



GENERATION

AFRICA-LED MOVEMENT TO END FGM/C | MY POWER MY VOICE

The Girl Generation: Support to the Africa-led Movement to end FGM/C Overview of Programme Design





Introduction

The programme will contribute to a significant reduction in the practice of FGM/C in four focal countries in Africa (Senegal, Somalia, Kenya and Ethiopia) by 2025, by accelerating **positive changes in social attitudes towards ending FGM/C**, within a broader vision of a world where girls and women can exercise their power and rights, have expanded choice and agency, and be free from all forms of violence. The programme consortium, led by Options, includes Amref Health Africa, ActionAid, Orchid Project, Africa Coordination Centre for Abandonment of FGM/C and University of Portsmouth. It works closely with the Population Council's Data Hub, the programme's data and measurement arm.



What is the programme doing and why?

Figures 1 and 2 (below) illustrate how and why the programme will deliver positive change at two levels, both in focal geographies, and at scale:

- **Figure 1:** firstly, we deliver a package of evidence-based, inter-connected end FGM/C interventions, our **core end FGM/C model**, in several strategic locations, chosen for high levels of FGM/C, emergent end FGM/C movements, and strong partner networks. We are testing and refining the model to build Proof of Concept, developing tools and learning to support future scale up.
- **Figure 2:** Critically, we then **amplify and promote** social diffusion, new evidence generated, positive stories, key messages, champions and learning emerging from the core model, to create impact at scale. Implementing the core model in multiple contexts ensures that there is credibility and substance behind these scaling and diffusing strategies.

Figure 1: Core end FGM/C model

Inputs: Our teams provide targeted and catalytic support, e.g. training, funding, technical support and tools. They ensure the core model is grounded in evidence and draws on learning from previous UKAID-funded programmes and beyond. For sustainability, social change processes are driven forward by local agents of change, e.g. community facilitators leading dialogues, university lecturers delivering new curricula, teachers running clubs, government actors strengthening policies, and grantee partners delivering innovative initiatives.

The core model: Following analysis of the local area, a tactical set of interventions is designed to shift the dial for the local end FGM/C movement, responding to context-specific gaps and opportunities. As an adaptive programme, these approaches are refined over time. Key interventions that make up the model include:

- **Individual-level activities:** working with girls and boys in and out of school, learning about rights, safety, and forms of violence including FGM/C through an innovative girl-centred curriculum; building power and agency. Key results include improved knowledge and attitudes; reduced intention to cut any future daughters; a proportion of youth becoming agents of change to end FGM/C within their spheres of influence.
- **Community level:** convening locally-led, norm-shifting dialogues, including inter-generational dialogues between women and their daughters; launching locally-led grassroots grants to give new, youth- and women-led groups the chance to access funding and training to drive change in their own communities and beyond. Key results include reduced intention to cut (any future) daughters; a proportion of participants becoming agents of change within their spheres of influence.
- **Community and sub-national level:** working with women's and youth networks to strengthen the end FGM/C movement, including new approaches to supporting FGM/C survivors' leadership in the movement; amplifying the movement through the media, and holding duty bearers to account for protecting girls from FGM/C. Key results include stronger and more effective local end FGM/C social movements; stronger local protection mechanisms.
- **Sub-national and national level:** supporting priority enabling policies, laws and plans (e.g. research and coordination to tackle FGM/C taking place across borders); integrating end FGM/C into key systems e.g. embedding FGM/C prevention and care into health professionals' pre-service training; strengthening accountability. Key results include strengthening of key policies or plans and/or their implementation in focal areas; primary healthcare professionals are equipped to prevent and respond to FGM/C.

In all contexts, the model has shared features:

- Operating at inter-connected levels of the socioecological model, from boys and girls in communities up to national and regional laws and policies, which is essential to ending FGM/C;
- Promoting gender transformative and girl-centred approaches, reflecting the fact that FGM/C is underpinned by inequitable gender norms; and
- For sustainability, integrating activities and innovations into existing structures and systems rather than building from scratch, respecting local leadership of the end FGM/C movement.

The outcome: in geographies where this model is implemented, our intended outcome is an acceleration in positive changes in social attitudes towards ending FGM/C on a small scale initially. We will therefore deploy scaling strategies, to make the intensive investment in the core model work hard to catalyse change at a much larger scale.

Figure 2: Impact at scale strategies

This shows how scaling strategies will maximise positive impact beyond the programme's direct footprint (in terms of time and space). Examples include:

- **Social diffusion:** we will pilot innovative approaches to maximising organised social diffusion kick-started by the core model, e.g. exchange visits of community facilitators to share their learning and passion towards ending FGM/C in new geographies; digital activism.
- **Evidence and learning:** we will produce evidence-based resources (how to guides, curricula, research papers, blogs) across a range of areas (community interventions, integrating FGM/C into broader development programmes, grassroots grant-making, survivors leadership) which will inspire and equip other actors to adopt and scale successful approaches. We will

promote participatory evidence and learning processes at the community level. We will launch new rapid, cost-effective tools to measure shifts in social norms and attitudes.

- **Amplifying, influencing and strategic communications:** we will develop partnerships with media organisations, and others with large platforms, to amplify positive stories of change, and key asks and messages of the movement. We will support innovative, youth-led digitally enabled advocacy. This will reinforce norms change, encourage greater commitments towards ending FGM/C, and build momentum behind the movement.
- **Movement building:** we convene priority constituencies within the end FGM/C movement (e.g. FGM/C survivors, girls) to support them to achieve their goals. E.g. youth activists from Africa and Asia are being convened virtually to prioritise the programme's global advocacy agenda.
- **Integrating FGM/C into broader development programmes:** Creating and piloting models and resources that demonstrate successful integration in different sectors, including health training, and aligned sectors such as WASH and girls' education.

Scale and sustainability results: These strategies will catalyse high-level sustainable results at scale: diffusion of new social norms across wider populations, uptake of programme approaches by other organisations working at scale, a stronger and more inclusive movement to end FGM/C, improved resourcing to end FGM/C, integration of FGM/C into health curricula across multiple health systems, and positive shifts in how global media platforms cover the movement to end FGM/C.

We will not deliver these results alone, but rather with the support of the broader end FGM/C movement and a whole host of organisations, institutions and change agents.



Figure 1. Core end FGM/C model

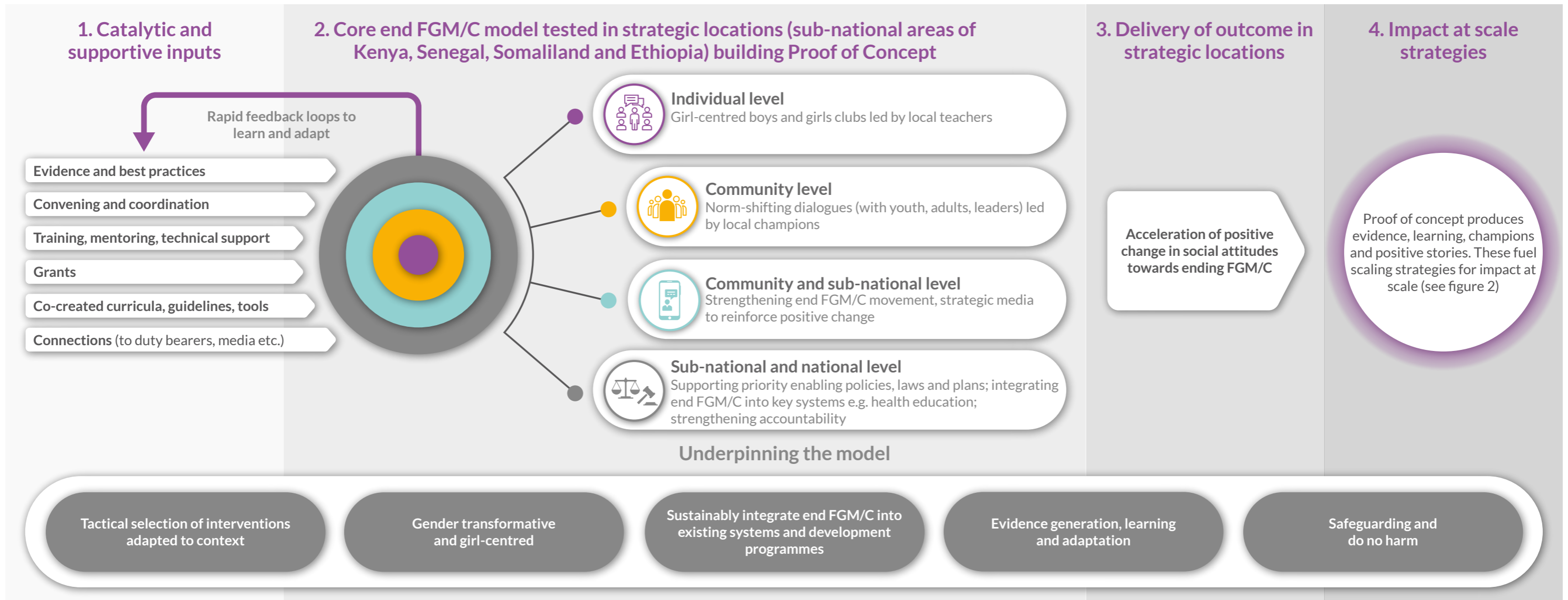
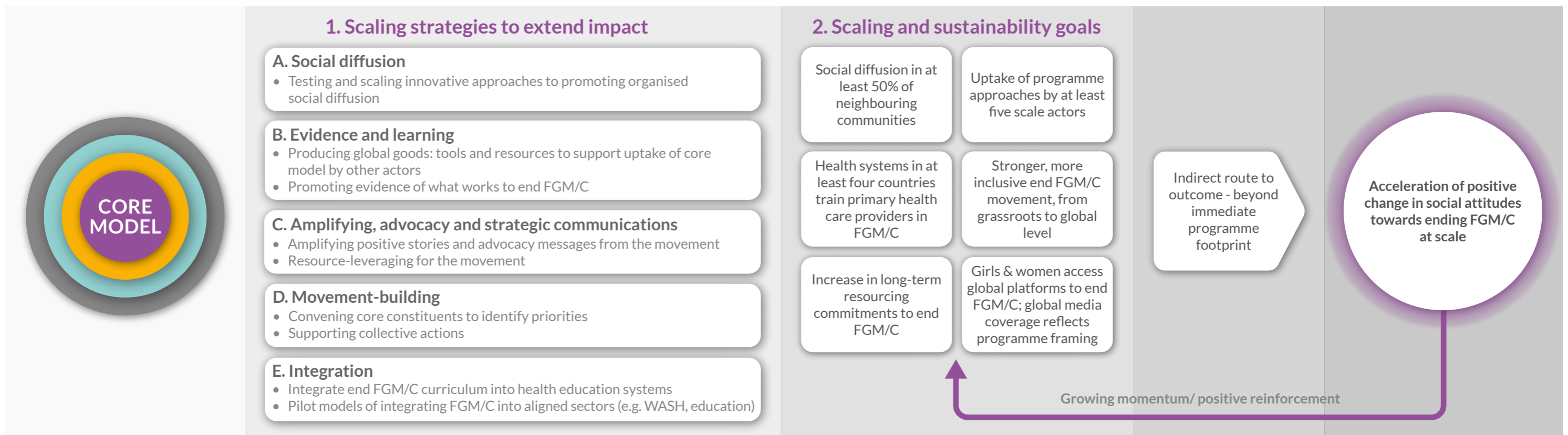


Figure 2. Impact at scale





@TheGirlGen



@thegirlgen



@TheGirlGen



info@thegirlgeneration.org



thegirlgeneration.org

Options Consultancy Services Ltd.

@OptionsinHealth
options.co.uk



Managed by

Options