



Holy Islamic Council approves child marriage.

The Council of Islamic Ideology (CII) in Pakistan declared girls as young as nine year old are eligible for marriage.

conversation
guftagoo/ khabari
Against Child Marriage
towards greater investments in
sexual and reproductive rights

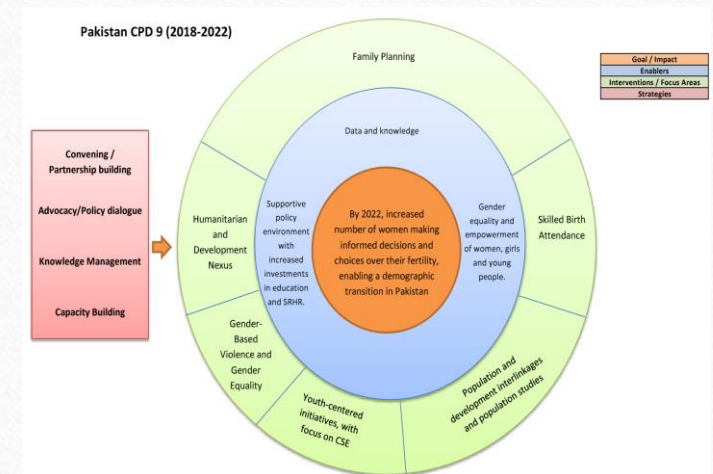
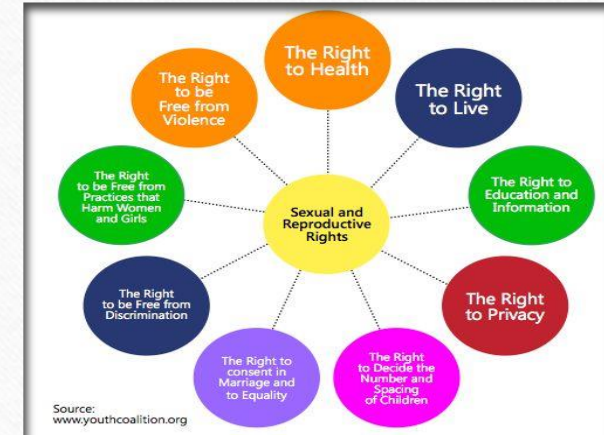
A suggested advocacy
campaign to advance sexual
and reproductive rights in
Khyber
Pakhtunkhwa(KP),
Pakistan by Dr.Rakhshinda

Overall Objectives of this Presentation

To remind ourselves the overall context & most relevant references (CPD 9, FP2020, ICPD 1994 & Beyond, BPF 1995, SDGs & Agenda 2030).

To share an Outline of an advocacy campaign

Need & Relevance of greater investments in Sexual & Reproductive Rights in Pakistan



Strategies-advocacy

it is important to understand advocacy

advocacy aims for the following changes that create favorable policy environment for SRHR/SRR:

Introduction of new policy by legislation or executive action

Revision of existing policy

Translation of existing policy into implementing rules

Implementation of existing policy through budgetary allocation

- **Issue:** Approval of Child Marriage due to lack of information/education and poverty of income among communities
- **Goal:** To reduce by 50% cases of child marriage by 2022
- **Objective:** To legislate for age of marriage (18+years for both girls & boys) by 2020;
- **Strategy:** To educate & mobilize parliamentarians especially young ones & women legislators & youth leaders as champions that will work together to advance proposed legislation to increase legal age of marriage in KP (against Child Marriage).

Advocacy Campaign *khabari / guftagoo*/ conversation

1. Identify an issue. (Child Marriage)
2. Research the issue.
3. Create a fact sheet.
4. “Brand” the issue.
5. Map out possible supporters and detractors.
6. Form a coalition.
7. Develop educational materials.

8. Launch a media campaign.

9. Approach elected & related officials.

10. Monitor progress on the issue

Target audience/s
Legislators/
Sympathetic
Parliamentarians &
Senators & allied
Civil bureaucrats

Proposed Strategies to advocate for greater investments in SRR

Selected Issue: Legislation for increasing the legal age of marriage in KP province of Pakistan

Capacity Development	Strategic Communication	research & knowledge management
Proposed Activities for one year		
<p>Organize: Build power at the base</p> <p>Train & Support more than 10000 youth & women leaders on SRR (303/District) activists /YEAR to help them reach their peers with information & advocacy on their SRR & then they reach their legislator/Rep.</p>	<p>Educate legislators:</p> <p>Provide information on issues. e.g. Doctors associations can send letters the target audiences Use Social Media for reaching the target audiences & attracting youth & women</p>	<p>Produce resources that reflect the real story of the community.</p> <p>Tell Digital stories with data</p> <p>Educational conferences: Gather, network, share information, & plan for the future.</p>

15% of teenagers in KP had begun childbearing as compared with only **6%** in Punjab.

Guide Qs in defining the issue

- What are the adverse impacts of the issue to stakeholders?/To society?
- What is the level of commitment of the Government?
- Are there gaps between practice and policy?
- Is the budget provision sufficient?

Towards Meaningful Monitoring Evaluation

Indicators and strategy for monitoring and evaluation

Monitoring helps to answer questions such as:

How well are we doing in our advocacy plan?

Are we doing the action steps we planned to do?

Are we following the designated advocacy campaign timeline?

Are we over/under-spending?

Evaluation helps to answer questions such as:

1. How relevant was our advocacy work in relation to the primary stakeholders and beneficiaries?
2. To what extent were the advocacy objectives achieved?
3. What contributed to and/or hindered these achievements?
4. Were the available resources (human, financial) utilized as planned and used in an effective way?
5. What are the key policy results, including intended and unintended results? / 6. What evidence is there that the advocacy outcome has changed the lives of individuals and communities? /7. What are the lessons learned from the advocacy intervention?

**What Makes
Advocacy
Monitoring &
Evaluation
Different
from other
Projects?**

#MyLifeAt15

At the age of 15 I wanted to play at streets with other children but I was robbed of my children and I was forced to marry a guy who was double of my age.

I Got Married at the Age of 14

Everybody "OTHER THAN ME" was happy

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