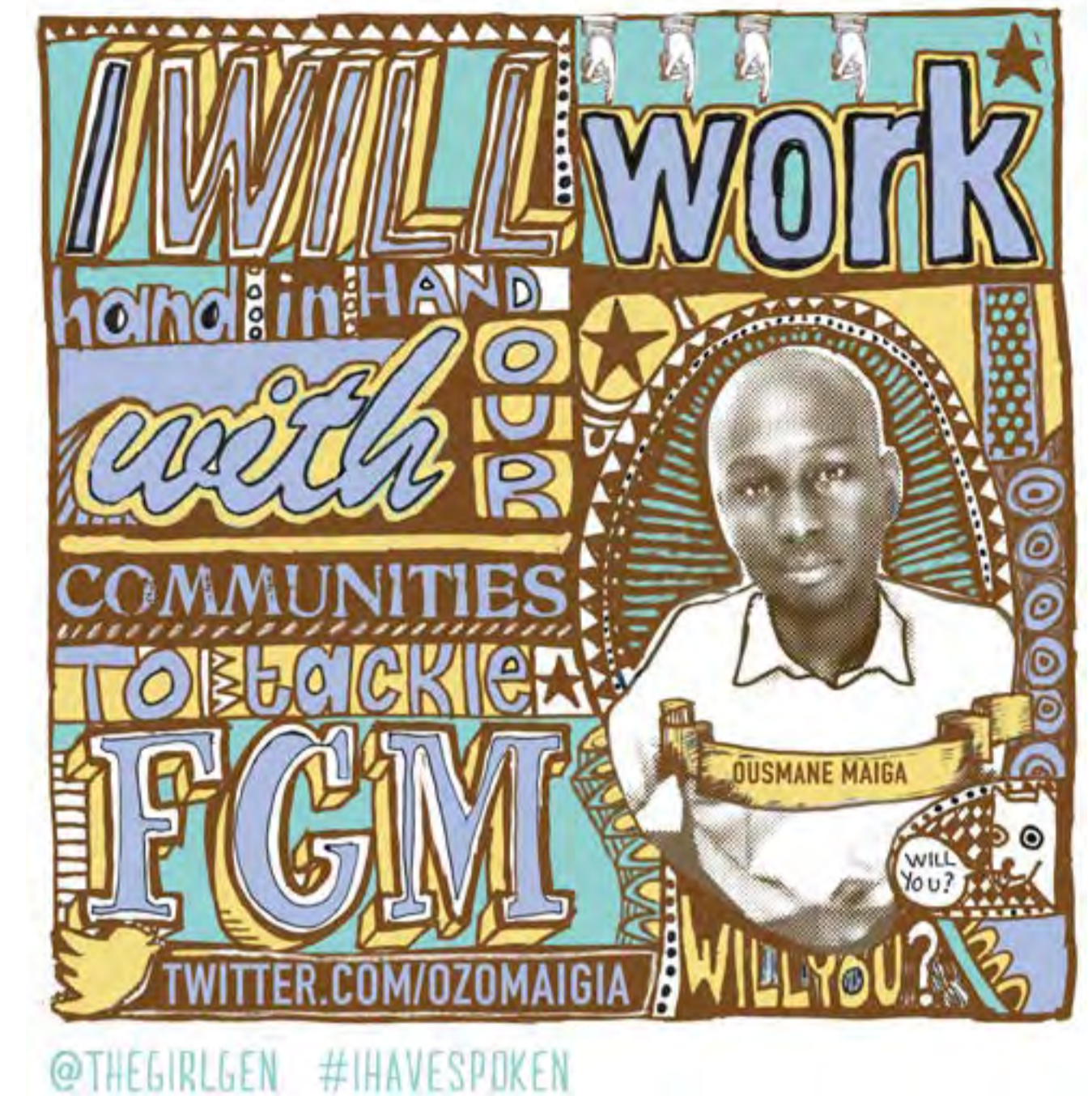
In July 2018, The Girl Generation launched the ‘I Will End FGM’ campaign. Co-created with youth campaigners, the campaign creative idea centred on the insight that in order to end FGM in one generation, we need to break societal taboos and start talking about FGM.

The ‘I Will End FGM’ message provided a unifying platform for voices - and meant that they were heard at scale. The campaign reached over 20 million people across a 3 month period. Campaigners shared videos online, were interviewed by national TV and radio stations, launched 4 new Anti-FGM networks and hosted local events. High profile influencers such as Ethiopian athletics legend Haile Gebrselassie and Tunisian actress Hend Sabry added their voices. African policy makers responded by committing to allocate budget, integrate FGM into the school curriculum and develop policy at the African Union Conference on FGM in October 2018.

The campaign united the entire end FGM movement - and brought millions of new audiences into the conversation. It broke the silence and raised the profile of the issue across all ten of our countries. The Girl Generation guided youth throughout the campaign - setting the strategic direction for communications, developing assets and opening up media opportunities. It is testament to what can be achieved when Africa’s youth collaborate with communications expertise.

“The ‘I Will End FGM’ campaign made everyone take responsibility to end FGM. It created a whole new debate”

- Sadia Hussein, activist, Kenya



Over 20 million people reached via the campaign

COMMUNICATING EFFECTIVELY TO END FGM

FGM happens in different contexts and is underpinned by many different social norms. We believe that local actors are best placed to adapt and deliver communication approaches to end FGM – and require an understanding of communications to do so effectively. The Girl Generation trains local activists and organisations so that they have a renewed understanding of how to use communications to drive social change. We call this 'social change communications'.

There is growing evidence of our Do No Harm approach being used to shape policy on FGM at a national level

We train local leaders and organisations – the most effective 'agents of change' – to start conversations about FGM

IMPACT AND PROGRESS

Our trainers have a combined reach of over 12 million people

This year, we increased the total number of trainers with the capacity to empower others by 80%. Our approach has now trained over 800 leaders in effective communications on FGM, with a combined reach of over 12.4 million people in just 4 of our countries.

Trainees have designed innovative communication activities such as radio shows, films, theatre, music, media round tables, community dialogues, social media campaigns

and school outreach. The range of initiatives shows activists putting the training into practice - delivering messages in innovative ways to reach new audiences.

The End FGM Grassroots Fund continued to amplify the impact of training by creating the space for trainees to rollout communications campaigns. In just 6 months, grantees reached an estimated 1.2 million people with end FGM messages.

We continued to create and distribute The Girl Generation training resources via communication channels - providing a databank of expertise at the movement's fingertips.

There is growing evidence that Do No Harm approach is being incorporated at a national level with governments in Kenya, Nigeria and Somaliland using Do No Harm to shape policy and legislation.



Msanii Foreman @MsaniiF

I am a performance artist and end FGM activist. Trained on social change communication, I then used my knowledge to compose a song, audio and video production, sponsored by The Girl Generation.



How we build effective communications to end FGM

We select activists, organisers and leaders based on their potential to influence large audiences for social change communications training. The training covers key facts on FGM, how to 'do no harm' when talking to communities, how to handle backlash and basic principles of social change communications.

At the end of training, trainees create their own communications plan - a strategic action plan of the activities they will implement to end FGM in their communities. Using our 'Training of Trainers' model, activists are then encouraged to train others in their communities.

The training encourages an inclusive approach to discussing FGM that involves the entire community. This minimises the risk of backlash or social outcasting. It also drives social change by targeting key 'gatekeepers' - such as family, religious leaders, community elders - who might be advocating the practice. This approach is increasingly becoming the standard across the FGM movement.

"The knowledge I learnt from The Girl Generation is like a suitcase, I take it with me to start conversations to end FGM wherever I go"

- The Girl Generation ambassador and End FGM campaigner, Oumie Sissokho



Sparking online debates to end FGM

JGEN Women Global Entrepreneurship is a Senegalese organisation working to end FGM. Members received training from The Girl Generation and then cascaded it to an additional 10 young leaders. The leaders identified the importance of raising awareness of FGM amongst influential youth - and the power of digital to do so.

Armed with The Girl Generation's Do No Harm guidance and social change communications best practice, the leaders created the digital campaign, #PasToucheSN. The campaign Facebook group grew to over 1000 young Senegalise and sparked energetic discussions on FGM - proving that training a small group of leaders can unlock access to large audiences. The leaders responded to questions using the Do No Harm approach - encouraging conversation with those who believed in practising FGM instead of shutting them down - a critical strategy of accelerating social change.

"Positively framing the message on FGM has reduced backlash and sparked debate"

- End FGM Fund grantee



Peter Okereke PhD. @OkerekePhd · Nov 19

Replying to @TheGirlGen @HFAW2015

The TGG's "Do no Harm guidelines" is a superb mechanism that actually boasted our Anti FGM programs that is now yielding positive results.



BUILDING THE MOVEMENT FROM THE GRASSROOTS

FGM is often practised in tightly-knit, closed communities. Effectively challenging social norms means working alongside small organisations at the local level. Many of these groups lack sufficient resources to carry out social change at scale. The Girl Generation's groundbreaking End FGM Grassroots Fund offers unique funding and training for these grassroots organisations.

IMPACT AND PROGRESS

Over \$1.8 million committed to the grassroots

This year, we have scaled the fund to maximise its impact across the movement and accelerate social change. The fund is now live in 9 out of 10 focal countries and has committed \$1.8 million (a total of 172 individual grants). The End FGM Grassroots Fund is providing support to the movement at scale, from the bottom up.

The fund continued to reach small organisations who are not eligible for funding from larger donors - 50% of grantees had never received any kind of prior funding

Activities continue to reach a broad range of stakeholders including religious leaders, women's groups, young people, traditional leaders, politicians and media.



There is no other fund to end FGM that works with such small organisations, at such a scale

We learnt how to bring the entire community into the discussion... then we were given the funds to put the learning into practice.

- Grantee



HFAW @HFAW2015

TGG's ability to build our grassroots organisation is unprecedented. For the first time we now have a Child Safeguarding policy, newsletter series and have improved our engagement with media



Breaking the silence in FGM – practising communities in Mali

91% of all women have undergone some form of FGM in Mali. The rate is not decreasing as quickly as some countries - largely because of the persistence of social norms that underpin the practice. Association Malienne Pour Le Suivi et L'orientation des Pratique Traditionnelles (AMSOPT) is a small grassroots organisation working with the Bougouni circle, in the Sikasso region. Sikasso has one highest rates of FGM in the country. AMSOPT work at the community level, raising awareness of the implications of FGM, creating local 'relays' (networks of co-ordinators) and training local leaders. Their work takes them into the heart of FGM practising circles. A grant from The Girl Generation allowed AMSOPT to run a programme of outreach activities, targeting five villages that carry out FGM. AMSOPT set up 20 new community relays - FGM activists equipped with Do No Harm training - and supported the production of 15 radio programmes on FGM. AMSOPT reported that the activities lifted the taboo that exists around FGM. They saw people are starting to question practice and recognise it as harmful.



96% of grantees were satisfied that funding allowed them to meet the needs of the community in a flexible way

“I have seen health complications for many years. But until now I didn't know they were because of FGM. This project has told us the truth”.

- 65 year old man, Bougouni circle

“There is limited funding available to very small organisations and having an organisation bridge this gap is invaluable”

- Grantee

Bringing stakeholders closer together in Kenya

The Kenyan Anti-FGM board is an independent, government-funded body responsible for implementing the Prohibition of FGM Act. The board aims to bring all end FGM stakeholders together - and as such, updated and reliable data of who is working in the space is important. Supported by a grant from The Girl Generation, the Kenyan Women and Children Wellness Centre carried out a mapping exercise to make the board more sustainable. Mapping would mean they could better understand the different organisations working across the country and work together to end FGM. They produced an interactive map and specially-designed booklet - meaning that the board, and stakeholders, are better informed of potential partners, and can communicate with them more easily. Supported by the grant, the Kenyan Women and Children Wellness Centre organised a series of bespoke meetings with small grassroots organisations and the board to share best practices and foster greater collaboration.

Offering ground-breaking emotional support for activists – The Emotional Wellbeing Programme

Activists are deeply-committed actors in the campaign to end FGM. Many are survivors of FGM who experience social discrimination, threats to their safety and stress because of their work. They work at the front line, often alone, and without adequate support. The Girl Generation, in line with our Do No Harm approach, believes that no individual should be in harm when campaigning to end FGM.

The Emotional Wellbeing Project aims to address the challenges faced by activists and extend the Do No Harm principle, recognising that unsupported activists limit the movement’s effectiveness and sustainability. A three-day course taught campaigners to consider the emotional impact of FGM, the power of support groups and the importance of self-care. Campaigners left with tools to provide greater emotional support to the survivors of FGM and knowledge of how to integrate emotional wellbeing into their existing programmes.

After a successful pilot, we are now trialling a small grants mechanism to explore how funding can allow activists to put learning into practice. The initial results are very positive - showing that this is a project with the potential to scale across different programmes - encouraging the entire end FGM movement to take more notice of mental health. The Girl Generation is driving acknowledgement within the wider movement, including donors and partners, that it is everyone’s responsibility to protect the wellbeing of brave activists working tirelessly to end FGM.



“I now know that self-care and support groups matter. I will now implement them into my programs”

- Lotan Salaipai, the Samburu Foundation, Kenya

“My work takes me into the heart of communities that practice FGM. One day, I was shot at. I healed physically but I never addressed what was happening in my head.”

- Lotan Salaipai, the Samburu Foundation, Kenya



USING STORIES TO SHOW THAT CHANGE IS POSSIBLE

Stories of change happening in real-time prove that the movement is growing. But they also provide an opportunity to showcase the voice of grassroots activists, to inspire others and to spark new conversations about FGM. We collect and share out stories of social change happening – harnessing the power of a unified brand and digital channels to become a leading publisher for the end FGM movement.

We now use social media to share stories from our organisation. The Girl Generation showed us how – TGG member

IMPACT AND PROGRESS

‘Always-on’ approach to content that uses stories to fuel the movement

This year, we have continued to build The Girl Generation platform - publishing 262 stories from the heart of the Africa-led grassroots campaign to global audience across our channels.

The Girl Generations owned social media reach continued to grow with 32% increase in followers throughout the year - a clear indication that audiences interested in ending FGM are growing.

Digital engagement metrics rates remained strong with an 45% growth in social media impressions and an email open rate of 33% (the industry-standard is 21%)

We introduced a new ‘bite-sized’ content strategy, aimed at reaching young audiences on-the-go through new channels with shorter stories of change.



Over 20,000 followers on social media



An example story: Five Hidden Heroes of the FGM Movement

To mark the International Day of Zero Tolerance for FGM, we shone a spotlight on those who work behind the scenes to end FGM - in government, community organisations, health services and research. The story included 5 mini 'interviews' with hidden heroes in the movement, the challenges they have overcome and the change they are seeing. We shared the story to our 20k audiences who praised its celebration of some of the lesser-known faces in the movement. The piece gave recognition and voice to the grassroots, raising the profile of our 'heroes' and spurring the movement on.



Inspiring members to share their own stories

A recent membership survey demonstrated that members are increasingly valuing the power of stories to demonstrate change - and that The Girl Generation has set this precedent. 87% of members reported that they are sharing their own stories via communications channels - a clear indication that members are recognising the power of communications to inspire and to sustain the movement.

“When The Girl Generation tweets about our work - it gives us greater visibility”

- Member



“This is an unstoppable movement” – sharing stories to bring the movement closer #tggdidwell

Increasingly members are spontaneously taking to social media to share their own stories of change happening. We see this as a clear indication that the movement is maturing and becoming self-sustaining.

In response to DFID’s largest-ever investment into FGM in November 2018, the Africa-led movement shared thousands of stories online under #tggdidwell. The activists shared stories of the change happening at the grassroots – celebrating each other and reaffirming their commitment to end FGM by 2030. They praised how far the movement had come, and The Girl Generation’s role in strengthening it.

In total, over 255 young activists took to social media - their posts reached over half a million people organically.

#tggdidwell demonstrates that the movement now recognises the power of stories to inspire and to ultimately encourage more social change.

“Sharing knowledge and experiences makes our movement stronger. Together we will #endFGM”

- Natalie Robi, Kenyan Activist & TGG Member



Over 500,000 people reached with stories of the change happening in Africa – without any prompting



MONITORING AND EVALUATION

Monitoring our work is critical to learning what drives accelerated and sustained social change. We assess our work continuously to understand what the movement wants and needs – and tailor accordingly.

This year's monitoring priorities

1. Track the wider movement in detail

- Undertook an depth analysis of end FGM movements in 8 countries against our social movement scorecard to effectively tracking the process of social change. The data captured during this analysis continued to inform global and country-specific strategy.
- Released our innovative Social Movement scorecard as an independent resource for the wider end FGM movement - encouraging greater tracking in other territories.

2. Gain an in depth understanding into The Girl Generation's offering

- Carried out a membership survey in 7 countries to better understand the core activities of our members, and our impact on them
- Undertook a thorough assessment of our social change communications approach in 4 countries

Upcoming

As DFID-funding comes to an end, we will conduct reflection and sustainability workshops in key all countries to gain insights and to encourage self-sufficiency. Each workshop will guide members through the process of creating a sustainability plan.

We also plan to:

- Conduct end line scorecard and membership surveys assessments for all countries.
- Conduct a final social change communications assessment with social change communications train of trainers from the focal countries.
- Produce end of programme materials including an end of programme report, and in depth social movement growth reports per country.



LOOKING TO
THE FUTURE

The Girl Generation's cycle of DFID funding comes to end in January 2019. After four years our model is up and running, and increasingly delivering results.

We see The Girl Generation's future role as a proactive enabler – providing helpful tools to an increasingly sustainable movement.

We see 4 broad areas of future activity –

- 1. Building the capacity of the Africa-led movement:** providing training in management and operations, how to scale, monitoring and evaluation and successful grants applications.
- 2. Continuing to ignite youth:** providing training in leadership and social change communications training, and strengthening youth networks.
- 3. Driving further integration of FGM with other causes:** integrating FGM with Sexual Reproductive Health and Mental Health programs.
- 4. Resourcing grassroots organisations and fundraising:** continuing to generate funds for the Africa-led movement.



WITH THANKS TO OUR FUNDERS

DFID
Human Dignity Foundation
Wallace Global Fund



WITH THANKS TO OUR MEMBERS AND THE END FGM MOVEMENT





TOGETHER TO END FGM

