

Strong Girls Strong Zambia Campaign

Building a Strong Nation One Girl at a Time



THE FACTS - ZAMBIA



29% of women aged 20-24 years reported being married by age 18, a slight drop from **31%** in the 2014 (UNICEF and Population Council 2015, Zambia Demographic and Health Service 2015).



9% of women aged 25 to 49 years were first married by the age of 15, as compared with less than **1%** of men



Each year of secondary education may reduce the likelihood of marrying before the age of 18 by five percentage points or more in many countries.



No harmonization on the age of a child. Penal Code Act No.1 of 2012 states anyone below the age of 16 is a minor; Marriage Act states legal age of marriage as 18; and Customary Law as puberty.

GOAL

World Vision Zambia introduces the Strong Girls Strong Zambia Campaign that aims to support girls retrieved from child marriage and those at risk in all our operation areas. The goal of the campaign is to reduce child marriage from **29%** to **5%** in World Vision Zambia's areas of operation by reaching and empowering **15,000** girls both retrieved from child marriages and those at risk to live safer, healthier, more productive lives by 2025.

The campaign duration is from October 2022 to September 2025 and aims to raise **\$8 million** over the five year period.

Rational

With high rates of child marriages in Zambia, currently estimated at 29%, many children continue to experience:

- multiple violations of children's rights,
- limited or no education and
- limited economic opportunities.

The campaign will provide practical and sustainable solutions through education support of girls who are retrieved from marriages and those at risk of the vice, for a successful fight against child marriage.

CAMPAIGN OBJECTIVES



To support 6,000 vulnerable girls in school and out of school with educational requirements by 2025

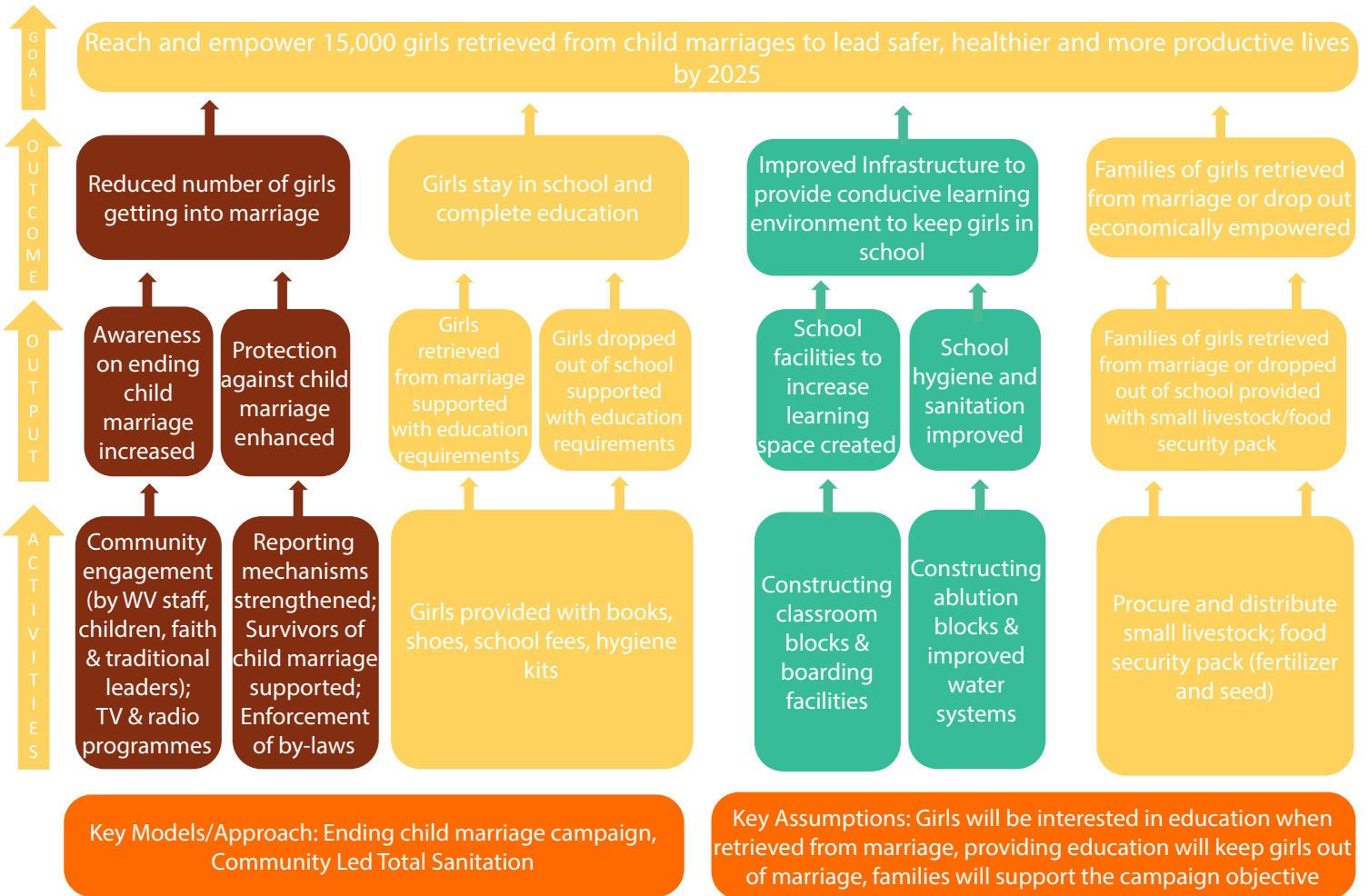


To develop infrastructure in 29 schools that will provide a conducive learning environment that will keep 5,000 girls in school by 2025



To economically empower 1,500 families of vulnerable girls and those retrieved from marriages benefiting 7,500 children by 2025

THEORY OF CHANGE



How to get involved	Benefits to the partner
Open up partners networks to World Vision Zambia	Partner brand visibility – digital and print media
Become a lead partner in the National Leadership Council	Exposure visits to project sites
Partner playing the role of influencer	Impact stories for partners
Choose an area of interest	Positive image and reputation – good corporate citizenship
For water, sanitation and hygiene interventions World Vision Zambia will match the donation amount	Indirect partnership with Government
Opportunity for employees to get involved and give to a cause	Achievement of Corporate Social Responsibility objectives
	More impact on vulnerable communities

World Vision Zambia is currently implementing the Ending Child Marriage Campaign. This campaign aims to raise awareness on the effects of child marriages and influence policy change, and ignite a movement of people committed to keeping children safe from harm.

Achievements in the last three years

- We have reached **253,368** children and **173,249** adults directly with Ending Child Marriage prevention messages
- Working with Child Protection Committees, faith and traditional leaders, we have rescued **936** girls from child marriages



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