

# National Communication Strategy

Ending All Forms of Gender Based Violence and Harmful  
Practices Against Women and Girls in Nigeria.



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# Foreword

Gender -based violence (GBV) is a phenomenon that transcends social, economic, and geographic borders impacting different demographic groups including women, children and other vulnerable groups all over the world, and is becoming increasingly visible. GBV is rooted in power imbalances between the sexes and fueled by multiple factors, including cultural norms; social acceptance of harmful practices and has devastating consequences at social, economic and personal levels. Harmful practices are both a manifestation and perpetuation of GBV, they are targeted forms of violence committed primarily against girls in the name of honor or tradition and can lead to grave health consequences. The two most common forms of harmful practices are female genital cutting; the partial or total removal of a female's external genitalia and early child marriage, a marriage wherein one partner is younger than 18 years of age.

The consequences of these practices are vast and include: physical injury, depression, chronic pain, sexually -transmitted infections, unintended pregnancy, increased risk of HIV infection, impeded the participation of girls and women in society, their empowerment and ultimately perpetuates inequality. The widespread of Gender Based Violence in Nigeria and rest part of Africa is as a result of gender inequality due to patriarchy, imbalance in socio -economic opportunities, cultural and religious factors and inadequate enabling legal and policy frameworks, among other factors. Although gender inequality and violence against women and girls have been with us, it is pertinent to note that, the advent of the Corona Virus Covid -19 pandemic lockdown in Nigeria exacerbated its manifestations than any other period in our history. This confirming the belief that conflicts and natural disasters fuel the perpetration on Gender Based Violence and to an extent encourage Harmful practices. As part of the strategies to eradicate Gender Based Violence and prevalent Harmful practices in Nigeria like in other developing countries, the United Nations Population Fund (UNFPA) through the European Union/United Nations Spotlight Initiative Project supported the Ministry to develop the National Communication Strategy on Ending all Forms of Gender Based Violence and Harmful Practices against women and girls in Nigeria. This policy document which captured views and peculiarities of all the regions in Nigeria, Showcased key factors that have promoted Gender Based Violence and



Harmful Practices in all the Spotlight States and also highlighted strategies towards their effective eradication. The National Communication Strategy on Ending all Forms of Gender Based Violence and Harmful Practices against Women and Girls in Nigeria is in agreement with the provisions of the Child Rights Act, 2003, the VAPP Act, 2015 and others which condemn all forms of Violence Against Children, Women and Girls, speaks against Harmful Practices such as Child Marriage, Female Genital Mutilation etc. and also supports their eradication.

It is my earnest desire that this document \_be adopted by every region in Nigeria as an effective communication tool towards eradicating all forms of Gender Based Violence and Harmful Practices in Nigeria



**Dame Pauline Tallen** OFR, KSG  
**Honourable Minister,**  
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**Abuja, Nigeria**  
**March, 2021**

# Preface

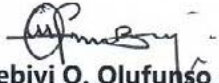
The United Nations defines violence against women as “any act of gender -based violence that results in, or is likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.”

Like other United Nations intervention programmes, the development and implementation of Spotlight Initiative (SI), imperatively was in recognition of enormous impacts of gender -based violence (not only the negative and devastating effect on the survivors and their families) has on social norms and the economy, violence against women and girls has gained increased global attention in recent past with many Partners and Donor Agencies funding myriad interventions focused on ending violence against women and girls. The Spotlight Initiative as a global intervention funded by the European Union (EU) in collaboration with United Nations is focused on beaming the spotlight on matters of violence against women and girls with a view to eliminating all forms of violence against women and girls with particular emphasis on sexual gender based violence as well as harmful practices.

History has shown the world that whenever there are incidences of gender -based violence and sexual gender -based violence and other forms of violence, women and girls suffer more than men. Gender -based violence (GBV) or violence against women and girls (VAWG) has been described as a global pandemic that affects 1 in 3 women in their lifetime as it surpasses national, cultural, racial and class boundaries leading to the sudden death of many women globally. The World Bank statistics has it that 35% of women worldwide have experienced either physical and / or sexual intimate partner violence or non-partner, 38% of murders of women are committed by an intimate partner, while 200 million women have experienced female genital mutilation and cutting.

In Nigeria, the spike in incidences of violence against women and girls is alarming and manifested in myriad forms, ranging from domestic violence, verbal and physical abuse, rape and sexual assault, early and forced marriages, incest, female genital mutilation, harmful widowhood practices, acid baths and outright killings and disinheritance. A study

recently commissioned by the Ministry of Women's Affairs and United Nations Population Fund (UNFPA) Nigeria with support from Norwegian Government revealed that 28% of Nigerian women aged 25 -298 have experienced some form of physical violence since 15. Also, NDHS 2018 revealed 28% women and 21% of men agree that a husband is justified in beating his wife under one or more specified circumstances (physical, sexual and emotional abuse).



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# Acknowledgments

Violence against women and girls is one of the most widespread, persistent and devastating human rights violation in our world today, 1 in 3 women worldwide have in their lifetime experienced physical or sexual violence. Women and girls are disproportionately subjected to all forms of violence, including femicide, sexual, intimate partner abuse, trafficking and harmful practices. The European Union (EU) and the United Nations (UN) embarked on a new global multi - year initiative focused on eliminating all forms of violence against women and girls (VAWG). The initiative is so named to bring attention to the issue, moving it into the spotlight and placing it at the centre of efforts to achieve gender equality and women's empowerment, in line with the 2030 Agenda for Sustainable Development.

The production of the National Communication Strategy provides a framework for social behavioral change communication (SBCC) and, intervention towards eliminating all forms of violence and harmful practices against women and girls in Nigeria. I wish to appreciate the Honourable Minister, Dame Pauline Tallen, OFR, KSG for her leadership and for providing the enabling environment/support to the European Union (EU), the United Nations (UN) for engaging the Ministry on the Spotlight Initiative Program. Special recognition of Staff of Federal Ministry of Women Affairs is made along with Stakeholders and Representatives who worked tirelessly to produce this piece. We note in particular the support of the Representatives of Ministries of Women Affairs in 36 States and FCT as well as those from Ministries of Health, Justice, the Nigerian Police Force, Education, State Level Coordinating Ministries, Spotlight Initiative Focal States and Centre for Communication and Social Impact (CCSI) staff.

Finally, we appreciate the contributions of our Development Partners especially, the European Union the United Nations family in Nigeria and in particular UNFPA for providing views and documents on their global best practices.



**Funke Olatipo (Mrs.) FCIA**  
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# Acronyms

<b>ACRWC</b>	<b>African Charter on the Rights and Welfare of the Child</b>
<b>AIDS</b>	<b>Acquired Immunodeficiency Syndrome</b>
<b>CBOs</b>	<b>Community Based Organizations</b>
<b>CCSI</b>	<b>Centre for Communication and Social Impact</b>
<b>CEDAW</b>	<b>Convention for the Elimination of Discrimination Against Women</b>
<b>CM</b>	<b>Child Marriage</b>
<b>CRC</b>	<b>Convention of the Rights of the Child</b>
<b>CSOs</b>	<b>Civil Society Organizations</b>
<b>EU</b>	<b>European Union</b>
<b>FCT</b>	<b>Federal Capital Territory</b>
<b>FGM</b>	<b>Female Genital Mutilation</b>
<b>FMOH</b>	<b>Federal Ministry of Health</b>
<b>FMOWA&amp;SD</b>	<b>Federal Ministry of Women Affairs and Social Development</b>
<b>GBV</b>	<b>Gender Based Violence</b>
<b>HIV</b>	<b>Human Immunodeficiency Virus</b>
<b>HP</b>	<b>Harmful Practices</b>
<b>LGA</b>	<b>Local Government Area</b>
<b>NDHS</b>	<b>National Demographic and Health Survey</b>
<b>NGOs</b>	<b>Non-Governmental Organization</b>

<b>SARC</b>	<b>Sexual Assault Referral Centre</b>
<b>SBCC</b>	<b>Social and Behavior Change Communication</b>
<b>SBMC</b>	<b>School Based Management Committee</b>
<b>SEM</b>	<b>Socio Ecological Model</b>
<b>SRHR</b>	<b>Sexual and Reproductive Health Rights</b>
<b>STDs</b>	<b>Sexually Transmitted Diseases</b>
<b>TBA</b> s	<b>Traditional Birth Attendants</b>
<b>TP</b>	<b>Teenage Pregnancy</b>
<b>UNFPA</b>	<b>United Nations Population Fund</b>
<b>VAPP</b>	<b>Violence Against Persons Prohibition</b>
<b>VAWG</b>	<b>Violence Against Women and Girls</b>
<b>SBC</b>	<b>Social and Behavior Change</b>
<b>SI</b>	<b>Spotlight Initiative</b>





## How to use this document

This communication strategy was developed to guide stakeholders at all levels and provide necessary guidance on communicating with communities to end all forms of gender based violence and harmful practices against women and girls in Nigeria.

The strategy is designed to be flexible and adaptable to the local contexts across the different states and communities.

It highlights the communication needs across the geopolitical zones and proffers recommendations to address the root causes of gender based violence and harmful practices against women and girls in Nigeria.

### Step 1

## Read the Communication Strategy

Understand the need to end all forms of gender based violence and harmful practices against women and girls in Nigeria, as well as the role stakeholders can play.

Understand the issues across the four (4) themes; gender-based violence, female genital mutilation, child marriage and teenage pregnancy, as well as their root causes.

Understand how to use communication to address the issues.

Identify your local/cultural context and the approaches you can use to communicate the messages in this strategy.



**Step 2****Plan for implementation of the communication strategy**

Develop implementation plans in participatory manner, ensuring to build consensus with stakeholders such as community/traditional leaders, religious leaders, media, artisan association groups, professional groups, women groups, youth groups etc.

Outline the approaches you will use and work closely with stakeholders including the media to adapt and prioritize messages.

**Step 3****Implement the Communication Strategy**

Be proactive and resourceful in your approach, leverage readily available community structures, traditional media houses and social media.

Be flexible and open to contributions as you implement the strategy and remember to wear the shoes of the audience so that messages and activities will resonate with them and their unique circumstances.

Remember your message focus will vary based on the current realities in your community. Ensure you gather facts from the community that will help you to build a compelling campaign.

This strategy includes different message formats for the themes covered. Make sure you use what works best for your context, based on available data and evidence. Prioritize communities and intensify engagement through the most appropriate channel and messengers.

Remember we are addressing a pandemic within a pandemic, so ensure compliance with all COVID-19 guidelines to stay protected as you implement.

**Step 4****Evaluate and Refine**

Ensure you harvest and share feedback for lessons learnt and comprehensive documentation.

Use feedback and lessons learnt to iterate and ensure an effective campaign.

Be resilient in your approach, deploy creativity and adopt an empathetic posture as you implement the communication strategy to end all forms of gender-based violence and harmful practices against women and girls in Nigeria.









## **National Communication Strategy**

Ending all forms of Gender Based  
Violence and Harmful Practices  
Against Women and Girls in Nigeria.



# Executive Summary

Over the years, violence against women and girls has remained one of the most prevalent human rights violation in the world. The United Nations defines violence against women as “any act of gender-based violence that results in, or is likely to result in, physical, sexual, or mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life”. In Nigeria, violence against women is evident in many forms, including domestic, verbal, and physical abuse, rape and sexual assault, early and forced marriages, incest, female genital cutting, acid baths and outright killing. Women continue to suffer all forms of degradation and deprivation in public and private spaces. According to the NDHS 2018, 28% of women and 21% of men agree that a husband is justified in beating his wife under one or more specified circumstances (physical, sexual, and emotional abuse). Among women aged 15-49, (31%) have experienced physical violence and 9% have experienced sexual violence; 6% of women have experienced physical violence during pregnancy. More than half of women (55%) who have experienced physical or sexual violence have never sought help to stop the violence; only 32% have sought help, approximately the same percentage as in 2013 (31%).

Among children, six out of every 10 experience some form of violence – one in four girls and 10 per cent of boys have been victims of sexual violence. Nigeria has the largest number of child



brides in Africa with more than 23 million girls and women who were married as children, most of them from poor and rural communities. Over one in four girls and women (27 percent) aged 15-49 years have undergone female genital mutilation (FGM). However, due to its large population, Nigeria has the third highest absolute number of women and girls (19.9 million) who have undergone FGM/C worldwide, a trend that sadly might remain the same by 2030. With respect to child marriage, although available data suggests a reduction in the prevalence rates, the number of child brides will in fact increase by more than one million by 2030 and double by 2050 going by the country's projected population growth rate.

Nigeria is signatory to several international laws and treaties focused on protecting persons, especially women and children from violence while promoting their rights. Despite the enactment of these laws at the federal level, they are yet to be effective at the state and LGA levels as many states in Nigeria are yet to codify these laws. However, with the consistency in advocacy and engagement of the media for continuous informed coverage of issues of gender-based violence, a couple of states have passed one or both laws, with other states at various stages of reviews.

In response to the enormous multidimensional impact of gender-based violence, violence against women and girls has gained increased visibility over the recent years by several donors and partners. One of such interventions is the European Union (EU) funded 'Spotlight Initiative' in collaboration with the United Nations. This global intervention is focused on beaming the spotlight on matters of violence against women and girls with a view to eliminating all forms of violence against women and girls with particular emphasis on sexual and gender-based violence as well as harmful practices.

The United Nations Population Fund (UNFPA), one of the five UN agencies implementing the Spotlight Initiative has forged partnerships with the Ministry of Women Affairs and Social Development (MoWA&SD) as the lead ministry, as well as other relevant ministries, departments, and agencies at federal and state levels. One of the outcomes of this partnership is the development of a national communication strategy document and advocacy briefs to provide a framework for all Social Behavior Change (SBC) interventions for eliminating all forms of violence against women and girls in Nigeria.

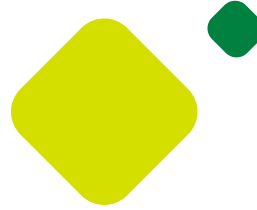
The national communication strategy document employs a systematic process grounded

in theory and evidence. Programs are designed based on existing data following a systematic process of analyzing the problem to define barriers and motivators to change and design a comprehensive set of tailored interventions that promote the desired behaviors. The communication strategy recognizes that existing gender inequalities play a major role in fueling many forms of gender based violence and harmful practices globally and in Nigeria in particular. Working towards sustainable progress, this strategy has incorporated creative ways to challenge the status quo while empowering women and girls to find their voice and act without fear of stigma or reprisal.

Ultimately, this communication strategy when deployed by government, development partners, NGOs and CBOs, will serve as a road map, charting the course for the systematic elimination of all forms of gender-based violence and harmful practices against women and girls in Nigeria.



# Background



The United Nations defines violence against women as “any act of gender-based violence that results in, or is likely to result in, physical, sexual, mental harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.”<sup>(1)</sup>

Gender-Based Violence (GBV) or Violence Against Women and Girls (VAWG), has been described as a global pandemic that affects 1 in 3 women in their lifetime as it surpasses national, cultural, racial and class boundaries leading to the sudden death of many women globally. According to World Bank global statistics



## 35%

of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence.



## 7%

of women have been sexually assaulted by someone other than a partner



## 38%

of murders of women are committed by an intimate partner

## 200m

women have experienced female genital mutilation/cutting.

Beyond the devastating impact on survivors and their families, these acts of violence and harmful practices have been proven to have huge social and economic impact.

In Nigeria, violence against women is evident in many forms, including domestic, verbal and physical abuse, rape and sexual assault, early and forced marriages, incest, female genital cutting, acid baths and deaths. Women continue to suffer all forms of degradation and deprivation in public and private spaces.



The European Union (EU) funded 'Spotlight Initiative' in collaboration with the United Nations is focused on beaming the spotlight on matters of violence against women and girls. It is currently the world's largest concerted efforts to end all forms of violence against women and girls. Spotlight Initiative (SI) has six mutually reinforcing programming pillars namely:

- Promoting laws and policies that prevent gender-based violence, discrimination, and address impunity
- Strengthening federal government and state institutions
- Promoting gender-equitable social norms, attitudes, and behaviors
- Ensuring availability of high-quality services for survivors of violence
- Improving the quality, accuracy, and availability of data on violence against women and girls
- Promoting strong and empowered civil society and women's movements.

This intervention is being implemented in five states plus the FCT, namely: Adamawa, Cross River, Ebonyi, Lagos and Sokoto.



# The Legal and Policy Environment in Nigeria

Nigeria is signatory to several international laws and treaties focused on protecting persons, especially women and children from violence while promoting their rights. Some of these international treaties include the Convention for the Elimination of Discrimination Against Women (CEDAW) ratified in 1985, the United Nations Convention of the Rights of the Child (CRC) ratified in 1991 and the African Charter on the Rights and Welfare of the Child (ACRWC) ratified in 1993.

Implementation of the provisions of these treaties were hampered by the absence of corresponding domesticated laws. In 2003 and 2015, the Government of Nigeria enacted the Child Rights Act and Violence Against Persons Prohibition (VAPP) Act as Federal Laws to address matters of violence.



**The Children's Rights Act of 2003 expands the human rights bestowed to citizens in Nigeria's 1999 constitution to children while the VAPP Act of 2015 provides a legislative and legal framework for the prevention of all forms of violence against (vulnerable) persons especially women and girls and makes provision for punishment of offenders/perpetrators.**

Despite the enactment of these laws at the federal level, they are not yet effective at the state and LGA levels as many states in Nigeria are yet to codify these laws. However, with the consistency in advocacy and engagement of the media for continuous informed coverage of issues of gender-based violence, a couple of states have passed one or both laws with others at various stages of reviews.

In addition to these laws, matters pertaining to the protection of rights and gender-based violations are also provided for in the 1999 Constitution of Nigeria (as amended in 2011), the revised Penal Code (applicable in the northern part of Nigeria) the Criminal Code (applicable in the southern part of Nigeria) and the Cyber Crime Act of 2015. With the recent progress made of various state assemblies codifying laws that allow for the full implementation of the laws as adapted by their states, as well as the growing attention and pressure by the civil society, donors, and media, we have seen an increasing number of states prosecuting cases of gender-based violence resulting in some convictions. In addition, a couple of states have formally launched the sexual offenders register as provided for by the law.

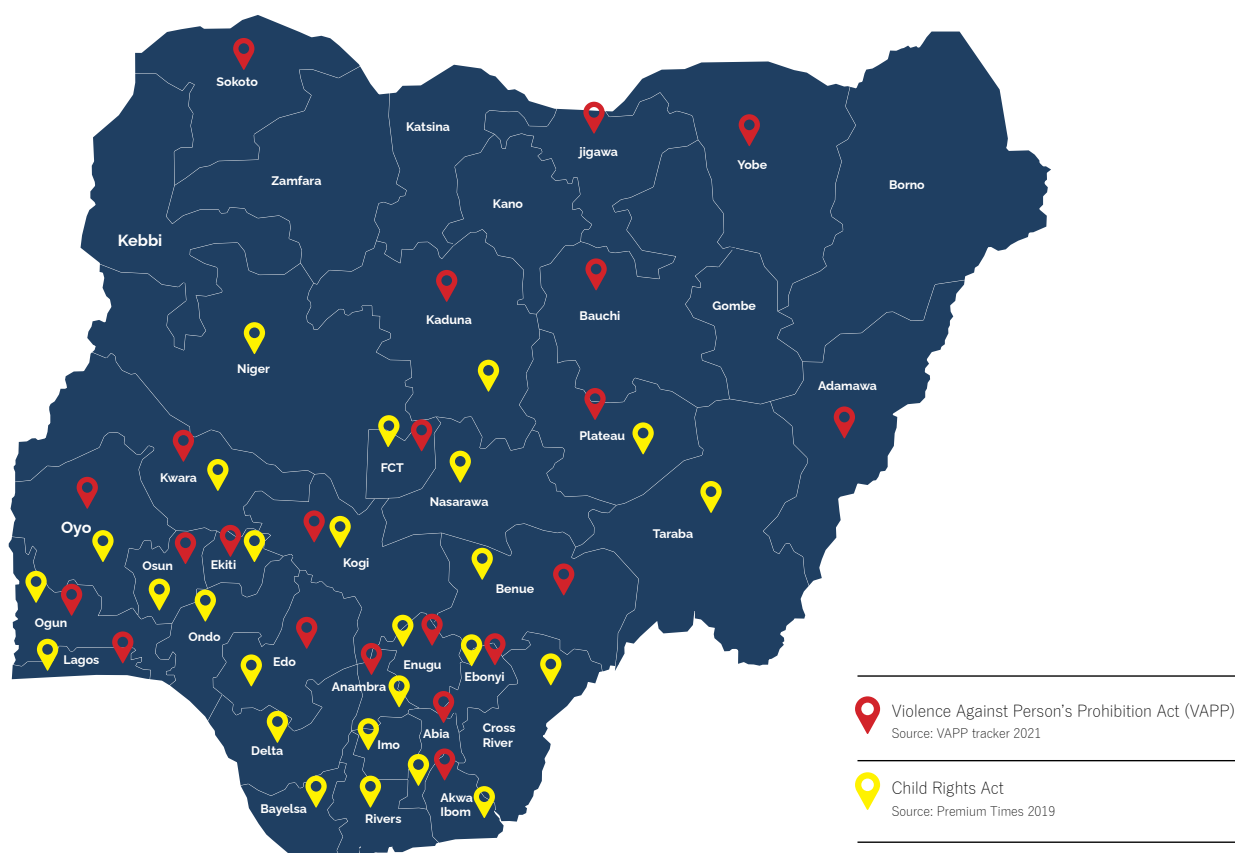
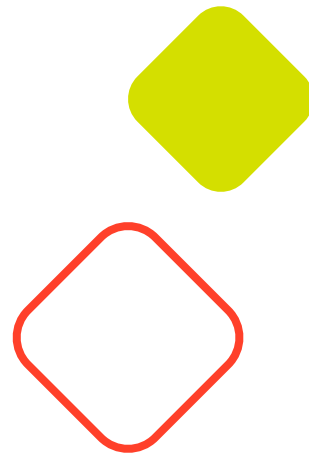


Figure 1: Nigerian states implementing VAPP and CRA (September 2021)



# Context for the National Communication Strategy



In recognition of the impact of gender-based violence on social norms and the economy, visibility has increased in recent years with several donors and partners funding interventions aimed at ending gender-based violence.

The United Nations Population Fund (UNFPA), one of the five UN agencies implementing the Spotlight Initiative (SI) has forged partnerships with the Ministry of Women Affairs and Social Development (MoWA&SD) as the lead ministry, as well as other relevant ministries, departments, and agencies at federal and state levels. This partnership spearheaded the development of this national communication strategy document to provide a framework for all social behavior change communication (SBCC) interventions for eliminating all forms of violence against women and girls in Nigeria.

The national communication strategy employs an evidence-based systematic process

grounded in theory. This enables the analysis of problems to define and address barriers, identify motivators to change, and design a comprehensive set of tailored interventions that promote the desired behaviors. Premised on a multimedia campaign approach, the strategy will deploy print and interpersonal communication, indigenous and social media, creative use of TV & radio while also leveraging on existing programs or genres popular with specific target audiences.

The national communication strategy addresses communication issues based on behavioral determinants such as knowledge, attitudes/perception (social norms), social support, self-efficacy, and practice.

The strategy recognizes that existing gender inequalities play a major role in fueling the many forms of gender based violence and harmful practices globally and in Nigeria in particular. Working towards sustainable progress, this strategy has woven in creative ways to challenge the status quo while empowering women and girls to find their voice and act without fear of stigma or reprisal.

The strategy development process, guided by the P Process framework, incorporates elements of human centered design and behavioral economics, and covers the following thematic areas: **child marriage, teenage pregnancy, gender-based violence, and female genital mutilation.**

The strategy also caters for the following audience groups across these thematic areas: **Fathers, mothers, girl child, survivors, grandmothers and mother in laws, health workers, traditional birth attendants, circumcisers, perpetrators of GBV, teenage boys, husband-to-be (child marriage) and traditional leaders.**

Ultimately, this communication strategy when deployed by Government, development partners, NGOs and CBOs across Nigeria, will serve as a road map, charting the course for the systematic elimination of all forms of gender-based violence and harmful practices against women and girls in Nigeria.

**This strategy will serve as a road map, charting the course for the systematic elimination of all forms of gender-based violence and harmful practices against women and girls in Nigeria.**

### Development Process for the National Communication Workshops

A communication needs assessment was conducted across the geopolitical zones to identify the determinants of child marriage, female genital mutilation, gender-based violence and teenage pregnancy, as well as their interactions at the individual, interpersonal, community, organizational and policy levels. This was followed by three (3) day workshops across all six (6) geopolitical zones in the month of September 2020 to validate the findings of the assessment and develop a communication strategy. The workshops were hosted in SI focal states, namely: Adamawa, Cross River, Ebonyi, Lagos, Sokoto and the FCT. A national level communication strategy workshop was then convened with stakeholders in Abuja to finalize the strategy document in the month of December 2020.

#### Objectives of the zonal workshops:

- To validate the findings of the communication needs assessment and harvest insights from participants
- To develop elements of the communication strategy on Ending all forms of gender based violence and harmful practices against women and girls in Nigeria.

#### Objectives of the national workshop:

- Review and finalize elements of the strategy including messages, channels, and target audiences etc.
- Review and finalize content for advocacy briefs

Participants at the workshops included stakeholders and representatives from all 36 states including the FCT; from the State ministries (of Women Affairs, Health, Justice, and Education), the Nigeria Police Force, Nigeria Security & Civil Defence Corps, SI Non-Governmental Organizations (NGO) implementing partners from the 5+1 SI focal states, representatives of UNFPA and CCSI. Both the Federal Ministry of Women Affairs and Social Development (FMoWA&SD) and Federal Ministry of Health (FMoH) actively supported and participated in all zonal workshops.

At the end of the workshop, elements of the communication strategy on ending all forms of gender-based violence and harmful practices against women and girls in Nigeria were developed, including suggested elements for advocacy briefs.



# Conceptual Framework

Social and Behavior Change (SBC) deploys strategic communication to promote positive health outcomes. Based on proven theories and models of behavior change, SBC is an interactive process of any intervention with individuals, groups or communities to develop evidence-based communication strategies to promote positive behaviors which are appropriate to their settings. These strategies will enable people to initiate, advocate, sustain and maintain positive and desirable behavior outcomes. The national communication strategy on ending all forms of gender based violence and harmful practices against women and girls in Nigeria is premised upon a logical, conceptual framework, supported by relevant theories thus presenting a platform that accommodates strategic communication input across different domains.

## The Socio Ecological Model (SEM)

The communication strategy is guided largely by the Socio Ecological Model (SEM), a logical conceptual framework. Socio-Ecological Model aids further understanding of the dynamic interrelations among various personal and environmental factors. It is a theory-based framework that demonstrates the interconnectedness of five sectors impacting on health and social behaviors: intrapersonal, interpersonal, community, organizational, and policy. The socio-ecological model has been used to identify determinant factors of gender-based violence<sup>2</sup>, and child marriage. This model recognizes and articulates the relationship between the individual and their environment. The socio-ecological framework is based on evidence that no single factor can explain why some people or groups are at higher risk of violence, and others are protected. This models helps shape communication interventions by identifying and addressing the various levels of influence that affect audience behaviour.

<sup>1</sup>(Gashaw, Schei, & Magnus, 2018) (Kerman & Betrus, 2018) (Terry, 2014), female genital mutilation (Schmoker & Kalengayi, 2015)

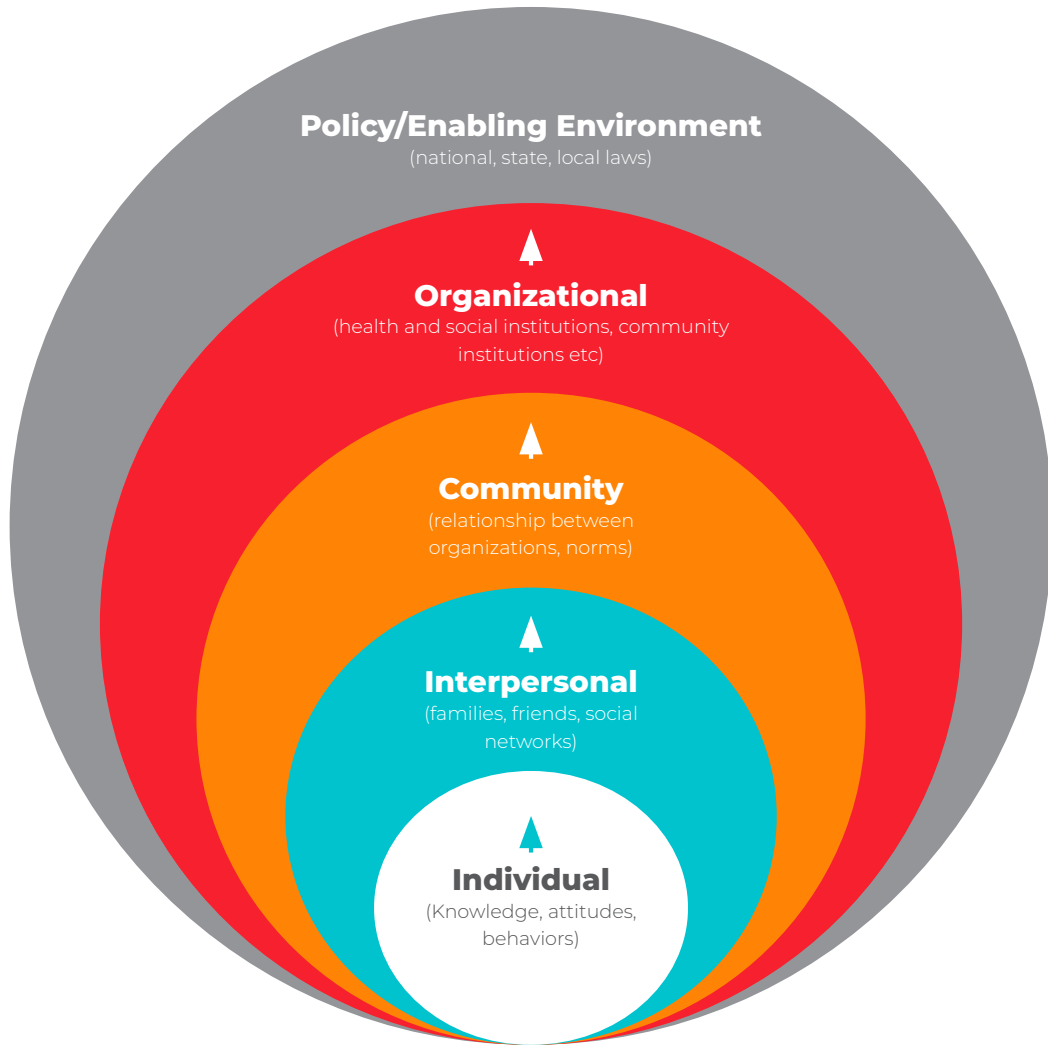


Figure 1: Socioecological model

# Key Findings from the Communication Needs Assessment

A communication needs assessment was conducted across the geopolitical zones of Nigeria to identify the determinants of **child marriage, female genital mutilation, gender-based violence and teenage pregnancy**, as well as their interactions at the individual, interpersonal, community, organizational and policy levels.

Across the various thematic areas, findings revealed that overlaps between social norms, cultural barriers and low self-efficacy, were at the heart of these issues. At each level, communication should be aimed at increasing self-efficacy and addressing all priority behavioral determinants.





## Female Genital Mutilation (FGM)

Level	Summary Research Findings	Recommendations
Individual and Interpersonal levels	<ul style="list-style-type: none"> <li>At the individual level, fear of sanctions for not circumcising daughters was a major driver. most people believed female genital mutilation was not good, but they were still practicing it.</li> <li>Mothers and grandmothers were key drivers and would often take the decision to circumcise without the knowledge of the husband/ father of the girl child.</li> </ul>	<ul style="list-style-type: none"> <li>Address misconceptions around female genital mutilation.</li> <li>Strengthen interpersonal communication between spouses.</li> <li>Promote joint decision making.</li> <li>Provide platforms for reporting cases</li> <li>Leverage on identified reputable and preferred information channels.</li> </ul>
Community level	<ul style="list-style-type: none"> <li>While most believed female genital mutilation was not good, the practice is still rampant so as not to be ostracized and denied certain privileges.</li> </ul>	<ul style="list-style-type: none"> <li>Address social norms, and myths and misconceptions to discourage female genital mutilation in the community.</li> <li>Identify and engage community influencers as role-models.</li> <li>Set up platforms that discourage stigma and ostracization.</li> </ul>
Organization policy levels	<ul style="list-style-type: none"> <li>Weak structures for prosecuting perpetrators of female genital mutilation by the government has enabled this practice.</li> <li>Policies addressing female genital mutilation have not been adopted and enforced across states, making prosecution difficult.</li> </ul>	<ul style="list-style-type: none"> <li>Government should encourage people to report cases of female genital mutilation.</li> <li>Community based organizations and civil societies should hold government accountable to adopt the Child Right Acts and Violence Against Persons Prohibition Act.</li> <li>Government should strengthen reporting structures and enforce laws.</li> </ul>

## Gender Based Violence

This includes physical, emotional and sexual violence such as rape.

Level	Summary Research Findings	Recommendations
Individual and Interpersonal levels	<ul style="list-style-type: none"> <li>• Lack of joint decision making and poor spousal communication.</li> <li>• Poor parental communication.</li> <li>• Myths and misconceptions around GBV.</li> <li>• Lack of reporting structures.</li> <li>• Fear of sanction by the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Educate women and men on their rights, including their rights to report cases of gender-based violence.</li> <li>• Build self-efficacy among individuals to strengthen the determination and resolve to report cases of GBV.</li> <li>• Strengthen interpersonal communication between spouses to reduce suspicion and clear doubts, which has been shown to be a driving factor in GBV.</li> <li>• All identified preferred sources of information should be leveraged on to reach a wider audience for the messages on gender-based violence.</li> </ul>
Community level	<ul style="list-style-type: none"> <li>• Myths and misconceptions around GBV</li> <li>• Social norms and cultural practices</li> <li>• No platform to provide help or report acts of violence.</li> </ul>	<ul style="list-style-type: none"> <li>• Design messages and campaign materials that addresses social norms to change the narrative</li> <li>• Empower women so their voices can be heard</li> <li>• Design messages that address social norms and stigmatization of victims of GBV.</li> </ul>
Organization and policy levels	<ul style="list-style-type: none"> <li>• Lack of system that boosts confidence of victims of violence to report.</li> <li>• CSOs not holding government accountable.</li> <li>• Lack of enforcement of these laws discouraging perpetration of violence.</li> <li>• Non domestication and poor enforcement of policies</li> <li>• Weak reporting structures</li> <li>• Weak capacity to intervene.</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen capacity of CBOs to advocate to and hold government accountable in enforcing laws that protect against GBV and to promote case reporting.</li> <li>• Encourage religious and community leaders to leverage their platforms to communicate that GBV is unacceptable.</li> <li>• Ensure strict implementation of the legal provisions of the legislation, which are meant for the protection of victims/survivors.</li> <li>• Strengthen policy domestication and enforcement.</li> </ul>

## Teenage Pregnancy

Level	Summary Research Findings	Recommendations
Individual and Interpersonal levels	<ul style="list-style-type: none"> <li>• Negative peer influence.</li> <li>• Risk taking behaviors.</li> <li>• Lack of capacity to negotiate sex.</li> <li>• Lack of access to timely, quality sex education.</li> <li>• Lack of knowledge about modern methods to prevent unplanned pregnancy.</li> <li>• Lack of parental communication.</li> </ul>	<ul style="list-style-type: none"> <li>• Teenagers should be educated and sensitized about benefits of delayed sex and for those who are sexually active, the option of modern contraception and its benefits should be emphasized.</li> <li>• Strengthen interpersonal communication between the teenagers and their parents/guardian and older family members.</li> <li>• Build self-efficacy.</li> </ul>
Community level	<ul style="list-style-type: none"> <li>• Stigmatization</li> <li>• Provider behavior bias undermining confidence to access youth friendly SRH services</li> </ul>	<ul style="list-style-type: none"> <li>• Health care workers should be trained on interpersonal communication and provision of adolescent friendly services including contraceptive options for teenagers who are sexually active.</li> <li>• Educate and encourage community members to support pregnant teenagers as this would help them better integrate into the community and help ease both the emotional and psychological stress.</li> <li>• Provide education to address cultural practices preventing young people from accessing safe SRH services.</li> <li>• Discourage the culture of shaming pregnant teenagers.</li> </ul>
Organization and policy levels	<ul style="list-style-type: none"> <li>• Lack of capacity by some CSOs/CBOs to raise awareness and advocate for improved sex education and youth friendly SRH services.</li> <li>• Non domestication of Child Rights Act across some states</li> <li>• Poor enforcement of policies and laws</li> </ul>	<ul style="list-style-type: none"> <li>• Community based organizations should advocate for the use of contraception for sexually active teenagers.</li> <li>• Government should implement policies that gives access to indigent children to attend school.</li> <li>• Polices that discourage child marriage and prosecute rapists or sexual perpetrators should be enforced.</li> </ul>



## Child Marriage

Level	Summary Research Findings	Recommendations
Individual and Interpersonal levels	<ul style="list-style-type: none"> <li>• Poverty</li> <li>• Parental attitudes</li> <li>• Religious beliefs and values.</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign messages should address parental beliefs and attitudes towards child marriage.</li> <li>• Promote girl child education.</li> </ul>
Community	<ul style="list-style-type: none"> <li>• Prevailing social norms, cultural practices and religious beliefs in the community drives child marriage</li> <li>• Inability of families who hold differing opinion to stand by their decision due to the existing norms around child marriage.</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign messages should address cultural practices and religious beliefs promoting child marriage.</li> <li>• Demystify cultural beliefs.</li> <li>• Provide information on the Child's Rights Act</li> <li>• Engage key players in the community such as religious and traditional leaders to educate the people on the negative effects of child marriage.</li> </ul>
Organization and policy levels	<ul style="list-style-type: none"> <li>• Weak capacity of CBOs/CSOs to create awareness, hold the government accountable to domesticate Child Right Act in the state.</li> <li>• Lack of government's will power to domesticate, implement and enforce Child Right Acts across all states.</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen capacity of CBOs/CSOs to create awareness, hold the government accountable to adopt Child Right Act in the state.</li> <li>• Government should improve policy implementation and enforcement for offenders. Stiffer punishment measures should be considered to serve as deterrent to offenders.</li> </ul>

# Communication Strategy

## Approach



Based on the Socio Ecological Model as the theoretical framework, this strategy builds on findings from the communication needs assessment across the four thematic areas of Female Genital Mutilation, Gender Based Violence, Teenage Pregnancy and Child Marriage.

It addresses all the complex variables of different audiences, geopolitical zones and thematic areas. The Tables detail the psychographic audience profiles relevant to different groups, and based on this, the main elements of the strategy such as the communication issues to address, constraints, benefits and key benefit, support points, actions and beliefs to promote, myths and misconceptions to address and communication objectives have been developed. Message concepts and suggested communication approaches are presented.

The national communication strategy on ending gender based violence and harmful practices against women and girls is therefore premised on a multimedia campaign approach. It will deploy interpersonal communication, indigenous and social media, creative use of TV & radio spots while also leveraging on programs or genres that are popular with specific target audiences. To foster interpersonal communication and dialogue it will use materials including posters, discussion guides, leaflets, and factsheets.

### **The shared vision agreed on by all stakeholders:**

By 2030, households, communities, religious institutions, government, and other partners are working together for societies with zero tolerance to GBV and other forms of violence against and harmful practices women and girls; thereby enabling women and girls to reach their full potential in life.

Households, communities, religious institutions, government, and other partners are working together to eliminate and record no new cases or incidences of violence against women and girls especially child marriage, teenage pregnancy, female genital mutilation, and gender-based violence in Nigeria. Community leaders and members understand the dangers and harmful effects of child marriage, teenage pregnancy, female genital mutilation, and gender-based violence on the girl and boy child; Community, and the nation at large; appreciate and value the importance of girl child education with an increase in girl child enrollment and completion rates. Adolescents and parents communicate openly on sexuality education, and young people irrespective of their marital status have access to contraceptive services.

Communities also value and respect the rights of women and girls, and no woman or girl is abused either physically, emotionally, sexually or mutilated. Stakeholders feel confident in

and trust the capacity of relevant institutions, are well informed on reporting pathways, and know the different roles they must play.

**Communication issues to address are based on the following behavioral determinants:**

### Knowledge

- Poor knowledge of laws that protect survivors and criminalize various forms of gender-based violence and harmful practices.
- Poor knowledge of where survivors can seek help.
- Low knowledge that harmful practices such as female genital mutilation (FGM) and child marriage (CM) are illegal and punishable under the laws of Nigeria.
- Poor knowledge of the short and long-term effects of various forms of violence on the survivors, families, societies and nation.
- Poor knowledge of the various improvements made by the different levels of government through various institutions, to prevent violence and harmful practices, protect the rights of survivors and their families as well as punish perpetrators.

### Attitudes/perception (social norms)

- There is lack of perceived risk of the consequences of gender-based violence (GBV) and harmful practices (HP).
- Stigmatization entrenches the culture of silence which further promotes the act of GBV & HP amongst perpetrators.
- The notion of taboo shrouding these practices have resulted in emphasizing a level of state of denial, which invariably complicates GBV & HP cases.
- Lack of correct information about these practices can be addressed by providing the correct information and encouraging change in attitudes towards GBV & HP so that social norms that militate against ending GBV & HP will be addressed.



**Social support**

- Some leaders do not have the correct knowledge and information about GBV and HP  
Leaders do not appreciate the extent of damage caused by these practices
- They are not knowledgeable about actions they can take and why they need to be prioritized.
- Leaders are not empowered to provide the necessary support, conducive environment and reassurance to parents and adult relatives on the importance of developing zero tolerance to GBV and HP.

**Self-efficacy****With the right support, survivors**

- mainly women and girls will confidently speak out and report issues of GBV and HP and be able to identify areas to access services.
- Survivors, their families, neighbors or community members will break the culture of silence and bring perpetrators out to face the law.
- Policy makers, Traditional and community leaders know they are better positioned to act against GBV & HP.

**Practice:**

- In alignment with the objectives of the communication strategy, it is hoped that all the audiences will actively promote and take actions towards ending GBV and HP.
- Community, religious and traditional leaders become end GBV and HP champions or role models.
- Survivors, families, and communities develop zero tolerance to GBV and HP whilst ensuring non complacency to GBV and HP.



## Gender Considerations

Existing gender inequalities play a major role in fueling the many forms of gender based violence and harmful practices globally and in Nigeria. Over the years, GBV and HP have been reinforced by discriminatory laws and social norms that undermine opportunities for women and girls in education, income, independence, and decision making on matters that affect them personally, as well as those that affect the family unit, communities and the nation at large. Sometimes violence against women accompanies shifting power relations within households and communities, especially when there is resentment against women who dare to move away from 'conventional' roles.

To make sustainable progress in ending GBV and HP among women and girls, it is pertinent to find creative ways of challenging the status quo while also empowering women and girls to find their voice and feel capable to act without fear of stigma or reprisal from partners/spouses, immediate and extended families and communities at large. Efforts have been made to ensure that this strategy incorporates gender transformational models and approaches that protects women and girls without putting them in harm's way (do no harm). Messages address gaps in knowledge, attitude and practice that make women and girls aware of their rights. Messages also address men and other key stakeholders, thereby facilitating a change in the perception of how women and girls are viewed and how their actions or inactions affect women and girls at individual, community, and national levels.

# Disability Inclusion

“Women with disabilities are ten times more likely to be sexually assaulted than women without disabilities and they are almost without exception denied the right to make decisions about their reproductive and sexual health, increasing their risk of unplanned pregnancy and sexually transmitted infection as well as sexual violence. Young persons with disabilities are up to four times more likely to face violence than their peers without disabilities, and are often perceived as not needing information about, or capable of making their own decisions about, their sexual and reproductive lives” (OECD. 2018)

This strategy recognizes the intersection between gender-based violence and disability, and the unique consequences that play out. The 57th Session of the Commission on the Status of Women (2013) revealed that women and girls with disabilities are often targeted because of social exclusion, limited mobility, a lack of support structures, communication barriers, and negative social perceptions. Some disability among women and girls are also as a result of gender-based violence and harmful practices.

The Discrimination Against Persons with Disabilities (Prohibition) Act, 2018 prohibits discrimination on the basis of disability and imposes sanctions on those who contravene it. The Act includes that In all situation of risk, violence, emergencies and the occurrence of natural disasters, the Government shall take all necessary steps to ensure the safety and protection of persons with disabilities taking cognizance of their peculiar vulnerability.

This national communication strategy promotes an inclusive campaign to end all forms of gender-based violence and harmful practices against women and girls in Nigeria. All messages and approaches have been intentionally developed and apply to Persons Living with Disability (PLWDs). The monitoring and evaluation framework include indicators disaggregated by age and disability to track progress and inform policy and decision making.

# Glossary of Terms in the Message Matrix

## Shared vision

A clear description or picture of the future that all stakeholders want to create. It is a future that people are willing to pay the price for.

## Communication issues to address

These are issues that only communication can address based on the following behavioral determinants: knowledge, attitudes/perception (social norms), social support, self-efficacy, practice

## Communication Channels

Communication channels are modes of transmission that enable messages to be exchanged between “senders” and “receivers.”

## Constraints

Constraints are a list of many things that keep the audience from making the desired change

## Key Constraint

This is the biggest thing keeping the audience from making the desired change

## Benefits

Benefits are a list of possible promises that the target audience can enjoy because of taking an action.

## Key Benefit

The key benefit is the main promise to the target audience, which expresses how the audience will benefit from using a product or taking an action. A promise to the priority audience must be true, accurate and of real benefit. The promise is not a product (e.g. surgical gloves). It is not an action (e.g. getting circumcised). It answers the question, “why should I do this?” Or “how will this action help me?”

## Support points

These are information that supports the key benefit. They tell the audience why they should believe that they will actually receive the promised benefit. Support points can be in the form of facts, testimonials, celebrity or opinion leader endorsements, comparisons or guarantees.

## Communication objectives

Communication Objectives are goals for messages or programs of communication. They are audience specific and address the barriers the target audience may face to reach the desired change. The communication objectives must be able to respond to the following (Know, Feel & Do):  
-What do you want the audience to Know, Feel and Do?

## Beliefs to promote

These are correct attitudes that support or enhance the action we want the target audience to exhibit.

## Actions to promote

These are correct actions that support or enhance the priority behavior we want the target audience to exhibit.

## Myths, misconceptions, and mental mind set to address

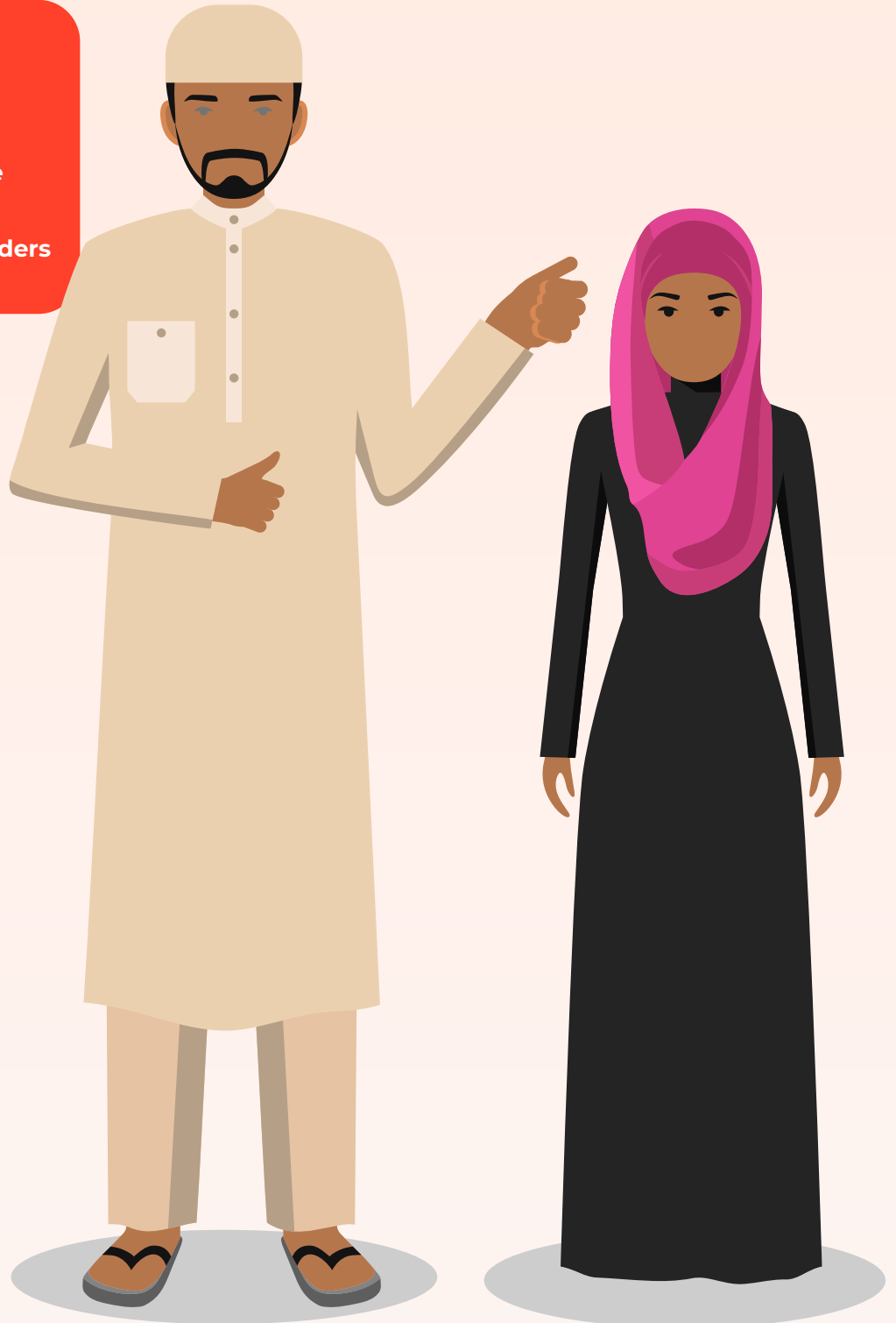
These are widespread, untrue, and erroneous stories, information or beliefs that we want to change or debunk with the correct facts.



# Target Audiences

## — for Child Marriage

- Fathers
- Mothers
- Girl Child
- Husband-to-be
- Religious/  
Traditional Leaders



**Message Matrix for Fathers**

**Child Marriage**

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• Girls are not commodities for money exchange.</li> <li>• Girls and boys should be given equal roles and opportunities at home.</li> <li>• Educating and empowering the girl child is valuable.</li> <li>• Child marriage is an offence punishable by law.</li> </ul>	<ul style="list-style-type: none"> <li>• Enroll the girl child in school up to at least senior secondary school level.</li> <li>• Retention of the girl child in school up to at least the senior secondary school level</li> <li>• Completion of girl child education up to the senior secondary level</li> <li>• Do not support girl child marriage.</li> <li>• Equal opportunities to be given to both boys and girls. (There should be no boy child preference)</li> </ul>	<ul style="list-style-type: none"> <li>• Early marriage is the key to preventing sex before marriage or early sexual debut.</li> <li>• Boys are superior to girls.</li> <li>• Girls' opinions and decision do not matter.</li> <li>• Girl education is a waste of resources, her true value is in her matrimonial home.</li> <li>• Being educated will prevent the girl child from finding a suitor to marry.</li> <li>• A girl's true value is dependent on her marital status</li> <li>• The girl-child is a source to enrich the family economically when given to a wealthy man in marriage.</li> <li>• Some religions recognize and promote girl child marriage.</li> <li>• The girl child will have a better life and reduce the burden on the father once she's married off.</li> </ul>

## Child Marriage

## Communication objectives

**Know:**

- Increase the proportion of fathers who know the dangers of child marriage.
- Increase the proportion of fathers who know the importance of girl child education, empowerment, and its benefits.
- Increase the proportion of fathers who know that the girl child should be given equal opportunities as the boy child.
- Increase the proportion of fathers who know that girl child education and empowerment is prescribed and promoted by religion.
- Increase the proportion of fathers who know that child marriage is an offence punishable under the law.

**Attitude/Feeling:**

- Increase the proportion of fathers who believe that girl child education is not a waste, and it is beneficial to the immediate family, community, and society at large.
- Increase the proportion of fathers who believe that they can be punished under the law if they marry off their daughters before they have completed the basic education cycles (Primary, JSS and SSS) and are up to 18 years of age.
- Increase the proportion of fathers, who believe that child marriage is detrimental to the health and survival/quality of life of the girl child.

**Practice:**

- Increase the proportion of fathers who enroll their girl child in school.
- Increase the proportion of fathers who encourage and advocate for girl-child education.
- Increase the proportion of fathers who delay marrying off their daughters until they are 18 years of age and above.
- Increase the proportion of fathers whose girl child enroll, remain in, and at least complete their secondary education.

**Communication Issues to Address**

- Illiteracy
- Ignorance
- Culture
- Poverty
- Arranged marriage.
- Gender inequality (male child preference)
- Social norms/ myths (religious and social).

**Constraints**

- Illiteracy
- Poverty
- Culture
- Ignorance
- Religious and traditional beliefs
- Low value of the girl child
- Greed/Selfishness
- Fear of child promiscuity
- Strong desire to train male children.

**Key Constrains**

- Culture
- Religious and traditional beliefs
- Economic factor (poverty)
- Illiteracy

## Child Marriage

**Benefits**

- **Assurance of peace of mind, a colourful and a beautiful old age** -When the girl child is allowed to complete her education, she is empowered to earn a living and support the family financially, thereby taking away his fear and worries of not having enough to meet his needs in his old age.
- **Prestige and respect in the community**-When a father has daughters that are well educated and/or empowered, he has prestige and is respected within the community. He is looked up to as a role model and champion against child marriage.

**Key Benefit**

- **Assurance of peace of mind, a colourful and a beautiful old age** -When the girl child is allowed to complete her education, she is empowered to earn a living and support the family financially, thereby taking away her father's fear and worries of not having enough to meet his needs in his old age.

**Support Points**

- The Child Right Law in Nigeria provides for a 5-year jail term and/or five hundred-thousand-naira (N500,000.) fine for offenders.
- State and Federal governments are now more committed and interested in ending child marriage. Funds are made available to build the capacities of relevant institutions to investigate, prosecute cases of child marriage, and protect the girl child.
- Government policies provide for free basic education especially for the girl child. In addition, NGOs and INGOs are involved in offering free education for the girl-child.
- School feeding program provided by the government.
- Government and communities have adapted the use of whistle blowers within states and communities, through Community Based Organizations/Community Volunteers.
- There are available training opportunities from CSOs to develop parenting skills, availability of household empowerment programmes and incentives from individuals, organizations, and government agencies.
- Endorsements by gate keepers.



## Child Marriage

**Messages**

- Fathers, be bold to speak the truth and stand up for the rights of girls.
- Fathers, there is no reason, there is no excuse, child marriage is child abuse.
- Fathers, say NO to child marriage because it can lead to death.
- Fathers it is time for action, stop child marriage now!!
- Fathers, child marriage is a losing game, STOP it!!
- Fathers, childhood is not for motherhood, STOP child marriage.
- Fathers, empower your daughters and end child marriage.
- I will empower girls and end child marriage. Will you?
- Let a child be a child, STOP child marriage.
- Fathers do not support girl child marriage, support girl child education and empowerment,
- Stop girl child marriage now! She can be as useful and successful as the boy child.
- Stop girl child marriage now! It ends her childhood process, truncates her education; minimizes her economic opportunities and increases health challenges and domestic violence.
- Educate the girl-child today and secure her future. Say 'NO' to girl-child marriage.
- Let girls be girls, say no to child marriage.
- Your girl-child can rule the world, do not trade her future for today's pleasure! Educate the girl-child.
- Stop girl-child marriage, the dangers outweigh the gain.
- Your girl-child is valuable, she can rule the world! Don't marry her off at an early age! Educate her and she will contribute to nation building.
- Train a girl child and you train a nation.
- Dangers of girl-child marriage outweighs the gain; stop it now!
- Girl-Child marriage is dangerous. Stop it now.
- A girl-child is an asset! Do not marry her off! STOP child marriage.

## Message Matrix for Mothers

### Child Marriage

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Girls are not commodities for money exchange.</li> <li>Girls and boys should be given equal roles and opportunities at home.</li> <li>Educating and empowering the girl child is valuable investment to the family, community, and society.</li> <li>Educating the girl child will have a</li> <li>Positive influence on the child's</li> <li>Life, and she will be protected from health challenges and all forms of GBV</li> <li>That child marriage is an offence punishable by law – and everyone promoting it will be punished.</li> <li>Girl child education and empowerment promotes active participation in nation building.</li> <li>The Girl child should be involved in decision making in matters that affect /relate to them directly.</li> <li>Child marriage is an offence punishable by law.</li> </ul>	<ul style="list-style-type: none"> <li>Stand firm against child marriage.</li> <li>Enroll the girl child in school up to at least senior secondary school level.</li> <li>Retention of the girl child in school up to the senior secondary school level</li> <li>Completion of girl child education up to the senior secondary level</li> <li>Do not support girl child marriage.</li> <li>Equal opportunities to be given to both boys and girls. (There should be no boy child preference)</li> </ul>	<ul style="list-style-type: none"> <li>Girls' opinions and decision do not matter.</li> <li>Girl child education is a waste, her true value is in her matrimonial home.</li> <li>A girl's place is in her matrimonial home where she raises children of her own.</li> <li>Early marriage is the key to preventing sex before marriage or early sexual debut.</li> <li>Boys are superior to girls.</li> <li>Being educated will prevent the girl child to find a suitable suitor to marry.</li> <li>Having children earlier is better than later.</li> <li>Some religion recognize and promotes girl child marriage.</li> <li>The girl child will have a better life once she's married</li> </ul>

## Child Marriage

## Communication objectives

**Know:**

- Increase the proportion of mothers who know the risk and health challenges involved in child marriage.
- Increase the proportion of mothers who know the benefit of girl child education and empowerment.
- Increase the proportion of mothers who know that boys and girls should be given equal opportunities to enable them attain their full potentials.
- Increase the proportion of mothers who know that girl child education and empowerment is prescribed and promoted by religion.
- Increase the proportion of mothers who know that child marriage is an offence punishable under the law.

**Attitude/Feeling:**

- Increase in the proportion of mothers who believe that they can be punished under the law for marrying off their daughters before completion of basic education (Primary, JSS and SSS) and are 18 years of age.
- Increase the proportion of mothers, who believe that girl child marriage is detrimental to the health and survival/quality of life of the girl.

**Practice:**

- Increase in the proportion of mothers who enroll, retain, and ensure their girl child completes her basic education.
- Increase the proportion of mothers who delay marrying off their daughters before they are 18 years old, by empowering and encouraging them to gain valuable skills.
- Increase the proportion of mothers who encourage and advocate for girl-child education.

**Communication Issues to address**

- Illiteracy/low level of education
- Ignorance
- Culture
- Religious and social/peer pressure
- Gender inequality

**Constraints.**

- Culture
- Illiteracy
- Poverty
- Ignorance
- Religious and traditional beliefs
- Low value of the girl child
- Greed/selfishness

**Key Constraint**

- Poverty

## Child Marriage

### Benefits

- Assurance of peace of mind, a colourful and a beautiful old age, prestige and respect in the community.
- Satisfaction that the daughter is healthy and safe.
- Fulfilled and satisfied that her girl child's life is safe

### Key Benefit

- Prestige and respect in the community as she becomes a role model

### Support Points

- The Child Right Law in Nigeria provides for a 5-year jail term and/or five hundred -thousand -naira (N500,000) fine for offenders
- State and Federal governments are now more committed and interested in ending child marriage. Funds are made available to build the capacities of relevant institutions to investigate, prosecute cases of child marriage, and protect the girl child -
- Government policies provide for free basic education especially for the girl child. In addition, NGOs and INGOs are involved in offering free education for the girl-child.
- School feeding program provided by the government
- Government and communities have adapted the use of whistle blowers within states and communities through Community Based Organizations/Community Volunteers.
- There are available training opportunities from CSOs to develop parenting skills, availability of household empowerment programs and incentives from individuals, organizations, and government agencies
- Endorsements by gate keepers.



## Child Marriage

**Messages**

- Mothers, say no to child marriage.
- Mothers, be bold to speak the truth and stand up for the rights of girls.
- Mothers, there is no reason, there is no excuse, child marriage is child abuse
- Mothers, say NO to child marriage because it can lead to death.
- Mothers it is time for action, stop child marriage now!!
- Mothers, child marriage is a losing game, stop it!!
- Mothers, childhood is not for motherhood, STOP child marriage.
- Mothers, empower your daughters and end child marriage
- Let a child be a child, stop child marriage
- Do not support girl child marriage, support girl child education and empowerment,
- Say NO to child marriage because it can lead to death
- Girl child education is a right not a privilege
- Do not support girl child marriage, support girl child education and empowerment,
- Stop girl child marriage now! She can be as useful and successful as the boy child.
- Stop girl child marriage now! It ends her childhood process, truncates her education; minimizes her economic opportunities and increases health challenges and domestic violence.
- Educate the girl-child today and secure her future. Say 'NO' to girl-child marriage.
- Your girl-child can rule the world, do not trade her future for today's pleasure! Educate the girl-child.
- Stop girl-child marriage, the dangers outweigh the gain
- Your girl-child is valuable! Don't marry her off at an early age! Educate her and she will contribute to nation building.
- Train a girl child and you train a nation.
- Focus on the importance of girl child education

## Message Matrix for the Girl Child

### Child Marriage

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• The girl child deserves education before marriage</li> <li>• The girl child below 18 years old is a child not a bride.</li> <li>• The girl child is as valuable as the boy child if given the same opportunity of support and care</li> <li>• Delaying the age of marriage to above 18 years helps to reduce the mortality rate of mother and child</li> <li>• Girl-child marriage is not an escape route from poverty, instead it can further deepen poverty levels</li> <li>• The dangers around girl-child marriage outweigh its benefits.</li> </ul>	<ul style="list-style-type: none"> <li>• Attend school and complete education up to at least the secondary school level.</li> <li>• The girl child should be empowered economically by getting an education and learning a skill or a trade.</li> <li>• Advocate for girl-child education and elimination of girl-child marriage.</li> <li>• The girl child should know that she has a right to be educated.</li> </ul>	<ul style="list-style-type: none"> <li>• Boys are better than girls.</li> <li>• Girls are meant to be in the kitchen.</li> <li>• Girls' greatest achievement is to be in their husband's house.</li> <li>• Education will not allow the girl child to find a man to marry.</li> <li>• Marrying very early reduces the pain/stress of childbearing</li> <li>• Marriage is an escape route from poverty</li> <li>• An academically poor performing girl-child believes that marriage would relieve her of the burden of education, and it is also a better option for her.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of girl child that know the value of being educated before marriage.
- Increase the proportion of girl child who know the disadvantages and consequences of child marriage.
- Increase the proportion of girl child who know their right to be educated.

#### Attitude/Feeling:

- Increase the proportion of girl child that feel that completion of basic education is important for their prospects
- Increase the proportion of girl child who believe they are valuable as a girl child
- Increase the proportion of girl child who believe that their getting an education yields positive outcomes.
- Increase the proportion of girl child who believe that girl child marriage is detrimental to their health and quality of life.
- Increase the proportion of girl child who believe they can attain any level in life.

#### Practice:

- Increase the proportion of girl child who enrol, remain in school, and complete their basic education.
- Increase the proportion of girl child who delay marriage till they complete secondary education or are 18 years and above.
- Increase proportion of girl child (including survivors) who advocate against girl-child marriage and promote girl child education.

## Child Marriage

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>Religious and traditional beliefs - patriarchy and gender inequality</li> <li>Low access to modern communication channels</li> <li>Peer pressure</li> <li>Ignorance</li> <li>Social norms like arranged marriage</li> </ul>	<p><b>Constraints.</b></p> <ul style="list-style-type: none"> <li>Poverty</li> <li>Poor academic performance</li> <li>Religious and traditional beliefs</li> <li>Lack of education/ illiteracy</li> <li>Low parental support for girl child education</li> <li>Death of one or both parents</li> <li>Peer pressure</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>Religious and traditional beliefs</li> <li>Low parental support for girl child education</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>Opportunities to reach her full potential and achieve her dreams</li> <li>Completing education and delaying marriage till 18 years and above can reduce the chances of suffering from Vesicovaginal fistula (VVF), STDs and death from pregnancy related causes (maternal mortality)</li> <li>With education and/or skills, the girl-child can be economically empowered and independent and will add value to the family</li> <li>The girl-child will become aware of her rights as an individual and as a female legally and spiritually/religiously.</li> <li>Education and economic empowerment increase the girl-child's chance of being socially viable and involved in decision making that affects her, her family and the community</li> <li>Girl child education makes her fulfilled and prepares her to take on future responsibilities.</li> <li>Increased chances of survival from maternal related causes if the girl child is educated/empowered and mature (18 and above) before she gets married.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>The girl child reaches her full potential, is economically empowered, and achieves her dreams.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>Available school feeding programs</li> <li>Free education at basic level</li> <li>Child marriage is a crime that is punishable by the law</li> <li>Stories from survivors</li> <li>Endorsements by gate keepers.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>I am a girl child, do not make me a child bride</li> <li>You are a child not a bride, education is the key to success.</li> <li>Shun early marriage. Protect your future!</li> <li>Early marriage destroys your future; shun it and get educated!</li> <li>Aspire to become! You can be that great woman you dream to be. Say no to early marriage!</li> <li>Say 'NO' to early marriage. Live your dreams!</li> </ul>		

## Message Matrix for the Husband-to-be/Suitor

### Child Marriage

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• An educated and empowered mature wife is more beneficial than an uneducated and unskillful child</li> <li>• A girl child's education is a basic right not a privilege</li> <li>• An educated and empowered woman is equally submissive and supportive</li> <li>• Mature, educated, and empowered women add value to their families</li> <li>• It is an offence and against the law to marry a girl child.</li> </ul>	<ul style="list-style-type: none"> <li>• Marry only women that have completed at least secondary education and are above 18 years old</li> <li>• Stop girl child marriage</li> </ul>	<ul style="list-style-type: none"> <li>• Early marriage prevents sex before marriage.</li> <li>• Boys are superior to girls.</li> <li>• Girl child's decision does not matter.</li> <li>• Educating the girl-child is a waste</li> <li>• An educated and mature wife will be difficult to control.</li> </ul>

### Communication objectives

#### Know

- Increase the proportion of men that know it is a crime to marry a child
- Increase the proportion of men that know that child marriage is punishable by the law
- Increase the proportion of men that know the disadvantages and consequences of child marriage.
- Increase the proportion of men that know the value of the girl child and the importance of educating her.

#### Attitude/Feeling

- Increase the proportion of men that believe in the value of the girl child, her education, and its benefits.
- Increase the proportion of men who believe that girl child marriage is detrimental to her health and quality of life.
- Increase the percentage of men that believe that marrying a girl child will reduce the chances of proper upbringing of his children (because of she is a child and not educated or empowered.)

#### Practice

- Increase the proportion of men that marry only women that have completed at least secondary education and are 18 years and above.
- Increase the proportion of men who promote girl child education.
- Increase the proportion of men who discourage and advocate against child marriage

## Child Marriage

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Culture and tradition</li> <li>· Social norms like arranged marriage</li> <li>· Gender inequality</li> <li>· Ignorance</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Traditional beliefs</li> <li>· Lack of education/ illiteracy</li> <li>· Ignorance/low level of awareness on the danger of girl child marriage.</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Ignorance (low level of awareness on the danger of girl child marriage)</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· Escape the extra burden that an uneducated and girl child wife would bring to him.</li> <li>· Increase the chances of proper upbringing of his children because of having an empowered and educated wife.</li> <li>· Healthy wife and children.</li> <li>· Reduced economic burden due to the support of an educated and empowered wife.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· You will be respected, and your wife and children will be healthy</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Child Rights Laws and Protection- criminalizes marriage or sexual intercourse with a child (under 18)</li> <li>· Female education board – focuses on the education of the girl child to enable her to attain her full potential</li> <li>· Availability of drop-in centres.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Child Marriage is an offence- STOP IT.</li> <li>· She is a child not a bride, STOP child marriage.</li> <li>· Child marriage robs girls of their childhood. STOP girl child marriage.</li> <li>· Do not rob her of her childhood, say no to child marriage.</li> <li>· Imagine she is your daughter! Say NO to girl-child marriage.</li> <li>· She is a child. Do not marry a child.</li> </ul>		



## Message Matrix for the Religious/Traditional Leader

### Child Marriage

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• No to child marriage - you will be prosecuted if you marry a child</li> <li>• Religion endorses girl child education and empowerment.</li> <li>• Girls and boys should be given equal roles/ treatment in the home, community and religious places.</li> <li>• Girls have the capacity to contribute to building communities and nations if only they are empowered.</li> <li>• An educated and empowered matured wife is better than an uneducated and/or unskillful wife.</li> <li>• Girl child education is a right not a privilege.</li> <li>• An educated and empowered woman is equally submissive and supportive</li> <li>• Mature, educated, and empowered women add value to the family</li> </ul>	<ul style="list-style-type: none"> <li>• Say no to child marriage, it is an offence.</li> <li>• Support enrollment, retention, and completion of girl child education.</li> <li>• Support delaying the age of marriage (till 18 and above after a girl has completed her secondary education).</li> <li>• Advocate against child marriage.</li> <li>• Enforcement of the law against abuse of the girl child's rights</li> <li>• Endorse girl child education and empowerment.</li> </ul>	<ul style="list-style-type: none"> <li>• Early marriage prevents sex before marriage.</li> <li>• Boys are superior to girls.</li> <li>• A girl child's decision does not matter.</li> <li>• Educating a girl child is a waste</li> <li>• An educated and mature wife will be difficult to control.</li> <li>• Religion does not support formal/school education for the girl child.</li> </ul>

## Child Marriage

## Communication objectives

**Know:**

- Increase the proportion of religious/traditional leader who know the importance and benefits of preventing child marriage.
- Increase the proportion of religious/traditional leaders who know the disadvantages/ risk and other health challenges of girl child marriage
- Increase the proportion of religious/traditional leaders who know that girl child marriage is punishable under the law.

**Attitude/Feeling:**

- Increase the proportion of religious/traditional leaders who believe in the value and prospects of girl child education.
- Increase the proportion of religious/traditional leaders who believe in delaying girl child marriage through empowerment in vocational/ life skills training to reach 18 years and above.
- Increase the proportion of religious/traditional leaders who believe that child marriage is detrimental to the girl child's health and future.
- Increase the proportion of Religious and Traditional leaders who believe that supporting girl child marriage is punishable under the law.

**Practice:**

- Increase the proportion of religious/traditional leaders who promote girl child enrolment, retention, and completion of girl child education to secondary school level.
- Increase the proportion of religious/traditional leaders who promote delay in marriage of the girl child through acquiring vocational skills and training to reach 18 years and above.
- Increase the proportion of religious/traditional leaders who support government and other relevant stakeholders in identifying and reporting offenders of child marriage for appropriate action.
- Increase the proportion of religious/traditional leaders who report offenders of child marriage to the necessary authorities

**Communication Issues to Address**

- Culture
- Religious beliefs

**Constraints**

- Fear of violating the culture of the community.
- Religious beliefs

**Key Constraint**

- Fear of violating the culture of the community.
- Religious beliefs

## Child Marriage

### Benefits

- Increased chances of a healthier, happier, and more viable community with educated and empowered girls and women who delay marriage till they are 18 and above after completing their secondary school education.
- Reduced risk of security threats within the community as children are properly brought up and taken care of with reduced chances of crime and substance abuse.
- Recognition and respect within and outside his community as a leader of a socially and economically viable community.

### Key Benefit

- Recognition and respect within and outside the community as a leader of a socially and economically viable community.

### Support Points

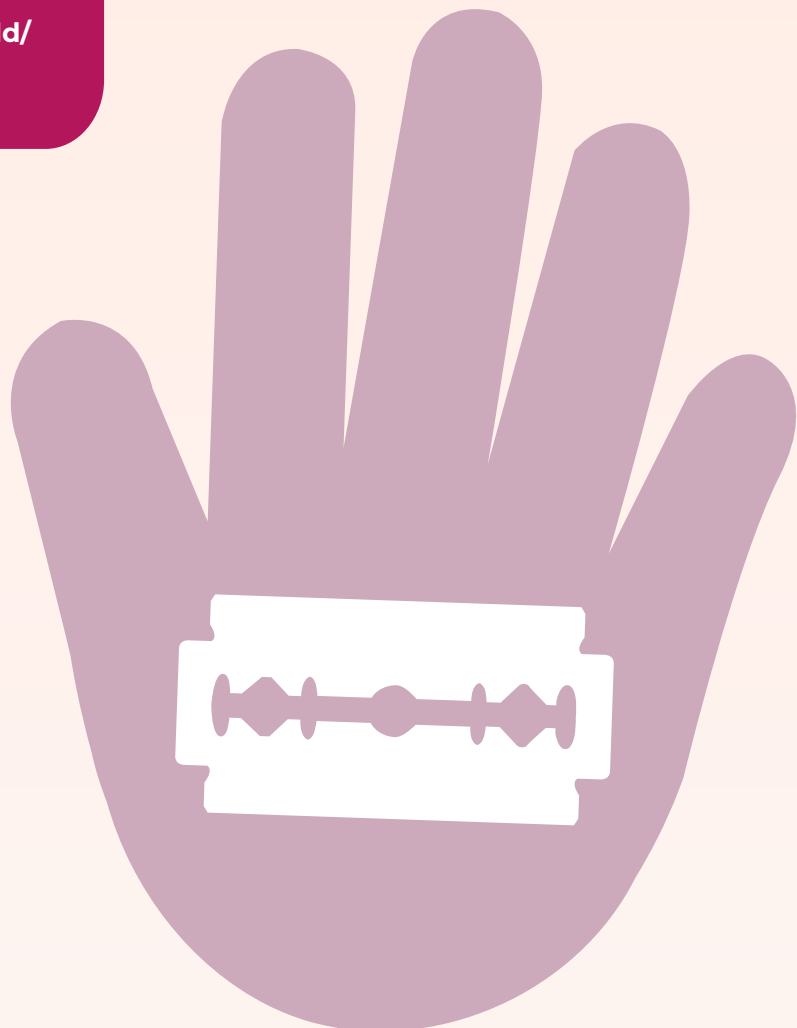
- Government policy for free and compulsory basic education.
- Available school feeding program.
- Laws that criminalize child marriage and sexual intercourse with a minor (anyone under 18 years of age).
- Commitment of NGOs/ CBOs to support girl child education.
- Existence of functional School Based Management Committees (SBMCs).

### Messages

- Traditional leaders, say no to child marriage.
- Traditional leaders, be bold to speak the truth and stand up for the rights of girls.
- Traditional leaders, there is no reason, there is no excuse, child marriage is child abuse.
- Traditional leaders, say NO to child marriage because it can lead to death, STOP child marriage.
- Traditional leaders it is time for action, stop child marriage now!!
- Traditional leaders, child marriage is a losing game, STOP it!!
- Traditional leaders, childhood is not for motherhood, STOP child marriage.
- Traditional leaders, promote girl child empowerment and end child marriage.
- Traditional leaders, a girl-child is an asset! Speak out against child marriage.
- Traditional leaders support girl child education and empowerment, do not support girl child marriage.
- To educate a girl child is to educate a nation.

# Target Audiences for Female Genital Mutilation (FGM)

- Mother
- Father
- Grandmother/  
mother-in-law
- Traditional Birth  
Attendant (TBA)
- Local Barber
- Survivor – girl child/  
older female



**Message Matrix for the Mother**

**Female Genital Mutilation (FGM)**

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• FGM reduces the self esteem of women and girls.</li> <li>• Female Genital Mutilation does not stop promiscuity. Being promiscuous depends on the character of the individual involved; a man or woman could be promiscuous.</li> <li>• During delivery, babies do not die when their head touches the clitoris that has not been mutilated.</li> <li>• FGM does not beautify women and girls, instead it harms them.</li> <li>• FGM is a harmful traditional practice that can lead to death because of excess bleeding and infection</li> <li>• FGM does not have any health benefit even if performed by medical personnel</li> <li>• FGM is not an evidence of adulthood/womanhood</li> <li>• Women and girls who undergo FGM suffer from obstructed labor during childbirth which can lead to the death of the baby and mother.</li> </ul>	<ul style="list-style-type: none"> <li>• Speak out against FGM to other women and mothers and let them know it is dangerous.</li> <li>• Protect female children from undergoing FGM.</li> <li>• Educate girls on their rights to decide what happens to their body.</li> <li>• Report threats or cases of FGM to the Police, State Ministry of Women Affairs, State Ministry of Justice, Non- Governmental Organizations and Civil Society Organizations, like International Federation of Women Lawyers (FIDA), etc.</li> </ul>	<ul style="list-style-type: none"> <li>• If the head of a baby touches the clitoris during delivery, the baby will die.</li> <li>• Without FGM a girl child will not be seen as a real/ full fledged woman</li> <li>• If a girl or a woman does not undergo mutilation, she becomes promiscuous</li> <li>• Mutilation of girls and women is necessary for beautification before marriage.</li> <li>• FGM will guarantee a rich/ good husband for my child.</li> </ul>



## Female Genital Mutilation (FGM)

## Communication objectives

**Know**

- Increase proportion of mothers who know the dangers of FGM.
- Increase proportion of mothers who know the benefits of not cutting/massaging girls and women.
- Increase proportion of mothers who know that FGM is illegal.
- Increase proportion of mothers who know that there are civil society organizations and non-governmental organizations that protect the rights of women and girls.

**Attitude/Feeling**

- Increase proportion of mothers who believe that female genital mutilation affects girls and women negatively.
- Increase the proportion of mothers who trust that government institutions, agencies and laws protect the reproductive rights of women and girls against FGM.
- Increase proportion of mothers who do not believe in myths and misconceptions about FGM.
- Increase the number of mothers who believe that they can prevent their children from being mutilated.

**Practice**

- Increase proportion of mothers who speak against FGM.
- Increase the proportion of mothers who do not condone or carry out FGM.
- Increase proportion of mothers who advocate against FGM.
- Increase proportion of mothers who refuse to subject their daughters to FGM.
- Increase proportion of mothers who report or seek help to protect their girls from undergoing FGM.

**Communication Issues to Address**

- Culture and tradition
- Family norms
- Ignorance
- Poor implementation of existing laws.
- Acceptance or belief in the act of FGM
- Gender discrimination
- Myths and Misconception such as: the belief that a girl cannot get married without undergoing FGM, FGM is a rite of passage, FGM reduces sexual urge of girls and prevents promiscuity.

**Constraints**

- Culture and tradition
- Myths and Misconception
- Ignorance
- Family norms
- Stigma
- Culture of silence
- Lack of reporting channels

**Key Constraints**

- Culture of silence
- Lack of reporting channels

## Female Genital Mutilation (FGM)

### Benefits

- Parents are fulfilled, honored, and respected as advocates against FGM.
- Healthier life for her daughters free from complications related to pregnancy and childbirth because of FGM, diseases and other infections like HIV/AIDS.
- Increased chances of survival and better health for her daughter and her grandchildren.
- Promotion of sexual reproductive health and rights of women and girls.
- Parents will have healthy children who do not have FGM related illnesses; thereby avoiding medical expenses.
- Parents will enjoy their children, as they will grow into healthy adults who will take care of them in their old age
- Parents will not lose their children by death which may occur due to serious bleeding.

### Key Benefit

- As an advocate against FGM, you are fulfilled, honored, and respected.

### Support Points

- Availability and enforcement of existing laws by government that criminalize FGM against children and adults - Child Rights Act 2003, the Violence Against Persons Prohibition Act, 2015, Law across states as well as the provisions of the Administrative of Criminal Justice, Act Adamawa [ACJA as amended 2018]
- Availability of the gender policy that protects women and girls.
- Availability of Civil Society Organizations/ NGOs, women support groups who promote and protect the sexual and reproductive rights of women and girls, provide empowerment through skill acquisition programs, and prosecute violations of such rights e.g., International Federation of Women Lawyer (FIDA), Women's Rights Advancement and Protection Alternative (WRAPA), Girls Power initiative.
- Stories of other survivors on the impact of FGM

### Messages

- Mothers, End Female Genital Mutilation now!
- Mothers, STOP Female Genital Mutilation, it is a violation against human rights.
- Mothers, Speak up against Female Genital Mutilation, your voice counts!
- Mothers, you destroy womanhood by circumcising the girl child!
- I am so proud of myself; I didn't carry out Female Genital Mutilation on my daughter.
- Female Genital Mutilation is child abuse, say NO to it!
- I will empower girls, I will end FGM, will you?
- Be the mother who ends Female Genital Mutilation in your family.
- Stop Female Genital Mutilation, stop female circumcision, it is harmful and can lead to death!
- Female Genital Mutilation has absolutely no Benefit!
- The fact that you experienced FGM does not mean your daughter should. Stop FGM now!

## Message Matrix for the Father

### Female Genital Mutilation (FGM)

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• The girl child should be valued and protected like the boy child.</li> <li>• During delivery babies do not die when their head touches the clitoris that has not been mutilated.</li> <li>• Female Genital Mutilation does not stop promiscuity. Being promiscuous depends on the character of the individual involved; a man or woman could be promiscuous.</li> <li>• FGM does not beautify women and girls but rather harms them</li> <li>• FGM is a harmful traditional practice that can lead to death due to excess bleeding and infection.</li> <li>• FGM does not have any health benefit even if performed by medical personnel.</li> <li>• FGM is not an evidence of adulthood/womanhood</li> <li>• Women and girls who undergo FGM suffer from obstructed labor during childbirth which can lead to the death of the baby and mother.</li> </ul>	<ul style="list-style-type: none"> <li>• Stop FGM, protect the girl child from undergoing FGM</li> <li>• Speak out against FGM.</li> <li>• Report all perpetrators and cases of FGM to the police or call the toll-free lines</li> <li>• Support institutions working to end FGM</li> </ul>	<ul style="list-style-type: none"> <li>• FGM will eliminate the chances of promiscuity among women</li> <li>• Without FGM a girl child will not be seen as a woman</li> <li>• Mutilation of girls and women is necessary for beautification before marriage.</li> <li>• FGM will guarantee a rich/good husband for my child</li> <li>• FGM is a traditional culture to uphold and protect</li> <li>• FGM preserves chastity, purification, family honour, hygiene, and aesthetic</li> </ul>

**Female Genital Mutilation (FGM)**

**Communication objectives**

**Know:**

- Increase the proportion of fathers who know the dangers of FGM.
- Increase the proportion of fathers who know that FGM is illegal and a crime.
- Increase the proportion of fathers who know what to do and where to report or seek help against FGM.

**Attitude/Feeling**

- Increase the proportion of fathers who believe that FGM is a crime and punishable by the law.
- Increase proportion of fathers who believe that FGM affects girls and women negatively.
- Increase the proportion of fathers who trust that government institutions, agencies and laws protect the reproductive rights of women and girls against FGM.
- Increase proportion of fathers who do not believe in myths and misconceptions about FGM.
- Increase the proportion of fathers who believe that they can prevent their children from undergoing FGM.

**Practice**

- Increase proportion of fathers who advocate and speak against FGM.
- Increase proportion of fathers who refuse to subject their daughters to FGM.
- Increase proportion of fathers who report or seek help to protect their girls from undergoing FGM.

**Communication Issues to Address**

- Culture and tradition
- Gender inequality
- Spousal Communication

**Constraints**

- Culture and tradition
- Myths
- Beliefs [fear of promiscuity, rite of passage]
- Culture of silence
- Lack of reporting channels

**Key Constraint**

- Culture and tradition

**Benefits**

- You are highly respected and regarded as a role model who stands against FGM and speaks out against FGM.
- Increased chances of survival of your daughter as FGM can lead to death from complications of excessive bleeding and infection.
- Increased chances of safety and survival of daughter and baby from pregnancy related complications and delivery

**Key Benefit**

- You are highly respected and regarded as a role model who stands against FGM and speaks out against FGM.

**Support Points**

- Availability of laws that criminalize/prohibit FGM -e.g. the VAPP Act
- Availability of resources and support or protection by the Ministry of Health, Ministry of Women Affairs, NGOs/ CSOs etc.
- Stories and testimonials of survivors on the impact of FGM.

## Female Genital Mutilation (FGM)

### Messages

- Fathers, STOP Female Genital Mutilation, STOP female circumcision, it is harmful and can lead to death!
- Fathers, End Female Circumcision now!
- Fathers, End Female Genital Mutilation now!
- Fathers, STOP Female Genital Mutilation, it is a violation against human rights.
- Fathers, Speak up against Female Genital Mutilation, your voice counts!
- Fathers, you destroy womanhood by circumcising the girl child, STOP FGM!
- Fathers, speak up against Female Genital Mutilation, your voice counts!
- Be the father who ends Female Genital Mutilation in your family.
- Fathers say NO to Female Genital Mutilation, it is child abuse!
- Stop Female Genital Mutilation, STOP female circumcision it is harmful and can lead to death!
- End Female Genital Mutilation now!
- You destroy womanhood by circumcising the girl child!
- I am so proud of myself; I didn't carry out Female Genital Mutilation on my daughter.
- I will empower girls, I will end FGM. Will you?
- Female Genital Mutilation has absolutely no Benefits! STOP it!!



**Female Genital Mutilation (FGM)**

**Message Matrix for the Grand Mothers/Mothers-in-Law**

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• During delivery, babies do not die when their head touches the clitoris that has not been mutilated.</li> <li>• Female Genital Mutilation does not stop promiscuity. Being promiscuous depends on the character of the individual involved; a man or woman could be promiscuous.</li> <li>• FGM does not beautify women and girls but rather harms them.</li> <li>• FGM is a harmful traditional practice that can lead to death because of excess bleeding and infection</li> <li>• FGM does not have any health benefit even if performed by medical personnel.</li> <li>• Female Genital mutilation is not an evidence of adulthood/womanhood</li> <li>• Women and girls who undergo FGM suffer from obstructed labor during childbirth which can lead to the death of the baby and mother.</li> </ul>	<ul style="list-style-type: none"> <li>• Speak out and advocate against FGM</li> <li>• Report all perpetrators of FGM to the police or call the toll-free lines.</li> <li>• Support institutions working to end FGM</li> <li>• Stop FGM and protect the girl child from undergoing FGM</li> </ul>	<ul style="list-style-type: none"> <li>• When the head of the baby touches the clitoris during delivery, the baby will die.</li> <li>• FGM will reduce the promiscuity in women.</li> <li>• Without undergoing FGM a girl child will not be regarded as a woman</li> <li>• A woman who does not undergo mutilation, becomes promiscuous.</li> <li>• Mutilation of girls and women is necessary for beautification and acceptance before marriage.</li> <li>• FGM will guarantee a rich/ good husband for my child</li> </ul>

## Female Genital Mutilation (FGM)

## Communication objectives

**Know:**

- Increase proportion of grandmothers and mothers-in-law who know the dangers of female genital mutilation.
- Increase proportion of grandmothers and mothers-in-law who know that FGM is illegal.
- Increase proportion of grandmothers and mothers-in-law who know that there are civil society organizations and non-governmental organizations that protect the rights of women and girls.

**Attitude/Feeling**

- Increase proportion of grandmothers and mothers-in-law who believe that FGM affects girls and women negatively.
- Increase the proportion of grandmothers and mothers-in-laws who believe and trust that government institutions, agencies and laws protect the reproductive rights of women and girls against FGM
- Increase proportion of grandmothers and mothers-in-law who do not believe in myths and misconceptions about FGM.
- Increase the number of grandmothers and mothers-in-law who believe that they can prevent their children from being mutilated.

**Practice**

- Increase proportion of grandmothers and mothers-in-law who advocate against FGM.
- Increase proportion of grandmothers and mothers-in-law who refuse to subject their daughters to FGM.
- Increase proportion of grandmothers and mothers-in-law who report or seek help to protect their girls from undergoing FGM.

**Communication Issues to Address**

- Traditional beliefs
- Prevent promiscuity (beliefs)
- Myths and misconceptions

**Constraints**

- Ignorance
- Poverty
- Culture and tradition
- Male prejudice
- Perceived benefits

**Key Constraint**

- Culture and tradition

**Benefits**

- You are highly respected and regarded as a role model who stands against and speaks out against FGM.
- Your daughter/daughter in law / granddaughter, stands to live a healthier life free from pregnancy & childbirth related complications due to FGM, diseases and other infections like HIV/AIDS.
- Increased chances of better health and survival for your daughter and grand children.
- Decrease in infections and death of girls or women due to FGM.

**Key Benefit**

- You are highly respected and regarded as a role model who stands against FGM and speaks out against FGM.

**Support Points**

- Availability of laws that criminalize/prohibit FGM e.g. VAPP Act
- Availability of resources and support from the Ministry of Health, Ministry of Women Affairs, NGOs/CSOs etc.
- Stories and testimonials of other survivors on the impact of FGM
- Availability of civil society organizations/NGOs, women support groups who promote and protect the sexual and reproductive rights of women and girls, provide empowerment through skill acquisition programs, and prosecute violations of such rights

## Female Genital Mutilation (FGM)

**Messages**

- Grandmothers and Mothers-in-law, STOP Female Genital Mutilation, STOP female circumcision, it is harmful and can lead to death!
- Grandmothers and Mothers-in-law, End Female Circumcision now!
- Grandmothers and Mothers-in-law, End Female Genital Mutilation now!
- Grandmothers and Mothers-in-law, STOP Female Genital Mutilation, it is a violation against human rights.
- Grandmothers and Mothers-in-laws Speak up against Female Genital Mutilation, your voice counts!
- Grandmothers and Mothers-in-laws, you destroy womanhood by circumcising the girl child, STOP FGM!
- Grandmothers and Mothers-in-laws, speak up against Female Genital Mutilation, your voice counts!
- Be the grandmother and mother-in-law who ends Female Genital Mutilation in your family.
- Female Genital Mutilation is Child Abuse, say NO to it!
- Female Genital Mutilation has absolutely no Benefit!
- End Female Genital Mutilation now!
- You destroy womanhood by circumcising the girl child!
- I am so proud of myself; I didn't carry out Female Genital Mutilation on my granddaughter/ daughter-in-law.
- I will empower girls, I will end FGM. Will you?
- STOP Female Genital Mutilation, STOP female circumcision, it is harmful and can lead to death!
- Female Genital Mutilation has absolutely no Benefits! STOP it!!
- The fact that you experienced FGM does not mean your daughter-in-law or grand-daughter should. Stop FGM now!



## Message Matrix for the Traditional Birth Attendants

### Female Genital Mutilation (FGM)

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>· TBAs can harness other means of livelihood other than female genital mutilation.</li> <li>· FGM is not a remedy for promiscuity.</li> <li>· Female genital mutilation can cause infections, and excess bleeding which may lead to death.</li> <li>· Child delivery can still be successful without Female Genital Mutilation</li> <li>· FGM is not an evidence or sign of maturity among females.</li> </ul>	<ul style="list-style-type: none"> <li>· Stop carrying out FGM.</li> <li>· Speak up against FGM.</li> <li>· Be an advocate against FGM to other TBAs.</li> <li>· Encourage women to go to the health facilities and stop FGM.</li> <li>· Be an advocate against FGM and harmful traditional practices to traditional heads.</li> </ul>	<ul style="list-style-type: none"> <li>· If I do not carry out FGM, I won't have a means of livelihood.</li> <li>· FGM prevents promiscuity.</li> <li>· Without FGM, a girl is not recognized as a full-grown woman.</li> <li>· The Girl child will not get married except she has experienced FGM.</li> <li>· There is no other means of livelihood i can fit in.</li> </ul>

#### Communication objectives

##### Know:

- Increase the proportion of TBAs who know the dangers of FGM
- Increase the proportion of TBAs who know that FGM can lead to bleeding and infection, which may eventually lead to death.
- Increase the proportion of TBAs who know about the consequences of FGM.

##### Attitude/Feeling:

- Increase the proportion of TBAs who believe that FGM is a harmful traditional practice that can lead to death.
- Increase the proportion of TBAs who believe that womanhood is not determined by subjecting females to undergo FGM.
- Increase the proportion of TBAs that believe and are confident that they have alternate sources of livelihood asides from FGM.

##### Practice:

- Increase the proportion of TBAs who advocate and speak up against the harmful traditional practices to the TBA leadership.
- Increase the proportion of TBAs that speak out against FGM.
- Increase the proportion of TBAs who encourage other TBAs to stop the act of FGM.
- Increase the proportion of TBAs who discourage mothers/ grandmothers from engaging in the act of FGM
- Increase proportion of TBAs who find alternative means of livelihood, asides from FGM.
- Increase the proportion of TBAs that refuse to carry out FGM

**Female Genital Mutilation (FGM)**

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Traditional beliefs</li> <li>· Myths and misconceptions about fertility</li> <li>· Culture</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Ignorance</li> <li>· Poverty</li> <li>· Culture and tradition</li> <li>· Male prejudice</li> <li>· Economic gain</li> <li>· Myths/misconception</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Culture and tradition</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· You will be respected and seen as a role model in your community.</li> <li>· You will be fulfilled as you will not be responsible for the death of anyone.</li> <li>· You will not be at conflict with the law of the nation and as such you will be free from imprisonment.</li> <li>· You will earn the respect and approval of the community and government.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· You will be respected and seen as a role model in your community.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Government organizations like Federal Ministry of Women Affairs &amp; Federal Ministry of Health ·</li> <li>· VAPP act</li> <li>· The testimonies of the survivors on the negative impact of FGM</li> <li>· Provisions of the Administrative of Criminal Justice, Adamawa [ACJA as amended 2018] and similar laws/Acts, to penalize perpetrators of right to health and life of persons.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Stop FGM now! it is dangerous to health and causes complications</li> <li>· Together we can end FGM in Nigeria.</li> <li>· Female Genital Mutilation is a violation against human rights of girls and women. STOP it!</li> <li>· Drop your knives and save lives! FGM is not the only source of income.</li> <li>· The fact that you experienced FGM does not mean other girls should. Stop FGM now!</li> </ul>		



## Message Matrix for Local Barbers

### Female Genital Mutilation (FGM)

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• FGM has negative health implications.</li> <li>• FGM is not a remedy for promiscuity.</li> <li>• FGM can cause infections, and excess bleeding which may lead to death.</li> <li>• Child delivery can still be successful without Female Genital Mutilation.</li> <li>• FGM is not an evidence or sign of maturity among females.</li> </ul>	<ul style="list-style-type: none"> <li>• Stop carrying out and performing FGM.</li> <li>• Speak up against FGM.</li> <li>• Be an advocate against FGM to other local barbers.</li> <li>• Be an advocate against FGM and harmful traditional practices to heads of local barbers in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Performing FGM is detrimental to the health and wellbeing of women and girls.</li> </ul>

### Communication objectives

#### Know:

- To increase the proportion of local barbers who know the dangers of Female Genital Mutilation
- To increase the proportion of local barbers who know about the lifelong consequences of FGM
- To increase the proportion of local barbers who know that FGM can lead to bleeding and infection, which may eventually lead to death

#### Attitude/Feeling:

- To increase the proportion of local barbers that believe that FGM is a dangerous and harmful traditional practice that can lead to death
- To increase the proportion of local barbers who believe that womanhood is not determined by subjecting females to undergo FGM.
- To increase the proportion of local barbers that believe and are confident that they have alternate sources of livelihood on asides from FGM.

#### Practice:

- Increase the proportion of local barbers who advocate and speak up against the harmful traditional practices of FGM
- Increase the proportion of local barbers that speak out against FGM.
- Increase the proportion of local barbers who encourage other local barbers to stop the act of FGM.
- Increase the proportion of local barbers who discourage mothers/ grandmothers from engaging in the act of FGM
- Increase the proportion of local barbers who find alternative means of livelihood, aside from FGM.
- Increase the proportion of local barbers who refuse to carry out FGM

**Female Genital Mutilation (FGM)**

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>Traditional beliefs</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>Ignorance</li> <li>Poverty</li> <li>Culture and tradition</li> <li>Male prejudice</li> <li>Perceived benefits</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>Ignorance</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>You become a respected person in the community.</li> <li>You gain acceptance in the community</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>You become a respected person in the community.</li> </ul>	<p><b>Support Points</b></p> <p>Traditional rulers</p> <p>Religious leaders</p>	
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>Drop the knife and save lives.</li> <li>Drop your knives! FGM is not the only source of income.</li> <li>Stop FGM now! That you were mutilated does not mean other girls should experience FGM.</li> <li>You destroy womanhood by circumcising the girl child!</li> <li>Stop FGM now! it is dangerous to health and causes complications</li> <li>Together we can end FGM in Nigeria.</li> <li>Replace knives and blades with pens and books</li> <li>Female Genital Mutilation is a violation against human rights of girls and women. STOP it!</li> </ul>		



## Message Matrix for the Health Workers

### Female Genital Mutilation (FGM)

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Medicalization of FGM violates fundamental medical and ethical principles.</li> <li>FGM does not stop promiscuity. Being promiscuous depends on the character of the individual involved; a man or woman could be promiscuous.</li> <li>FGM does not beautify women and girls, instead it harms their reproductive organs.</li> <li>Female Genital mutilation can cause excess bleeding and infection which may lead to death.</li> <li>Female Genital mutilation is not an evidence or sign of maturity.</li> </ul>	<ul style="list-style-type: none"> <li>Stop medicalization.</li> <li>Stop mutilating girls and women.</li> <li>Be an advocate and speak up against FGM and other harmful traditional practices to other health workers.</li> <li>Encourage women (mothers, mothers-in-law, and grandmothers) to abandon and stop FGM.</li> </ul>	<ul style="list-style-type: none"> <li>The absence of FGM causes still birth.</li> <li>If a girl or a woman does not undergo mutilation; she becomes promiscuous.</li> <li>Without FGM, even if a girl child is old enough to be a woman she will not be recognized as a mature woman.</li> <li>A girl child will not be married except she has undergone FGM</li> <li>Practicing FGM is only an act of obedience to the culture of the people.</li> <li>The practice of FGM for beautification for girls and women has been around for long time.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of health workers who know the dangers of female genital mutilation (irrespective of how or where it is done).
- Increase the proportion of health workers who know that FGM is inhumane and there are laws and policies that condemn its practice; including that perpetrators are liable to pay fine or imprisonment or both.
- Increase the proportion of health workers who know that FGM is a violation of the fundamental human rights of girls and women.

#### Attitude/Feeling

- Increase the proportion of health workers who believe that FGM is a harmful practice that must stop.
- Increase the proportion of health workers who believe that perpetrators will be punished for FGM, and that government protects and promote the sexual reproductive health and rights of women and girls.
- Increase the proportion of health workers who believe and feel that there is no economic gain in engaging in FGM.

#### Practice

- Increase the proportion of health workers who advocate and speak against FGM.
- Increase the proportion of health workers who stop carrying out FGM on their children and other clients.

## Female Genital Mutilation (FGM)

### Communication Issues to

#### Address

- Culture
- Family norms
- Poor implementation of existing laws
- Ignorance
- Gender discrimination
- Myths and Misconceptions
- Economic gains

### Constraints

- Culture/family norms
- Myths and misconception
- Ignorance
- Economic gain
- Male prejudice/gender inequality

### Key Constraint

- Culture

### Benefits

- You will be respected and recognized in the community and government for promoting the sexual reproductive health rights of women and girls.
- Your self-confidence will improve because you will be respected and seen as protecting and promoting the sexual reproductive health and rights of girls and women.
- You will have no deaths due to FGM on your conscience.
- You will not be at conflict with the law and you will be free from imprisonment.

### Key Benefit

- You will be respected and recognized in the community and government for promoting the sexual reproductive health rights of women and girls.

### Support Points

- Availability and enforcement of existing laws by government that criminalize FGM against children and adults - Child Rights Act, the Violence Against Persons (Prohibition) Law across states, as well as the provisions of the Administrative of Criminal Justice, Adamawa [ACJA as amended 2018]
- Availability of the Gender policy that protects women and girls.
- Availability of Civil Society Organizations/NGOs, women support groups who promote and protect the sexual and reproductive rights of women and girls, provide empowerment programs, and prosecute violations of such rights e.g., International Federation of Women Lawyer (FIDA), Women's Rights Advancement and Protection Alternative (WRAPA), Girls Power initiative (who provide skill acquisition for the girls) etc
- Testimonials of other survivors on the impact of FGM

### Messages

- Stop FGM now-it is dangerous to health and can lead to death.
- Stop medicalization of FGM.
- Together we can end FGM in Nigeria.
- Lend your voice, speak up against Female Genital Mutilation, your voice counts!
- Female Genital Mutilation is Child Abuse, say NO to it!
- Female Genital Mutilation has absolutely no Benefit! Stop it!
- The fact that you experienced FGM does not mean other girls should. Stop FGM now!
- You destroy womanhood by circumcising the girl child!
- FGM, End it, don't medicalize it.
- Health care providers should never perform FGM.

## Message Matrix for the Girl Child

### Female Genital Mutilation (FGM)

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Girls are humans who have rights. They are not simply objects for sexual gratification.</li> <li>Without genital mutilation a girl child can live a healthy life.</li> <li>Female genital mutilation poses a serious health challenge.</li> <li>Female genital mutilation does not have any health or cosmetic benefit.</li> <li>The girl child's voice can be a vital tool to ending FGM.</li> <li>Cultural norms can and do change.</li> <li>You will not suffer stigma or be ostracized for refusing to be mutilated.</li> </ul>	<ul style="list-style-type: none"> <li>Get educated about FGM and know the appropriate laws that are in place.</li> <li>Speak out against FGM to other girls, women, and mothers.</li> <li>Report any threats or cases of FGM to your teachers/school authority, religious leaders, police, or social welfare officers to prevent it.</li> <li>As a survivor, share stories and experiences with traditional heads.</li> <li>Collaborate with other survivors to speak out and campaign against FGM in the community.</li> </ul>	<ul style="list-style-type: none"> <li>Without genital mutilation the female cannot live a normal life.</li> <li>FGM will improve her chances of getting a good or rich husband.</li> <li>It is the culture, and I cannot disobey or go against culture.</li> <li>FGM is an accepted norm that cannot be eliminated or stopped.</li> <li>FGM prevents promiscuity.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of the girl-child who know the health implications of FGM
- Increase the proportion of the girl-child who know that FGM is illegal.
- Increase the proportion of the girl-child who know that FGM can lead to death.
- Increase the proportion of the girl-child who knows the channels of communication and reporting for possible threats and cases of FGM.

#### Attitude/Feeling:

- Increase proportion of the girl-child who believe that FGM is a harmful traditional practice and should not be practiced.
- Increase proportion of the girl-child who believe that FGM can disrupt marital [conjugal] bliss.
- Increase proportion of the girl-child who feel they can do or say something to bring an end to FGM

#### Practice:

- Increase proportion of the girl-child who speak out against FGM.
- Increase proportion of the girl-child who advocate against FGM

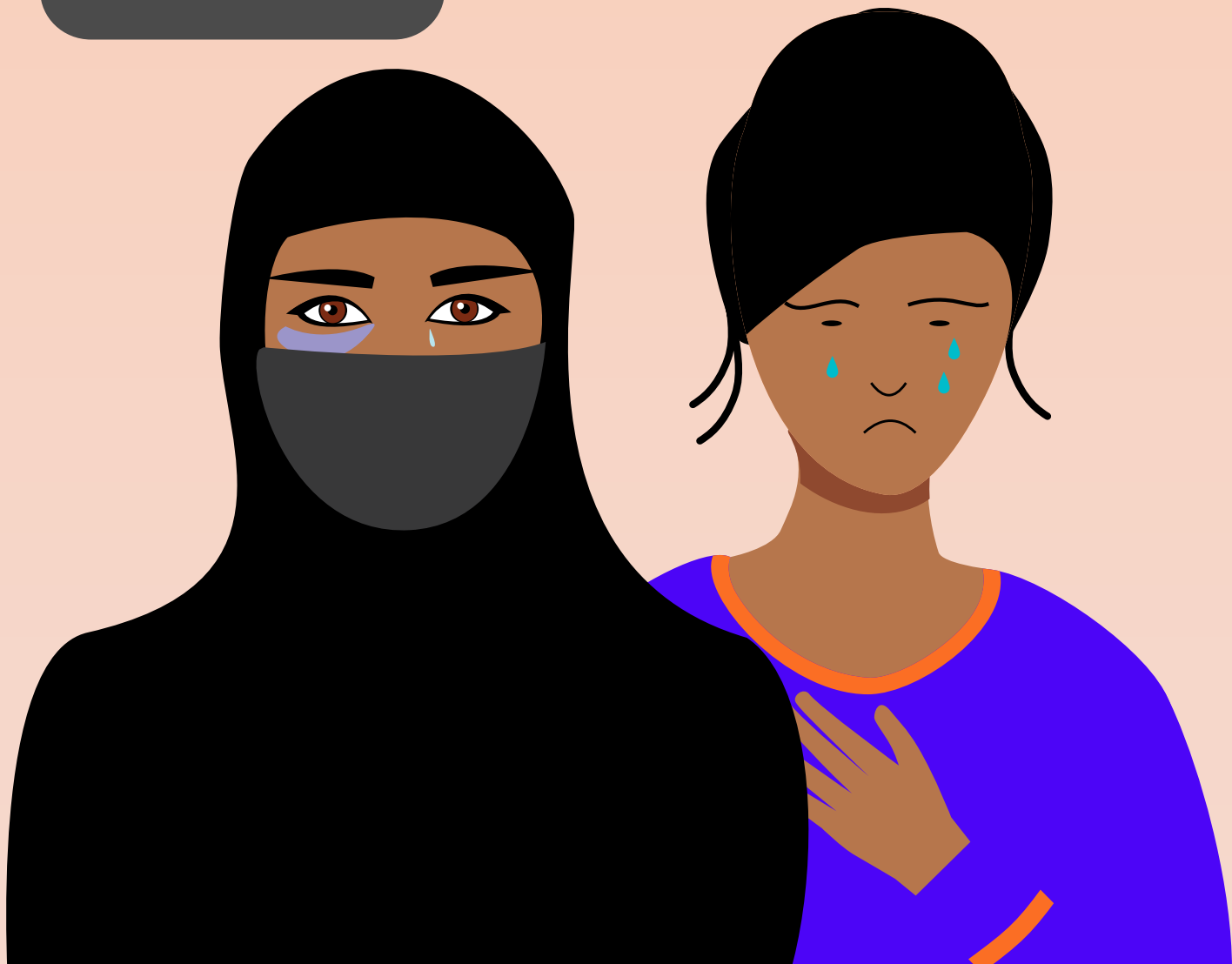


**Female Genital Mutilation (FGM)**

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Cultural/traditional beliefs (Myths and misconceptions about fertility, fidelity, and child survival)</li> <li>· Lack of education for the girl child</li> <li>· Lack of self-confidence and esteem (unable to share her worries especially as child)</li> <li>· Stigma</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· The desire to belong/sense of identity.</li> <li>· Culture and tradition</li> <li>· Ignorance</li> <li>· Male prejudice</li> <li>· Culture of silence</li> <li>· Lack of reporting channels</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Culture</li> <li>· Culture of silence</li> <li>· Lack of reporting channels</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· You live a healthy life with increased chances of safe delivery free of disease, complications, infections, and death.</li> <li>· Improved confidence and self-esteem/dignity as a girl child.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· You live a healthy life with increased chances of safe delivery free of disease, complications, infections, and death.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Availability and enforcement of existing laws by government that criminalizes FGM against children and adults - Child Rights Act, 2003. the Violence Against Persons Prohibition Act, 2015 across states as well as the provisions of the Administrative or Criminal Justice Act [ACJA as amended 2018]</li> <li>· Availability of the Gender policy that protects the rights of women and girls.</li> <li>· Availability of Civil Society Organizations/ NGOs, women support groups who promote and protect the sexual and reproductive rights of women and girls, provide empowerment programmes, and prosecute violations of such rights e.g. International Federation of Women Lawyer (FIDA), Women’s Rights Advancement and Protection Alternative (WRAPA), Girls Power initiative who provides skill acquisition platforms for the girls etc</li> <li>· Stories of other FGM survivors on the side effect of FGM</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Say NO to Female Genital Mutilation.</li> <li>· Female Genital Mutilation is Child Abuse, report it!</li> <li>· Female Genital Mutilation has no benefit! Speak out against it!</li> <li>· Your voice counts, speak out against FGM.</li> <li>· Report all perpetrators of FGM in your community.</li> </ul>		

# Target Audiences for Gender Based Violence

- Perpetrator
- Survivor – Older female/  
Girl Child
- Mother of survivor
- Father of survivor
- Religious/Traditional  
Leaders



## Message Matrix for the Perpetrator

**Gender Based Violence**

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• It is okay to seek help through counselling and re-orientation.</li> <li>• Communication and dialogue are best in resolving issues rather than using your fist.</li> <li>• I have no right over a woman's body</li> <li>• NO means NO, even if you think her body language is saying otherwise.</li> <li>• It is okay for a woman/ your partner to earn more than you do. This does not mean that she will automatically be disrespectful to you.</li> <li>• Being nice, considerate, kind and caring to your spouse/partner does not make you weak or vulnerable.</li> <li>• Gender based violence is never 'just family matter'</li> <li>• You can face prosecution and get a fine, jail term or both for GBV</li> </ul>	<ul style="list-style-type: none"> <li>• Seek consent from your partner before sexual intercourse.</li> <li>• Never hit or abuse a woman or girl verbally or emotionally.</li> <li>• Practice self-restraint</li> <li>• Support your spouse/ partner emotionally, physically, and financially.</li> </ul>	<ul style="list-style-type: none"> <li>• A woman is an inferior being and must be submissive to a man</li> <li>• A woman has no voice and should only be seen and not be heard. (A woman's place is in the kitchen)</li> <li>• Whatever a woman buys or acquires in her husband's home belongs to the husband</li> <li>• A woman cannot buy land and is not entitled to an inheritance</li> <li>• Right over any woman's body</li> <li>• My wife is my property, and I can do as I please with her.</li> <li>• Once a woman has money (more than the man) she will automatically disrespect the man</li> <li>• In a relationship, beating a woman is normal to keep her in check.</li> </ul>

## Gender Based Violence

## Communication objectives

**Know:**

- Increase the proportion of perpetrators who know the dangers of GBV.
- Increase the proportion of perpetrators who are aware of the penalties for GBV offenders.
- Increase the proportion of perpetrators who know that their strength is to protect and secure their family and not to be GBV perpetrators.
- Increase the number of perpetrators who know that consent is key for sexual intercourse to take place.
- Increase the proportion of perpetrators who know that women have rights and a role to play in decision making within and outside the home.

**Attitude/Feeling:**

- Increase the proportion of perpetrators who believe that GBV is inhumane, criminal and against the law
- Increase the proportion of perpetrators who believe that there are better ways to resolve conflict than using force
- Increase the proportion of perpetrators who appreciate women and believe they have no right over a woman's body for abuse
- Increase the proportion of perpetrators who believe in the importance of consent before sexual intercourse.
- Increase the proportion of perpetrators who believe that women have a role in decision making in the family and outside the family

**Practice:**

- Increase the proportion of perpetrators who choose dialogue and other non-violent means to settle disputes/conflicts with their spouses/partners.
- Increase the proportion of perpetrators who speak out against all forms of GBV.
- Increase the proportion of perpetrators who obtain consent before engaging in sexual intercourse with their spouse/partners.
- Increase the proportion of perpetrators who involve women in the decision-making process in the home
- Increase the proportion of perpetrators who stop all forms of gender-based violence.

**Communication Issues to Address**

- Gender Discrimination
- Ego
- Culture
- Depression/loss of job
- Drug and alcohol abuse
- Ignorance
- Patriarchy – sense of entitlement
- Consent (sexual)
- Male Child preference

**Constraints**

- Ignorance
- Depression
- Lack of awareness of government policies and laws
- Perception of violence especially among couples or of a sexual nature as a 'private matter that should be settled privately (out of court)
- Culture (male dominance/patriarchy)
- Social norms on gender roles- the belief that a man is the sole decision maker in the home.
- Gender discrimination/patriarchy
- Low level of prosecution

**Key Constraint**

- Social norms on gender roles- the belief that a man is the sole decision maker in the home.

## Gender Based Violence

### Benefits

- You are respected and looked up to as a role model in the family and community.
- Increased chances of building a peaceful home where spouses/partners can live in harmony.
- You avert possible jail term as the VAPP Law provides for 7 years imprisonment for physical, emotional, and verbal abuse
- You will raise well behaved children who are very unlikely to fall victims or be perpetrators of violence.
- Earn more love and respect by partner/spouse and children

### Key Benefit

- You are respected and looked up to as a role model in the family and community

### Support Points

- Availability of rehabilitation and skill acquisition centers for perpetrators.
- Availability of youth-friendly centers to build capacity of boy/girl child on positive life skills.
- Availability of psychosocial support and counselling.
- Availability of consent workshops to build capacity of perpetrators to understand the need to earn their partners consent.
- Availability of laws and policies that protect persons from GBV and punishes perpetrators
- Existing reporting lines/ referral pathways to provide support and protect victims
- Renewed commitment of government, communities, and NGOs to protect GBV survivors and punish perpetrators.
- Increased media awareness and coverage of GBV cases as well as advocacy by NGOs/CBOs to relevant stakeholders (i.e. religious leaders and traditional/ community leaders) to draw attention to GBV issues, therefore communities are more empowered on what to do and who to report GBV cases to.

### Messages

- Stop Gender Based Violence!! It is a violation of human rights.
- Stop Gender Based Violence, Report any case of violence to local authorities, the police or law enforcement. agencies.
- Real men never raise their hands to hit a woman. STOP Gender Based Violence.
- Real men respect women, stop gender-based violence.
- Gender based violence is inhumane, STOP it now.
- To keep your freedom, STOP Gender Based Violence.
- Men and women were created equal, respect women's right.
- Violence against women and girls affects everyone, STOP Gender Based Violence.



## Message Matrix for the Survivor

### Gender Based Violence

Beliefs to promote	Actions to promote	Myths and misconceptions and mental mindsets to address
<ul style="list-style-type: none"> <li>• GBV is a violation of human rights.</li> <li>• I can speak out and report, no one will kill me</li> <li>• Women deserve equity, both in the home and society at large.</li> <li>• A woman has autonomy over her body.</li> <li>• Not seeking help for GBV may lead to early death.</li> <li>• A failed marriage is not a death sentence. Your dignity is not tied to any man or matrimonial home.</li> <li>• GBV adversely affects the growth / development of a family and the society at large.</li> <li>• Do not tolerate GBV; when GBV is tolerated, it continues.</li> </ul>	<ul style="list-style-type: none"> <li>• Report potential threats or actual cases/ incidents of GBV to the appropriate law enforcement authorities</li> <li>• Seek medical help immediately</li> <li>• Seek justice and follow through immediately</li> <li>• Get empowered, by accessing skill acquisition trainings and financial loans</li> <li>• Creation of men's and/ husbands' in the respective communities for continuous sensitization on GBV</li> </ul>	<ul style="list-style-type: none"> <li>• It is my fault that I experienced GBV.</li> <li>• Men have right over women's body because they are superior to women.</li> <li>• It a man's world.</li> <li>• Wearing short dresses leads to rape</li> <li>• Sex workers deserve to be raped</li> <li>• A woman's place is in the home and not in the workforce</li> <li>• Family matter is family matter, nobody should hear</li> <li>• Women are properties that are bought</li> <li>• Women are not to be heard but seen.</li> <li>• Women's education ends in the kitchen.</li> <li>• A woman's place is in the kitchen</li> <li>• Women are not entitled to family inheritance, hence the preference for the male child.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of GBV survivors who know that GBV is a violation of their fundamental human rights.
- Increase the proportion of GBV survivors who know that they have full autonomy of their bodies and can say NO whenever they please.
- Increase the proportion of GBV survivors who know self-defense tactics like karate/martial arts, pepper spray etc.

#### Attitude/Feeling:

- Increase the proportion of GBV survivors who feel confident in their capacity to seek justice against all forms of GBV
- Increase the proportion of GBV survivors who feel confident in the capacity of government institutions to treat them with dignity, investigate and prosecute perpetrators of GBV.
- Increase the proportion of GBV survivors who believe they have fundamental human rights.

#### Practice:

- Increase the proportion of GBV survivors who report GBV to the relevant law enforcement authorities.
- Increase the proportion of GBV survivors who speak up and speak out about GBV.
- Increase the proportion of GBV survivors who seek justice from the legal institution.
- Increase the number of GBV survivors who can defend themselves against sexual offense and abuse.

**Gender Based Violence**

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>• Stigmatization</li> <li>• Culture and tradition.</li> <li>• Gender inequality (women are abused physically by men and deprived of decision making).</li> <li>• Patriarchy</li> <li>• Rape</li> <li>• Jealousy</li> <li>• Lack of information on reporting and where to report GBV.</li> <li>• Poverty/unemployment/lack of empowerment</li> <li>• Infidelity</li> <li>• Lack of Love and Respect.</li> <li>• Ignorance</li> <li>• Substance abuse.</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>• Fear of stigmatization.</li> <li>• Offenders are not prosecuted.</li> <li>• Lack of job opportunities for women due to the belief that a woman's place is in the home.</li> <li>• Lack of support from family members due to cultural reasons like 'women must stay in their husbands house no matter what the situation is'.</li> <li>• Cultural beliefs that if the husband does not beat the wife, he is not man enough.</li> <li>• Inefficiency of the justice system because "family matter is family matter" or non-disclosure of GBV incidents.</li> <li>• Poor law enforcement.</li> <li>• Non domestication and implementation of relevant public GBV, HP, SRHR laws and policies.</li> <li>• Lack of education.</li> <li>• Patriarchal society.</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>• Fear of stigmatization</li> </ul>
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## Gender Based Violence

**Benefits**

- You regain your confidence, dignity and self esteem
- Increased chances of survival to raise your children properly, providing the love and the care they need.
- Availability of free/subsidized medical help.
- Improved access to justice which is faster and free.
- Free access to psychosocial support counseling.
- Protection by the law, government agencies and NGOs/CSOs
- Access to shelter – safe spaces
- Access to skills acquisition and soft loans to start up a business.

**Key Benefit**

- Protection by the law, government agencies and NGOs/CSOs
- You regain your confidence, dignity, and self esteem

**Support Points**

- Availability of sexual assault referral centers (SARC): medical help, evidence for investigation, and counseling services.
- Availability of youth-friendly centers to build capacity on positive life skills.
- Improved and committed law enforcement agencies who protect the rights of survivors and prosecute perpetrators.
- Availability of gender information desks at police stations and Ministry of Women Affairs which handles delicate matters around GBV.
- Availability of child protection services and CSOs that advocate against GBV.
- The existence of FIDA (The International Federation of Female Lawyers) who provide free legal services to women and girls.
- Existing laws that protect the survivor and prosecute the perpetrator.
- Availability of laws and policies that protect persons from GBV and punish perpetrators.
- Availability of reporting lines/referral pathways to provide support and protect victims.
- Renewed commitment of government, communities, and NGOs to protect GBV survivors and punish perpetrators.
- Increased media awareness and coverage of GBV cases as well as advocacy by NGOs/CBOs to relevant stakeholders (i.e. religious leaders and traditional/community leaders) to draw attention to GBV issues, speak up and protect survivors.
- Availability and free access to safe homes/spaces for survivors of GBV
- NGOs provide training for skills, financial and psychosocial support.

**Messages**

- Say NO to Gender Based Violence! Report all perpetrators of GBV to the appropriate law enforcement agencies
- Speak up and speak out against Gender Based Violence!
- If you fear for your life and safety, please seek a safe space, and get in touch with organizations that provide safe spaces for GBV survivors.

## Message Matrix for the Survivor/child

### Gender Based Violence

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• A child is not weak.</li> <li>• A child should not be intimidated.</li> <li>• You can speak up, speak out and report!!! Nobody will kill you!!!</li> <li>• Submit to counselling and re-orientation.</li> <li>• GBV is a violation of human rights.</li> <li>• I can speak out and report, no one will kill me.</li> <li>• Not seeking help early when there is a threat or act of GBV can lead to death.</li> </ul>	<ul style="list-style-type: none"> <li>• Child Rights Act 2003 to be adopted by states that have not yet adopted it.</li> <li>• Child Rights/ Protection Law to be fully implemented by states who have adopted it.</li> <li>• Children should be taught the difference between 'bad touch' and 'good touch'.</li> <li>• Teach children that their body is private to them.</li> </ul>	<ul style="list-style-type: none"> <li>• Adolescence equals maturity.</li> <li>• Education is only for boys.</li> <li>• Boys will be boys.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of children who know their rights.
- Increase the proportion of children who know and understand that they have full autonomy of their bodies and can say NO whenever they please.
- Increase the proportion of children who know what a 'good touch' and 'bad touch' is.
- Increase the proportion of children who know what GBV looks like
- Increase the proportion of children who know the proper channels for reporting cases of GBV.

#### Attitude/Feeling:

- Increase the proportion of children who feel confident to speak about any perceived or actual threats or case of GBV to their parents, siblings, or teachers.
- Increase the proportion of children who feel bold, empowered, and assertive about their fundamental human rights.
- Increase the proportion of children who feel empowered to report all cases of GBV
- Increase the proportion of children who feel confident to report to the relevant authorities, teachers, and parents.

#### Practice:

- Increase the proportion of children who report GBV cases through the proper channels.
- Increase the proportion of children who speak up and speak out against GBV.
- Increase the proportion of children who are taught about the ills and signs of GBV

## Gender Based Violence

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Lack of knowledge and information about actions children can take against GBV.</li> <li>· Lack of self esteem</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Fear of speaking out/ stigmatization.</li> <li>· Poverty</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Fear of speaking out/ stigmatization.</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· Access to justice</li> <li>· Improved self esteem</li> <li>· Confidentiality/safety</li> <li>· Equality</li> <li>· Psycho-social support</li> <li>· Protection</li> <li>· Shelter (if needed)</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· Access to justice</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· The availability of the social welfare department who are charged with the responsibility of taking care of the general welfare of children</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Say NO to Gender Based Violence! Report all perpetrators of GBV to the appropriate law enforcement agencies.</li> <li>· Report all forms of Gender Based Violence to a trusted adult or law enforcement agency.</li> <li>· Break the silence, speak up, speak out against all forms of GBV!</li> <li>· Speak out!! Don't die in silence!! Get Help!!</li> <li>· Don't judge me by my dressing, my body my choice! Say NO to Gender Based Violence.</li> <li>· Speak up and speak out against Gender Based Violence!</li> <li>· If you fear for your life and safety, please seek a safe space, and get in touch with organizations that provide safe spaces for GBV survivors.</li> <li>· Violence can happen to anybody no matter the age, education, employment, or culture. Speak out it is not your fault.!!</li> <li>· Report Cases of GBV. "Break the silence". Silence Can Kill You.</li> <li>· Nobody has the right to touch you in an inappropriate manner or in a manner that makes you feel uncomfortable. Speak out!</li> </ul>		



## Message Matrix for Parents of Survivor

Gender Based Violence

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• GBV is NOT a family matter.</li> <li>• GBV is a violation of human rights.</li> <li>• Nobody is above the law.</li> <li>• It is not her fault, stand by her and protect her.</li> <li>• A GBV survivor can speak out and report, no one will kill them.</li> <li>• Women and girls deserve equity, both in the home and society at large.</li> <li>• Not seeking help may lead to early death.</li> <li>• GBV adversely affects the growth / development of a family and the society at large.</li> <li>• Do not tolerate GBV, when GBV is tolerated, it continues and can lead to hurt or eventually death.</li> </ul>	<ul style="list-style-type: none"> <li>• Report potential threats or actual cases of GBV to traditional/religious and government institutions.</li> <li>• Speak up against GBV cases in the community.</li> <li>• Seek counselling when needed.</li> </ul>	<ul style="list-style-type: none"> <li>• Influential people do not get prosecuted for acts of GBV.</li> <li>• Family matter is family matter, keep it (GBV) within the family.</li> <li>• A man owns a woman's body.</li> </ul>

**Communication objectives**

**Know:**

- Increase the proportion of fathers/mothers who know they can get justice for their children that were violated.
- Increase the proportion of fathers/mothers who know that GBV can also happen in the family, among trusted friends and neighbors.

**Attitude/Feeling:**

- Increase the proportion of fathers/mother who feel confident that they can report/speak up against GBV.
- Increase the proportion of fathers/mothers who feel confident in the capacity of government institutions to investigate and prosecute GBV cases.
- Increase the proportion of father/mothers who feel confident that they can protect their children/daughters from GBV.

**Practice:**

- Increase the proportion of fathers/mothers who speak up, speak out and report all cases of GBV.
- Increase the proportion of fathers/mothers who support survivors to seek help and justice from the appropriate law enforcement agencies.

## Gender Based Violence

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Low knowledge on GBV Issues</li> <li>· Culture</li> <li>· Stigmatization</li> <li>· Fear of Promiscuity</li> <li>· Fear of having a broken home.</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Poverty</li> <li>· Fear</li> <li>· Culture</li> <li>· Stigmatization</li> <li>· Inadequate guidance</li> <li>· Poverty</li> <li>· Delay of justice</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Stigmatization</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· Ability to get justice against perpetrators.</li> <li>· Economic and social support</li> <li>· Compensation</li> <li>· Psycho-social support</li> </ul> <p><b>Key Benefit</b></p> <p>Ability to get justice against perpetrators.</p>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Availability of law enforcement agencies.</li> <li>· The existence of the VAPP law</li> <li>· The availability of social welfare to provide guidance and counselling.</li> <li>· Government enacting and implementing policies</li> <li>· Availability of NGOs providing livelihood and psychosocial support.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Teach age-appropriate sexuality education.</li> <li>· Break the silence. Don't sit back when you see Gender Based Violence, ACT now, STOP GBV.</li> <li>· Report all cases of Gender Based Violence (GBV) to the nearest law enforcement agency</li> </ul>		

## Message Matrix for the Religious/Traditional Leaders

### Gender Based Violence

Beliefs to promote.	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Sexual offences are dehumanizing, brings trauma and can result in permanent incapacity and death.</li> <li>Sexual offences could lead to suicide.</li> <li>Sexual offences infringe on the dignity of the survivor.</li> <li>Self-control is key to curbing GBV.</li> <li>GBV is NOT a family matter.</li> <li>GBV is a violation of human rights.</li> <li>Nobody is above the law.</li> <li>It is not her fault, stand by her and protect her.</li> <li>A GBV survivor can speak out and report, no one will kill them.</li> </ul>	<ul style="list-style-type: none"> <li>Report all sexual offences to relevant authorities.</li> <li>Speedy prosecution of all sexual offences.</li> <li>Survivors of rape should be promptly taken to medical facilities.</li> <li>Naming and shaming of perpetrators.</li> </ul>	<ul style="list-style-type: none"> <li>It is a demonic spirit that controls the sexual urge of rapists.</li> <li>Men cannot control their sexual urge.</li> <li>Stolen sex is more pleasurable than mutual sex.</li> <li>When the survivor exposes the heinous act, it will lead to the death of her family members.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of religious/traditional leaders who know the various forms of GBV and its dangers.
- Increase the proportion of religious/traditional leaders who know the role they can play in ending GBV.
- Increase the proportion of religious/traditional leaders who know that GBV is a crime punishable under the Law.
- Increase the proportion of religious/traditional leaders who know that GBV survivors should not be stigmatized.
- Increase the proportion of religious/traditional leaders who know that women have rights (even over their bodies) just like men.
- Increase the proportion of religious/traditional leaders who know that they can speak up and speak out against GBV

#### Attitude/Feeling

- Increase the proportion of religious/traditional leaders who believe that GBV can lead to permanent incapacity, emotional damage, and death.
- Increase the proportion of religious/traditional leaders who feel confident in their capacity to support the fight to end GBV within their community.
- Increase the proportion of religious/traditional leaders who believe that women have rights (even over their bodies) just like men.
- Increase the proportion of religious/traditional leaders who feel confident that they can speak up and speak out against GBV

#### Practice:

- Increase the proportion of religious/traditional leaders who report all rape cases to the appropriate authority for prosecution
- Increase the proportion of religious/traditional leaders who speak up and speak out against GBV and advocate for women's rights.
- Increase the proportion of religious/traditional leaders who name and shame GBV offenders within their community.

**Gender Based Violence**

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>• Culture</li> <li>• Patriarchy</li> <li>• Ignorance</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>• Out of court settlement of sexual offences</li> <li>• Lack of awareness of government policies</li> <li>• Lack of knowledge of the reporting pathway for sexual offences</li> <li>• Culture</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>• Culture</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• You will be recognized and respected as a traditional leader who ensures that GBVs is not tolerated in his community, as perpetrators are prosecuted and brought to book.</li> <li>• You will enjoy a peaceful reign in your community, as sexual offences are curbed in the society.</li> <li>• Safety and dignity of the girl child</li> <li>• Reduction in the transmission of sexually transmitted diseases and HIV/AIDS</li> <li>• Avert unwanted/unplanned pregnancies.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>• You will be recognized and respected as a religious/traditional leader who ensures that GBVs is not tolerated in his community as perpetrators are prosecuted and brought to book.</li> </ul> <p><b>Messages</b></p> <ul style="list-style-type: none"> <li>• Rape is a crime. Report to law enforcement agencies</li> <li>• Break the silence, Don't sit back when you see Gender Based Violence, ACT now, STOP GBV.</li> <li>• Report all cases of Gender Based Violence (GBV) to the nearest law enforcement agency</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>• Existence of penalties for sexual offences in extant laws, which is life imprisonment.</li> <li>• Government commitment to eliminate sexual offences.</li> </ul>

Message Matrix for  
Government/Policy makers

Gender Based Violence

Beliefs to Promote	Actions to promote	Myths and misconceptions and mental mindsets to address
<ul style="list-style-type: none"> <li>• Women and girls have great potentials to contribute to building communities and nations, therefore they should be given equal opportunities.</li> <li>• Women and girls have fundamental human rights.</li> <li>• No society can truly progress until their women and girls are empowered, protected, and supported to achieve their potentials.</li> <li>• GBV is a violation of human rights</li> <li>• Nobody is above the law.</li> <li>• A GBV survivor can speak out and report, no one will kill them.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that gender mainstreaming is through policy.</li> <li>• Inclusion of women into leadership</li> <li>• Economic and political empowerment of women.</li> <li>• Effective implementation of laws and policies to stop GBV.</li> <li>• Create specialized courts to try GBV cases for speedy prosecution of justice.</li> </ul>	<ul style="list-style-type: none"> <li>• Women are meant to be at home taking care of the children and family.</li> <li>• Women are not meant to be heard but seen.</li> </ul>

Communication objective

- Know:**
- Increase the proportion of policy makers who know that GBV is a violation of fundamental human rights
  - Increase the proportion of policy makers who understand the dangers and consequences of GBV.
  - Increase the proportion of policy makers who know their roles in ending GBV against women and girls
  - Increase the proportion of policy makers who know that women and girls have fundamental rights.
- Attitude/Feeling:**
- Increase the proportion of policy makers who believe they have a vital role to play in ending violence against women and girls
  - Increase the proportion of policy makers who believe that they are empowered to act or contribute to ending GBV against women and girls.
- Practice:**
- Increase the proportion of state governments who adopt national laws to end GBV against women and girls
  - Increase the proportion of government agencies who implement adopted laws as provided toward ending GBV against women and girls.

## Gender Based Violence

**Communication Issues to address**

- Non-prioritization of Violence Against Women and Girls (VAWG).
- related issues and weak implementation of Child Rights Act, Convention on Elimination of All forms of Discrimination (CEDAW), Violation Against Persons Prohibition (VAPP), penal and criminal codes.
- Lack of budgetary allocation to respond to issues of Violence Against Women and Girls (VAWG).
- Not recognizing the gravity and extent of the effects and impact of violence against women and children, especially girls.

**Constraints**

- Lack of implementation of existing laws and policies
- Poor level of knowledge about the various forms of VAWG and its effect on women, girls, families, communities, and the nation at large
- Low political will
- Lack of economic empowerment programs especially for women
- Lack of jobs
- Insufficient funding for VAWG issues

**Key Constraint**

- Lack of implementation of existing laws and policies

**Benefits**

- You will earn good recognition, respect, and prestige in the society for promoting a good cause to maintain the rights and dignity of the people.
- Increased chances of a more balanced, peaceful, and secured society.
- Increased chances of continuous leadership/influencing role by virtue of the people's choice.

**Key Benefit**

- You will earn good recognition, respect, and prestige in the society for promoting a good cause to maintain the rights and dignity of the people.

**Support Points**

- Availability of laws enacted at the national level.
- Intensified global, donor commitment to ending violence against women and girls in Nigeria and the globe.
- Increased awareness and commitment at the federal government level to end violence against women and girls.
- Increased awareness and advocacy by civil society and media at the national and subnational levels.
- Availability of Gender information desks within ministries and parastatals.
- Availability of safe homes for survivors of GBV.

**Messages**

- Implement the 35% affirmative action of women.
- Say No to Gender Based Violence. Domesticated the Violence Against Persons Prohibition (VAPP) laws
- Say NO to Gender Based Violence, protect GBV survivors
- Say No to Gender Based Violence revamp law enforcement agencies and prosecute all GBV perpetrators





# Target Audiences for Teenage Pregnancy

- Teenage girl
- Teenage boy
- Father of teenager
- Mother of teenager
- Perpetrator



## Message Matrix for the Teenage Girl

Teenage Pregnancy

Beliefs to Promote	Actions to Promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• Girl child education is valuable.</li> <li>• Girl child education enhances societal transformation and productivity.</li> <li>• Having unprotected sex (even once) can lead to pregnancy or STDs.</li> <li>• Having sex/unprotected sex does not cure menstrual cramps.</li> <li>• Partial penetration can result in pregnancy.</li> <li>• The use of concoctions does not prevent pregnancy.</li> <li>• It is normal to feel sexual urges as you grow up; you do not have to act on it.</li> <li>• Intimate relationships do not always have to involve sexual activity.</li> <li>• If you are sexually active, there is no shame in using a contraceptive.</li> <li>• It is okay to refuse gifts, favors or money from boy/men in exchange for sex.</li> </ul>	<ul style="list-style-type: none"> <li>• Do not be shy, be free to speak to your parents or guidance counsellors in schools on any issues you are unclear about regarding puberty and age-appropriate sex education.</li> <li>• Verify any information that you get on puberty and sex from your friends with a trusted adult.</li> <li>• Abstain from premarital sex.</li> <li>• If you must have sex, always use protective measures.</li> <li>• Share only correct information on puberty, sex and life planning skills with friends/peers.</li> <li>• Visit youth friendly centers to access life planning skills and services for free.</li> <li>• Dare to be different! Because everyone else is sexually active does not mean you also should be.</li> </ul>	<ul style="list-style-type: none"> <li>• Having sex once or twice does not lead to pregnancy.</li> <li>• Concoctions such as herbal mixtures, warm/hot water and salt, douching, panadol etc. can prevent pregnancies.</li> <li>• Partial penetration/deep romance cannot lead to pregnancy.</li> <li>• Having sex is significant for attaining adulthood.</li> <li>• Unprotected sex does not lead to pregnancy.</li> <li>• Sex is the quickest way to get money from men.</li> <li>• Having sex is the only or surest way of proving your love for 'him'.</li> <li>• Being sexually active is the norm.</li> <li>• Once initiated into sex or dis-virgined through rape, you are "damaged goods" and might as well continue having sex.</li> </ul>

### Visit youth friendly centers to access life planning skills and services for free.

Life Planning helps young people make responsible life choices and healthy decisions about their reproductive health with complete and correct information. Young people are also armed with skills to help them achieve a healthy attitude, good decision making, communication and reach their desired future.

## Teenage Pregnancy

## Communication objectives

**Know:**

- Increase the proportion of teenage girls who know about life planning education and skills.
- Increase the proportion of teenage girls who know how to openly communicate with parents, teachers, and care givers on issues regarding puberty, peer pressure and life planning.
- Increase the proportion of teenage girls who know where to access youth friendly centers
- Increase the proportion of teenage girls who know the consequences of teenage pregnancy and dangers of substance abuse.
- Increase the proportion of pregnant teenagers or teenage mothers who know that being a teenage mother does not stop them from reaching their goal in life.
- Increase the proportion of teenagers who know that teenage pregnancy is a distraction /barrier to achieving their desired goal.

**Attitude/Feeling**

- Increase the proportion of teenage girls who believe that abstinence is the best way to avoid teenage pregnancy.
- Increase the proportion of teenage girls that believe that they can abstain from sex.
- Increase the proportion of sexually active teenagers who believe that using contraceptives is important in preventing teenage pregnancy.
- Increase the proportion of teenage girls (pregnant and those that are mothers) who believe that they can have a second chance at pursuing and achieving their educational aspirations and economic empowerment to the zenith.
- Increase the proportion of teenage girls who believe that teenage pregnancy can be a barrier to achieving their future aspirations.
- Increase the number of girls who believe that unprotected sex can lead to unplanned pregnancy and other STDs.
- Increase the proportion of teenage girls who believe that they are role models to other teenagers.
- Increase the proportion of teenage girls who believe that they have important roles to play in decision making within the family, community, and the nation at large, beyond the kitchen and bedroom.

**Practice:**

- Increase the proportion of teenage girls who abstain from sexual intercourse.
- Increase the proportion of teenage girls who access, utilize and advocate for the use contraceptives.
- Increase the proportion of teenage girls who are determined to complete their secondary and tertiary school education.
- Increase the proportion of teenage girls who take steps to acquire skills or become economically empowered.
- Increase the proportion of teenage girls who advocate for abstinence among other girls and adolescents in general.
- Increase the proportion of sexually active teenage girls who negotiate safe sex with their partners.

## Teenage Pregnancy

### Communication Issues to Address

- Ignorance/lack of appropriate sex education
- Peer pressure and drug abuse
- Negligence/lack of adequate care by parents
- Culture of silence amongst teenagers- at home
- Lack of/ limited access to contraceptive services
- Lack of effective communication between parents and children

### Constraints

- Non-inclusion of appropriate sex education in school curricula
- Communication gap between parents, caregivers and teachers and their teenage girls
- Limited access to contraceptives
- Peer pressure
- Poverty
- Lack of parental care
- Loss of parents or single parenting
- Myths and misconceptions on the use of contraceptives
- Rape
- Incessant or misleading information about sex on social media
- Unavailability or busy schedules of parents
- Negative and unfriendly attitude of FP providers
- Some communities encouraging teenage pregnancy.
- Lack of reporting channels for rights violations.
- Unavailability of confidential, safe and effective reporting channels in schools.

### Key Constraint

- Communication gaps between parents and their teenage girls/ unwillingness of some parents to discuss sexuality education with their adolescents.

**Teenagers will spend up to 70% of their time in schools and sexual activity often occurs outside the parent's knowledge.**

### Benefits

- She will be empowered and attain all her life goals and aspirations.
- She will be able to make informed choices regarding her sexuality.
- Her chances of marrying the man of her choice will be increased.
- She is better able to pursue her education to the zenith and increase her chances of achieving her dreams.
- She will not experience complications related to early childbirth.
- She serves as a role model to other young girls.
- She will have increased chances of living a healthier life, and of better quality, free from complications related to early childbirth and mortality.
- She is better prepared psychologically and otherwise for the future task of motherhood.

### Key Benefit

- She is better able to pursue her education to the zenith and increase her chances of achieving her dreams.

### Support Points

- Free basic education policy in public schools
- Support from government and international Organization/ NGOs
- Access to and availability of modern contraceptives and contraceptive education for sexually active adolescents
- Availability of adolescent and youth friendly service points/ centers for information on life planning skills
- Availability of Sexual Assault Referral Centre's (SARC) free services.
- Stories of past experience of victims of teenage pregnancy, including those who may have died during delivery.
- Stories of victims who contracted STIs (especially HIV/AIDS) because of unprotected sex; with emphasis on the fact that HIV has no cure.
- The law which prohibits sexual intercourse with a minor – anyone below 18 years.



Teenage Pregnancy

**Messages**

- Say no to unprotected sex. It can lead to unwanted and unplanned pregnancy.
- Maximize your potential! You are too young to be a mother.
- Your education is a priority. Abstain from premarital sex.
- Think about it, are you ready to become a parent? Shun Teenage Pregnancy.
- Getting pregnant as a teenager can interrupt your future. Abstain from unprotected sex.
- You should be changing the world not diapers. Abstain from premarital sex.
- Do not take risks, Abstain from sex.
- Teenage pregnancy endangers your life and future.
- Teenage pregnancy halts your dreams and aspirations. Wait for the right time!
- The fact that everyone else is having unprotected sex does not mean that it is right. Dare to be different!!





## Message Matrix for the Teenage Boy

### Teenage Pregnancy

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Having unprotected sex (even once) can lead to unplanned pregnancy in the girl and STDs.</li> <li>Unplanned pregnancy can destroy your future and STDs in.</li> <li>Substance abuse can lead you into trouble and destroy your dreams and future.</li> <li>The fact that my friends are having sex does not mean I should join them</li> <li>Having sex is not synonymous to being a man. Zip up!!</li> <li>If you love her, wait for her.</li> </ul>	<ul style="list-style-type: none"> <li>Avoid pre-marital sex.</li> <li>Avoid unprotected sex.</li> <li>Abstain from sex until you are ready to take responsibility.</li> <li>Shun substance abuse and stay away from trouble.</li> <li>Zip up!! Sex is worth waiting for</li> </ul>	<ul style="list-style-type: none"> <li>Application of herbal medication (concoction) can prevent pregnancy.</li> <li>Having unprotected sex (even once) cannot lead to unplanned pregnancy in the girl and.</li> <li>Having sex makes you a man.</li> </ul>

### Communication objectives

**Know:**

- Increase the proportion of teenage boys who know the consequences of unprotected sex.
- Increase the proportion of teenage boys who know about life planning education and skills.
- Increase the proportion of teenage boys who know how to openly communicate with their parents, teachers, and care givers on issues about puberty, peer pressure and life planning.
- Increase the proportion of teenage boys who know where to access youth friendly centers
- Increase the proportion of teenage boys who know the importance of abstinence from sex and substance abuse.

**Attitude/Feeling**

- Increase the proportion of teenage boys who believe that abstinence is the best way to avoid unplanned teenage pregnancy
- Increase the proportion of teenage boys that believe they can abstain from sex
- Increase the proportion of teenage boys who believe that the use of contraceptives is important in preventing unplanned teenage pregnancy
- Increase the number of boys who believe that unprotected sex can lead to pregnancy and other STIs
- Increase the proportion of teenage boys who believe that they are role models to other teenagers

**Practice:**

- Increase the proportion of teenage boys who abstain from sexual intercourse
- Increase the proportion of teenage boys who access, utilize and advocate for the use contraceptives from youth friendly centers
- Increase the number of teenage boys who speak to other boys about abstinence
- Increase the proportion of sexually active teenage boys who negotiate safe sex with their partners

## Teenage Pregnancy

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>Ignorance of the consequences of engaging in pre-marital sex.</li> <li>Lack of knowledge on appropriate sex education.</li> <li>Peer group influence.</li> <li>Parental negligence and ignorance.</li> <li>Male child preference which leads to excessive freedom for the boys.</li> <li>Communication gap between male children and parents.</li> <li>Misleading information on sex found on social media.</li> <li>Some communities encouraging adolescent boys to explore sex to ascertain their potency.</li> </ul>	<p><b>Constraint</b></p> <ul style="list-style-type: none"> <li>Communication gap between male children and parents.</li> <li>Misleading information on sex found on social media.</li> <li>Ignorance of consequences of engaging in premarital sex.</li> <li>Peer group influence.</li> <li>Use of addictive or illicit substances.</li> <li>Male child preference.</li> <li>Ignorance of the consequences of engaging in pre-marital sex.</li> <li>Expectations of masculinity measured by sexual activity.</li> <li>Gender norms that place consequences of pre-marital sex on females.</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>Ignorance of the consequences of engaging in pre-marital sex.</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>He will be focused, empowered, and attain all his life goals and aspirations.</li> <li>He will not be involved in jeopardizing his future because of an unwanted pregnancy.</li> <li>He will be protected from sexually transmitted diseases (STD) when he uses protection.</li> <li>He can pursue his education.</li> <li>He can be a role model in the community.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>He will be focused, empowered, and attain all his life goals and aspirations.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>Availability of Information materials used to create awareness on abstinence and the benefits of avoiding premarital sex.</li> <li>Availability of Children/Youths' /Adolescents friendly centers (safe space).</li> <li>Availability of One stop centre for youth and adolescent education.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>Practice safe sex.</li> <li>Zip Up! Sex is worth waiting for.</li> <li>If you are not ready for the responsibility, avoid sex.</li> <li>You are not ready for the responsibilities that come with having children, avoid sex.</li> <li>Teenage Pregnancy can interrupt your planned future.</li> <li>You should be changing the world, not diapers. Zip up!</li> <li>Do not take risks, Abstain from sex.</li> <li>Avoid sex. Teenage pregnancy halts your dreams and aspirations. Wait for the right time!</li> <li>The fact that everyone else is having unprotected sex does not mean that is right. Dare to be different!</li> <li>If you love her, wait for her.</li> </ul>		

## Message Matrix for the Parents of Teenagers

### Teenage Pregnancy

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>• The use of proper family teaching resources on age-appropriate sex and marriage can prevent unwanted/ unplanned pregnancy.</li> <li>• The use of contraceptives by sexually active teenagers is safe.</li> <li>• Abstinence from sex by teenagers, until they reach adulthood.</li> </ul>	<ul style="list-style-type: none"> <li>• Support the use of contraceptives for sexually active teenagers.</li> <li>• Advocate for parent’s provision of age-appropriate sex education for their children and teenagers.</li> <li>• Provision of age-appropriate sexuality education for children and teenagers.</li> <li>• Do not spiritualize issues of sexuality.</li> </ul>	<ul style="list-style-type: none"> <li>• If I have sex education conversation with my child, it will expose them to early sexual debut.</li> <li>• Talking about sex with children is a taboo.</li> <li>• A girl’s place is in the kitchen and bedroom, therefore educating a girl child is training the girl for her husband.</li> <li>• Girls are not as intelligent as boys.</li> <li>• Use of contraceptives is synonymous with promiscuity.</li> <li>• Girls are not as intelligent as boys.</li> </ul>

### Communication objectives

- Know:**
- Increase the proportion of parents that understand/know the importance of age-appropriate sex education.
  - Increase the proportion of parents who know that the use of contraceptives by sexually active teenagers is safe.
  - Increase the proportion of parents who understand/know the implications of teenage pregnancy.
- Attitude/Feeling:**
- Increase the proportion of parents who believe that age-appropriate sex education for their children/wards can discourage their chances of being involved in unprotected sex.
  - Increase the proportion of parents who believe that the use of contraceptives by sexually active teenagers is safe.
  - Increase the proportion of parents who believe that teenage pregnancy has negative implication on both teenage boys and girls.
- Practice:**
- Increase the proportion of parents and guardians that have age-appropriate sex education conversations with their children/wards.
  - Increase the proportion of parents who support the usage of contraceptives by sexually active teenagers.

## Teenage Pregnancy

### Communication Issues to Address

- Lack of age-appropriate sex education.
- Inadequate knowledge of age-appropriate sex education/ lack of adequate communication skills.
- Myths and misconceptions.
- Shyness/unwillingness to discuss about sex with their children.
- Parental negligence/ unavailability and busy and conflicting schedules of parents.
- Quest to retain family name or lineage (in the case of non-male child in a family).

### Constraints

- Ignorance of the consequences of pre-marital sex.
- Lack of age-appropriate sex education.
- Inadequate knowledge of appropriate sex education/ lack of/inadequate communication skills.
- Myths and misconceptions.

### Key Constraint

- Myths and misconceptions.

### Benefits

- You become happy grandparents with daughters free from complicated pregnancies, childbirth, and motherhood.
- Pride and dignity of being parents to a well cultured and fulfilled daughter.

### Key Benefit

- Pride and dignity of being parents to a well cultured and fulfilled daughter.

### Messages

- Educate your children on the dangers of pre-marital sex and secure their future
- Discuss age-appropriate sex education with your children /teenagers and secure their future
- Pregnancy is not the end of your teenage daughter's dreams. She can still have a bright future, send her back to school.
- Prevent teenage pregnancy. Be an advocate!

### Support Points

- Availability of youths' adult centers which are safe spaces.
- Availability of one stop center for adult education.

## Message Matrix for the Mothers

### Teenage Pregnancy

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>· Lack of education is no reason for you not to talk to your child about her sexuality.</li> <li>· Knowledge is power.</li> <li>· Good interpersonal communication enhances child/mother bond.</li> </ul>	<ul style="list-style-type: none"> <li>· Strengthen communication relationship with teenagers.</li> <li>· Sensitize other mothers on the need for age-appropriate sex education for their children.</li> </ul>	<ul style="list-style-type: none"> <li>· The girl child will find her way around the issues of her sexuality when she is of age.</li> <li>· Discussions around sex with teenagers is a taboo.</li> <li>· Only promiscuous teenagers talk about and make use of contraceptives.</li> <li>· When the menstrual cycle is not fully established, pregnancy is impossible.</li> <li>· Whatever will be, will be!</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of mothers in the community who know that issues of sexual & reproductive health cannot be left to chance.
- Increase the proportion of mothers in the community who know that a teenage girl /boy who is well guided and groomed will be successful.
- Increase the proportion of mothers in the community who know that their teenage girls are an asset to the family and the community.
- Increase the proportion of mothers who know the importance and benefits of age-appropriate sex education for teenagers

#### Attitude/Feeling

- Increase the proportion of mothers in the community who feel that issues of sexual & reproductive health cannot be left to chance.
- Increase the proportion of mothers in the community who feel that a teenage girl who is well guided and groomed always turns out successful.
- Increase the proportion of mothers in the community who feel that their teenage girls are an asset to the family and the community
- Increase the proportion of mothers who believe that age-appropriate sex education helps in preventing teenage pregnancy.

#### Practice:

- Increase the number of mothers who engage their teenagers in age-appropriate sex education.
- Increase the proportion of mothers in the community who take issues of sexual & reproductive health of their teenage girls seriously
- Increase the proportion of mothers in the community who ensure that their teenage girls are well guided and groomed to turn out successful.
- Increase the proportion of mothers in the community who see their teenage girls as assets to the family and community.
- Increase the proportion of mothers who advocate to other mothers for the administration of age-appropriate sex education to teenagers in the community.

Teenage Pregnancy

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Ignorance</li> <li>· Negligence</li> <li>· Illiteracy</li> <li>· Culture</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Ignorance</li> <li>· Culture</li> <li>· Lack of mother/child bonding</li> <li>· Fear of the unknown</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Ignorance</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· Improved interpersonal communication/relationship between mother and child.</li> <li>· Mother develops confidence in her child's ability to handle situations</li> <li>· The mother becomes the daughter's confidant.</li> <li>· The mother has peace of mind</li> <li>· Mother becomes a role model to other mothers in the community and to her daughter.</li> <li>· Mother earns respect, recognition, and dignity in the community</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· Mother earns respect, recognition, and dignity in the community.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Availability of religious associations and groups that provide age-appropriate sex education.</li> <li>· Availability of NGOs that sensitize on teenage pregnancies, support pregnant teenagers and provide age-appropriate sex education</li> <li>· Availability of Primary Healthcare Centers.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Educate your children on the dangers of pre-marital sex and secure their future</li> <li>· Keep an eye on your girl child, she is your treasure.</li> <li>· Develop a close relationship with your girl child and earn her confidence.</li> <li>· Pregnancy is not the end of your teenage daughter's dreams. She can still have a bright future, send her back to school.</li> <li>· Preventing teenage pregnancy is beneficial to all, be an advocate.</li> </ul>		



## Message Matrix for the Fathers

### Teenage Pregnancy

Beliefs to promote	Actions to promote	Myths and misconceptions and mental mindsets to address
<ul style="list-style-type: none"> <li>By educating the girl child you are educating the nation.</li> <li>Educating the girl child is a lifetime investment.</li> <li>Teenage girls are assets to families, communities, and society at large and should be well trained</li> <li>Age-appropriate sex education is beneficial to boys and girls</li> </ul>	<ul style="list-style-type: none"> <li>Provide age-appropriate sex education to children and teenagers.</li> <li>Advocate for fathers to provide appropriate sex education to their children or teenagers.</li> <li>Encourage and strengthen communication relationship with teenagers</li> <li>Sensitize other fathers on the need for age-appropriate sex education for their children</li> </ul>	<ul style="list-style-type: none"> <li>Giving the girl child out to marriage early prevents teenage pregnancy.</li> <li>Only promiscuous teenagers engage in sexual activities.</li> <li>Discussion around sexuality with teenagers is a taboo.</li> <li>A girl's place is in the kitchen and bedroom-educating her is only for her husband's benefit.</li> <li>The use of contraceptive is a promiscuous and shameful act.</li> </ul>



## Teenage Pregnancy

## Communication objectives

**Know:**

- Increase in the proportion of fathers who know the benefits and importance of engaging their children in age-appropriate sex education as well as providing them with skills
- Increase the proportion of fathers who know that their teenage girls are assets to the family community and the nation at large and should be well trained.
- Increase the proportion of fathers in the community who know that issues of sexual & reproductive health cannot be left to chance.
- Increase the proportion of fathers in the community who know that a teenage girl /boy who is well guided and groomed will be successful.
- Increase the proportion of fathers in the community who know that their teenage girls are an asset to the family and the community.
- Increase the proportion of fathers who know the importance and benefits of age-appropriate sex education for teenagers

**Attitude/Feeling**

- Increase in the proportion of fathers who believe age-appropriate sex education is beneficial to the girl child.
- Increase the proportion of fathers who believe that their teenage girls are assets to the family community and the nation at large and should be well trained
- Increase the proportion of fathers in the community who feel that issues of sexual & reproductive health cannot be left to chance.
- Increase the proportion of fathers in the community who feel that a teenage girl who is well guided and groomed always turns out successful.
- Increase the proportion of fathers in the community who feel that their teenage girls are an asset to the family and the community
- Increase the proportion of fathers who believe that age-appropriate sex education helps in preventing teenage pregnancy.

**Practice:**

- Increase in the proportion of fathers who engage their children in age-appropriate sex education Increase the proportion of fathers who advocate to other fathers in the community for the administration of sex education to teenagers.
- Increase the number of fathers who engage their teenagers in age-appropriate sex education.
- Increase the proportion of fathers in the community who take issues of sexual & reproductive health of their teenage girls seriously.
- Increase the proportion of fathers in the community who ensure that their teenage girls are well guided and groomed to turn out successful.
- Increase the proportion of fathers in the community who see their teenage girls as assets to the family and community.
- Increase the proportion of fathers who advocate to other mothers for the administration of age-appropriate sex education to teenagers in the community.

## Teenage Pregnancy

<p><b>Communication Issues to Address</b></p> <ul style="list-style-type: none"> <li>· Lack of assertiveness by parents to children on sexuality education.</li> <li>· Parents should be on the same page in terms of teenage counselling</li> <li>· Lack of cordial relationship between parents and their children</li> </ul>	<p><b>Constraints</b></p> <ul style="list-style-type: none"> <li>· Cultural Beliefs: Taboo to discuss sexuality education with children.</li> <li>· Poverty (financial constraints)</li> <li>· Parents shy away from age-appropriate sex education</li> </ul>	<p><b>Key Constraint</b></p> <ul style="list-style-type: none"> <li>· Poverty (financial constraints)</li> </ul>
<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>· Improved interpersonal communication/relationship between father and child.</li> <li>· Father develops confidence in his child's ability to handle situations</li> <li>· The father becomes the daughter's confidant.</li> <li>· The father has peace of mind</li> <li>· The father becomes a role model to other fathers in the community and to his daughter.</li> <li>· Father earns respect, recognition, and dignity in the community.</li> </ul> <p><b>Key Benefit</b></p> <ul style="list-style-type: none"> <li>· Father earns respect, recognition, and dignity in the community.</li> </ul>		<p><b>Support Points</b></p> <ul style="list-style-type: none"> <li>· Availability of religious associations and groups that provide age-appropriate sex education.</li> <li>· Availability of NGOs that sensitize on teenage pregnancies, support pregnant teenagers and provide age-appropriate sex education.</li> <li>· Availability of Primary Healthcare Centers.</li> </ul>
<p><b>Messages</b></p> <ul style="list-style-type: none"> <li>· Educate your children on the dangers of pre-marital sex and secure their future.</li> <li>· Discuss age-appropriate sex education with your children. Secure their future.</li> <li>· Keep an eye on your girl child, she is your treasure.</li> <li>· Develop a close relationship with your girl child and earn her confidence.</li> <li>· Pregnancy is not the end of your teenage daughter, she can still have a bright future, send her back to school</li> <li>· Preventing teenage pregnancy is beneficial to all, be an advocate.</li> </ul>		

## Message Matrix for the Perpetrators

### Teenage Pregnancy

Beliefs to promote	Actions to promote	Myths, misconceptions and mental mindset to address
<ul style="list-style-type: none"> <li>Sex with a teenage girl is an offence punishable by law.</li> <li>Unprotected sex, (even once) can lead to pregnancy and Sexually Transmitted Diseases (STDs).</li> <li>Having unprotected sex is a risky behavior.</li> <li>Sex with teenage girls is a display of irresponsibility.</li> <li>Self-control makes a real man.</li> </ul>	<ul style="list-style-type: none"> <li>STOP!! Do not take advantage of any teenage girl.</li> <li>Desist from indiscriminate use of drugs and substances</li> <li>Avoid pre-marital sex. Secure your future.</li> <li>Avoid unprotected sex. Secure your future.</li> <li>Speak out and advocate against sex with teenage girls.</li> <li>Educate other men on the dangers of unprotected sex with teenagers.</li> </ul>	<ul style="list-style-type: none"> <li>Unprotected sex with teenage girls refreshes the man.</li> <li>One-time unprotected sex is not harmful and cannot result in conception.</li> <li>Having unprotected sex with a teenage girl is a trend.</li> <li>Sex with a teenage girl is more enjoyable</li> <li>To belong to a notable social class, you must have sex with/ deflower a teenage girl.</li> </ul>

### Communication objectives

#### Know:

- Increase the proportion of men who know that having sex with a teenage girl is an offence punishable by law.
- Increase the proportion of men who know that teenage pregnancy destroys the girl child and her educational pursuit.
- Increase the proportion of men who know that impregnating a teenage girl can lead to sexually transmitted diseases
- Increase the proportion of men who know that unprotected sex can result to unplanned pregnancy.

#### Attitude/Feeling:

- Increase the proportion of men who believe that sex with a teenage girl endangers the health of the teenage girl and the perpetrators.
- Increase proportion of men who believe that teenage girls need to become adults before engaging in sex.
- Increase proportion of men who believe that impregnating a teenage girl can lead to additional family burden.
- Increase proportion of men who believe that impregnating a teenage girl can lead to sexually transmitted diseases.
- Increase the proportion of men who believe that engaging teenage girls sexually can distract their academic pursuit of vision and truncate their future.

#### Practice:

- Increase the proportion of men who speak out against men who impregnate teenage girls
- Increase the proportion of men who speak to other men about the dangers of impregnating teenage girls
- Increase the proportion of men who stop the act of impregnating teenage girls

## Teenage Pregnancy

### Communication Issues to

#### Address

- Lack of sex education
- Ignorance
- Loss of core values
- Inadequate parenting and care
- Inadequate implementation of laws and sanctions
- Easy access and use of addictive substances (illicit drugs)

### Constraints

- Lack of sex education
- Use of addictive substances (illicit drugs)
- Community support and abetting of perpetrators.
- 

### Key Constraint

- Community support and abetting of perpetrators.

### Benefits

- Have a sound mind and health to pursue future aspirations.
- Being a respected man and role model in the society.

#### Key Benefit

- Being a respected man and role model in the society.

### Support Points

- Availability of children/youths' adolescents center (safe space).
- Availability of one stop center for youth and adolescent education.

### Messages

- Perpetrators will be prosecuted. STOP teenage pregnancy
- Teenage pregnancy is dangerous be warned. What goes around comes around. Don't take advantage of any teenage girl
- Teenage pregnancy truncates her destiny, Say NO to Teenage pregnancy!!
- Avoid sex with teenage girls! Be responsible.
- Stop deceiving girls to have sex with you!
- Be an advocate against teenage pregnancy, SPEAK UP!

# Channels of Communication

## Teenage Pregnancy

Trusted and effective channels for disseminating messages are very important to ending all forms of gender based violence and harmful practices against women and girls in Nigeria. The table below shows channels and tools that can be leveraged to disseminate the messages listed for **child marriage, female genital mutilation, gender based violence and teenage pregnancy.**

Increased frequency of dissemination, using these diverse platforms will serve to reinforce the messages and move Nigeria towards the goal of ending all forms of gender based violence and harmful practices against women and girls in Nigeria.

The media is a strategic partner and channel, as such their engagement should be sustained. Journalists should be updated frequently and their capacities should be built to report on GBV and HP accurately.

Channels	Types of Channels	Tools	Audiences
<b>Mass Media</b>	Television	Call -in programs Talk shows. TV jingles	Women Girls Men
	Radio	Radio Jingles Radio drama Call -in programs	Boys GBV survivors Health workers TBA
	Billboards		Traditional and Religious leaders
	Print media	Newspapers	



Channels	Types of Channels	Tools	Audiences
<b>Interpersonal Communication</b>	Town announcers	Discussion guides/ Talking points. Pictorial guides	Women Girls Men
	Schools	SBCC materials Posters Comics (child & teenage friendly materials) Badges Colourful wrist bands Dialogues Debates School clubs Parent Teacher Association (PTA)	Boys GBV survivors Mothers/Mothers-in-law/ Grandmothers Fathers & Husbands to be TBA local barbers Health workers Students Teachers Parents
	School counsellors		
	Dance and drama	Playlets	
	Religious leaders		
	Town hall meetings		GB survivors TBA local barbers Health workers
	Group meetings	Women groups Age Grade meetings Association meetings Community meetings Majalisa	Mothers/Mothers-in-law/ Grandmothers TBA Local barbers Women Girls Men Boys GBV survivors
	Drama groups	Indigenous drama	Mothers/Mothers-in-law/ Grandmothers
	Traditional leaders		Mothers/Mothers-in-law/ Grandmothers TBA local barbers
	Folksongs		Mothers/Mothers-in-law/ Grandmothers
Community meeting		Mothers/Mothers-in-law/ Grandmothers	

Channels	Types of Channels	Tools	Audiences
	Events: Seminars Weddings Naming ceremonies Workshops Conference Workshops	Handbills Stickers Discussion guides	Mothers/Mothers-in-law/ Grandmothers Health workers Women Girls Men Boys
	Health Talks	During Antenatal Clinics (ANC)	Mothers/Mothers-in-law/ Grandmothers Women Girls
<b>Social Media</b>	Instagram		Mothers/Mothers-in-law/ Grandmothers
	Snapchats		Women
	Facebook		Girls
	Twitter		Men Boys
	WhatsApp		GBV survivors Health workers Perpetrators

*Channels, Tools and Audiences listed are not exhaustive.*

This communication strategy also recommends the use of champions to amplify the messages.

### Champions against FGM

- The community Head
- The Mutilators
- Sarkin yakin gaji
- Wazirin gwandu
- Galadiman dutse
- Women and men leaders
- NGOs/CSOs/CBOs

### Champions against GBV

- Government
- Judiciary
- Security.
- Community
- Traditional/Religious Leaders
- Male Champions
- NGOs, CSOs and FBOs.
- State actors (Executives, legislature, Law enforcement)

### Champions against Teenage pregnancy

- Peer groups
- Teachers
- Health care providers
- CSOs/NGOs

### Champions against child marriage

- Religious Leaders
- Traditional Leaders
- Parents

# Monitoring and Evaluation Plan

## Indicators

Objective/Activity	Baseline/Target	Indicators	Means of Verification/Source	Frequency of Data Collection
Increase school enrolment of girl child	<b>Baseline:</b> Target: 50% increase in school enrolment of girl child	% increase in school enrolment of girl child	National and state level education/ school enrolment register	Yearly
Increase the number of girl child that complete secondary education	<b>Baseline:</b> Target: 70% girl child that enroll for school complete secondary education	% of girl child who completed secondary education	School enrolment report	Yearly
Increase domestication of child rights act across state	<b>Baseline:</b> Target: All states domesticate the child rights act	# of states that domesticated the child rights acts	Policy document/ tracker	Yearly
Increase the implementation of the child rights act across state	<b>Baseline:</b> Target: All states implement the child rights act	# of states that implementing the child rights acts	Policy document/ tracker	Yearly
Increase domestication of the Violence Against Persons Prohibition (VAPP) act	<b>Baseline:</b> Target: All states domesticate the VAPP act	# of states that domesticated the VAPP acts	Policy document/ tracker	Yearly
Increase implementation of the Violence Against Persons Prohibition (VAPP) act	<b>Baseline:</b> Target: All states implement the VAPP act	# of states that implement the VAPP acts	Policy document/ tracker	Yearly

Objective/Activity	Baseline/Target	Indicators	Means of Verification/Source	Frequency of Data Collection
Reduction in hospital cases attributed to gender-based violence and harmful practices against women and girls	<b>Baseline:</b> Target: 50% reduction of all hospital cases attributed to gender-based violence and harmful practices against women and girls	% of hospital cases attributed to gender-based violence and harmful practices against women and girls	Survey	Yearly
Increase reporting of gender-based violence and harmful practices against women and girls	Target: All gender-based violence and harmful practices against women and girls are reported	# of reported cases of gender-based violence and harmful practices against women and girls	Survey	Biennially
Increase prosecution of perpetrators of gender-based violence and harmful practices against women and girls	<b>Baseline:</b> Target: 70% of all reported cases of gender-based violence and harmful practices against women and girls are prosecuted	% of cases of gender-based violence and harmful practices against women and girls prosecuted	Survey Report	Biennially
Increase rehabilitation of survivors of gender-based violence and harmful practices	<b>Baseline:</b> Target: 70% of survivors of gender-based violence and harmful practices are rehabilitated	% of survivors of gender-based violence and harmful practices rehabilitated	Survey Report	Biennially

Objective/Activity	Baseline/Target	Indicators	Means of Verification/Source	Frequency of Data Collection
Increase the number of health workers that provide adolescent friendly family planning services	<b>Baseline:</b> Target: 70% of health workers provide adolescent friendly family planning services	% of health workers that provide adolescent friendly family planning	Survey Report	Biennially
Capacity building		# of media personnel trained on reporting issues gender-based violence and harmful practices against women and girls	Training database/ Training report	Quarterly
Bi-annual media/ press conferences		# of media representatives present	Attendance sheets	Bi-annual
		# of reports in the media	Media clips of the reports	Quarterly
		# of press releases	Press release clips	Quarterly
		# of special reports	Media clip	Quarterly
Courtesy visits		# of courtesy visits conducted to high level stakeholders	Photos/Trip reports	Quarterly



## Indicator Definitions

Indicator Name	Definition	Computation
% increase in school enrolment of girl child	Percentage of school enrolment for girl child	<u>Numerator</u> : total number of school enrolment for girl child <u>Denominator</u> : total number of school enrolment
% of girl child who completed secondary education	Percentage of girl child who completed secondary education	<u>Numerator</u> : total number of girl child who completed secondary education <u>Denominator</u> : total number of all completed education
# of states that domesticated the child rights act	Number of states that domesticated the child rights act	Total number of states that domesticated the child rights act
# of states that implementing the child rights act	Number of states that implementing the child rights act	Total number of states that implement the child rights acts
# of states that domesticated the VAPP acts	Number of states that domesticated the VAPP acts	Total number of states that domesticated the VAPP acts
# of states that implement the VAPP act	Number of states that implement the VAPP act	Total number of states that implement the VAPP act
% of hospital cases attributed to gender-based violence and harmful practices against women and girls	Percentage of hospital cases attributed to gender-based violence and harmful practices against women and girls	<u>Numerator</u> : total hospital cases attributed to gender-based violence and harmful practices against women and girls <u>Denominator</u> : total number of all hospital cases
# of reported cases of gender-based violence and harmful practices against women and girls	Number of reported cases of gender-based violence and harmful practices against women and girls	Total number of reported cases of gender-based violence and harmful practices against women and girls
% of cases of gender-based violence and harmful practices against women and girls prosecuted	Percentage of cases gender-based violence and harmful practices against women and girls prosecuted	<u>Numerator</u> : total number of cases gender-based violence and harmful practices against women and girls prosecuted <u>Denominator</u> : total number of reported cases of gender-based violence and harmful practices against women and girls
% of survivors of gender-based violence and harmful practices rehabilitated	Percentage of survivors of gender-based violence and harmful practices rehabilitated	<u>Numerator</u> : total number of survivors of gender-based violence and harmful practices rehabilitated <u>Denominator</u> : total number of survivors of gender-based violence and harmful practices identified

Indicator Name	Definition	Computation
% of health workers that provide adolescent friendly family planning services	Percentage of health workers that provide adolescent friendly family planning services	<u>Numerator</u> : total number of health workers that provide adolescent friendly family planning services <u>Denominator</u> : total number of health workers that provide family planning services
# of media personnel trained on reporting issues of gender-based violence and harmful practices against women and girls	Number of media trained on reporting issues gender-based violence and harmful practices against women and girls	Total number of media practitioners trained on reporting issues gender-based violence and harmful practices against women and girls
# of media representatives present	Number of media representatives present at media/press conferences related to gender-based violence and harmful practices against women and girls	Total number of media representatives present at media/press conferences related to gender-based violence and harmful practices against women and girls
# of reports in the media	Number of media reports related to gender-based violence and harmful practices against women and girls	Total number of media reports related to gender-based violence and harmful practices against women and girls
# of press releases	Number of press releases related to gender-based violence and harmful practices against women and girls	Total number of press releases related to gender-based violence and harmful practices against women and girls
# of special reports	Number of special reports related to gender-based violence and harmful practices against women and girls	Total number of special reports related to gender-based violence and harmful practices against women and girls
# of courtesy visits conducted to high level stakeholders	Number of courtesy visits conducted to high level stakeholders related to gender-based violence and harmful practices against women and girls	Total number of courtesy visits conducted to high level stakeholders related to gender-based violence and harmful practices against women and girls

# List of Contributors

1. Abia State Ministry of Women Affairs
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5. Akwa Ibom State Ministry of Justice
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7. Anambra State Ministry of Women Affairs
8. Bauchi State Ministry of Women Affairs
9. Bayelsa State Ministry of Justice
10. Bayelsa State Ministry of Woman Affairs
11. Benue State Ministry of Justice
12. Benue State Ministry of Women Affairs
13. Centre for Girl Education
14. Centre for Population and Reproductive Health
15. Christian Association of Nigeria
16. Civil Resource Development and Documentation Centre
17. Clear View Integrity Foundation
18. Cross river State Ministry of Health
19. Cross river State Ministry of Justice
20. Cross river State Ministry of Women Affairs
21. Delta State Ministry of Health
22. Delta State Ministry of Women Affairs
23. Development Initiative of West Africa
24. Ebonyi State Ministry of Health
25. Ebonyi State Ministry of Justice
26. Ebonyi State Ministry of Women Affairs
27. Ebonyi Women Initiative for Acceleration
28. Edo State Ministry of Health
29. Edo State Ministry of Justice
30. Edo State Ministry of Women Affairs
31. Ekiti State Ministry of Health

32. Ekiti State Ministry of Justice
33. Ekiti State Ministry of Women Affairs
34. Enugu State Ministry of Justice
35. Enugu State Ministry of Women Affairs
36. FCT Education Secretariat
37. FCT Social Development Secretariat
38. Federal Ministry of Health
39. Federal Ministry of Women Affairs and Social Development
40. Fistula Foundation
41. Gender and Development Action
42. Gombe State Ministry of Women Affairs
43. Immadudeen Islamic Organization
44. Imo State Ministry of Justice
45. Imo State Ministry of Women Affairs
46. Inter-African Committee
47. International Federation of Women Lawyers (FIDA)
48. Islamic Community
49. Jigawa State Ministry of Women Affairs and Social development
50. Justice Sector Law Reform Commission
51. Kaduna State Ministry of Human Services and Social Development
52. Kano State Ministry of Women Affairs
53. Katsina State Ministry of Women Affairs
54. Kebbi State Ministry of Education
55. Kebbi State Ministry of Health
56. Kebbi State Ministry of Justice
57. Kebbi State Ministry of Women Affairs
58. Kogi State Ministry of Justice
59. Kogi State Ministry of Women Affairs
60. Kwara State Ministry of Women Affairs
61. Lagos State Ministry of Health
62. Lagos State Ministry of Justice
63. Lagos State Ministry of Women Affairs and Poverty Alleviation
64. Ministry of International Development Corporation, Cross River
65. Nasarawa State Ministry of Justice
66. Nasarawa State Ministry of Women Affairs and Social Development

67. Neighbourhood care-well
68. Niger State Ministry of Justice
69. Niger State Ministry of Women Affairs
70. Nigeria Police Force
71. Nigeria Security and Civil Defence Corps
72. Nigerian Supreme Council for Islamic Affairs
73. Ogun State Ministry of Justice
74. Ogun State Ministry of Women Affairs
75. Ondo State Ministry of Women Affairs
76. Osun State Ministry of Health
77. Osun State Ministry of Justice
78. Osun State Ministry of Women Affairs
79. Oyo State Ministry of Health
80. Oyo State Ministry of Justice
81. Rivers State Ministry of Justice
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86. State Intelligence Bureau
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96. Zamfara State Ministry of Education
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98. United Nations Population Fund (UNFPA)
99. Centre for Communication and Social Impact







# National Communication Strategy

Ending All Forms of Gender Based  
Violence and Harmful Practices Against  
Women and Girls in Nigeria.

## Partners



**Spotlight  
Initiative**  
*To eliminate violence  
against women and girls*

