



**SEXUAL AND REPRODUCTIVE HEALTH AND RIGHTS (SRHR) CAMPAIGN PLAN –
CHILD MARRIAGES**

**NAME OF ZIMBABWE:
Date: 8 NOVEMBER 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	Regai dzive shiri zai harina muto Stead mutiro matamba mambishi	#Siyakanjiva #capB4ring	#Voice&Choice #thekidsthefuture #SADCGenderBarometer10	@GenderLinks @GenderProtocol
To lobby for the alignment of legislation on the legal age of consent and the legal age of marriage	Policy Makers	SOS!!!Disharmony on policy is creating confusion for us..PIEaSe HeLp!!!	#politicalwillpoliticalaction	#warfare	@SAfAIDS
To economically empower communities by December 2020	Communities	Eliminate by empowering	#communitypowergirlpower	#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
Strategic objective	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.				
Specific objectives: 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					
<i>1. To lobby for the alignment of legislation on the legal age of consent and the legal age of marriage by June 2019</i>	1.1 Meeting with key officials, <i>parliamentarians, social actors etc</i>	Gender Links Strategic Partners NGOs Ministry of Youth, Sports , Arts and Creation Junior Council Zimbabwe Junior Parliament	By March 2019	Recommendations to statutory bodies and law reform commissions	Funds
	1.2 Presentation of recommendations to statutory bodies, parliament – eg law reform commissions	key officials, parliamentarians, social actors	By June 2019	Aligned policies	Funds

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
<i>2. To educate children and the community on the dangers and disadvantages of early marriages by June 2020</i>	2.1 Engage relevant Ministries and relevant stakeholders.	Gender Links Strategic Partners NGOs Ministry of Youth, Sports , Arts and Creation Ministry of Pry and Sec Education Junior Council Zimbabwe Junior Parliament	By December 2019	Work plans Content for IEC Material MOU	Funds
	2.2 Distribute IEC material Workshops Road shows Awareness Campaigns	Gender Links Strategic Partners	By March 2019	Reduction in child marriages.	Funds Human Resources
<i>3.To train parents and guardians on entrepreneurship programmes by December 2020</i>	3.1 Engage relevant stakeholders 3.2 training workshops 3.3 Source for funding partners	Gender Links Strategic Partners NGOs Ministry of Youth, Sports , Arts and Creation	By Dec 2020	Projects by trained entrepreneurs	Funds
<i>4. Engage key stakeholders and the general public in interactive public education encounters</i>	8 March International Women’s Day	Gender Links Strategic Partners	Jan 2019- 08 March 2019	Day commemorated	Funds
	21 st February National Youth Day	Gender Links Strategic Partners Ministry of Youth, Sports , Arts and Creation	Jan 2019-21 February 2019	Day commemorated	Human Resources

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
	7 April- World Health Day	Gender Links Strategic Partners Ministry of Health	Jan 2019 – 07 April 2019	Day commemorated	Funds
<i>5. Leverage on special dates in the calendar for promoting the campaign</i>	25 May- Africa Day	Gender Links Strategic Partners Government of Zimbabwe	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 , Arts and Creation Junior Council Zimbabwe Junior Parliament	March 2019-June 2019	Day commemorated	Funds
	31 July- Pan-African Women's Day	Strategic Partners Women's affairs	March 2019-July 2019	Day commemorated	Human Resources
	11 October-International Day of the Girl Child	Gender Links Strategic Partners Junior Council Zimbabwe Ministry of Youth, Sports , Arts and Creation NGOs		Day commemorated	Funds

OBJECTIVES AND ACTIONS	ACTIVITIES	WHO RESPONSIBLE	TIME FRAME	OUTPUTS	RESOURCES
	15 October - International Day of Rural Women	Strategic Partners Ministry of Local Gvt		Day commemorated	Human Resources
	21 October-Africa Human Rights Day	Gender Links NGOs		Day commemorated	Funds

MONITORING AND EVALUATION

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

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

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