



Action locale pour SRHR en Afrique australe



Local action for SRHR in Southern Africa  
Na luta contra VBG e Promoção da SSR



Local action for SRHR in Southern Africa

## SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) CAMPAIGN PLAN - CHILD MARRIAGES



**MOZAMBIQUE:**  
**Date: 17 December 2018**

**GUIDANCE ON MESSAGES:**

- The group should first decide on and record the specific objectives for the country/council.
- Who are these targeted at?
- What messages/slogans are appropriate to these target groups?
- What are some of the hashtags in country you can leverage on or create? This includes in local languages
- How can they link to regional/global hashtags
- What are some of the Twitter handles you will tag – refer to the Alliance social media handles

SPECIFIC OBJECTIVES	TARGET GROUPS	MESSAGES/SLOGANS	HASHTAGS – LOCAL	HASHTAGS – REGIONAL/ GLOBAL	Social media tagging
To educate children and communities on the dangers and disadvantages of early marriages	Parents and guardians  Religious and cultural groups  To the children  Youth, 10-24: Parents and family leaders; Community leaders Religious leaders.	“A father who does not sell its daughter (early Lobola) saves and promotes the future of his daughter”  “Community free or early child marriages is a sustainable community”  To eliminate early child marriages is to guarantee a better future”  “Zero forced unions” “Zero marriages under the age of 21 years”  “Let’s be free from early child marriages”  “Stop early child marriages – prepare your future.	Communities  Schools  Church	#Voice&Choice #thekidsthefuture   #SADCGenderBarometer10	@GenderLinks    @GenderProtocol

<b>SPECIFIC OBJECTIVES</b>	<b>TARGET GROUPS</b>	<b>MESSAGES/SLOGANS</b>	<b>HASHTAGS – LOCAL</b>	<b>HASHTAGS – REGIONAL/ GLOBAL</b>	<b>Social media tagging</b>
Reduce the level of Girls child drops from schools due to early child marriages and pregnancies	Girls aged 10 to 19 years  Parents and guardians Teachers	“Schools free of Child marriages”  “Girls at school – prosperous future”  “Safe school – protected Girl from child marriages”	Schools	#warfare	@SAfAIDS
Ensure safe and sustainable communities for Girls by 2030	Communities	Eliminate by empowering  “Strong leader – committed leader”  “Empowered community – community that fights child marriages”	#communitypowergirlpower  Empowered community  Safe community	#Childnotbride #Girlchild #RightbyHer	@GirlsNotBrides @AmplifyFund
Lobby local decision-makers to prevent child marriages	Local religious and traditional leaders	“Sensible leadership, promotes community development”  “A leader who protects girls rights, is conscious about its role”	*welfare  Community	#Childnotbride #Girlchild #RightbyHer	@GirlsNotBrides @AmplifyFund

### GUIDANCE ON PLANNING FRAMEWORK:

- Specific objectives should be recorded in the planning framework.
- Actions and activities are suggestions. Please customise as appropriate. Please be very specific about the activities to be undertaken.
- Delete any suggested activities that are not relevant to your campaign
- Which members of your consortium will be responsible for each activity?
- By When?
- What will be the main outputs?
- What resources will this require, human, financial, other? What synergies can be forged with existing activities? Are there fund-raising possibilities?

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<b>Strategic objective</b>	To ensure that the agreed age of 18 as minimum age in the Maputo Protocol and the SADC Protocol on Gender and Development is adhered to.				
<b>Specific objectives:</b> To lobby for the alignment of legislation on the legal age of consent and the legal age of marriage					
2	To educate children on the dangers and disadvantages of early marriages				
3	To lobby for the alignment of legislation on the legal age of consent and the legal age of marriage				
<i>1. To lobby for the alignment of legislation on the legal age of consent and the legal age of marriage by March 2019</i>	1.1 Meeting with key officials, <i>parliamentarians, social actors etc;</i> <b>1.2</b> <i>Reforçar a apresentação feita na assembleia da republica sobre a uniformização da idade para casamento;</i> <b>1.3</b> <i>Pressionar ao parlamento para aprovação da proposta de 21 anos como idade de consentimento para o casamento.</i>	Gender Links Strategic Partners NGOs Ministry of Youth, Sports, Ministry of Education and Human Development, Ministry of Gender Junior Parliament Municipals	By March 2019	To work with MPs in order to ensure continuity on the work started to abolish child marriages through changes in the family law.	Funds

<b>OBJECTIVES AND ACTIONS</b>	<b>ACTIVITIES</b>	<b>WHO RESPONSIBLE</b>	<b>TIME FRAME</b>	<b>OUTPUTS</b>	<b>RESOURCES</b>
<i>2. To educate children and the community on the dangers and disadvantages of early marriages by June 2020</i>	2.1 Reinforce and strengthen the work started with the First Lady office, Ministry of Gender, Education, Sports and youth to fight and eliminate child marriages.	Gender Links Strategic Partners NGOs Ministry of Youth, Sports, Ministry of Pry and Sec Education Ministry of Gender	By December 2019	Produce IEC materials to disseminate messages to fight child marriages	Funds
	2.2 Distribute IEC material Workshops Road shows Awareness Campaigns	Gender Links Strategic Partners Councils	By June 2019	Awareness raising to Girls on prevention, reduction and elimination of child marriages	Funds Human Resources
<i>3. To train parents and guardians on entrepreneurship programmes by December 2020</i>	3.1 Strengthen existing initiatives by community leaders and influential people including parents and guardians	Gender Links Strategic Partners NGOs Ministry of Youth, Sports, Councils	By Dec 2020	Projects by trained entrepreneurs	Funds
	3.2 training workshops to prevent child marriages				
<i>4. Engage key stakeholders and the general public in interactive</i>	8 March International Women's Day	Gender Links Strategic Partners Councils	Jan 2019- 08 March 2019	Day commemorated	Funds

<b>OBJECTIVES AND ACTIONS</b>	<b>ACTIVITIES</b>	<b>WHO RESPONSIBLE</b>	<b>TIME FRAME</b>	<b>OUTPUTS</b>	<b>RESOURCES</b>
<i>public education encounters</i>					
<i>5. Leverage on special dates in the calendar for promoting the campaign</i>	25 May- Africa Day	Gender Links Strategic Partners Councils/Municipalities	Jan 2019- 25 May 2019	Day commemorated	Human Resources
	16 June Day- Day of the African Child	Gender Links Strategic Partners NGOs Ministry of Youth, Sports, Junior Parliament Ministério da Educação Ministério de Género e Acção social Councils	March 2019- June 2019	Day commemorated	Funds
	31 July- Pan-African Women's Day	Strategic Partners Women's affairs Councils	March 2019-July 2019	Day commemorated	Human Resources
	11 October-International Day of the Girl Child	Gender Links Strategic Partners Junior Council Mozambique Ministry of Youth, Sports, NGOs	Annually	Day commemorated	Funds

<b>OBJECTIVES AND ACTIONS</b>	<b>ACTIVITIES</b>	<b>WHO RESPONSIBLE</b>	<b>TIME FRAME</b>	<b>OUTPUTS</b>	<b>RESOURCES</b>
		Councils			
	15 October - International Day of Rural Women	Strategic Partners Councils	Annually	Day commemorated	Human Resources
	21 October-Africa Human Rights Day	Gender Links NGOs Councils	Annually	Day commemorated	Funds

<b>MONITORING AND EVALUATION</b>
----------------------------------

English: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/</a>
--

French: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alliance-srhr-se/</a>
---

Portuguese: <a href="http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/">http://genderlinks.org.za/what-we-do/sadc-gender-protocol/advocacy/alliance-srhr-me/alianca-srhr-me/</a>
---