

# Raising the beat to end child marriage in Bangladesh: Triggering norm changes through communication

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## Social and Behaviour Change Strategy to End Child Marriage

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## FOREWORD

Bangladesh has one of the highest child marriage rates in the world with about half the women aged 20-24 years married before the age of 18. In the past decade we have seen a decline in child marriage rates and the median age of marriage among women has increased. Yet, every girl married as a child, is one too many. Ending child marriages is critical for ensuring the development and well-being of adolescent girls and it is a key priority for the Government, our partners and civil society. Prompted by the Honourable Prime Minister's pledge at the Girls' Summit in 2014 to end marriages under 18 by the year 2041, many successful multi-sectoral initiatives are underway. We are committed to ending child marriage in the country.

In Bangladesh, the UNICEF-UNFPA joint global programme to end child marriage (GPECM) has supported advocacy and policy dialogue, media campaigns, life skills interventions, adolescent- friendly health services, the creation of adolescent clubs and anti-sexual harassment committees in schools, as well as the improvement of water, sanitation and hygiene facilities in schools. This report documents the social and behaviour change communication (SBCC) initiative that was implemented in the first phase of the global programme (2017-2019). At the heart of the SBCC intervention is the award winning, innovative and social norms driven trans-media initiative consisting of an entertainment–education based television series, *Icchedana* that *focuses* on empowering adolescents and facilitating normative change. The trans-media initiative is complemented by community engagement efforts in high prevalence areas.

Ending this deeply entrenched practice requires a gender transformative approach and we need to address the root cause of child marriage. Gender inequality, low value attached to the girl child, limited mobility, sexual harassment and concerns for the safety and security of girls all contribute to child marriage. Social and behaviour change communication is essential to spark change. We need a collaborative approach where we mobilize adolescents, their families, opinion leaders at the community level to collectively say no to child marriage.

## Abbreviations and Acronyms

<b>APC</b>	Accelerated Protection for Children
<b>ARLG</b>	Adolescent Radio Listening Groups
<b>BBS</b>	Bangladesh Bureau of Statistics
<b>BDHS</b>	Bangladesh Demographic Health Survey
<b>BHE</b>	Bureau of Health Education
<b>BTRC</b>	Bangladesh Telecommunication Regulatory Commission
<b>CMRA</b>	Child Marriage Restraint Act
<b>C4D</b>	Communication for Development
<b>CBCPC</b>	Community Based Child Protection Committee
<b>CLTS</b>	Community Led Total Sanitation
<b>CRC</b>	Convention on Rights of the Child
<b>DMC</b>	Department of Mass Communication
<b>DGFP</b>	Directorate General of Family Planning
<b>DSHE</b>	Directorate of Secondary and Higher Education
<b>ECBSS</b>	Effective Coverage of Basic Social Services in Bangladesh
<b>ECM</b>	End Child Marriage
<b>GAP</b>	Gender Action Plan
<b>GPECM</b>	Global Programme to End Child Marriage
<b>GOB</b>	Government of Bangladesh
<b>IFB</b>	Islamic Foundation of Bangladesh
<b>IPC</b>	Interpersonal Communication
<b>JPGSPH</b>	James P Grant School of Public Health
<b>KAP</b>	Knowledge, Attitude, and Practice
<b>KMOS</b>	Knowledge Management Outreach Sites
<b>MCL</b>	Marketing Communications Limited
<b>M&amp;E</b>	Monitoring and Evaluation
<b>MOE</b>	Ministry of Education
<b>MOHFW</b>	Ministry of Health and Family Welfare
<b>MOHA</b>	Ministry of Home Affairs
<b>MICS</b>	Multiple Indicator Cluster Survey

<b>MOI</b>	Ministry of Information
<b>MOLJ</b>	Ministry of Law and Justice
<b>MOLGRDC</b>	Ministry of Local Government and Rural Development and Cooperatives
<b>MORA</b>	Ministry of Religious Affairs
<b>MOSW</b>	Ministry of Social Welfare
<b>MOWCA</b>	Ministry of Women and Children Affairs
<b>NAP</b>	National Action Plan
<b>NGO</b>	Non-governmental Organization
<b>ODF</b>	Open Defection Free
<b>PSA</b>	Public Service Announcement
<b>R,M&amp;E</b>	Research, Monitoring and Evaluations
<b>SBCC</b>	Social and Behaviour Change Communication
<b>SEM</b>	Socio-Ecological Model/ Framework
<b>TRP</b>	Target Rating Point
<b>UNO</b>	Upazila Nirbahi Officer
<b>UNFPA</b>	United Nations Population Fund
<b>UNICEF</b>	United Nations Children's Fund

## Executive Summary

Child marriage remains a widespread and commonly accepted practice in Bangladesh. Child marriage violates children's human rights, limits their choices and opportunities, and leaves girls vulnerable to violence, exploitation and abuse. Evidence clearly supports that decisions about child marriage are most often not an individual or independent one but result from social expectations.

Under the auspices of the Joint Global programme on Ending Child Marriage, UNICEF and UNFPA partnered with the Government of Bangladesh, under the leadership of the Ministry of Women and Children Affairs (MOWCA) to spearhead a comprehensive response to end child marriage. Within this cross-sectoral initiative, an evidence-based, multi-layered social and behaviour change communication (SBCC) strategy was planned and implemented.

This document aims to capture the strategic thinking behind the SBCC Strategy and interventions. The document underscores the catalytic role of communication in ending social practices such as child marriage and emphasizes the science behind designing, planning and implementing social change communication efforts by laying out an evidence-based and theory driven strategy. The report was developed through a consultative process and included a mix of key informant interviews, focus group discussions, observations of community engagement initiatives, and desk review of documents.

The Socio-Ecological Model (SEM) served as a guiding framework. Notably, the strategy builds on social norms as a specific theory operating within the broader rubric of the SEM. The strategy also drew on Diffusion of Innovations Theory. Applying a gender and power lens helped understand the social structures and power inequities that drive child marriage.

The overarching goal of the social and behavioural communication strategy was to empower adolescents and their families with correct knowledge, attitudes and skills to make informed choices about their future and engage communities to foster norm changes that promote gender equality and prevent child marriage.

The SBCC approaches for this initiative comprised of three pillars: trans-media, community engagement and social mobilization, and advocacy and capacity building. The trans-media component included mass, folk and social media. The trans-media campaign assets were all framed with a social norms lens and included *Icchedana*- an award winning television drama series. The community engagement and social mobilization included interpersonal communication, Courtyard Discussions, Fathers

and Mothers Groups, Community Dialogue and mobilization of locally elected representatives and influentials. The third component, advocacy and capacity building, included both national and local level advocacy to motivate and influence decision makers and capacity building of national and sub-national partners in facilitating social change.

The campaign slogan “Raise the Beat” used the traditional drum (*Dhol*) as a symbol of gaining attention and voicing protest. The campaign encouraged people to rally together to raise their voice and report child marriage. The campaign aimed to trigger a normative shift where child marriage was no longer considered acceptable.

A notable feature of this strategy was the strong partnership among stakeholders. The creative strategy and media production were implemented by Asiatic MCL with support from PCI Media Impact. Measuring change and tracking the effect of the multi-level communication intervention was built into the design and development of the strategy. The research partner, BRAC University James P Grant School of Public Health (JPGSPH) carried out the baseline-midline and endline research and developed the M&E Framework.

The endline assessment demonstrated significant increase over time in knowledge of the legal age of marriage. Higher levels of exposure to the trans-media contents showed a positive correlation with levels of knowledge about consequences of child marriage. Exposure at endline was related to significantly higher levels of interpersonal communication around child marriage issues. Perception of community member’s disapproval of child marriage decreased over time and positive social norms around child marriage were significantly more prevalent among respondents with medium exposure versus no exposure. Significant increases in actions taken to prevent child marriages were noted both over time and by level of exposure. However, viewership data showed low levels of exposure and engagement. Half the respondents had neither heard of the entertainment education drama show nor watched it, few people watched multiple episodes, recommended the series to others or recalled the content.

Recommendations included: i) expanding current exposure and engagement levels; ii) exploring new partnerships; iii) promoting cross-sectoral convergence; iv) strengthening the on-air and on-ground linkages; v) adding interactivity and live components to the enter-educate show; vi) featuring aspirational messages; vii) enhancing adolescent participation, viii) strengthening male engagement; ix) developing additional knowledge products; x) conducting a comprehensive evaluation, xi) linking sectoral programmes; xii) establishing Child Marriage Free Zones and xiii) institutionalizing a C4D Advisory Group.



# Chapter 1: Introduction

## Overview

Ending child marriage is a key priority issue in Bangladesh, with over one out of every two girls married before their 18<sup>th</sup> birthday.<sup>1</sup> Multiple initiatives at various levels are underway, demonstrating high-level commitment and concerted cross-sectoral collaboration between the Government, development partners and civil society. Prompted by the Prime Minister's pledge at the Girls' Summit in 2014 to end marriages under 18 by the year 2041 and bring an end to child marriage below 15 years by the year 2021, efforts have been expanded and scaled-up to accelerate progress. Bangladesh has one of the highest prevalence of child marriage in the world and eliminating this practice is critical for meeting national development plans as well as international commitments such as the Sustainable Development Goals.

Toward this end, the United Nations Children's Fund (UNICEF) and the United Nations Population Fund (UNFPA) have partnered with the Government of Bangladesh (GOB), under the leadership of the Ministry of Women and Children Affairs, other national bodies and multi-lateral agencies to address child marriage at the individual, family, community and societal level. Recognizing the need to collaborate on a comprehensive response that includes knowledge and awareness generation among individuals and families and public commitment and support from communities and influentials, an ambitious multi-sectoral initiative is being spearheaded under the auspices of the UNICEF-UNFPA joint global programme to end child marriage (GPECM). The GPECM prioritized the development of the National Action Plan (NAP) to End Child Marriage, which outlined the implementation modalities across ministries, sectors and development partners to address the diverse factors that drive child marriage in Bangladesh, in a coordinated manner. Within the NAP, social and behaviour change communication, also referred to as communication for development (C4D) is a critical focus with mass media, community engagement, social mobilisation, advocacy and capacity development initiatives at the national and sub-national level.

**This document aims to capture the strategic thinking behind the SBCC components that are part of the comprehensive child marriage response. In so doing the report presents the collaborative effort across UNICEF programme sectors as well as**

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<sup>1</sup>The Bangladesh Demographic and Health Survey (BDHS, 2014 and 2019) estimates 59 per cent (among women aged between 20-24 years) and the Multiple Indicator Cluster Survey (MICS, 2019) estimates 51% of women aged between 20-24 married before the age of 18.

**partnerships with the Government, other UN agencies and NGOs.** This document provides an overview of the overall context and drivers of child marriage in Bangladesh, highlights the theory and research that informed this SBCC strategy, presents the conceptual framework that enabled a social norms perspective to guide the strategy and future programming, and describes the main components of the SBCC response, as well as the creative framing. The document also highlights partnerships, innovations and achievements of the effort thus far. In the concluding chapters the document provides the monitoring and evaluation framework, findings from the endline assessment and substantive recommendations to guide the next stage of the programme.

## Purpose

**The document underscores the catalytic role of communication in ending social practices such as child marriage and emphasizes the science behind designing, planning and implementing social change communication efforts by laying out an evidence-based and theory driven strategy.** Given the gendered and normative drivers of child marriage, the strategy charts a norms-based gender transformative communication intervention. The document can be used as a tool to look back and understand the various components of the effort as well as a foundation to build on and strengthen the subsequent phases of the programme.

Practices that are normative are deeply embedded in society and changes take time. This report will provide a framework for a long-term communication strategy, which is necessary for sustained and accelerated progress. While the primary objective of the intervention was to end child marriages by enabling girls and their families to decide against marrying girls under the age of 18, the strategy also seeks to empower girls and equip them with the skills to make informed life decisions. Child marriage is a manifestation of deep-rooted gender inequality and it can only be eliminated when girls, their families and their communities value girls equally, allow them equal opportunities in life, enable them to stay in school and build both life and livelihood skills. Girls' empowerment efforts must also simultaneously include raising a generation of boys who see girls as equals and over time become men who refuse to marry girls under 18 and are supportive and egalitarian friends, family and community members. Addressing child marriage thus, inherently requires addressing the inequitable gender norms that perpetuate the practice.

This document aims to:

- ✓ Provide a case study of the multi-layered ECM SBCC response in Bangladesh under the UNICEF-UNFPA Global Programme in collaboration with the Government and national partners;

- ✓ Document the strategic thinking behind the design and implementation of the communication efforts to end child marriage and promote gender equality;
- ✓ Detail how social norms and SBCC theory have been applied to the different aspects of the SBCC response;
- ✓ Capture the processes and partnerships that supported the planning, research and roll-out of the response;
- ✓ Articulate a results framework that is closely aligned to the National Plan of Action, UNICEF – GOB Country Programme and the UNICEF-UNFPA joint global programme on ending child marriage;
- ✓ Present the findings from the endline assessment, comparing changes over time and by level of exposure;
- ✓ Provide a set of recommendations to inform the next stage of the programme, based on the analysis of strengths and gaps and emerging evidence on ECM, gender and communication.

## Methodology

**The report was developed through a consultative process and included a mix of key informant interviews, focus group discussions, observations of community engagement initiatives, and desk review of documents and research reports.** The initial set of interviews were conducted in-country during the consultant's visit in March 2019 and included UNICEF programme teams and management, UNFPA team working on child marriage and communication, Former Secretary of the Ministry of Women and Children Affairs, Ms. Nasima Begum, GOB officials at the *Upazila* level, Union and Ward level elected officials and the Media partner Asiatic MCL.

A second visit was conducted in November 2019 to validate and finalize the draft and collate additional information with inputs from GoB stakeholders through further consultations. A meeting was held with Ms. Kamrun Nahar, former Secretary of the Ministry of Women and Children Affairs along with other senior officials – Mr. Sheikh Rafiqul Islam, Additional Secretary; Mr. Iqbal Hossain, Joint Secretary; Mr. Abul Hossain Deputy Secretary and Project Director of Multi Sectoral Programme on Violence Against Women; and Mr. S.M. Latif Deputy Secretary of MOWCA and Project Director of Accelerated Protection for Children (APC) Project. A consultation meeting was held with the C4D Advisory Committee comprising Government counterparts representing Ministries of health and family welfare, education, social welfare, religious affairs, information, youth and sports, local government and rural development and media partners among others. The meeting was chaired by the Project Director, APC Project and provided recommendations for synergy and scale-

up. Follow up meetings were also conducted with UNICEF and UNFPA programme teams, as well as media and research partners.

Field visits were conducted in two high child marriage prevalence districts - Kushtia and Bhola and Mirpur an urban settlement outside Dhaka. The field visits to the two programme districts included meetings with implementing partners, local officials and visits to the community. The consultant was also able to attend several community-based events such as a Fathers' Group meeting, a folk performance, a community dialogue session, an adolescent club meeting and a school-based debate competition. The secondary analysis covered research reports on Child Marriage, UNICEF Country programme document and other relevant reports, GPECM reports, the creative campaign strategy developed by the media partner, synopsis and outlines of the media material as well as relevant published literature on SBCC, entertainment-education, social norms, child marriage and gender. Table 1 details the documentation process.

Table 1: Documentation Process

<p><b>Initial in-country visit for orientation and briefing</b></p> <ul style="list-style-type: none"> <li>• Interviews with relevant stakeholders – GOB, UNICEF, UNFPA, Asiatic, JPGSPH BRAC and other partners</li> <li>• Field visits to two districts</li> <li>• Focus Group Discussions with fathers, mothers and adolescents</li> <li>• Collation of documents and material</li> </ul> <p><b>Remote review and analysis</b></p> <ul style="list-style-type: none"> <li>• Study of reports and documents provided by UNICEF</li> <li>• Analysis of relevant literature on child marriage, SBCC, gender and norms</li> <li>• Review of media materials shared by UNICEF</li> <li>• Develop first draft</li> </ul> <p><b>Second in-country visit for validation and finalization</b></p> <ul style="list-style-type: none"> <li>• Additional consultations with GOB, media and research partners</li> <li>• Validation meetings with GOB and stakeholders</li> <li>• Observation of ARLG in an urban settlement outside Dhaka</li> <li>• Collection of additional material and information</li> </ul> <p><b>Finalization of the document</b></p> <ul style="list-style-type: none"> <li>• Refine first draft</li> <li>• Circulate for review</li> <li>• Revise based on feedback</li> <li>• Finalize the document</li> </ul>
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## Chapter 2: The Context

### Child Marriage

Child marriage is a violation of human rights and denies children the opportunity to grow as healthy, productive, and empowered citizens. Child marriage robs millions of girls and boys worldwide of their childhood. While child marriage can occur among boys, the practice is inextricably rooted in unequal gender norms and disproportionately affects girls. Every year, an estimated 15 million girls are married before the age of 18.<sup>2</sup> Child marriage is not only far more common among girls but also has far graver consequences for them. Child marriage is linked to school drop out, hampers future opportunities, limits the social, emotional and physical development of adolescents and can pose life-threatening health consequences. **As per the United Nations' Convention on Rights of the Child (CRC) the term "child marriage" is used to describe a legal or customary union between two people, of whom one or both spouses is below the age of 18.**

Child marriage is fuelled by several factors, including poverty, socio-cultural practices, concerns for safety and the low value attached to investing in girls' education and future opportunities. Parents often believe it is their responsibility to marry daughters and that marriage is in the best interest of the child. Yet, for millions of girls, marriage is neither safe nor in their best interest. Child marriage forces girls to shoulder adult roles and responsibilities before they are physically, psychologically and emotionally ready. Moving to their marital homes separates girls from the family, friends, familiar surroundings and safety networks, leading to social isolation. Child marriage leads to early sexual debut, putting girls at risk of early pregnancy and sexually transmitted infections including HIV. Married girls are often under pressure to become pregnant soon after marriage, although they are still children themselves and know little about sex and reproductive health. A pregnancy before a girl's body is fully mature is a major risk to both mother and baby. Complications of pregnancy and childbirth are the main causes of death among adolescent girls ages 15-19 years old in developing countries.<sup>3</sup>

Child marriage also increases girl's vulnerability to domestic violence (see Figure 1). Women who are married as children are not only more likely to experience violence but also more likely to believe that under certain circumstances, it is justified for a husband to beat a wife. Girls who are married at a young age are likely to have lower decision-making ability, rendering them less able to negotiate life-choices than their

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<sup>2</sup> Child marriage and family planning: an information sheet, (2017). Girls not Brides: The Global Partnership to end Child Marriage.

<sup>3</sup> Marrying too Young, (2012). UNFPA: New York.

adult counterparts. In addition, girls are married off to men who are older and the age difference between spouses impacts agency and household dynamics.<sup>4</sup>

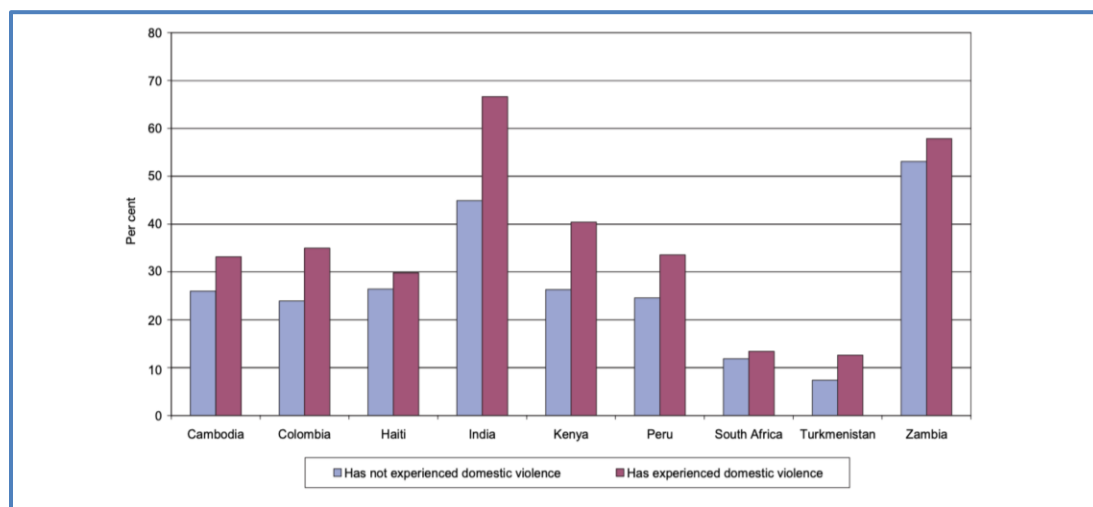


Figure 1: Experience of violence by women married before the age of 18

The impacts of child marriage are multi-dimensional, and can be categorized under five broad domains, (i) fertility and population growth; (ii) health, nutrition, and violence; (iii) educational attainment; (iv) labour force participation, earnings, and productivity; and (v) decision- making and other areas, with far reaching consequences on the child bride, her children, her community and country (see Figure 2). Child marriage also has significant economic impacts, costing developing countries trillions of dollars. In contrast, ending child marriage would have a large positive effect on the educational attainment of girls and their children, increase women’s expected earnings and household welfare. Ending child marriage therefore is not limited to a social, human rights or health issue, investments in ending child marriage are a pathway to economic benefits and national progress.<sup>5</sup>

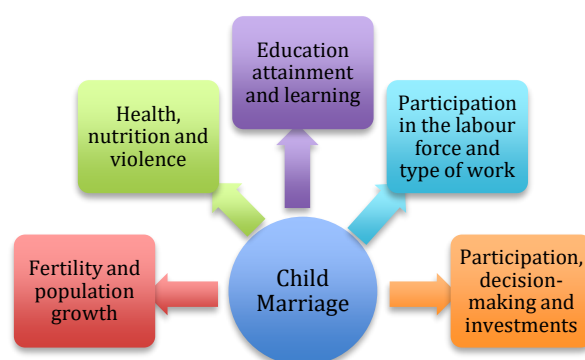


Figure 2: Child Marriage Domains of Impact (Wodon, Q.T. et al, 2017)

<sup>4</sup> UNICEF (2005). Early Marriage: A Harmful Traditional Practice. UNICEF: New York.

<sup>5</sup> Wodon, Q.T. et al. (2017), Economic Impacts of Child Marriage. Washington, D.C.: World Bank Group.

## Child Marriage Prevalence in Bangladesh

Child marriage remains a widespread and commonly accepted practice in Bangladesh. Child marriage violates children's human rights, limits their choices and opportunities, and leaves girls vulnerable to violence, exploitation and abuse. In Bangladesh, almost a third of girls between 15 and 19 are already mothers or pregnant, posing a serious threat to their health and well-being.<sup>6</sup>

Child marriage is one of the key challenges to adolescent well-being in Bangladesh. Child marriage is also closely linked to various other issues threatening the rights of adolescents. Gender disparities exist and are rooted in the deeply patriarchal culture, resulting in unequal opportunities and life choices for girls and boys. Adolescent nutrition is a concern with close to a third of the girls malnourished and suffering from micronutrient deficiencies. Many adolescents experience physical and sexual violence, with girls being at higher risk for trafficking and child marriage in the context of natural disasters. Only 46 per cent of children attend high school and the adolescent birth rate at 113 per 1,000 live births is among the highest in the world. Girls' secondary education is often interrupted due to child marriage. Participation in the labour force remains low (34 per cent).<sup>7</sup>

**In spite of provisions that render marriages for girls under the age of 18 and for boys under 21 illegal, child marriage remains widely accepted and practiced.**

Bangladesh has the highest rate of child marriage in Asia and the fourth highest rate in the world. Almost three out of five young women were married before their 18<sup>th</sup> birthday and close to one in four is married by the age of 15. **According to the Bangladesh Demographic and Health Survey (BDHS, 2019) the rate of child marriage among women who are currently aged between 20-24 years is 59 per cent (before the age of 18) and 22 per cent (before the age of 15). The data from the Multiple Indicator Cluster Survey (MICS, 2019) indicate that among women aged 20-24 years, 16 per cent were married before age 15 and, over half (51 per cent) were married by the age of 18.** Approximately one in three young women age 15-19 years is currently married (33 per cent). While different surveys show variations in prevalence rates, what is consistent is that the practice is widespread. Key child marriage indicators for Bangladesh are provided in Table 2.<sup>8</sup>

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<sup>6</sup> UNICEF South Asia and UNFPA Asia and the Pacific Region (2016). Bangladesh Ending Child Marriage.

<sup>7</sup> Government of Bangladesh and UNICEF Country Programme for 2017-2020 Programme Strategy Notes.

<sup>8</sup> Bangladesh Multiple Indicator Cluster Survey 2019, Progotir Pathay: Key Findings. Bangladesh Bureau of Statistics (BBS) and UNICEF Bangladesh, 2014, Dhaka, Bangladesh.

Table 2: Child Marriage Indicators (%)	2013	2019
Percentage of women age 20-24 years who were first married or in union before age 15	18.1	15.5
Percentage of women age 20-24 years who were first married or in union before age 18	52.3	51.4
Percentage of young women age 15-19 years who are married or in union	34.3	32.9
Percentage of women age 15-49 years who are in a polygynous union	4.2	3.1
Percentage of young women who are married or in union and whose spouse is 10 or more years older,	20.4	30.8
(a) among women age 15-19 years	21.8	27.9
(b) among women age 20-24 years		

According to the MICS 2019, there is some variance in the rates of child marriage based on place of residence (urban-rural), level of education and income. A higher number of women aged 20-49 are married before their 18<sup>th</sup> birthday in rural areas compared to urban areas (62 per cent compared to 53 per cent). Similarly families belonging to wealthier households and having higher levels of education are less likely to marry girls under the age of 18. Women are much more likely to be subject to early marriage if they had no education (70 per cent) as compared to those having higher secondary or higher level of education (22 per cent). Higher number of women from the poorest quintile were married compared to those belonging to the richest quintile (65 per cent compared to 47 per cent). There is also higher prevalence of child marriage in districts on the Western coast compared to those on the Eastern coast. The districts with the highest prevalence rates are Rajshahi, Khulna, Rangpur and Barisal and Sylhet has the lowest prevalence (see Figure 3).

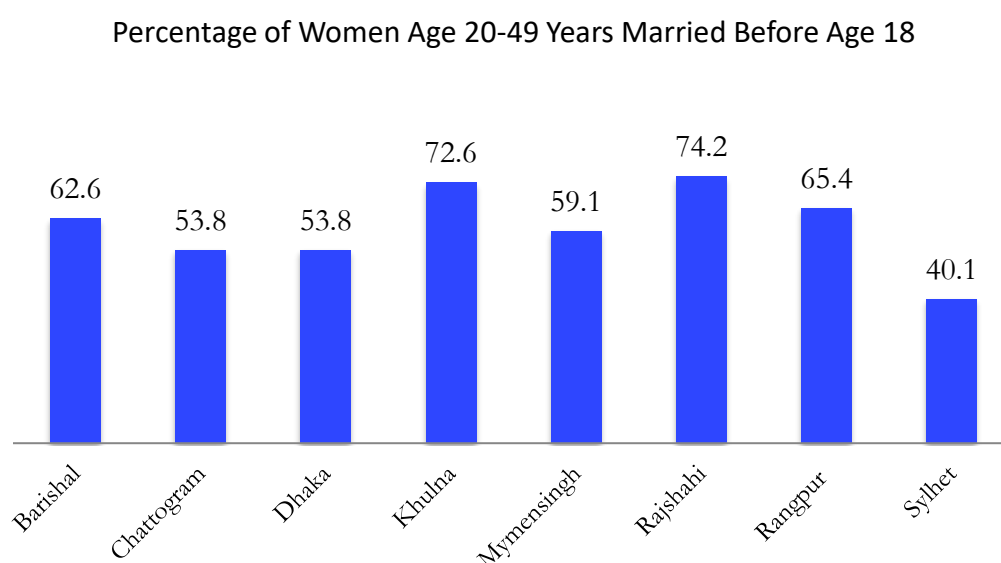


Figure 3: Districts with highest child marriage prevalence (MICS, 2019)

**Humanitarian situations such as natural disasters or displacement also contribute**



**to child marriage.** Recent research from Bangladesh has confirmed that child marriages are likely to increase in communities that are susceptible to natural disasters. Families often chose to marry daughters as a survival strategy when poverty is exacerbated by natural disasters or wish to marry them before disaster strikes.<sup>9</sup> Similarly, families who are displaced often opt to marry girls off because of exacerbated economic constraints and fear for their security in camps. The Rohingya crisis and frequent natural calamities in Bangladesh have added to girls' vulnerability to child marriage. Child marriage has been noted to be on the rise in the Rohingya settlements and marriage age and registrations are far less stringent in the camps. A combination of economic and socio-cultural factors are leading to marriages among girls as early as 14 years of age. The incentive of additional ration cards and food assistance and may also be inadvertently reinforcing child marriages.<sup>10</sup>

## Current Trends

**Changes are gradually taking place, with a steady decline in prevalence rates over the past decades both in marriages under 15 and 18** (see Figures 4 and 5). Progress appears stronger in reducing marriages before age 15, with many regions halving their prevalence in the past 25 years. However, the proportion of women getting married by 20 years has remained more or less the same over the years. Data projections indicate that the continuation of the current trend would result in a 48% prevalence of child marriage by 2030, and 37% by 2050. With an acceleration of progress, these values could be even lower.<sup>11</sup> **Decline in child marriage is also likely be accompanied by increases in women's education, better health, employment, mobility and other social outcomes.**

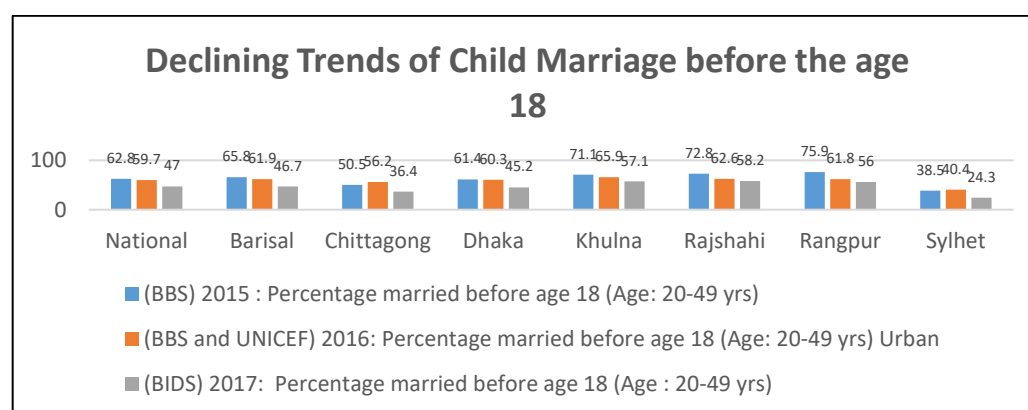


Figure 4: Under 18 marriage trends

<sup>9</sup> Human Rights Watch, Marry Before your house is swept away: Child Marriage in Bangladesh (2015).

<sup>10</sup> Sigma, A., Ehsan, I., Haque, E.F., Amin, S., Rob, U. Melnikas, A.J., and Falcone, J. (2018). Marriage and Sexual and Reproductive Health of Rohingya Adolescents and Youth in Bangladesh: A Qualitative Study. Population Council: Dhaka, Bangladesh.

<sup>11</sup> A profile of child marriage in Bangladesh: Levels and Projections. Prepared by the Data and Analytics section, Division of Data, Research and Policy, UNICEF New York October 2016.

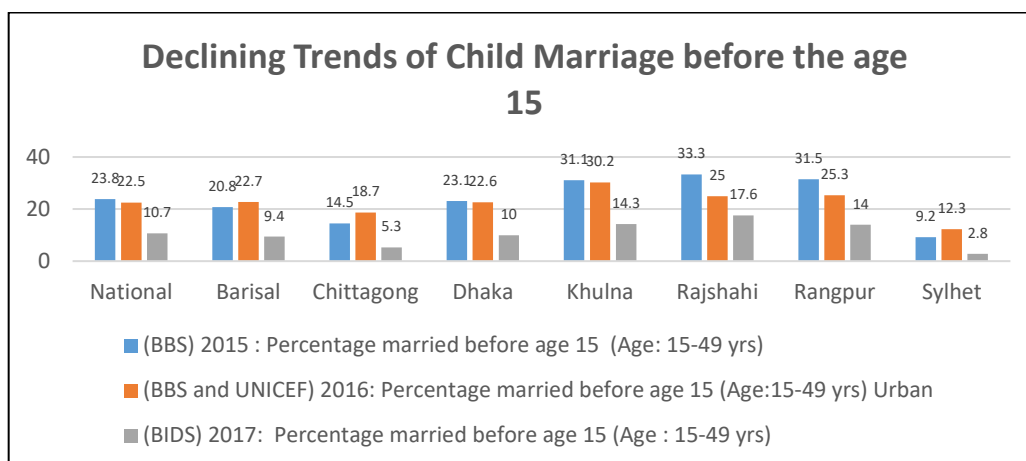


Figure 5: Under 15 marriage trends

## Causes of Child Marriage

### **Child marriage is grounded in patriarchal social norms and gender inequality.**

Beliefs that limit woman's role to the household coupled with poverty and concerns for the safety of girls rank as the main reasons for why families marry girls before they reach adulthood. UNICEF in coordination with the Ministry of Planning, Implementation, Monitoring and Evaluation Division and the Bangladesh Bureau of Statistics, developed a module on assessing normative beliefs and attitudes driving child marriage that will be administered in 64 Districts of the country as part of the Effective Coverage of Basic Social Services in Bangladesh (ECBSS) survey. The survey collects national level information on the access, utilization and coverage of basic social services in Bangladesh, and it is representative at the district level. This information provided district level information on the perceived drivers of child marriage by the communities, consequences of child marriage on continuing education and adolescent health, the level of community acceptability of child marriage, and reporting of child marriages in the community. According to this study, the most common reason why families decided to go ahead with a child marriage was because they found a good match.<sup>12</sup> This was the case for the majority of the cases (56 per cent). The second most common reason was related to poverty and the need to feed one less person (25 per cent). Family honor came in as third reason (24 per cent), making it almost as important a factor as poverty. Figure 6 presents the key reasons families cite for marrying girls early.

<sup>12</sup> Ending Child Marriage in Bangladesh: What Matters for Change? [1] Exploring preferences, beliefs and norms: A Discussion Paper (2018). [1] Bangladesh Bureau of Statistics and UNICEF Bangladesh Dhaka, Bangladesh.

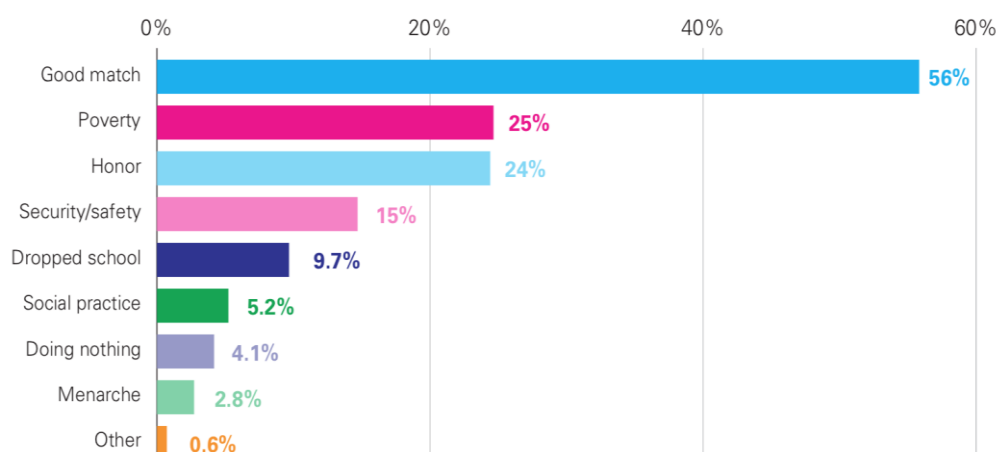


Figure 6: Reasons for marrying girls under 18

**Notably, this study provided evidence that people’s beliefs about others approval of child marriage were an important factor in either eliminating or enabling child marriage. Community and religious leaders were perceived as stronger supporters of the eradication of child marriage than neighbors and relatives.** However, in all cases around two thirds of leaders, neighbors and relatives are expected to approve or support child marriage, in all cases or under certain circumstances. Thus, the majority perceived that child marriage is acceptable to their leaders, neighbors and relatives. This belief in turn drives the practice as people tend to rationalize their decision by attributing it to others’ expectation or approval. Figure 7 shows the varying levels of approval/support among key community groups who serve as formal or informal “gatekeepers.”

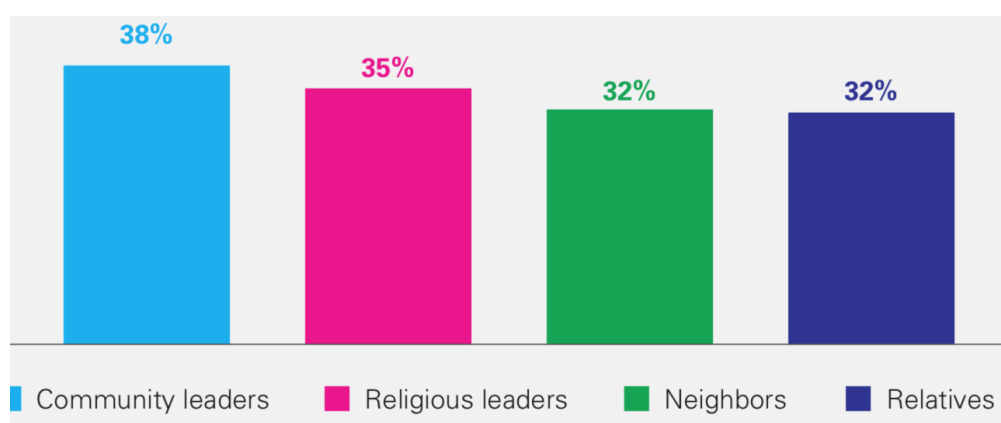


Figure 7: Perceived support for child marriage by community groups

Additional research has also highlighted the social norms, values and beliefs that drive child marriage in Bangladesh. UNFPA commissioned a study on the context of child marriage, which found that close to 70 per cent of respondents reported that members of their society strongly believed that girls were born to be homemakers and that girls earned their identity and social status through marriage. **Reproductive**

functions were considered the primary purpose for girls and women. Majority of the respondents believed that parents of unmarried girls are seen as cause of societal shame, and that grown-up single girls were the subject of gossip.<sup>13</sup> The findings from this study emphasized that the drivers of child marriage are not individual beliefs but more so normative beliefs that are interdependent and affected by what others believe or expect.

## Baseline Research Findings

Prior to the launch of the trans-media campaign, a baseline survey was carried out in 2017 to understand existing knowledge, attitudes, practices/behaviours and norms on child marriage and a range of closely related adolescent issues. **Typically SBCC baselines cover knowledge, attitude and practice (KAP) dimensions, however, given the normative drivers of child marriage an additional set of questions on social norms were included. Constructs such as perceptions, social expectation, sanctions for non-confirming and the benefits of compliance were included.** Establishing baseline measures were imperative to ensuring that midline and endline comparisons could be made and that the changes resulting from the campaign could be accurately measured.

At an individual level, most parents (90 per cent) wanted their daughters to complete secondary education and felt educating girls was an equal investment as educating boys. A very small percentage reported prioritizing their son's education over their daughters. There was also a relatively high recognition of the physical health consequences (74 per cent) and far less of the mental health consequences (11 per cent). Respondents ascribed dowry demands and sexual harassment as the main reasons for child marriage. There was also a clear variance between individual belief and social expectations. For example, only 6 per cent of parents approved of child marriage, but when asked if they believed the community approved of child marriage, the number was much higher (20 per cent). Chapter 8 provides detailed analysis of observed changes between baseline and endline. **Notably, the study brought to light and reaffirmed the community and normative drivers of child marriage.**

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<sup>13</sup> Context of Child Marriage and Its Implications in Bangladesh, (2017). Department of Population Sciences, University of Dhaka / UNFPA.

## Media Landscape

Before deciding on communication channels, it was important to review the media consumption habits of participants. Latest data show that television has the highest reach. **According to media surveys, around 80 per cent of the population have access to some form of media while 20 per cent cannot be reached through any form of mass media. Television reach is estimated at 83 per cent by the National Media Survey 2016.** Majority of houses are single TV households suggesting family viewing. News, drama, films, religious programmes and cricket are the favourite genres.<sup>14</sup>

The baseline survey also supported that majority of the respondents watched TV daily, with the number being highest for adolescents girls (95 per cent). According to the baseline survey, government owned Bangladesh Television BTV was the most popular channel, for both parents and adolescents and dramas were the most popular format across gender and age group. Triangulating data across multiple sources, indicated that investing in TV based assets for the campaign would reach the largest number of viewers. Furthermore, single TV households likely mean family viewing, which was seen as an opportunity for audience engagement and discussion. For the media dark areas, folk media and mobile screenings of televised programmes would be suitable and could be complemented with community engagement activities.

**Mobile phones are easily accessible with 80% penetration and 90% coverage.** Bangladesh is the ninth largest mobile markets in terms of the number of subscribers in the world. According to Bangladesh Telecommunication Regulatory Commission (BTRC), the number of Internet users shot up from 30.48 million in 2013 to 90.05 million in 2018. **As of 2020, Bangladesh has over 100 million Internet subscribers, mostly through mobile devices.** The total number of mobile subscribers stands at 168 million in 2020. . Both mobile and Internet subscribers have been on a sharp rise in Bangladesh. The campaign urged participants to call and report child marriages, which was a simple and doable action given the high coverage of cell phones.

**Digital media use is growing fast in Bangladesh, with one new user of digital media every 19 seconds. Digital media currently reaches 49 million people** (see Figure 8).<sup>15</sup> Half of the digital media users can be reached through Google channels (Google Display Banner, Search Engine Marketing and YouTube) and the other half can be

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<sup>14</sup>National Media Survey, 2016, Media Express, 2015.

<sup>15</sup> BTRC Website, November 2020.

reached through social media channels (primarily Facebook).<sup>16</sup> The baseline survey found that about a quarter of the adolescent boys reported using social media whereas only about 6% adolescent girls claimed to use social media. Parents' involvement in social media was found to be negligible. Facebook was the preferred media to the majority of those who are connected to social media.

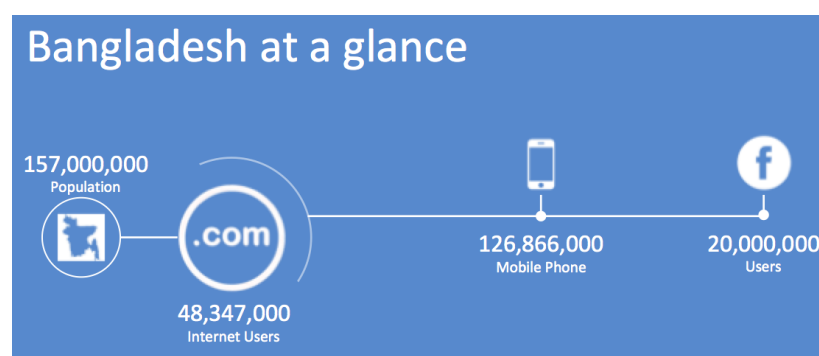


Figure 8: Digital media reach

### Communication insights applied to the intervention

Understanding the context is key to developing evidence-driven SBCC strategies and interventions. The research and evidence generation for this effort has been an iterative process. The initial analysis included demographic prevalence data (BDHS and MICS), analysis of media access and use, as well as evidence from the first rigorously evaluated study utilizing a randomized controlled trial on effective approaches to delay child marriage in Bangladesh.<sup>17</sup> Additional research included a communication specific KAP baseline with measures for social norms. Subsequently in 2017 the module on the normative dimensions of child marriage was also developed and administered. This was the first time a national level survey included in-depth measures of the social normative aspects of child marriage. The findings from this study confirmed the evidence-based design of the campaign while providing further insights to inform the next phase of the programme.

**The available evidence was used to plan the SBCC intervention and applied specifically to the design of the trans-media campaign.** The section below summarizes the major communication takeaways and explains how findings from the situation analysis were applied to the design of the interventions:

<sup>16</sup> Google Analytics, December 2015. Facebook insights, December 2015. National Media Survey, 2015.

<sup>17</sup> Balika Endline Results: Empowering girls to delay child marriage in Bangladesh (2016). Population Council.

- **Based on the widespread prevalence a dual approach aiming for both reach and depth were needed.** Hence it was determined that a national level multi-media response reaching a large section of the population would need to be complemented by a localized and more intensive community engagement component in the high prevalence areas.
- The data highlighted that most people knew the harms of child marriage and also knew about the laws. The gap therefore was not individual knowledge. **Instead, the drivers for child marriage operated at a community level and the response needed to go beyond the individual to address the community and the social system within which individual parents existed.** Therefore the community engagement and social mobilization components were critical.
- The declining trend in child marriage indicated that changes were indeed occurring. **The SBCC response could leverage this positive change as a motivating factor to showcase role models and highlight the fact that many people were in fact denouncing the practice.**
- Child marriage is deeply linked to gendered norms and the perceived role of women and girls in the family. **It was therefore necessary for the SBCC response to address child marriage within the context of gender norms and how girls are valued at home and in society.** The media campaign would therefore need to strongly incorporate themes of gender equality.
- Despite laws against child marriage, this social practice is rooted in cultural norms and social expectations. **Addressing child marriage needed to consider the social and interdependent beliefs and normative drivers of child marriage.** Therefore the entire media campaign needed to emphasize collective responsibility over and above individual action.
- **National level media consumption data as well as findings from the baseline and midline showed that electronic media was the most used or preferred medium, confirming the choice to invest in televised spots and drama series.** Data also highlighted that adolescents reported higher levels of exposure to the media assets compared to their parents, reiterating the need to invest in alternative community-based platforms to reach parents.

## Chapter 3: Ending Child Marriage Efforts in Bangladesh

### Government initiatives to end child marriage

Ending child marriage is a priority issue for the Government of Bangladesh following Prime Minister Sheikh Hasina's ambitious declaration at the Girls' Summit in 2014 to **end child marriage amongst girls under 15 by 2021; end child marriage among girls under 18 by 2041 and reduce marriages among girls 15-18 by a third by 2021**. There has been a concerted effort to accelerate investments and gains in ending child marriage. Child marriage has also been identified in the Seventh Five Year Plan as a national priority. Ending child marriage is important to achieving the Sustainable Development Goals, specifically Goal 5 on gender equality and empowerment of women and girls.

**The high-level commitment has been translated into concrete actions such as the National Action Plan to End Child Marriage, led by MOWCA and endorsed by the Government in 2018.** Relatedly, the Government is supporting several ECM interventions through its Ministries, Department and Agencies. Current revised budgeted government resources for ECM programmes amount to about 138 billion Taka (1,754 million USD) for the fiscal years 2010-2016, averaging 20.2 billion Taka per annum. Government funded ECM programmes and projects added up to 64 across ministries and divisions, with majority of the programmes falling under the Ministry of Women and Children Affairs, Ministry of Health and Family Welfare and Ministry of Education. Interventions can be categorised as those directly focusing on the girl (e.g., skill building or improving health or education outcomes), supporting the families and other change agents (e.g., awareness raising and shifting attitudes and norms) and strengthening legal and policy frameworks (e.g., revision and implementation of laws and policies).<sup>18</sup>

The current focus is on concerted national action, expansion, collaboration and scale-up. While some programmes have incorporated the issue of child marriage as a cross-cutting issue in activities aimed at adolescents' development and participation, other programmes have been developed to exclusively address child marriage as a core agenda. Considering the range of issues related to child marriage, it is also being integrated within mainstream education, health, nutrition, protection and poverty reduction programmes of the government. There have also been efforts to create awareness and develop life skills among girls by educating them about child marriage, dowry, and reproductive health among other related areas. For example

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<sup>18</sup> A Scoping Analysis of Budget Allocations for Ending Child Marriage in Bangladesh (2018). Bangladesh Bureau of Statistics and UNICEF Bangladesh.



the *Kishori Abhijan* project focuses on community awareness through adolescent life skills and empowerment. Adolescent Clubs (Kishore-Kishori Clubs) have also been established to provide life skills training covering rights, adolescent empowerment, health and education and a range of other issues. Club members meet weekly and follow a standardised curriculum endorsed by the Government. **Adolescent Radio Listener Groups have also been established. Currently, the government has committed to and resourced 4883 adolescent clubs that are being rolled out at the Union and Pouroshabha level in addition to the adolescent clubs supported by UNICEF.**

Programmes have also focused on incentivizing education with scholarships, conditional cash transfers, and stipends for girls, others have focused on amplifying children's voices as a step towards the empowerment of girls and prevention of child marriage. The GOB has supported the Secondary School Stipend Programme from the 1990s providing a cash transfer for girls who stay in school and remain unmarried. The programme has contributed to an increase in secondary school attendance.<sup>19</sup>

**In terms of policy and enabling environment, the Child Marriage Restraint Act (CMRA) was passed in 2017, replacing the child marriage act from 1929.** CMRA 2017 stipulates that marriage for girls under the age of 18 and for boys under 21, is illegal, with exemptions that allow for marriage under special cases if deemed in the best interest of the child.<sup>20</sup> This provision leaves room for interpretation as there is no stipulation for either minimum age or what these special cases comprise, thus providing a legal loophole and posing considerable challenges for law enforcement. Parents or other adults responsible for arranging or permitting a child marriage are punishable by law. The government is emphasizing the implementation of the revised legislative framework and aims to closely monitor birth and marriage registration. **A national toll-free helpline for violence against children and women (109) has also been established by MoWCA to aid callers in reporting child marriage, while other helpline numbers are also supporting.** A reporting protocol has been set up where the helpline service provider collects relevant information from the caller and informs the District Administration (i.e., *Upazila Nirbahi Officer*, District and *Upazila Women Affairs Officer*), the Police and local officials and ward members.

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<sup>19</sup> A Scoping Analysis of Budget Allocations for Ending Child Marriage in Bangladesh (2018). Bangladesh Bureau of Statistics and UNICEF Bangladesh.

<sup>20</sup> Notwithstanding anything contained in any other provision of this Act, if a marriage is solemnized in such manner and under such special circumstances as may be prescribed by rules in the best interests of the minor, at the directions of the court and with consent of the parents or the guardian of the minor, as the case may be, it shall not be deemed to be an offence under this Act.

## Global Programme on Ending Child Marriage

Initiated in 2015 the UNFPA-UNICEF Global Programme to Accelerate Action to End Child Marriage is turning commitments into tangible action for children. **It promotes the right of girls to delay marriage, addresses the conditions that keep the practice in place, and cares for girls already in union.** The Global Programme is implemented in 12 countries with a high prevalence and/or high burden of child marriage: Bangladesh, Burkina Faso, Ethiopia, Ghana, India, Mozambique, Nepal, Niger, Sierra Leone, Uganda, Yemen and Zambia.<sup>21</sup>

**The Global Programme promotes adolescent empowerment, protects the rights of girls by enabling them to delay marriage and pregnancy and supports them to realize their future dreams and aspirations.** The programme also promotes knowledge and attitude changes among families and communities to support girls to direct their own futures, make informed choices and live as equal citizens. The programme aims to strengthen services and addresses the underlying conditions that sustain child marriage, advocating for laws and policies that protect girls' rights while highlighting the importance of using robust data to inform such policies. The Theory of Change illustrates the expected outcomes and impact (see Figure 9). Bangladesh has adopted the GPECM Theory of Change and the framework informs the workplans and budget allocations for the national ECM programme. The Global Programme focuses on five strategies for increased impact:

- **Empowering adolescent girls** at risk of child marriage, or already married, to express their views and exercise their choices.
- **Engaging families, communities and leaders** to protect girls from child marriage and uphold their rights.
- **Strengthening the availability, accessibility, quality and responsiveness of services** for adolescent girls.
- **Developing and implementing laws and policies** that protect girls and boys from harmful practices.
- **Generating and using robust data and evidence** to inform programmes and policies to end child marriage.

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<sup>21</sup> Voices of Change: UNFPA-UNICEF Global Programme to Accelerate Action to End Child Marriage, (2019).

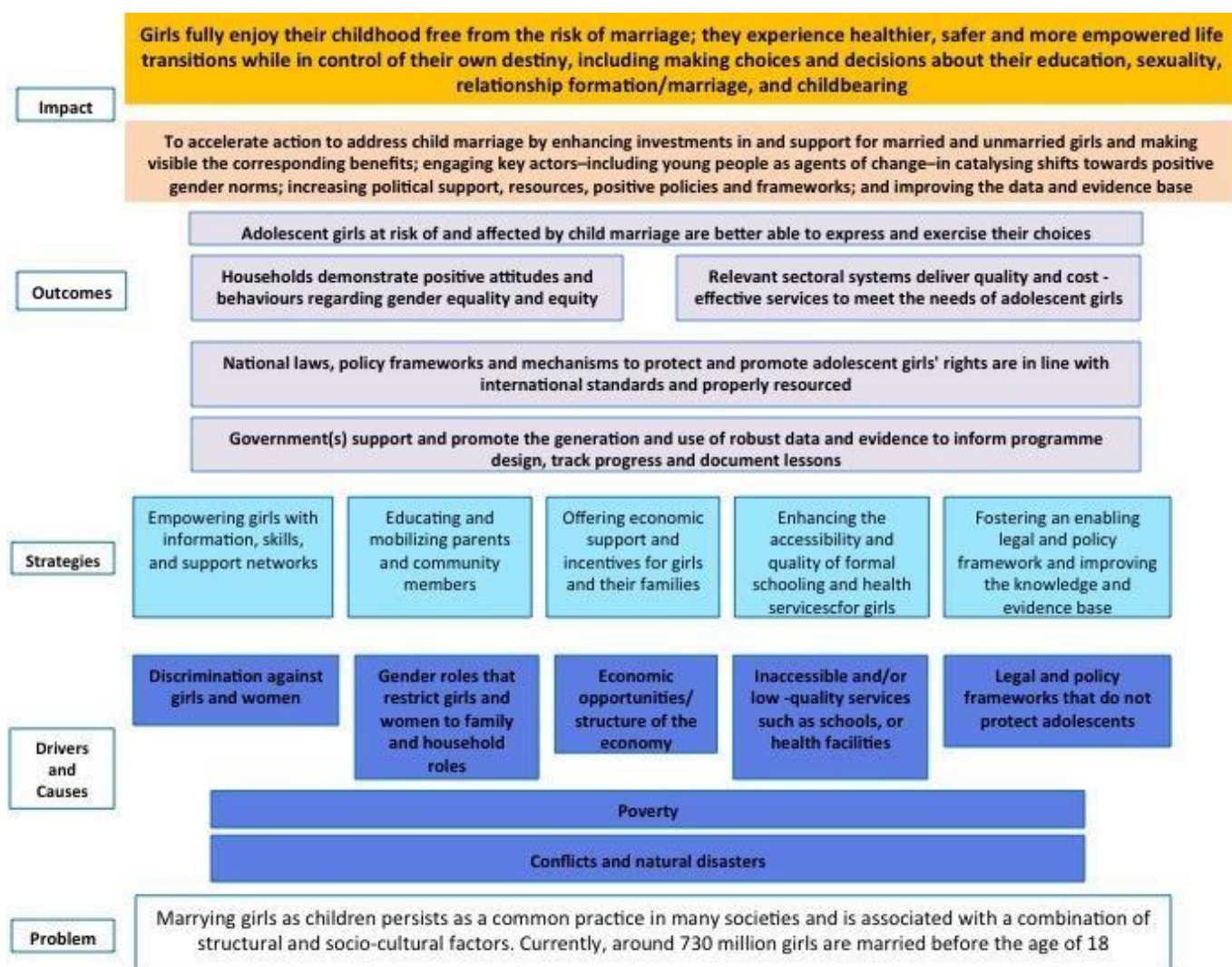


Figure 9: GPECM Theory of Change

The second phase of GPECM spans 2020-2023 and will build on the efforts of the first phase to scale-up and accelerate progress. In Bangladesh the focus will be to continue sectoral convergence at the national level with an increased emphasis at sub-national levels for a holistic package of interventions to be delivered through coordinated platforms. **Efforts will expand to include out-of-school girls and those already married, widowed or divorced. Economic empowerment and employability will also be addressed. A key shift in Phase II will be to move from gender sensitive to gender transformative programming and focus on unequal power relations rather than on delaying the age of marriage.** The interventions chosen for Phase II to address adolescent girls' empowerment and to ensure that girls can complete secondary schooling, are prepared to transition from education to employment, have access to alternative livelihood options, are expected to bring about a 'transformative change' in their lives and 'shifts in perceptions' about the value of

girls and their voices. The second phase will also invest in evidence generation efforts by supporting research to further inform programming.

### **National Action Plan on Ending Child Marriage**

Through the GPECM programme, UNICEF with UNFPA and other partners supported the development of the National Action Plan to End Child Marriage which was spearheaded and subsequently launched by MOWCA in August 2018. A series of national and sub-national level consultations were organized through May and September 2015 with participation of local government, NGOs and civil society members from all the seven divisions of Bangladesh. This diverse process of consultation has ensured that different stakeholders including adolescent girls and boys themselves contributed to the development of the plan, and will be accountable for its implementation over the coming five years. The goal of the NAP is to **“end child marriage by 2021 and reducing the number of girls marrying between the ages of 15 and 18 by one third by 2021.”** The NAP includes a comprehensive monitoring and evaluation framework to ensure accountability and progress towards achieving the desired goals. The role of social and behaviour change or C4D is crucial in several of the specific objectives (in bold) defined by the Government:

- To **inform** about the rights of the girl child, to eliminate child marriage and ensuring their standard of education, reproductive health rights, nutrition, security and safe water & sanitation facility.
- To **increase awareness** about the formulation of laws and rules in child marriage prevention, amendment, to provide legal help to the girl victim of child marriage.
- To **create awareness** about the consequences of child marriage and gender-based violence and to **change the existing norms** and rules through ensuring the integration of people.
- To ensure juvenile’s **empowerment, participation, life-skills**, modern facility as well as creating **decision making** facilities in family and community.
- To enhance the present and future social safety net to eliminate child marriage.

Specifically, Strategy 3 aims to **develop positive social values and norms** through influence, assistance, and integration of family, society and policy-makers of child marriage prevention and Strategy 4, which focuses on ensuring the empowerment of

adolescents for social change are communication-centered. Several of the implementation strategies that include awareness raising on laws, provisions of life skills training and access to information, and promoting participation in decision-making are also inherently communication based. The National Action Plan charts out the inter-ministerial collaboration required for the implementation of the Plan. A Child Marriage Prevention Unit will be set up under MOWCA to oversee the implementation under the leadership of the Secretary.

### UNICEF Country Programme and Ending Child Marriage

The UNICEF and Government of Bangladesh Programme of Cooperation emphasizes adolescent empowerment, focusing on keeping them in school, improving their health and well-being, protecting them from harmful practices, increasing their participation and ending child marriage under Outcome 3 of the Country programme. UNICEF has employed a life-cycle approach in the current country program and has collaborated with several line ministries and departments to address issues that constrain adolescents' survival, development, and protection. Child Marriage is one of the five headline/ priority results requiring multi-sectoral action and impacting multiple programme areas. See Figure 10.

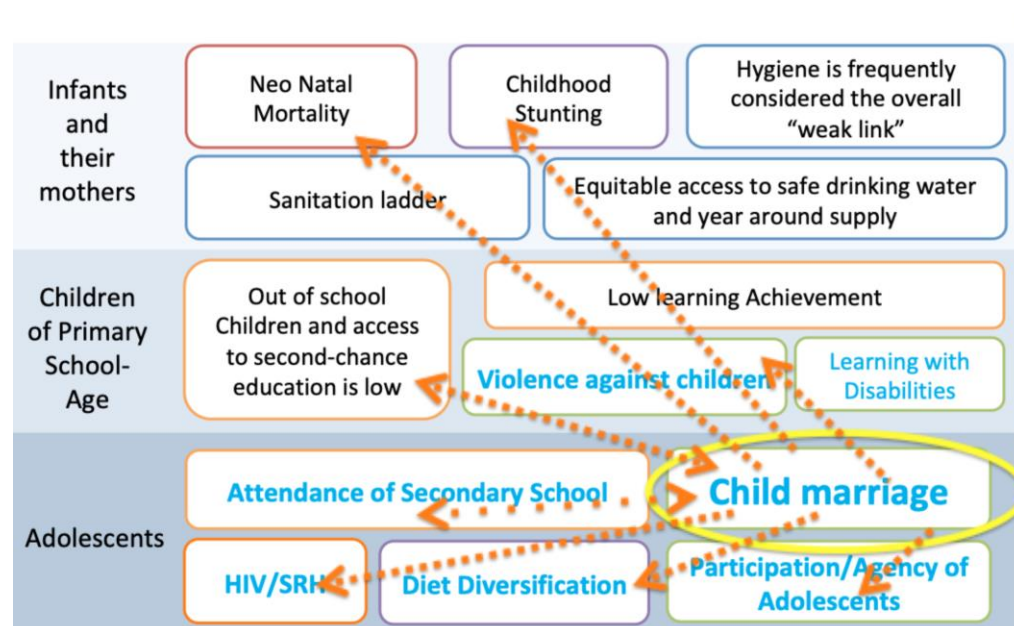


Figure 10: Child Marriage and UNICEF programme priorities

The UNICEF Country Programme is also aligned with the UNICEF Global Gender Action Plan (GAP) 2018-2021. The GAP puts forth a dual approach where gender is integrated in all five programme goals as well as in the targeted priorities for adolescent empowerment (see Figure 11). The five targeted priorities are seen as interlinked and can be transformative with multiplier effects for the girls, their



families, communities and the future generation. Integrating gender across sectors aims for collaboration and gains across programme outcomes. A gender focus across sectoral efforts facilitates collaboration and efficiencies that improve more than one outcome. For example, girls' schooling helps to prevent child marriage and early unions, which are closely linked to adolescent pregnancy and HIV risk, as well as the experience of violence. Lack of nutrition for adolescent girls impacts their ability to learn and survive childbirth. Conflict and emergency situations not only increase girls' exposure to GBV, but also increase their health risks, diminish their educational opportunities, and expose them to coping mechanisms such as child marriage and early unions.

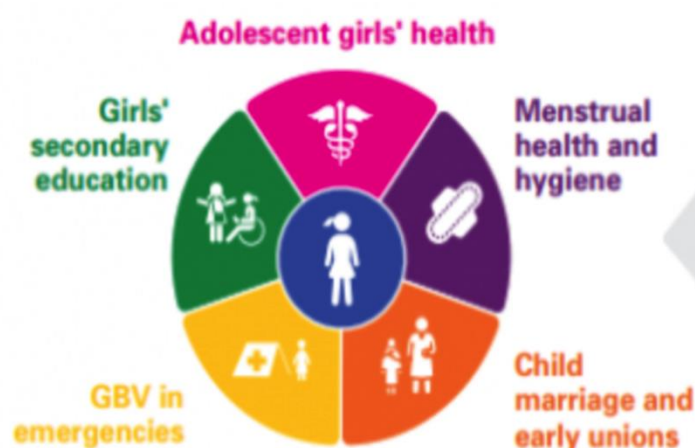


Figure 11: Targeted adolescent priorities

### SBCC Strategy as a Joint initiative of UNICEF-UNFPA

With the start of the GPECM Phase I in 2015, UNICEF and UNFPA joined hands to support the Ending Child Marriage Programme in Bangladesh. The UNICEF-UNFPA supported ECM programme builds on the GPECM framework and is envisioned and implemented as a cross-sectoral intervention under the leadership of MoWCA and partnering with other relevant ministries, local governance structures, NGOs and community-based organizations. **Within this cross-sectoral initiative, an evidence-based SBCC multi-layered strategy was planned and implemented to support and contribute to the overall ECM programme.** A pre-requisite for effective communication and social change strategies is the provision of services and the presence of legal frameworks. Social and behavioural change communication can only create an uptake or demand for new norms of denying child marriage when there is an enabling environment that ensures requisite policies, protective services and reporting mechanisms. It is therefore, important for SBCC efforts to be closely linked to a broader programmatic effort. This communication strategy is therefore a key component of the national ECM efforts and is aligned closely with the NAP as well as national development plans and UNICEF and GOB's Country programme of cooperation (see Figure 12).



Figure 12: ECM and International commitments and national plans

## Chapter 4: Conceptual Frameworks for Transforming Norms

### The Socio-Ecological Model

**Evidence on effective approaches to change normative practices clearly points to the need for a comprehensive intervention, addressing shifts at the individual, interpersonal, community, organizational and policy level.** For instance, individual girls and their families are the primary stakeholders whose attitudes and practices require changes, but these are dependent on the beliefs and expectations of others in their reference network, for instance peers, friends, neighbours, and relatives who have a role to play in promoting or denouncing marriage-related decisions. Likewise community level actors such as family members, elders, religious leaders or other influentials also play a key gatekeeping role.

In the context of child marriage in Bangladesh the community becomes a critical orbit of influence as they influence parents' decisions regarding marriage. Existing systems and policy can also enable or impede child marriages. For example secondary schools or safe spaces for girls must be available for girls to continue formal education or gain life-skills. Adolescent health services or menstrual health management facilities are also required as supportive factors to enable girls to attend school or complete secondary education. At the policy level, laws prohibiting child marriages and punishing offenders are needed to serve as deterring factors. In other words, any change requires several related changes at the individual, family, community, organizational and policy level. Individual behaviour change and collective social change are both more likely to be successful and sustained when these multiple levels of influence are addressed in a synergistic manner.

**The central tenet of the SEM is that social and behaviour change occurs within a social ecological framework that takes into account the interconnected influences of family, peers, community and society on behaviour.**<sup>22</sup> The SEM recognizes that all behaviour, practices and attitudes are affected by multiple levels of influences that are interdependent and interrelated. As explained earlier, individual behaviour, values, attitudes and other predispositions are shaped by influences from a supportive or unsupportive environment encompassing families, social networks, communities and institutions. Individuals, families, communities and institutions operate, in turn, within the framework of a country's national policies, laws, legislation and structures that provide the enabling environment for social transformation.

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<sup>22</sup> McLeroy, K.R. Bebeau, D. Steckler, A. and K. Glanz (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, (15), 351-377.



Keeping these orbits of influence in mind, the SEM served as a guiding framework or a meta model for this strategy. Figure 13 illustrates the SEM levels and corresponding SBCC approaches of advocacy, social mobilization, social change communication, and behaviour change communication. Additionally, the illustration details key members included at each level in the context of child marriage in Bangladesh. As a guiding framework, the SEM also allows for the integration of several change theories that operate at varied levels.

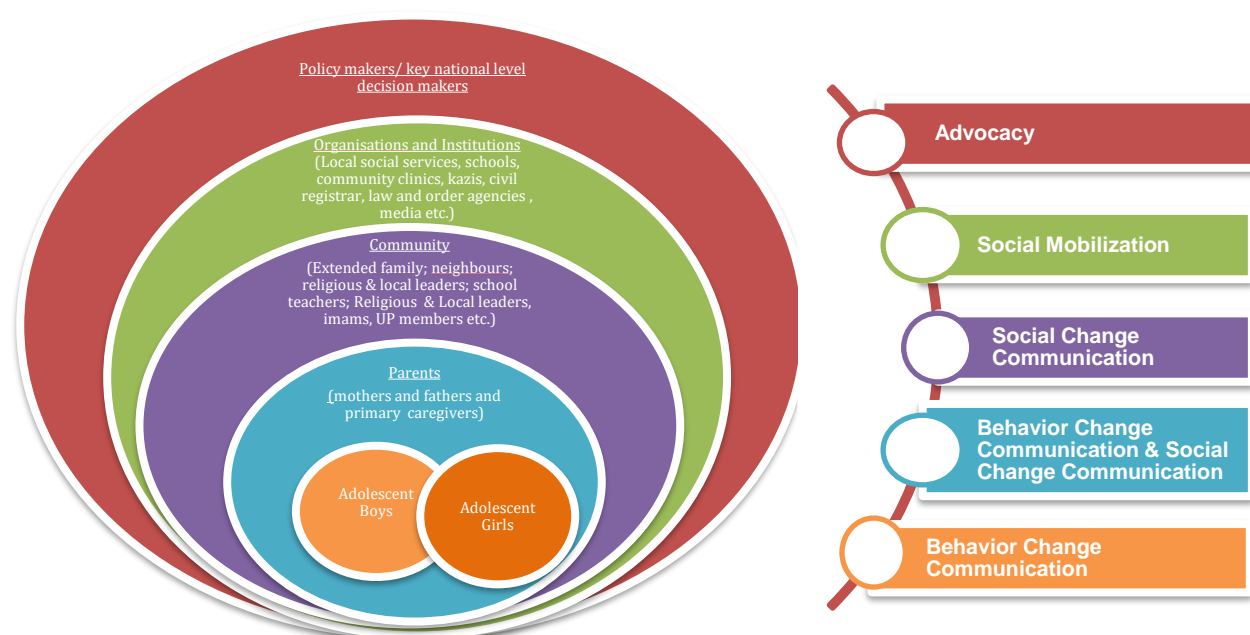


Figure 13: The SEM applied to SBCC approaches and child marriage in Bangladesh

## Diffusion of Innovations Theory

The strategy drew on the Diffusion of Innovations Theory. **According to this theory new ideas, products, or social practices spread through a community or social system over time.** The adoption of an innovation within a social system occurs over time and follows as a classic bell curve with five categories of adopters (see Figure 14). The first to adopt are the innovators: they are adventurous, willing to take risks and open to new ideas. The next category are the early adopters: they are opinion leaders, leaders in their community and are typically aware of the need to change and willing to embrace new ideas. The third category are the early majority: they will usually adopt to new ideas once they see others doing so. The next two categories are least likely to adopt and are hesitant to change: 1) The late majority will likely follow once a critical mass has been reached and they see that the majority have

tried the innovation. 2) The laggards tend to be conservative people with traditional mindsets and are the hardest to change.<sup>23</sup> **The strategy aimed to build on the adoption or buy-in of the innovators and early adopters to motivate and influence others till a critical mass is reached and a new norm created. The campaign highlighted these early adopters as role models and showcased their endorsement and participation in the change process.**

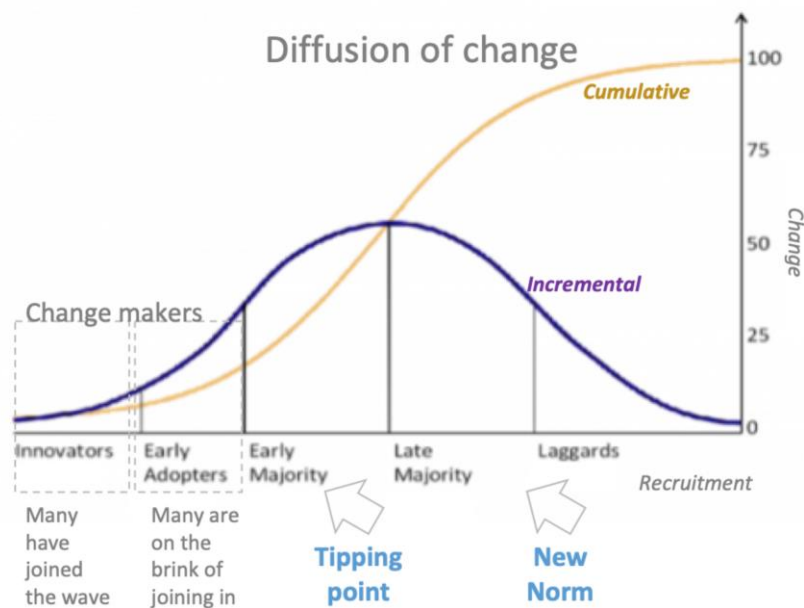


Figure 14: Diffusion of Innovations

### Social Norms Theory

The strategy was significantly informed by social norms theory. If we try to understand why child marriage exists, the underlying reasons will be “because everyone does it.” **Evidence clearly supports that decisions about child marriage are most often not an individual or independent one but result from social expectations.** Causal analysis of child marriage points to gender-related norms and expectations around women’s role, fear for their safety, notions of honour surrounding their chastity and the belief that investments on girls are wasted as they will marry and “belong” to another family. We also see that it isn’t just a few people who are engaging in the practice but rather a collective practice where most people consider it to be the “norm.” Figure 15 illustrates how decisions around child marriage are influenced by many normative push and pull factors. For example, community leaders may pressure families to follow the norm, parents may force the

<sup>23</sup> Rogers, E. M. (2003). *Diffusion of Innovations*. New York: Free Press.

girl to marry, community members may gossip or pose social sanctions if families don't follow the norm. Likewise, friends and families, or matchmakers may suggest suitable matches and aid in arranging marriages. Broader gender norms that condone girls being harassed or teased in public spaces, may in turn influence parents to arrange marriages for girls to ensure their safety. The government plays a gatekeeping role in preventing marriages, depending on how well laws and policies are enforced.

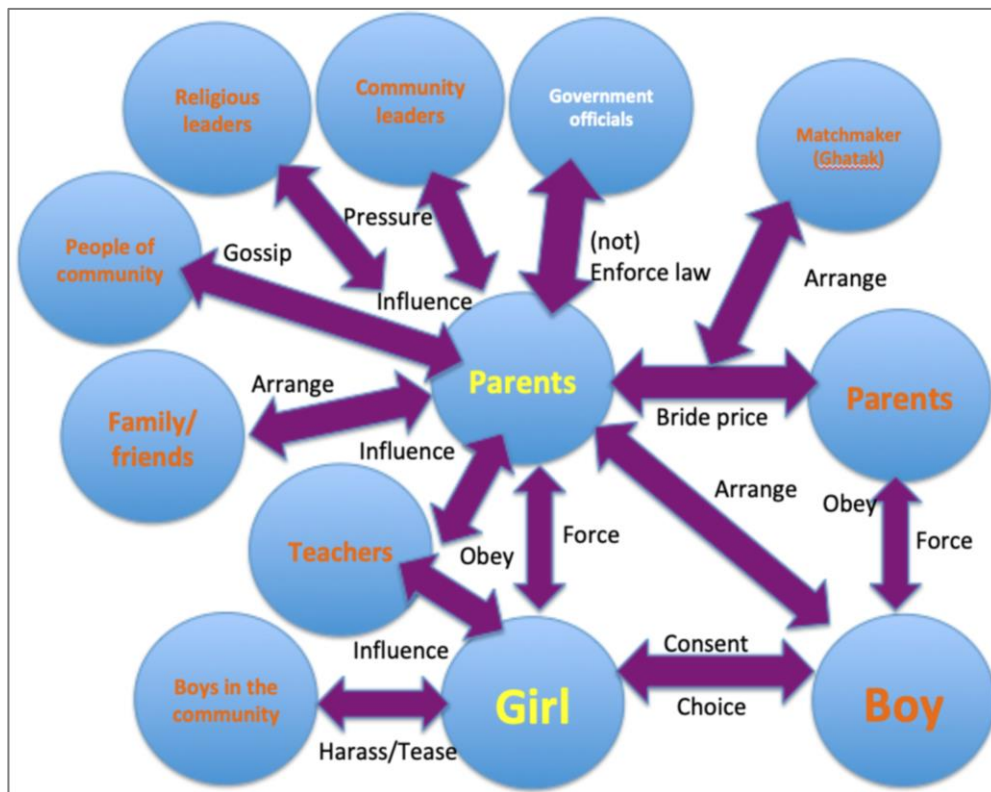


Figure 15: Reference groups and actors for Child Marriage (Adapted for Bangladesh from Bicchieri, 2014)

The strategy builds on social norms as a specific theory operating within the broader rubric of the SEM. Approaching child marriage through a social norms framework provided a means of understanding why the practice occurs and how individual decisions are influenced by others in the community and social network. A social norms lens also helped integrate various approaches, explanations and theories surrounding child marriage. Norms are broadly defined as social rules or prevailing codes of conduct. **Communication is central to influencing, promoting or challenging norms and these prescribed or perceived behaviours are communicated through interpersonal or mediated sources** (Lapinski & Rimal,

2005).<sup>24</sup> Scholars go deeper and define various types of norms, for instance Bicchieri and colleagues<sup>25</sup> differentiate among various norm constructs (see Table 3).

Table 3: Different types of norms

Norm Construct	Definitions	Examples
<b>Rational response</b>	A rule that people follow because they reason it maximally satisfies their preferences	Fathers marry off their daughters young because girls are a financial burden
<b>Custom</b>	A rule that people follow more or less blindly but which would be abandoned if no longer in their own interest	Fathers just marry off their daughters young because it is a tradition and nobody thinks much about it.
<b>Moral rule</b>	A rule that people follow because they believe that it should be followed ( <i>personal normative belief</i> )	Fathers believe that girls should marry young because girls should be pure and chaste.
<b>Descriptive Norm</b>	A rule that people follow because they believe that others follow it ( <i>empirical expectation</i> )	Fathers marry off their daughters young because they believe other fathers also marry off their daughters young.
<b>Social Norm</b>	A rule that people follow because they believe that others follow it ( <i>empirical expectation</i> ) and that others think it should be followed ( <i>normative expectation</i> )	Fathers marry off their daughters young because they believe other fathers also marry off their daughters young and, moreover, they believe other fathers think that girls should marry young (because girls should be pure and chaste).

Bicchieri provides a useful diagnostic tool to assess the normative aspects of child marriage and understand the factors and motivations behind why people decide to marry girls at an early age (see Figure 16).<sup>26</sup> Child marriage could be practiced for different reasons, by different people in different situations. Understanding the motivators for the norm helped design the intervention. For example, in situations where child marriage is a descriptive norm fueled by community expectations, it is more important to change the behaviours or beliefs within the reference group (i.e. the people whose actions and expectations matter when making an interdependent

<sup>24</sup> Lapinski, M. K., & Rimal, R. N. (2005). An explication of social norms. *Communication Theory*, 15(2), 127–147.

<sup>25</sup> Bicchieri, C. (2014). *A Social Norms Perspective on Child Marriage: The General Framework* Commissioned and to be published by UNICEF.

<sup>26</sup> Bicchieri, Cristina and Penn Social Norms Training and Consulting Group. *Why People Do What They Do?: A Social Norms Manual for Viet Nam, Indonesia and the Philippines*. Innocenti Toolkit Guide from the UNICEF Office of Research, Florence, Italy. October 2016.

choice). In such a case, people will change only if they know others are changing. Change must occur at a collective level. If it is a social norm, the normative expectation must also change. **Hence people need to believe child marriage must stop and they need to believe that others believe that child marriage must stop.** When norms are concerned addressing individual level knowledge and attitude will not suffice in changing practices. This was the rationale to adopt a norm-based strategy that emphasized on the collective role of community influencers.

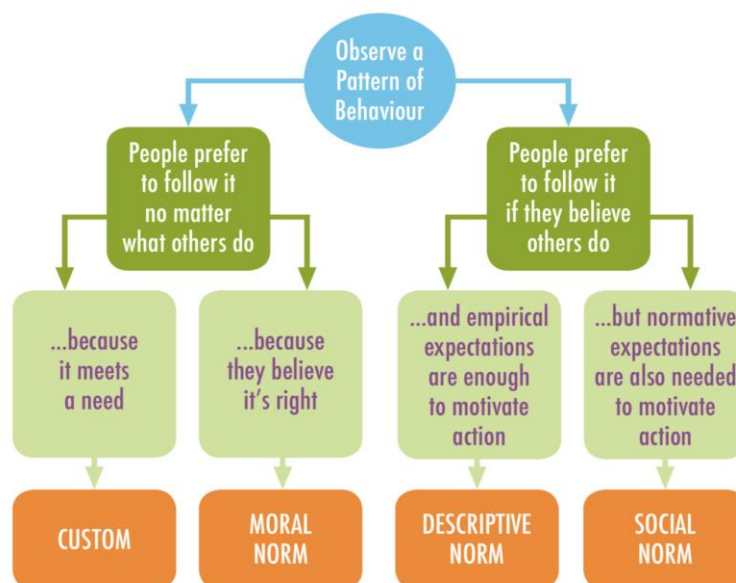


Figure 16: Social norms diagnostic

### Gender and Power Theory

Gender and power theory looks at the social structural linkages to power imbalances and inequities between men and women.<sup>27</sup> These structures serve to maintain inequality, imbalances, control, subordination and differentiation. **Applying a gender and power lens helps understand the social structures and power inequities that drive child marriage.** The theory serves as an appropriate framework for gender transformative efforts. Gender norms dictate how women and men should behave, and girls and boys are socialized into these roles from early childhood. Gender operates as a meta-norm, affecting multiple social norms such as violence against women and girls, child marriage, dowry and son preference. **Addressing the meta-norm or the underlying norm that is at the heart of various normative practices can have far reaching impacts.** Deeply entrenched gender norms and beliefs such as the primary role of girls as homemakers, the low value attached to investing in and

27 Connell, R. (2012). Gender, Health and Theory: Conceptualizing the Issue, in Local and World Perspective. Social Science & Medicine 74, 1675–1683.

educating girls and the need to keep them safe from male harassment are drivers for child marriage.

Gender responsive programming refers to programmes where gender norms, roles and inequalities have been considered, and measures have been taken to actively address them. Such programmes go beyond increasing sensitivity and awareness and actually do something to narrow or remove gender inequalities. **Gender transformative programmes allow for critical examination of gender norms and roles and allow for renegotiation of established power structures and gender hierarchies, resulting in more equitable relationships.**<sup>28</sup> Transforming gender norms also requires a comprehensive approach where all levels of the SEM are considered. The framework presented below lays out how gender norms change across the social system and is useful in framing the child marriage communication response (see Figure 17).<sup>29</sup>

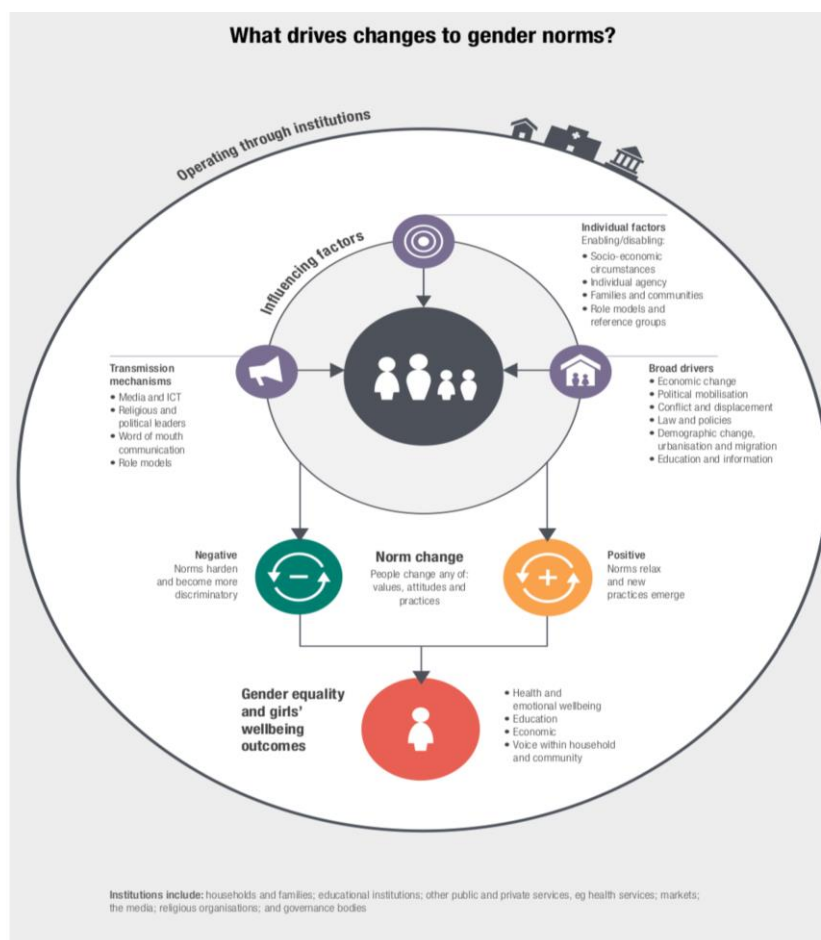


Figure 17: Framework for gender norm change

<sup>28</sup> Integrating Gender into HIV/AIDS Programmes in the Health Sector: Tool to Improve Responsiveness to Women's Needs (2009). World Health Organization: Geneva.

<sup>29</sup> Marcus, R., Harper, C., Brodbeck, S., & Page, E. (2015). How do gender norms change? Overseas Development Institute: London.

## The evidence on effective approaches for changing discriminatory norms affecting adolescent girls requires:

- **Integrated programmes** with more than one communication component (and including non-communication activities) tend to achieve more positive outcomes;
- **Approaches that stimulate discussion** within a peer group are more likely to have positive outcomes and may help bridge the gap between attitude and practice change;
- **Programmes that involved community-level dialogue and reflection** led to the highest proportion of positive changes across programmes addressing early marriage, education, female genital mutilation/cutting and intra-household relationships;
- **Longer or more intense exposure** to communication usually leads to greater and more sustained change in gender norms;
- **Engaging multiple stakeholders** (girls, family decision makers and community influencers) is often important in achieving norm change.<sup>30</sup>

### Communication Insights Applied to the Intervention

This final section of the chapter, draws communication insights based on the conceptual frameworks and highlights how the theory has shaped the programme. Building on social and behaviour change theories helps us to plan, implement, and evaluate more robust interventions (Glanz & Rimer, 1997).<sup>31</sup> Some distinct aspects of a norm-based approach are that **reference groups or norm enforcers must be mobilized**. The focus needs to be on influencing the norm enforcers and leveraging the “buy-in of certain people, particularly those whose opinions matter. When these influential people adopt or abandon certain practices, more people will follow. Ultimately when a critical mass of people are doing something, everybody will want to follow. **Showcasing or publicizing the change is critical; people must see that others are changing. Everyone must see that others want to change. Furthermore, public commitment and declarations by key norm influencers promote new norms by bringing private intention to a public platform.** People feel accountable to their community when they commit to something publically. Some specific ways in which

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<sup>30</sup> Marcus, R. & Page, E. (2014). Changing Discriminatory Norms Affecting Adolescent Girls Through Communication Activities: A Review of Evidence. London: Overseas Development Institute.

<sup>31</sup> Glanz, K. & Rimer, B.K. (1997). Theory at a Glance: A Guide for Health Promotion Practice. Washington, DC: US Department of Health and Human Services Public Health Service, National Institutes of Health.



SBCC theories were applied to the strategy are listed below:

- Promoting norms-based communication efforts required an **integrated approach** where communities and all relevant **reference groups are engaged**. The strategy included a strong community engagement component to complement and reinforce the media campaign.
- **Collective responsibility** works to enforce new norms. Harmful social norms can be eliminated when everybody believes they must be stopped and promotes abandonment. Therefore the media campaign showcased **positive role models** and bystanders who were speaking out against the practice and urging people to join the wave of change. See Figure 18.



Figure 18: Applying Social norms to the campaign

- Messaging and materials focused not just on ending child marriage or delaying marriage till the age of 18, but on the transforming **gender norms and attitudes** (which are the root cause) that drive the practice. It was important to address the meta-norm and not a single issue.
- Diffusion of Innovations Theory was used to understand the adoption process and trigger the **innovators and early adopters who could in turn influence the rest of the population to join the wave of change**. Active maintenance of the wave of change gathers momentum leading to a snowball effect among the majority reaching a **critical mass**.



## Chapter 5: Communication Goals, Objectives and Participant Groups

### Goals and Objectives

The expected impact of the GPECM is to ensure that “girls fully enjoy their childhood free from the risk of marriage; they experience healthier, safer and more empowered life transitions while in control of their own destinies, including making choices and decisions about their education, sexuality, relationship formation/marriage, and childbearing.” This SBCC strategy provided the communication impetus towards achieving the expected results of the GPECM as laid out in the Theory of Change. **The overarching goal of the SBCC strategy was to empower adolescents and their families with the knowledge, attitudes and skills to make informed choices about their future and engage communities to foster norm changes that promote gender equality and prevent child marriage.**

The strategy contributed specifically to the outcomes of the GPECM, particularly Outcome 1 - *Adolescent girls at risk of and affected by child marriage are better able to express and exercise their choices* and Outcome 2 - *Households demonstrate positive attitudes, behaviours and practices regarding gender equality and equity.*

The overarching **communication objectives** are presented below. Ultimately, these objectives are broken down and converted to measurable indicators (see Chapter 7)

- Adolescents know the legal age for marriage, are aware of the benefits of delaying marriage and are confident to negotiate choices about their future and participate in ECM efforts in their community;
- Parents and families know the legal age for marriage, are aware of the benefits of delaying marriage, believe girls and boys should have the same opportunities in life and are committed to preventing child marriage;
- Community members, religious and local leaders know the benefits of delaying child marriage, believe that child marriage is unacceptable, value girls equally and take actions to prevent child marriages in their community;
- Policy makers and administrators at the national and sub-national levels are aware of the consequences of child marriage and advocate against child marriage and promote gender equality in their communities.

## Participants Groups and Reference Networks

Empowering adolescents to make informed choices and enabling them to make decisions about their future is at the core of the ECM initiative. However, in the context of Bangladesh, the girls themselves are not the decisions makers when it comes to making choices about marriage. Most commonly parents and family members, mainly the fathers, decide on marriages. Additionally, as explained in the previous sections, the decision to arrange or agree on a child marriage is also heavily influenced by several community level drivers and actors. Given the fact that parents are also community members and are affected by the prevailing norms and expectations in the community, the community play an important role in reinforcing or challenging norms.

**In order to promote a comprehensive response to child marriage, different components of the programme targeted different participant groups.** The overall cross-sectoral ECM programme focused on adolescent empowerment through a life skills package, child clubs and other sector specific efforts such as adolescent-friendly health services, WASH and menstrual hygiene management facilities in school. The SBCC and community engagement component focused on reaching parents through interpersonal and community based communication including Courtyard Sessions for mothers, Fathers Groups and Community Dialogue and home visits. The trans-media campaign focused on the “community” as the primary participant group. While the community can broadly include everyone – parents, relatives, neighbours, local influencers, local authorities and even adolescent girls and boys – the core target for the media campaign was community level influencers, in other words the norm enforcers. The communication approaches and activities will be detailed in Chapter 6.

**In sum the girls, parents and communities form a synergistic triad, each influenced by and in turn influencing the other.** All three groups – adolescents, parents and community exist in and are affected by an enabling environment which consists of national level law makers, local authorities at the division, district and *Upazila* level, elected representatives at the sub-district level, service providers and media (see Figure 19).

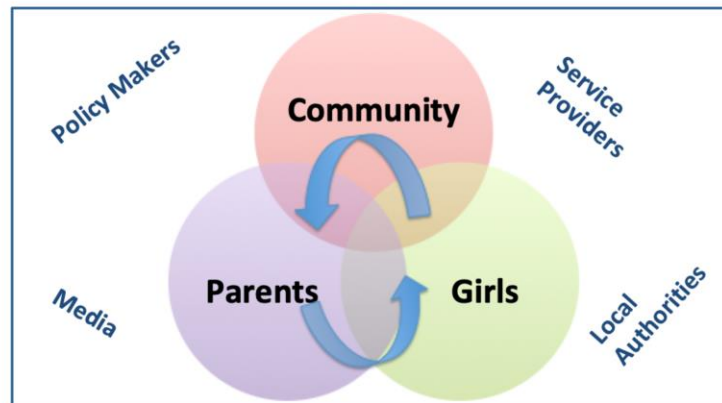


Figure 19: Participant groups

**Given that drivers of child marriage go beyond the individual and family and operate more at a collective and community level, it was vital to focus on the reference groups, or those who influence the norm and whose opinions matter and those yielding influence on others.** The GPECM Theory of Change builds on evidence that suggest that a failure to engage with families and communities, and in particular decision makers and opinion-shapers at the local level, will undermine the best interventions focusing on adolescent girls under Outcome 1. The decision makers could include friends, neighbours, community and religious leaders. For instance, a UNFPA study highlighted that respondents felt men could play an important role in ending child marriage as decision makers by refusing child marriages in their own family and reporting under-age marriages when they occurred.<sup>32</sup> In the same study, respondents also pointed out the role of community stakeholders such as locally-elected representatives and marriage registrars.

Another group within the community that is critical to maintaining the norm is the adolescent boy and his family. The expectation for child brides exists because there is a demand from the intermarrying families. The norm shift needs to occur among families of both brides and grooms. If a shift in norms occur and a family's preference for a younger bride is replaced by an appreciation of an adult women who is educated and financially independent, the practice of child marriage will greatly diminish. Furthermore, to enable adolescents to voice their opinions and make informed life choices, their families and community members also require a certain level of priming on children's rights and gender equality. Without this inter-generational attitude shift, adolescent empowerment will be met with resistance, and in a South Asian context, will be construed as children crossing accepted boundaries and questioning the authority of parents and elders.

<sup>32</sup> Context of Child Marriage and Its Implications in Bangladesh, (2017). Department of Population Sciences, University of Dhaka / UNFPA.

## Chapter 6: Communication Approaches and Creative Design

SBCC efforts use a combination of complementary and mutually reinforcing approaches to promote behaviour and social change among the targeted participant groups. The SBCC approaches for this initiative comprises a range of communication interventions, which can be broadly categorized under three pillars – 1) **trans-media**, 2) **community engagement and social mobilization**, and 3) **advocacy and capacity building**. The trans-media components include assets across television, radio, social, folk and outdoor media. Community engagement focuses on mobilizing community members themselves and empowering them to reflect on, analyse options and decide on actions or solutions for issues affecting them. Social mobilization goes beyond engaging communities to build alliances across a range of partners and stakeholders around a common cause or issue. These partners could include religious and traditional leaders, local groups, professional networks, community-based organizations and the private sector. Advocacy is the process of influencing policy-makers and political and social leaders to create an enabling environment for social and behaviour change.<sup>33</sup>

**The trans-media component included mass (television, radio and film), folk and social media. Drawing on multiple platforms and formats through consistent messages and common themes allows for greater reinforcement and lends more salience to the issue. The community engagement and social mobilization included Courtyard Discussions for mothers, Fathers Groups, Adolescent groups, Community Dialogue and mobilization of elected public representatives and influentials. The third component, advocacy and capacity building, includes both national and local level advocacy to influence decision makers and capacity building of sub-national partners.**

The mass and social media assets were rolled out as a multi-phase national campaign. The community engagement leverages communication networks through interpersonal channels and was carried out in the high prevalence focus areas. The community engagement interventions were designed based on the findings from KMOS (Knowledge Management Outreach Sites) that showed improved knowledge associated with child marriage and harmful social norms (child labour and corporal punishment) in the sentinel sites where the “Engaging Communities for SBCC” project was piloted. Community engagement harnesses the potential of interpersonal and group communication. The capacity strengthening and advocacy

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<sup>33</sup> Definitions of C4D approaches and illustrative examples from documented efforts across the globe are available at: [https://www.unicef.org/cbsc/index\\_42148.html](https://www.unicef.org/cbsc/index_42148.html)

were integrated with ongoing programmes addressing a package of 15 key family practices. Figure 20 provides an overview of the multi-layered SBCC components within the broader ECM programme. The following section will provide a brief description of each of the three pillars.

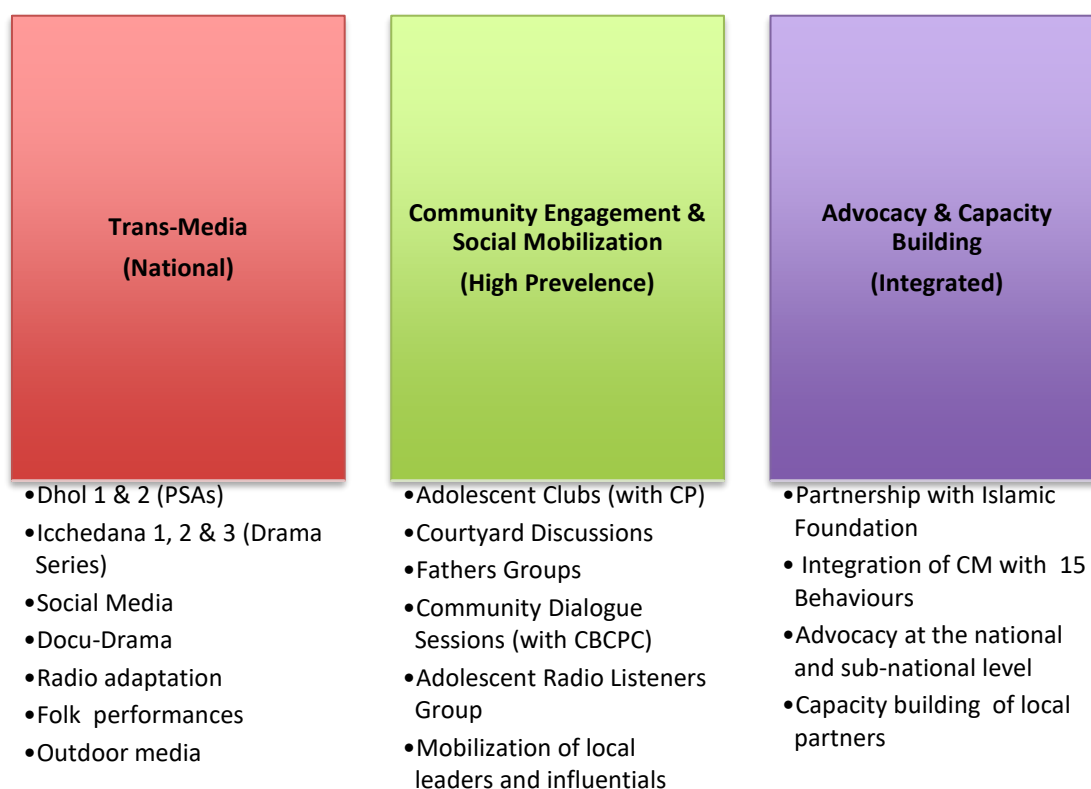


Figure 20: ECM-SBCC components

## Trans-media

### Dhol Campaign

The Government of Bangladesh along with development partners launched the trans-media campaign in July 2017, reaching over 50 million Bangladeshis, and engaging an estimated 19 million viewers through social media as of 2019. **The initial phase included five public service announcements (PSAs) and outdoor communication aimed at reminding audiences of the legal age of marriage, triggering action to stop child marriages by a range of stakeholders including the groom, bystanders, and the marriage registrar. The second phase of five PSAs highlighted real life champions who have taken on an active role in preventing child marriage such as a youth activist, a school principal and a cyclist. These stories built on social norms tenets where ordinary citizens become changemakers.** Campaign assets for both phases included a total of 9 radio and television based public service announcements accompanied by outdoor materials (posters,

billboards, wall signs) and social media presence through Facebook and YouTube. The tagline for the campaign was:



*Balya biye rukhte hole, Awaz tolo tale tale*

Raise the beat to end child marriage

Using the traditional ‘Dhol’ or drum as a symbol for garnering attention and voicing protest, the campaign suggests raising a beat or rhythm for everyone to rally around together in order to raise their voices and report any incidents of child marriage. The aim was to trigger an easy, participatory and highly visible action that reflected increasing public intolerance and immediate action against child marriage. The call to action was simple and clear - pick up the phone and call 109, the national helpline number. Phase II of the campaign continued with the theme of the ‘Dhol’ and the creative approach shifted to presenting stronger evidence of individual actions across the country by ordinary and committed citizens who have been advocating for change and transforming their communities. Storylines of the PSAs are provided in Appendix 1. A list of all trans-media assets are provided in Appendix 2.

### ***Icchedana: Adolescent Drama Series***<sup>34</sup>

Over the past two decades Entertainment- Education (E-E) has evolved to embrace new mediums, approaches and issues and continues to be on the cutting edge of social change interventions. Historically, defined as the process of purposely designing and implementing mediated messages to both entertain and educate, with the aim of changing knowledge, attitudes, norms and behaviours, E-E today is seen as an integrated approach tying together mediated and ground based responses.<sup>35</sup> E-E efforts are increasingly using participatory methodologies and community engagement to foster social change. The adaptability of the approach can be attributed to three themes, namely the emphasis on increasing equity, affirming the power of narrative and expanding opportunities for dialogue and participation. E-E

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<sup>34</sup> Celebrating Adolescent Power: Event Brief, UNICEF Bangladesh (2018).

<sup>35</sup> Singhal, A., Cody, M., Rogers, E. M., & Sabido, M. (Eds.). (2004). Entertainment-Education and Social Change: History, research, and practice. Mahwah, NJ: Lawrence Erlbaum Associates.

has the potential to address people's needs, model healthy behaviours, create demand, increase access to services and support community engagement.<sup>36</sup>

Social or educational content dramas and soap operas on radio or television have been used as the central component of effective social and behaviour change efforts in several countries across Africa, Asia and Latin America and covered a range of development issues. There are several advantages of using entertainment-education based dramas over documentaries or other forms of audio-visual materials. Foremost, the narrative appeal of E-E allows the audience to relate to the mediated characters and form emotional bonds with them over time. E-E relates to the head and heart and audience members often feel the character or that situation is familiar, real and could be their story, or the story of their neighbour. Furthermore, the life like relationship audience members form with characters prompts them to reflect on and role model the behaviours of the character. Audience members begin to identify with the character and their actions and over time feel they too can do it. Role modelling is key to promoting socially desirable behaviours. E-E allows long-term repeated exposure and ongoing engagement to different aspects of the same theme and has the ability to weave common story-lines across media, allowing for stronger message reinforcement.

E-E is well suited to address complex and multi-faceted issues as it allows layered treatment of multiple themes through intertwined and ongoing story-lines. Many of the challenges experienced by adolescents such as going to school, completing education, accessing health services, or being subject to harmful behaviours and practices such as corporal disciplining or sexual abuse, have underlying and inter-linked deep-rooted social norms and traditional beliefs driving them. Entertainment-Education based approaches, whether on-ground (e.g. through the use of participatory theatre) or through mass and social media (e.g. drama serials and *telenovelas*), have been proven to be successful in surfacing and catalysing change in relation to many of these underlying issues.<sup>37</sup>

Building on entertainment-education strategy, MoWCA and UNICEF partnered with other respective ministries and departments including Ministry of Information (MOI), Bangladesh Betar, PCI Media Impact (PCI) and Asiatic MCL to launch an adolescent-focused drama series titled *Ichchedana* (On the Wings of Wishes), that portrays the lives of a group of Bangladeshi girls who face and overcome the challenges and risks commonly faced during adolescence. **The storyline, centres on a**

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<sup>36</sup> Storey, D., and Sood, S. (2013). Increasing equity, affirming the power of narrative and expanding dialogue: the evolution of entertainment education over two decades. *Critical Arts*, 27,(1), 9-35.

<sup>37</sup> Singhal, A., Cody, M., Rogers, E. M., & Sabido, M. (Eds.). (2004). *Entertainment-Education and Social Change: History, research, and practice*. Mahwah, NJ: Lawrence Erlbaum Associates.

**girls' football team and comprised an initial season of 26 episodes, continuing further into another 52-episodes over a second phase.** The series was developed and produced with a wide range of partners including adolescents. The story discusses the problems and challenges of adolescent girls (and boys) in a suburban village named *Hathmathali*, and how they acknowledge and resolve those problems. Individual episode plots dealt with different adolescent issues, ranging from child marriage, to sexual harassment, school drop-out, girls' empowerment, menstrual hygiene, physical and mental health, nutrition and sports among others.

*Icchedana* was designed as an evidence-based trans-media initiative. The series was simultaneously telecast on government and select private sector television and radio channels from September 2018 after a month of promotional activities. The drama show was adapted for viewing on social media as well, ensuring cross-linkages across all media platforms – television, radio and Internet. Season 2 was launched in December 2019 as part of the 16 Days of Activism to end Gender Based Violence. At the time of writing, a message development workshop for Season 3 was completed and the content is being developed. The series was also adapted to a shorter format to be screened as a docu-drama in select areas. MOI is leading the dissemination and screening of the docu-drama through mobile vans. These screenings allow for dialogue and engagement around child marriage and further the reach of the series by taking it off-air and directly to the communities.

### **Social media**

A social media campaign was executed by the Communication, Advocacy and Partnerships section to support the mass media campaign for ending child marriage. **The social media campaign leveraged UNICEF's large and ever-growing online following and endorsed the idea that child marriage was unacceptable.** UNICEF Bangladesh's Facebook page is followed by nearly 9.3 million people, the second highest after the global page. The campaign also promoted the PSAs that were simultaneously telecast on five leading TV channels. Social media promoted awareness on preventing child marriage and encouraged adolescents to actively reject and raise their voice against child marriage.

The second phase of a social media campaign was launched in August 2018 simultaneously through UNICEF Bangladesh's Facebook page and the Bengali language daily newspaper *Prothom Alo* - via their Facebook page. Twenty messages on ECM were shared with *Prothom Alo* and 20 messages with relevant photographs were posted on UNICEF Bangladesh's Facebook page. Three PSAs and a live session covering the achievement award to the Ministry of Women and Children's Affairs were also shared on Facebook. The social media platform showed that **13.14 million people were reached and 5.24 million people engaged between August 2018 and January 2019.** In addition, a campaign promoting the TV drama series was launched



in August 2018, which reached 25.75 million people and engaged 9.75 million people. A roundtable discussion was organized with *Prothom Alo* on the issue of ending child marriage where issue specialists participated, discussed and provided their expert advice on changing social norms and legal frameworks. A special supplement was published by *Prothom Alo* and was widely circulated highlighting the discussions.

### Folk and local media

Bangladesh has a long tradition of folk music and performance and has been used as a tool for social change communication. Folk performances are popular in rural communities and serve as enjoyable and interactive local cultural events that attracts audiences from across generations, gender and segments of society. The content of the music is also used with a form of Interactive Popular Theatre and drama to incorporate local issues and promote new behaviours and practices. The performers are briefed on the issue and then asked to develop scripts or lyrics that reflect the messages or focus areas. They also include a question and answer session after each performance to ensure interaction.

Different forms of folk music such as *Baul*, *Gombhira*, *kobi-gaan* (poet's competition), *pot-gaan* (pot – song), *Dhamail*, and *Jari-Shari* have been used creatively to communicate positive practices. Folk form varies by region and are still popular forms of entertainment in rural areas, especially in areas with limited mass and digital media. The performers are often local adolescents and community members and therefore well accepted. The performances ensure dialogue and two-way communication between the audience and the performers and also provide a public platform to discuss sensitive or deeply cultural issues and positive social change messages. **Folk performances are being held in selected Upazilas in the seven high prevalence districts and are conducted on a quarterly basis.**

### Community Engagement and Social Mobilization

#### Adolescent Radio Listeners Groups (ARLGs)

Secondary school students from Grade 7-10 come together once a week for an hour to listen to and discuss an adolescent and life skills-based radio program in their communities. Radio listening groups or clubs provide a safe space for children to learn about, discuss, share and act upon issues that affect them. The initiative aims to provide an access to information for adolescent boys and girls, provide with the correct knowledge, skills, and peer group support to act to protect themselves from violence, exploitation and child marriage and also promote media participation and civic engagement of adolescents. **The listener groups provide a platform for group listening followed by peer dialogue and mentoring.** During a focus group discussion,

adolescents participating in a radio club reported knowledge of child marriage laws as well as services or systems available to report child marriages. Furthermore, they shared that after joining the club they felt more comfortable and confident when interacting with people including peers of the opposite sex. The radio programmes include different components such as a phone-in-program, magazine, radio drama serial and quizzes.

Under the new Country Programme, UNICEF is supporting school-based listener clubs in schools where the Life Skills-Based Education package is already being implemented. This provides convergence and strengthens the Life Skills curriculum. The clubs are led or managed by a Teacher, Assistant Teacher or a Peer Leader and includes a group of 20-25 adolescents. Once set up, each club receives a daylong orientation on how the group listening programme operates. The club members provide feedback and participate actively in the programme content development. ARLGs are also conducted at the community level, where out-of-school adolescents and school going adolescents meet once a week and listen to a programme and provide feedback to Bangladesh Betar. More than 400 groups were formed but currently only 65 are functional, due to challenges in human resources and capacity to manage the clubs at the local level. Additionally, Bangladesh Betar has limited frequency and doesn't reach all the media dark areas.

### Community Dialogue

Community Dialogue provides a platform for community members to come together to discuss issues that affect them and identify possible solutions. It provides an opportunity for intergenerational dialogue as there are community elders as well as youth members who attend. It also ensures two-way communication and problem solving. **Community dialogue sessions are conducted with the community based child protection committee (CBCPC) and includes the Ward Head (elected Ward Members), opinion leaders including Imams (WDC members), women leaders, household heads (if possible include female-headed households also), members of CBOs, health and family planning front line workers, NGO volunteers or health educators, and adolescents/ children.** The group meets every quarter and the discussion is facilitated by two members, one from the NGO and one from the community. The Community Dialogues are being conducted in 15 selected *Upazilas* in the seven high prevalence districts and two additional districts and city corporations.

### Fathers Groups and Courtyard Sessions

Fathers play an important role in changing child marriage norms and promoting the rights and well-being of adolescents as decision making is mostly led by male

members of the families. Given Bangladesh's cultural context, the SBCC initiative engages fathers and mothers through separate group discussion. The purpose of the parent's groups is to raise awareness and to generate dialogue on the challenges of child marriage. **These groups also provide a platform for parents to discuss the negative impacts of child marriage, share their aspirations and dreams for their children, promote positive role models within the community and find local solutions to prevent child marriages.** For example, the fathers try to motivate other families to delay marriage for their daughters. If they hear of a marriage taking place they inform the Ward Member. If that still doesn't work they approach the Ward Coordinator. The meetings are held either on a monthly basis or every two months depending on the location and are implemented by local promoters and volunteers engaged by partner NGOs. The group appoints a Secretary to prepare minutes or key notes. They make a list of girls in the village who are at risk of early marriage. Reports from Fathers groups meetings are shared with the ward members who in turn report to the local officials. The mothers groups meet separately at Courtyard sessions and follow a similar format. A community engagement implementation rubric outlining the content, activities, indicators and modalities is included in Appendix 3.

### Social Mobilization

Under the social mobilization component the Union *Parishad* members, Marriage Registrars (*Kazi*), and Imams are sensitized on child marriage. **The orientation emphasizes the role of local leaders in preventing child marriage and the importance of local level advocates. District and Upazila Authorities and partner NGOs facilitate the orientation.** A Ward Development Committee guideline has been developed to engage local governance structures. CBCPC members at the union level are also trained and play an important watchdog role in the community to advocate against child marriage. NGO partners support the capacity building and functioning of CBCPCs.

### Advocacy and Capacity Building

#### Strengthening local level advocacy and capacity

UNICEF is working with the Ministry of Local Government and Rural Development and Cooperatives (MOLGRDC) on system strengthening and mainstreaming SBCC interventions across sectors at the sub-national level. UNICEF is providing the technical and financial (programme cost, human resources, training etc.) support for the appointment of District, *Upazila* and Union level Coordinators. **This ensures that SBCC priorities and ECM are included in the local level plans and that activities are implemented and monitored as per plans.** The *Upazila Nirbahi* Officer (UNO) and

the Deputy Commissioner's Office provide supervision and oversight and UNICEF leads on providing technical and thematic guidance.

The *Upazila* Coordinator is the SBCC focal person at the *Upazila* level and is accountable for developing SBCC plans, implementation, monitoring, data analysis, advocacy, capacity building of Union *Parishad* and reporting on programmes. Apart from the coordination function, the *Upazila* Coordinator is also responsible for the sub-national level capacity building by supporting the Union Coordinators in developing micro plans, implementation, monitoring and reporting of SBCC activities at Union Level and facilitating capacity building events such as trainings, orientation, or workshops for Union *Parishad*, local leaders, religious leaders, and committees. Under this component, a coordination mechanism is also established at the *Upazila* level whereby a coordination committee meets regularly and monitors implementation and documents progress. The Union Coordinator is also responsible for organising Union level Advocacy Workshop on Ending Child Marriage and works closely with the Union *Parishad* Chairman, school systems and community groups.

#### **Institutionalizing partnership with faith based leaders**

UNICEF has formalized a partnership with the Islamic Foundation of Bangladesh (IFB), a Directorate under Ministry of Religious Affairs (MORA) to strengthen the capacity of faith-based leaders on the 15 essential household behaviours, including protecting adolescents from harmful practices and child marriage. **The existing training curriculum for *Imams* was revised to include two extra days to cover the 15 key behaviours as well as a component on SBCC and interpersonal communication skills.** The *Imam* Training Academy conducts nationwide training and covers 500,000 *Imams* across the country. They organize basic and refresher training courses on basic religious issues. It is expected that with this initiative and *Imams'* capacity on message dissemination, social mobilization and community engagement will be enhanced. The *Imams* integrate thematic issues in the *Khutba* or Friday prayers reaching out to a large number of men who visit the Mosques. They will also conduct community engagement and sensitization efforts. In order to reach women, there is a similar training programme for female Mosque-based pre-primary school teachers. They incorporate thematic messages in their teaching and also reach out to the women in their communities. This initiative has been a significant milestone in formalizing ongoing efforts with faith-based leaders. **Religious leaders have been promoting pro-social and child well-being messages for a long time, but this partnership at the national level with the high-level support and buy-in to eliminate child marriage at the Directorate General level is unprecedented.** This effort brings together capacity development and systems building at a national level with local level engagement and mobilization. The initiative is currently being rolled out in eight districts.

Figure 21 provides an overview and timeline of the key SBCC milestones for Phase I, capturing the planning as well as the launch of the various communication assets. It is important to note that some of the activities have been initiated before the GPECM programme. For example, UNICEF has supported folk media for a long time and ARLGs were started in 2014.

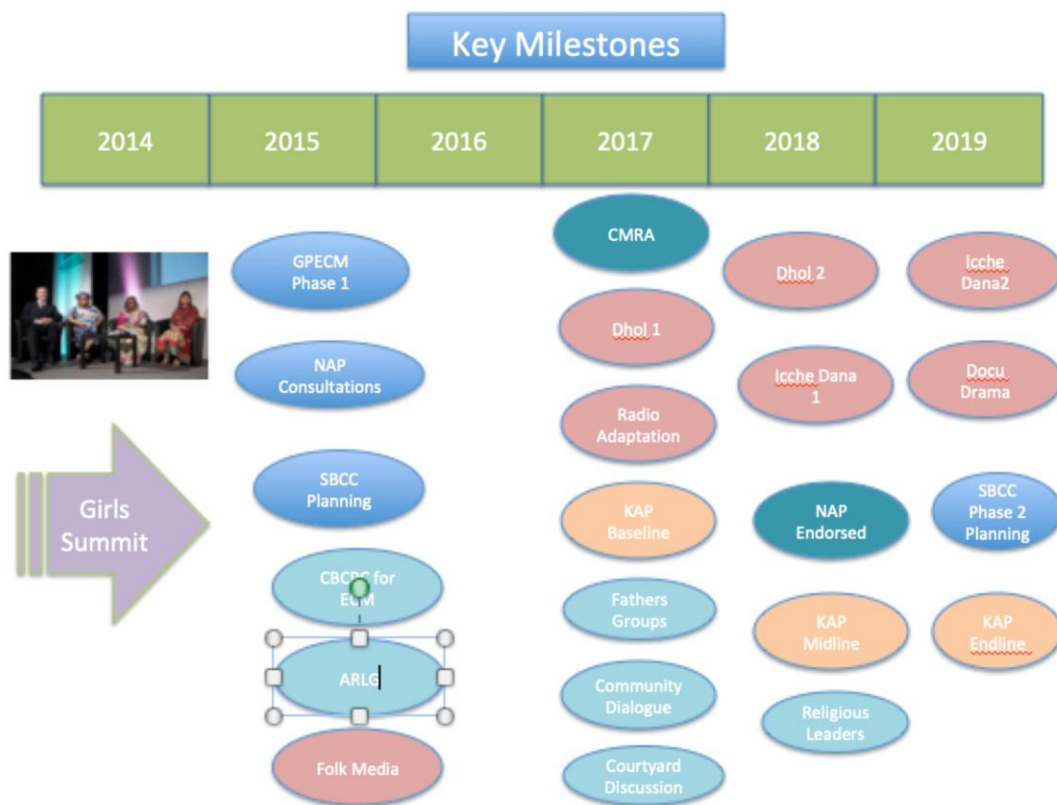


Figure 21: Key milestones

## Creative Design

As explicated in the conceptual framework, social norms spread through communication, interaction and networks. They prevail because of perceived or real societal pressure on individuals. Individual actions conform to the norm of the society in order to follow social expectations and avoid social sanctions or censure. Just as norms are maintained and reinforced by communication, they can be challenged and altered through counter-communication. Communication can be pivotal in enhancing knowledge and skills, transforming attitudes and promoting new norms around child marriage. **Multilayered Communication can further accelerate change by publicizing the positive role models and celebrating those who support the new norm.** See Figure 22.

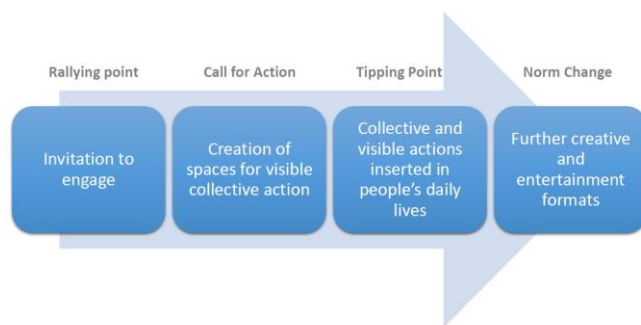


Figure 22: The role of communication in norm change

MOWCA and UNICEF partnered with Asiatic Marketing Communications Limited (MCL) to develop the national trans-media campaign. Initially the campaign was conceived as a small-scale behaviour change campaign with child marriage prevention focused PSAs and outdoor communication. **In 2016 the scope of the campaign expanded and became a much broader norms-based intervention that addressed child marriage and inter-related adolescent issues.** The need for a longer term comprehensive campaign that included a television series that brought into the fore the larger contextual issues around adolescence in the Bangladesh was realized. The focus of the messages also expanded from exclusively addressing child marriage to framing the issue within the wider context of adolescent empowerment.

A social media component was needed to increase the reach of the campaign and to create saliency. The social communication agency conducted field research to pre-test the concepts but notably also invested time and thinking to understand social norms theory. Campaigns that focused on norms changes were new in Bangladesh and it required considerable research, brainstorming testing and innovation. **The creative design of the campaign built on the evidence on the normative drivers of child marriage. The entire package was framed with a social norms lens.** The campaign aimed to trigger a normative shift where child marriage was no longer considered acceptable. Specifically, the campaign sought to garner intolerance and community disapproval toward the practice while initiating collective change in perceptions and practices around child marriage. The highlights of the creative framing are presented below.<sup>38</sup>

The campaign reframes child marriage as '*unacceptable*' because it is:

- **Harmful:** Child marriage does not protect or benefit a girl. It robs her of her childhood and opportunities in life. It does not benefit any community or society; an educated youth paves the way for a better future for the country.

<sup>38</sup> Asiatic MCL, (2016). National Multi-media Campaign Strategy for Ending Child Marriage.

- **Illegal:** Child marriage is illegal. The laws are very clear and it is a punishable offence. Ignorance and negligence are not an excuse.
- **Outdated:** More and more people are moving away from child marriage. It is not necessary, and it is damaging to a society.

The campaign promoted prevention as a universal personal responsibility, encouraging everyone to take an active role in rejecting child marriage. It focuses on positive and doable actions and seeks to promote the idea that when individual actions are added together, they can create a collective movement that ultimately contributes to larger social change. **The campaign was based on the 6R framework where everyone has a role to play:**

- **Research:** Learn more about the impacts and effects of child marriage impacts and effects of child marriage.
- **Refrain:** Abstain from participating in or attending child marriages within your family, neighbourhood and larger community.
- **Resist:** Resist any attempts that engage you in organizing or facilitating a child marriage.
- **Raise:** Raise your voice against any child marriage that is being planned or taking place within your family, neighbourhood or larger community.
- **Rally:** Mobilize and connect with your family, friends, neighbours, larger community and local authorities to take a stand against child marriage.
- **Report:** Reach out to, and inform, your respective local authorities about any planned or occurring child marriage events within your family, neighbourhood or larger community (see Figure 23).



Figure 23: 6R creative framework

### Partnership and Planning

The planning and design of the SBCC strategy began in 2015. A notable feature of this strategy was the **strong partnership and coordination between various stakeholders through the strategy development and programme implementation phases** (see Figure 24). The strategy development and implementation process of interventions was led by MOWCA and APC Project in collaboration with the MOI along with its several department including the Department of Mass Communication (DMC) and Bangladesh Betar; Ministry of Health and Family Welfare (MOHFW) and the Directorate General of Family Planning (DGFP) and Bureau of Health Education (BHE); Ministry of Social Welfare (MOSW); Ministry of Education (MOE) and the Directorate of Secondary and Higher Education (DSHE); MOLGRDC, Ministry of Home Affairs (MOHA); Ministry of Law and Justice (MOLJ) and MORA. MOWCA was also leading the review, approval and the launch. UNICEF and UNFPA provided the technical support and oversight. The community engagement components were managed and implemented by various NGOs and Government partners. Some of the ground-based components partnered with CBCPC as well as schools and local leaders. The research partner, BRAC University JPGSPH. JPGSPH carried out the baseline-midline and endline research and developed the M&E framework. The Creative strategy and media production were carried out by Asiatic MCL along with PCI Media Impact.



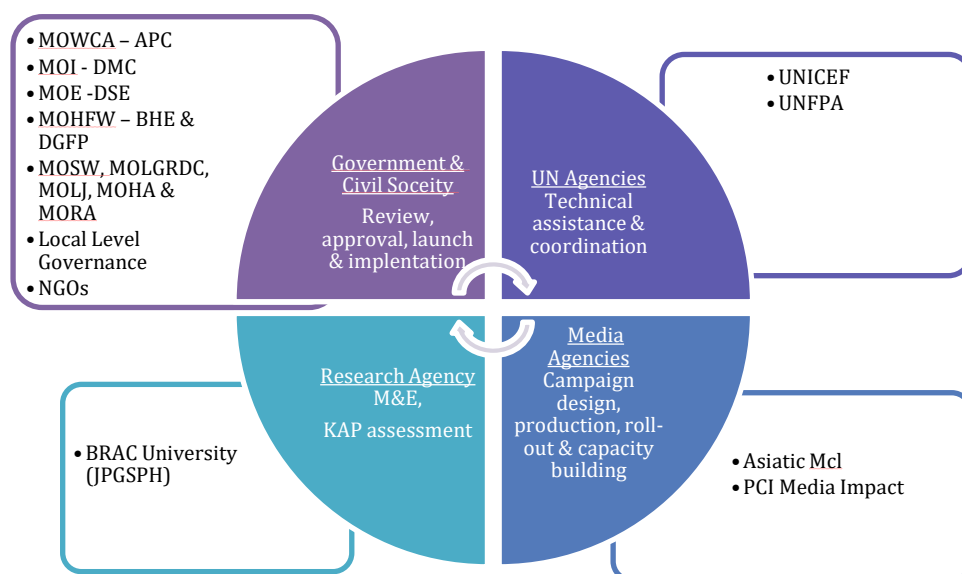


Figure 24: Implementing partners

## Key Achievements

**The National Trans-media initiative ‘Dhol Campaign’ reached more than 50 million people across all media and engaged over 97 million people through social media.**

The campaign PSAs have received several national and international awards. The *Icchedana* entertainment-education drama-series was broadcast in five national TV channels and state owned Radio channels. By the end of 2020, the drama show had reached more than 67-million people including engaging 8.9 million through UNICEF Bangladesh’s social media platform. The social norms based campaign is a key asset and is the first time it has been done in Bangladesh. In addition, ground-based community engagement interventions on adolescent rights were implemented in 15 *Upazilas* of 7 districts and 4 cities reaching more than 320,000 adults and adolescents. About 2550 adolescent girls and boys were trained on media participation through 101 Adolescent Radio Listening Groups. The Social Media component has reached over 18 million people in 2019. Such large-scale digital and mass media engagement is an innovation for social change efforts (see Table 4).

Table 4: Social Media Tracker 2019

	Episode	Views	Reach	Engagement
1	School	4,209,500	9,627,000	4,267,819
2	Groom	596,000	1,383,000	637,400
3	Kazi	2,231,100	4,561,000	2,322,724

4	Fish Bazar	4,272,000	8,916,000	4,407,600
5	Bus	447,000	1,018,000	468,300
6	Football/Minati Rani	1,660,702	4,895,200	1,715,897
7	Keshab Roy	2,738,273	5,855,000	2,798,373
8	Anwar Hossain	1,974,759	3,679,000	2,035,859
9	Shaat Shahoshi	401,100	1,218,000	429,464
<b>TOTAL VIEWS</b>			<b>18,530,434</b>	<b>19,083,436</b>
<b>TOTAL REACH</b>			<b>41,152,200</b>	
<b>TOTAL ENGAGEMENT</b>			<b>19,083,436</b>	

Some 50,000 adolescents were oriented about the ECM helpline number (109) and 10,000 community members were trained on what to do when a child marriage is suspected. The helpline received reports of 870 suspected cases and 150 child marriages were prevented, while adolescents often used other helpline numbers as well for reporting. On-the-ground adolescent rights interventions were implemented in 15 *Upazilas*, reaching more than 320,000 adults and adolescents. About 2,550 adolescent girls and boys were trained on media participation through Adolescent Radio Listeners Groups. In collaboration with the government, UNICEF released ‘first-of-its-kind’ data on the socio-normative dimensions of child marriage and the findings are being used to revise the ECM programme strategy. The comprehensive approach and synergy between the trans-media component, the ground-based activities and systems building efforts are a key strength of this initiative (see Figure 25).

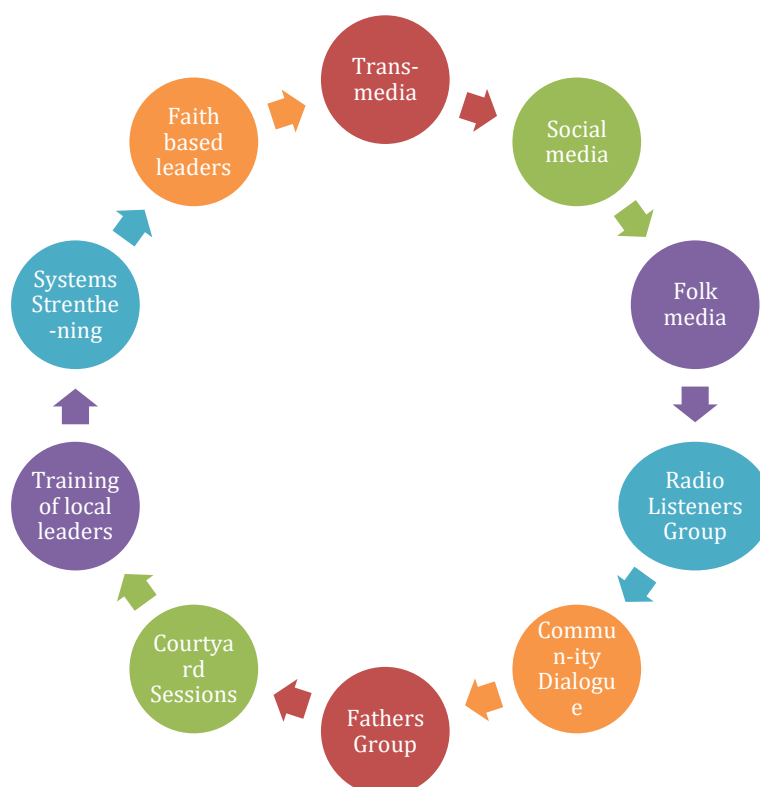


Figure 25: Comprehensive approach and communication assets

## Chapter 7: Monitoring and Evaluation

A robust monitoring and evaluation (M&E) framework is critical for evidence based SBCC programmes. **Monitoring and evaluation needs to be integrated in all stages of the programme cycle and typically includes research conducted before, during and after an intervention.** Programme design and implementation with concurrent monitoring and evaluation allows for mid-course corrections and ensures that change can be assessed and comparisons made before and after the intervention. Simply put, evaluations answer if the programme is directly or indirectly contributing to the expected change. Monitoring helps programmers gauge whether or not the programme is going as planned and if implementation milestones are being met.

**Measuring change and tracking the effect of the multi-level communication intervention was built into the design and development of the strategy.** The research, monitoring and evaluation (R,M&E) partner for this initiative was the BRAC University JPGSPH. JPGSPH was tasked with formulating and operationalizing a research, monitoring and evaluation strategy for the trans-media initiative. They developed a Theory of Change and M&E framework and were responsible for the baseline, process assessment and endline survey of the campaign.

**Multiple quantitative and qualitative assessments were conducted with the same cohort of the population to evaluate the impact of the trans-media initiative.** In late 2017, a baseline survey was conducted to capture the existing knowledge, attitudes, practices, and social norms on adolescent development issues. A midline and rapid assessments were conducted during the programme implementation. The endline was conducted in October 2019 after the completion of the first phase of broadcasting. The endline measured the cohort's exposure and engagement with the television series and assessed the association between exposure and individual and social change in knowledge, attitudes, practices and social norms between baseline to endline.

Developing an overarching R,M&E framework for the initiative and defining measurable indicators to track progress in the initial stages of the programme ensured the intervention was based on evidence and that aspects of measurement were considered from the very start of the programme. The research efforts aimed to assess the effectiveness of the trans-media entertainment-education effort and measured the changes in knowledge, attitudes, behaviours and norms triggered by the initiative. **The research covered child marriage within the context of adolescent development and included health and nutrition, education, protection and gender.**

The R,M&E component was guided by well established social and behaviour change

theories, notably Bicchieri,'s work on social norms theory (Bicchieri, 2005)<sup>39</sup> which has been explained in an earlier section (see Chapter 4). The research also built on the Theory of Integrated Behaviour Model, which explains how normative beliefs and intention play a central role in practicing a given behaviour in a given context. Furthermore, an individual's intention is determined by their belief, values about the outcome of the behaviour and subjective norms such as social pressure<sup>40</sup>. This theory predicts that the influence of normative belief and attitude as well as peoples' perceived social pressure affect individual behaviours. It also posits that individual's tendency to enact a behaviour is influenced by their perception of others' behaviour and social pressure in case of failure to perform an action in an intended way and/ or the combination of these two factors.<sup>41</sup> This helped operationalize social norms constructs in the research. The Theory of Change for the R,M&E is presented in Figure 26.

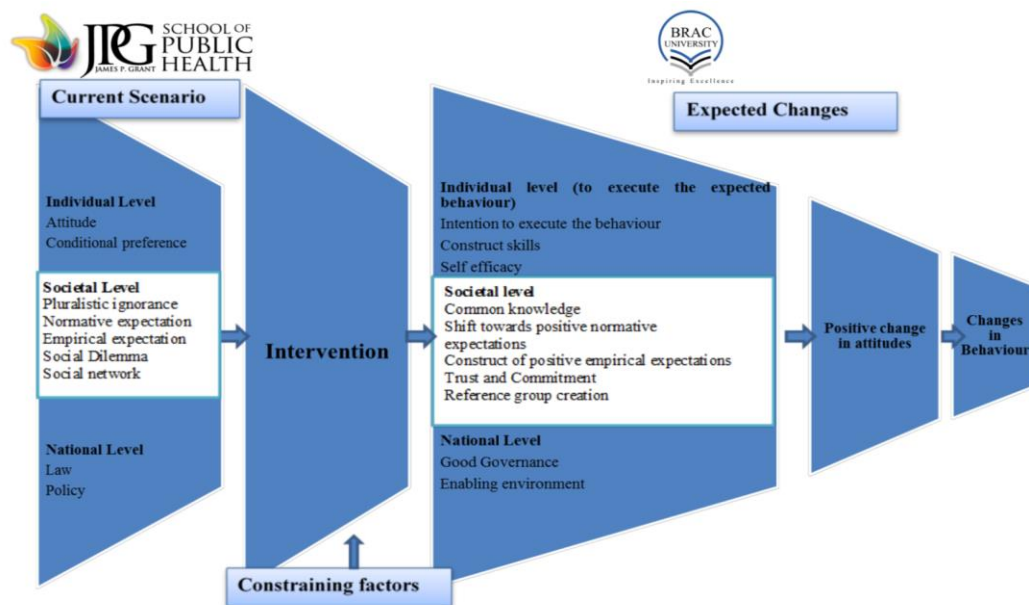


Figure 26: Theory of Change

39 Bicchieri, C. (2005). The grammar of society: The nature and dynamics of social norms. Cambridge University Press.

40 Kasprzyk, D., Montano, D., & Fishbein, M. (2006). Application of an Integrated Behavioral Model to Predict Condom Use: A Prospective Study Among High HIV Risk Groups. *Journal of Applied Social Psychology*. 28. 1557 - 1583.

41 Rimal, R. N., & Real, K. (2005). How behaviors are influenced by perceived norms a test of the theory of normative social behavior. *Communication Research*, 32(3), 389-414. <https://doi.org/10.1177/0093650205275385>

## Results Framework

The results for this initiative contribute to and align with national goals as well the UNICEF-Government of Bangladesh Country Programme and the GPECM outcomes.

**The results can be broken down to long term shifts in health or social status; medium term, which are the factors that predict behaviour change such as Knowledge, Attitudes, Self-Efficacy, Interpersonal Communication, Social Norms and can be directly linked to SBCC interventions; and short term, which are either linked to participation (such as reach, exposure, discussion) or to behaviours.** The expected results are detailed in the Figure 27.

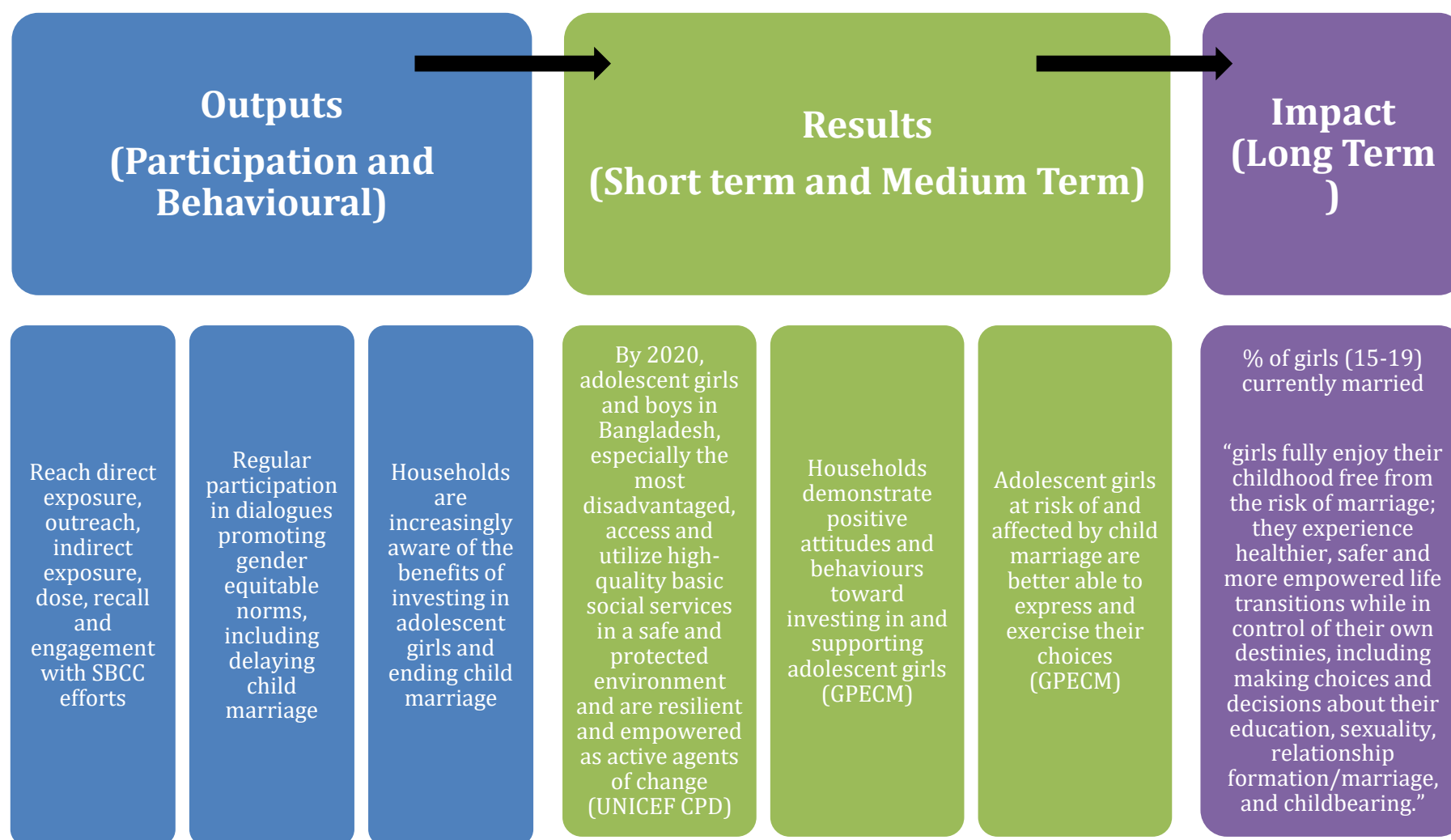


Figure 27: Results Framework

## Indicators

The Communication Objectives presented in Chapter 5 are further broken in to “know, feel, do” indicators to reflect the cognitive, affective and behavioural dimensions of change for each participant group (see Table 5).

Table 5: Know, feel, do indicators				
	Adolescents	Parents/Families	Community Leaders and Members	Policy Makers & Media Personnel
Know	benefits of delaying child marriage		aware of ECM initiatives	
	consequences of child marriage	benefits of not marrying off their adolescent girls	increased understanding of delaying marriage of girl children	
	legal age of marriage			
	how to report child marriage			
Feel	confident to negotiate choices about their future	believe girls and boys should have the same opportunities	believe that child marriage is unacceptable	aware of the consequences of child marriage
		committed to prevent child marriage.	value girls and boys equally	
Do	participate in ECM efforts in their community	value girls and boys equally	take actions to prevent child marriages in their community	advocate against child marriage
	Advocate as agents of change for their communities	discuss the importance of preventing child marriage	support the movement ECM	advocate to address the challenges to end child marriage
		do not arrange marriages for daughters		promote gender equality in their communities.



In order to measure the key short, medium and long term results, the M&E plan needs to include indicators designed to measure change over time. The key indicators to measure the results are linked to the constructs in the theory of change and the communication objectives (see Figure 28) and include the following:

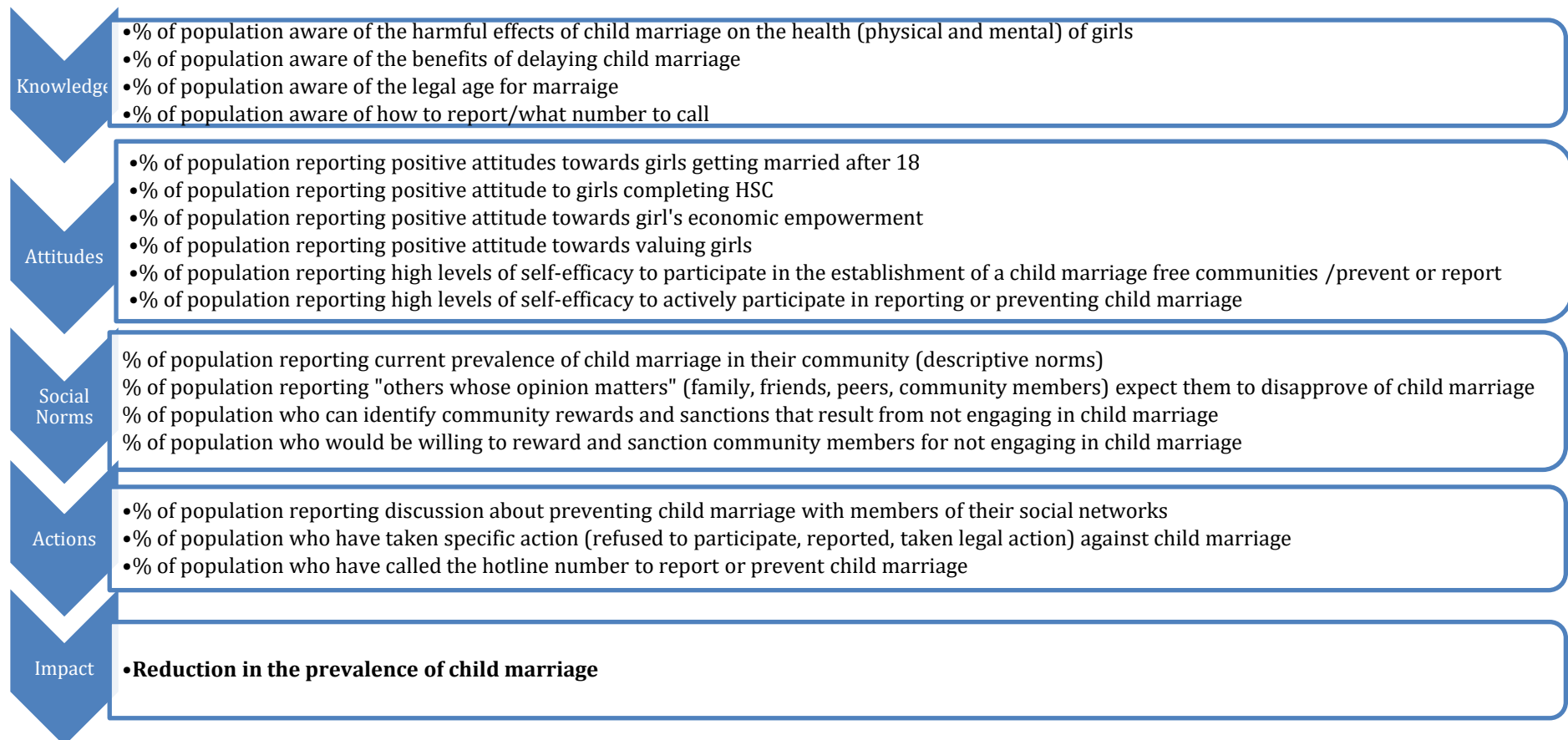


Figure 28: Key Indicators to measure change

The above indicators will need to be disaggregated for the primary, secondary and tertiary audiences, including for example adolescents, parents and families, community leaders and members and policy makers.

## Research Design

**A longitudinal panel study which included a baseline, midline, endline and a three-cohort rapid assessment to assess the effectiveness of the trans-media entertainment-education component was conducted in three high prevalence districts.** The Rapid Assessment Survey was designed as a part of the broader impact evaluation study to determine the viewership of the show, find out the personal and normative beliefs of the community about the social issues portrayed in the show, and also to gather potential suggestions for future storylines. This was conducted in the same three districts and included three rounds, each focusing on a specific number of *Ichchedana* episodes.

The baseline and endline panel research (see Figure 29) aimed to measure the direct and indirect effectiveness of the *Ichchedana* trans-media entertainment education series, specifically focusing on its attribution and contribution to achieving key child protection indicators. **The study assessed 1) knowledge, 2) attitudes, 3) practice/behaviour, and 4) social norms, regarding adolescent issues such as girls' education, sexual harassment, with a special focus on child marriage.** While providing individual level results the analysis highlights family and community level information around shifting social and gender norms, associated with harmful practices. The assessment adopted a mixed-method approach where quantitative assessments were conducted using pre- and post-intervention cross-sectional surveys and qualitative assessments using group discussions and in-depth interviews. The study included male and female adolescents and parents. Community influential and other stakeholders were included in the qualitative interviews and focus group discussions.

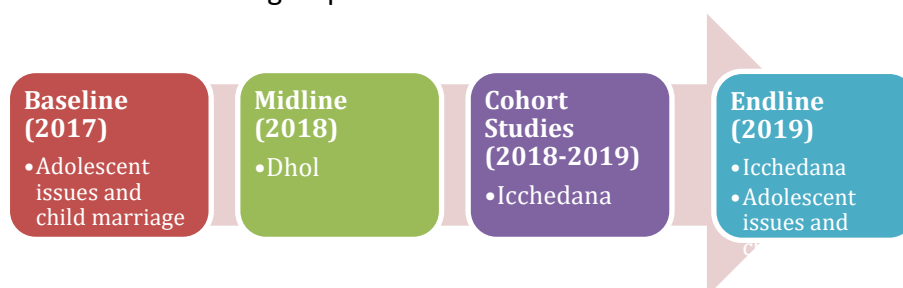


Figure 29: Research design

Different methods were used to track the different components of the initiative allowing for multiple data snapshots. Additional monitoring data was also collected

through performance indicators for the community engagement component and tracking of social media engagement. Target rating point (TRP) data was collected by the media partner Asiatic to assess reach and viewership. Additionally, real-time monitoring data systems were also used. An innovative aspect of the research component was the inclusion of the social norms-specific measure both in the longitudinal knowledge, attitude and practice survey and the *What Matters Most* module, which focused on the socio-normative aspect of child marriage. The various M&E tools are illustrated in Figure 30.

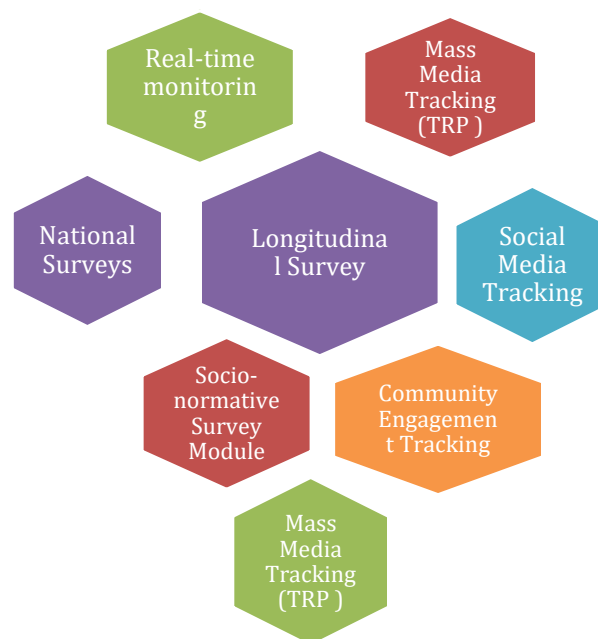


Figure 30: Monitoring and evaluation tools

The community engagement interventions had a separate M&E component to track the progress of social and behavioural change. The results and performance indicators for the on-ground interventions are in line with the global indicators of the ECM programme and fed into the annual reporting for the joint programme. **The monitoring was conducted on a monthly and quarterly basis and the changes are reflected in the regular progress reports of implementing partners and the programme monitoring reports of the UNICEF programme team.** Additionally for the first time UNICEF piloted a module within its real-time monitoring system to track changes in the normative dimensions of child marriage practice over time. Table 6 illustrates a sample M&E framework for the community engagement component at the district level from Kushtia. The findings from the endline assessment are presented in the next chapter.

Table 6: District Level Monitoring and Evaluation Framework				
Result Statement	Performance Indicator/s	Baseline	Targets	Means of Verification
CPD Output 3.6: By 2020, families and communities have strengthened capacity to support improved and equitable development of adolescent girls and boys and protect adolescent rights, with a focus on ending harmful social practices and uptake of new behaviours.	Proportion of caregivers (fathers/male guardians) that can state three benefits of key adolescent issues (parenting skills indicators	0	47,960 Male	Sample Survey/RTM data
	Number of targeted unions that have publicly committed to end harmful practices of child marriage	0	16 unions (80%) Out of 20 unions	Project Report/Programmatic visit report/Union Declaration report
Programme Output 1  By end of the project period, families and communities (in select areas) have strengthened capacity to support improved and equitable development of adolescent girls and boys, and protect adolescent rights, with a focus on ending harmful social practices	Number of Parents and Caregivers that can state three positive and three harmful practices that hinders the adolescent development.	0	110,200 (female) 52,680 (male)	Project Report/Survey Report
	Number of community and religious leaders that can state three positive and three harmful practices that hinders the adolescent development.	0	3,600 (community and religious leaders (female 540, male 3,060 )	Project Report
	Number of Ward development committees/CBCPC/other community networks declare their commitment to end harmful practice in their community	0	90 Ward development committees (50% ) out of 180 Ward development committees/other networks	Project Report/report on Community Declaration, Community photographs
	# of child marriage stopped by CBCPC/Ward development committee	0	50% marriage stopped out of	Quarterly report

	members/UP level standing committee members/other community networks members		100% marriage initiated	
	Number of UP Chairman/members, religious, community leaders sensitized on harmful practices in the community that hinders the adolescent developments.	0	250 religious leaders, 400 UP Chairman and members	Project report
	Number of UP Chairman/members religious, community leaders that can state three positive and three harmful practices that hinders the adolescent developments.	0	100 religious leaders, 300 UP Chairman and members	Project Report, Survey report
	Number of Union Parishad established with Child marriage information corners	0	10 UPs	Project Report
CPD Output 3.7: <sup>[1]</sup> <sub>SEP</sub> By 2020, adolescent boys and girls from selected communities are engaged to develop capacities as agents of change and facilitate action to eliminate harmful social norms and practices with a focus on ending child marriage. <sup>[1]</sup> <sub>SEP</sub> Programme Output 2:  By end of the project period adolescent boys	Per centage of adolescent boys and girls (Community +ARLC) having knowledge on identified set of adolescent behaviours and norms with UNICEF direct support	0	4,600 <sup>[1]</sup> <sub>SEP</sub> (2,000 Boys, 2,600 Girls)	Project Report
	# of child marriage that initiated in their community reported by Adolescent radio listener group members and negotiated with their parents for delaying their	0	50% of adolescent negotiated with their parents in delaying their marriage	Project Report/Survey report

and girls from selected communities are engaged to develop capacities as agents of change and facilitate action to eliminate harmful social norms and practices with a focus on ending child marriage.	marriage			
	Number of adolescent participated in the adolescent radio listener group sessions at schools/community	0	5,600 (Boy 2,600, Girl 3,000)	Project Report
	Number of most significant change stories shared by the adolescent	0	6	Case Studies

## Chapter 8: Measuring Change

As detailed in previous sections, the baseline survey was conducted in 2017 to gauge the existing knowledge, attitudes, practices, and social norms on child marriage and adolescent development. Following the broadcast of the first series of *Ichchedana* (26 episodes) an endline survey was conducted in late 2019.<sup>42</sup> **The overarching research question guiding the evaluation was “what is the role of *Ichchedana* in improving respondents’ knowledge, attitude, and normative beliefs relating to child marriage practices”?** This chapter presents the findings of the endline assessment comparing changes in knowledge, attitudes, practices, and social norms over time (between baseline and endline) and by level of exposure (none, low and medium).<sup>43</sup> The survey covered a broad range of adolescent issues that are closely linked with child marriage (see Figure 31).

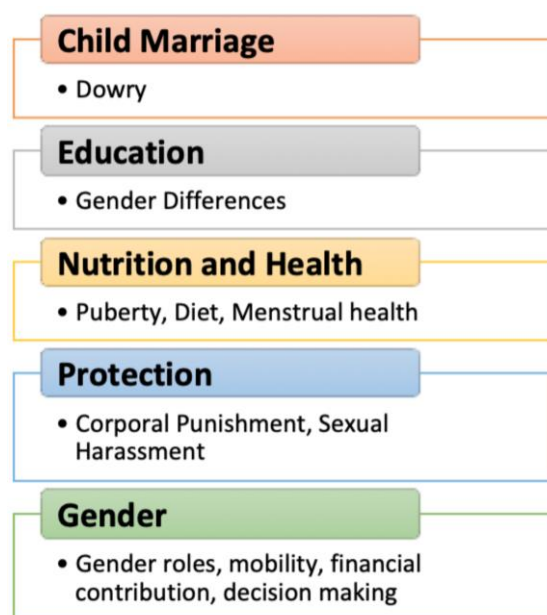


Figure 31: Issues covered by the survey

<sup>42</sup> The findings are extracted from the report prepared by JPGSPH, BRAC University on the *Results from Baseline-Endline Survey of the Entertainment-Education Campaign Study*, January 2020.

<sup>43</sup> Exposure was measured based on four criteria; whether the respondents had: (1) heard of *Ichchedana*, (2) watched any of the 26 episodes, (3) received SMS-reminders to watch *Ichchedana*, and (4) received phone-call-reminders to watch *Ichchedana*. The group with “no exposure” to *Ichchedana*, had not heard about or watched the show and did not recall receiving any phone or SMS reminders. Those who had “low exposure” included all respondents who had either heard of the show or watched it, or they recalled outreach efforts. The “medium exposure” group included respondents who had watched the show(direct exposure), had heard of it (indirect exposure ) and recalled phone or SMS outreach efforts.

At baseline a total of 4356 respondents were interviewed from 1164 randomly chosen households located in the three selected high prevalence districts (i.e. Tangail, Nilphamari, and Kushtia). In each household four family members were interviewed to include both parents and a male and female child aged between 10-19 years of age. A mixed method design was utilized, combining a quantitative pre- and post-intervention cross-sectional survey and qualitative assessments using group discussions and in-depth interviews. A total of 3905 respondents from 1102 baseline households were reached at endline, accounting for levels of attrition. The findings are reporting in the key following sections.<sup>44</sup>

## Knowledge

In order for people to change, they need to first know about the benefits or harmful consequences of certain behaviours. While we know that knowledge is not enough to change behaviour, we also know that it is a starting point for change. The findings indicate that respondents' knowledge on the legal age of marriage improved significantly both over time and by level of exposure. At endline, approximately 54 ( $n=2115$ ) per cent respondents correctly stated the legal age of marriage for both boys and girls, compared to 49 per cent ( $n=2117$ ) of respondents at baseline. The same difference is also noticed by level of exposure. About 57 per cent ( $n= 622$ ) of the respondents with medium-exposure group stated the correct legal age of marriage for both boys and girls, compared with 51 per cent ( $n=995$ ) for the "no exposure" group. The response rate was more positive when asked if they knew the "right" age of marriage for boys and girls and around 90 per cent ( $n=3495$ ) of the respondents identified 18 or higher for girls and 21 or higher for boys. **While the findings reflect a positive trend, it is noteworthy that almost half of the respondents did not know the legal age of marriage. Likewise, close to a third of the respondents did not know about the legal consequences of child marriage. This finding points to existing knowledge gaps that need to be addressed by future efforts.**

Knowledge of the consequences of child marriage were high at both baseline and endline, though a decline was noted over time. This negative trend was found for knowledge of harmful consequences of child marriage as well as legal consequences of exchanging dowry. At endline, about 94 per cent ( $n= 3677$ ) respondents recognized the harmful consequences of child marriage, which was about 98 per cent ( $n=4247$ ) at the baseline. Similarly, about 87 per cent ( $n=3823$ ) respondents

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<sup>44</sup> Asterisks indicate statistical significance (\*\*\*) for  $p$  value  $\leq .001$ , \*\* for  $p$  value  $\leq .01$ , and \* for  $p$  value  $\leq .05$ ). All statistically significant findings are marked with an asterisk.



could recognize legal consequences of dowry at the baseline, which was reported by 77 per cent ( $n=3008$ ) at endline. This finding was found to be statistically significant. Also, about 93 per cent ( $n=3624$ ) respondents reported that they did not know about any specific source to help with preventing child marriage.<sup>45</sup> Overall, all indicators of knowledge are significantly higher at endline by level of exposure (see Figure 32).

**Despite these decreases in knowledge over time, the findings show a positive correlation between level of exposure to the show and higher levels of knowledge about harmful consequences of child marriage and legal consequences of exchanging dowry. It is also worthy to note that the level of knowledge was high at baseline for the indicators where a decrease was noted at endline. In sum, those who had higher exposure to the show also had higher knowledge of the harmful consequences of child marriage.**

Knowledge	Over time		Endline by Exposure		
	Baseline	Endline	None	Low	Medium
Knowledge of legal age of marriage for boys and girls	48.6	54.2***	50.5	58.5	57.4***
Legal consequences of child marriage for parents	90.7	89.1*	87.4	90.5	91.3***
Legal consequences of child marriage for Kazi/marriage registrar	89.3	89.5	87.6	89.8	92.7***
Legal consequences for adult groom if the bride is a child		85.6	83.2	86.5	89.2***
Harmful consequences of child marriage for boys and girls	97.5	94.2***	92.5	94.4	97.0***

Figure 32 Knowledge regarding child marriage

## Attitude

Attitudes are important precursors to behaviour and social change and can fill the gap between knowledge and practice. **In terms of more favourable attitudes and perceptions related to preventing child marriage, the data indicates statistically significant increases both over time and by level of exposure** (see Figure 33). A similar trend is noted for actions taken to prevent child marriage. Additional attitude related questions were asked at endline and all were significantly better among respondents with “medium exposure” compared to those with “no exposure.” The attitudes related to many critical aspects of gender discrimination improved. These include beliefs about girls’ economic empowerment; girls’ decision making and education; knowledge on aspects of sexual harassment/eve-teasing; the belief that girls were responsible for sexual harassment; acceptability of boys engaging in sexual harassment; restrictions on girls’ mobility as a way to protect them from such harassment; knowledge of physical and emotional changes during puberty; levels of acknowledgement of risky behaviours, specifically unprotected sex; and adolescent rebelliousness and attitudes towards girls playing football, which was the main storyline of the show.

<sup>45</sup> Question on knowledge of where to seek help was only asked at endline.

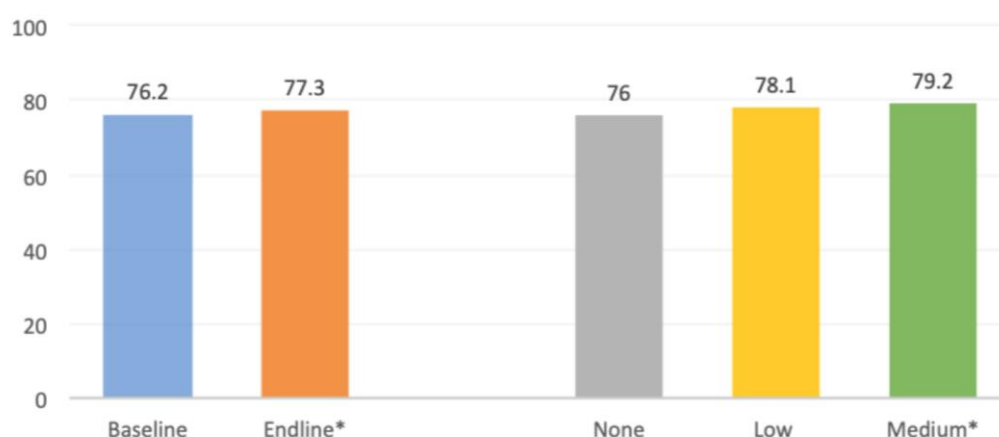


Figure 33 Attitudes towards preventing child marriage

## Norms

**The assessment also included measures for social norms constructs such as descriptive norms (doing what others do), injunctive norms (doing what others think one should do) and outcome expectations (social rewards or punishments).** To assess the drivers of these descriptive norms, respondents were asked whether they approve of child marriage and also what they perceive to be the opinion of their family, friends, and community regarding child marriage. **Respondents' personal and family perceptions of disapproval of child marriage increased significantly over time and also by level of exposure. Community level perceptions about disapproval of child marriage decreased over time and were not affected by exposure.** These findings indicate that exposure to the show is associated with higher levels of disapproval of child marriage at the personal and family level, but this did not hold true at the community level, indicating a discrepancy between self-reported approval and perceived approval.

The role of social norms in upholding the practice of child marriage was evidenced in the fact that while respondents felt that they themselves and their friends and family members approved of preventing child marriage, they also felt the community at large were supportive of child marriage, though the trends pointed in the opposite direction. On the positive side, declining trends in the prevalence of child marriage was accompanied by low levels of empirical expectations, where respondents felt that "others" in their family, friends and community expected them to support child marriage despite their own misgivings. Notably, there was a significant increase from baseline to endline of respondents reportedly taking actions to prevent child marriage and were higher by level of exposure (see Figure 34).

		Over time		Level of Exposure		
		Baseline	Endline	None	Low	Medium
Descriptive	% who disapprove of child marriage	96.6	97.9***	96.9	98.4	98.8*
	% who believe their family members disapprove of child marriage	94.9	97***	97.3	98.1	98.8*
	% who believe their social networks disapprove of child marriage	92.5	92.4	91.2	92.5	94.4**
	% who believe their community disapproves of child marriage	80.0	75.5***	75.7	75.3	75.4
Injunctive	% believe that others expect them to disapprove of child marriage		97.3	96.3	98.2	98.3***
+ Outcomes	% mention social rewards refusing to engage in child marriage	67.1	32.6***	30.7	33.0	35.8*
- Outcomes	% mention social sanctions for refusing to engage in child marriage	30.4	22.6***	21.5	23.5	23.8

Figure 34 Social norms related to child marriage

**Majority of the respondents did not feel any pressure from society to approve of child marriage or dowry practices.** In terms of outcomes, i.e. rewards or sanctions, the perception that there were social rewards for refusing child marriage decreased over time, which is a negative trend. Interestingly, perception of social sanctions also decreased over time. This is an interesting finding that merits further research as perceptions of both negative and positive outcomes are decreasing.

**The findings suggest that compared to the baseline, a significantly higher portion of respondents at the endline believe that the prevalence of child marriage for both boys and girls has declined over the last year.** At endline, about 93 per cent reported that less than half of the girls were married underage in the last year, compared to 86 per cent at baseline. Similarly for boys, 96 per cent of the respondents reported that less than half of the boys in their communities were married off before the legal age, compared to 94 per cent at baseline. The differences were found to be statistically significant ( $p < 0.000$ ) for both boys and girls. These differences in perceived prevalence of child marriage were not correlated with level of exposure to *Icchedana*. Results around the prevalence of dowry exchange were similar.

Respondents were asked whether they have witnessed any incident of child marriage both in their family and community during the past one year. At the family level a significant increase was noted at endline (14 per cent,  $n=564$ ) compared to the baseline (5 per cent,  $n=208$ ), no significant change was noted by level of exposure. At the community level a significant decrease was noted at endline (40 per cent,  $n=1553$ ) compared to 46 per cent ( $n= 1926$ ) at baseline. Interestingly, there was an increase reported by level of exposure. This could possibly be a result of greater awareness of what child marriage was.

## Actions and practice

Apart from knowledge and norms, more respondents with medium level of exposure reported taking legal actions to address sexual harassment/eve-teasing in their communities and seeking counselling to address sexual harassment/eve-teasing, though these changes were not statistically significant. **Respondents who reported taking actions to prevent child marriage are higher by level of exposure and over time.** Surprisingly, at endline, respondents' intention to prevent child marriage in their family has decreased by 3 percentage points from the baseline estimate of about 88 per cent ( $n=3818$ ). The decline was statistically significant. However, intentions of preventing child marriage in their community is significantly higher by level of exposure, for example, about 85 per cent ( $n=925$ ) respondents in the medium-exposure group expressed intentions to prevent child marriage in the community, the corresponding number was 82 per cent ( $n=1615$ ) in the no-exposure group. Notably, respondents reported taking actions to prevent child marriage increased from 7 per cent ( $n=309$ ) to 10 per cent ( $n=401$ ) between baseline and endline and reports of taking action against child marriage are higher by level of exposure.

## Interpersonal Communication

Dialogue and interpersonal communication (IPC) is an important indicator for predicting behaviour and social change and the data suggests that discussions around taboos regarding menstrual hygiene and benefits of girls' education increased over time. Both these issues closely linked to delaying child marriage and have implications for gender equality. Discussion on other adolescent issues such as child marriage, changes during puberty, taboos regarding menstrual hygiene, sexual harassment/eve-teasing, benefit of girls' education, nutrition and corporal punishment declined significantly over time (see Figure 35). However, discussion increases with level of exposure at endline across all topics. **Respondents with no exposure reported lower levels of IPC when compared to respondents reporting medium exposure. The findings were statistically significant for all issues, with the exception of girls' education. It can be concluded that those with higher levels of exposure are more likely to discuss these issues.**

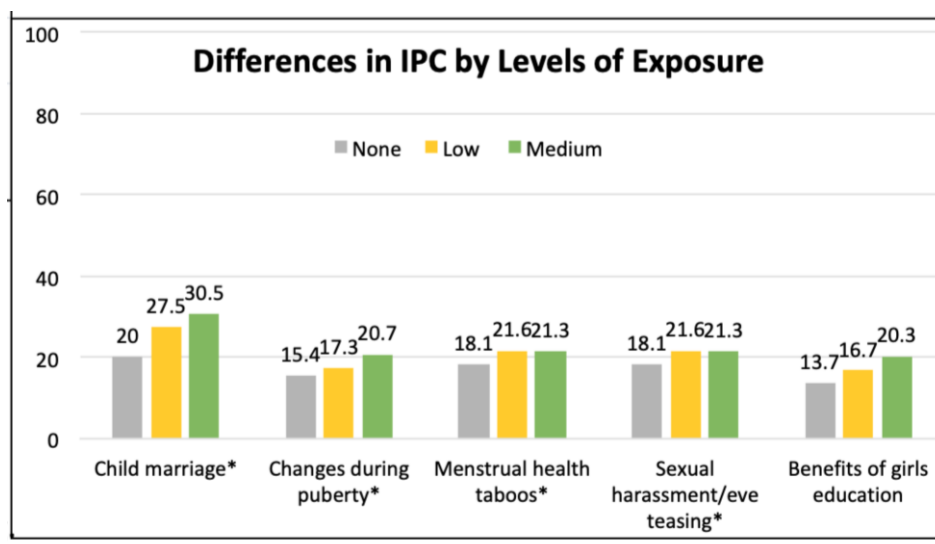


Figure 35: Interpersonal communication and level of exposure

## Gender

Child marriage cannot be addressed without taking into account broader gender norms and practices. The survey assessed key gender related attitudes, behaviours, perceptions, and social norms that are closely associated with child marriage. These included beliefs around girls' education, protection from sexual harassment, mobility, reliance on financial support from girls and decision-making. Table 7 summarizes some of the shifts in attitudes towards gender norms and beliefs.

Table 7: Attitudes related to gender norms

Attitude	Time (Frequencies in %)			Level of Exposure (Frequencies in %)			
	Baseline	Endline	p value	No	Low	Medium	p value
Think sons should continue education over daughters, in case of financial restraints	38 (n=1644)	25 (n=974)	0.000***	26 (n=511)	26 (n=220)	22 (n=243)	
Think it is shameful to depend on a daughter's income in old age	37 (n=1588)	29 (n=1134)	0.000***	33 (n=640)	28 (n=2)	24 (n=255)	0.000***
Think marrying off an adolescent girl is a solution to protect her from sexual (harassment/eve-teasing)		18 (n=694)		19 (n=374)	17 (n=142)	16 (n=178)	
Attitudes towards girls in case of sexual harassment/eve-teasing (Mean score in scale of 20)	4.4 (s=9.2)	4.6*** (s=11.6)	0.000** *	4.6* (s=11.3)	4.4 (s=11.9)	4.6 (s=11.7)	0.034*

Positive attitudes towards girls' nutritional requirements	94 (n=4090)	95 (n=3700)	94 (n=1858)	96 (n=819)	95 (n=1023)	
Positive attitudes towards having daughters		4.93 (s=9.28)	4.97 (s=8.79)	4.86 (s=9.71)	4.82 (s=9.83)	.000***
Mean (SD)						
Mean score: in a scale of 16						
Think girls should have equal rights in parental property		86 (n=3351)	83 (n=1631)	85 (n=721)	85 (n=917)	

**Positive changes in attitudes around gender were noted over time and by level of exposure.** However, not all of these changes were statistically significant. When examined by other background variables those with higher education and wealth hold significantly more positive perceptions than these beliefs. Adolescent girls scored a significantly higher mean score on positive attitudes towards both boys' and girls' education at endline compared to baseline. There was a significant increase in beliefs at endline that girls are not responsible for sexual harassment/eve-teasing (baseline mean score 9.2, endline mean score 11.6). Mobility for mothers of adolescents and adolescent girls improved significantly ( $p$  value 0.000) from baseline (14 per cent,  $n=589$ ) to endline (21 per cent,  $n=803$ ). Similarly, significant increases are found by level of exposure. The per cent of "medium exposure" group (23 per cent,  $n=253$ ) compared to 19 per cent ( $n=377$ ) among the "no exposure" group were supportive of mobility for girls. Norms around the equal participation of women in the decision-making process revealed that 28 per cent ( $n=1080$ ) of the respondents think more than half of the women in their communities participate equally to household decision makings and 88 per cent ( $n=3139$ ) of the respondents think that this positive trend has gone up during the last five years. **The positive trends are significantly correlated with higher levels of exposure, education, and wealth.**

## Viewership

Overall, exposure to the show was low with 50 per cent ( $n=1970$ ) of the respondents having no exposure, 22 per cent ( $n=852$ ) with low exposure and 28 per cent ( $n=1083$ ) falling under medium exposure. **Adolescent girls reported highest levels of exposure (57 per cent) followed by adolescent boys (50 per cent). Adults (mothers and fathers) were less likely to be exposed than adolescents.** There were some surprising declines over time between baseline and endline, for example in TV

viewership as a whole, as well as, declining viewership of the TV channels upon which *Icchedana* was broadcast. The “no exposure” group reported that they mostly watched TV channels from India. District-wise comparison clearly show that *Icchedana* was significantly more popular in rural households in comparison to their urban counterparts (see Figure 36).

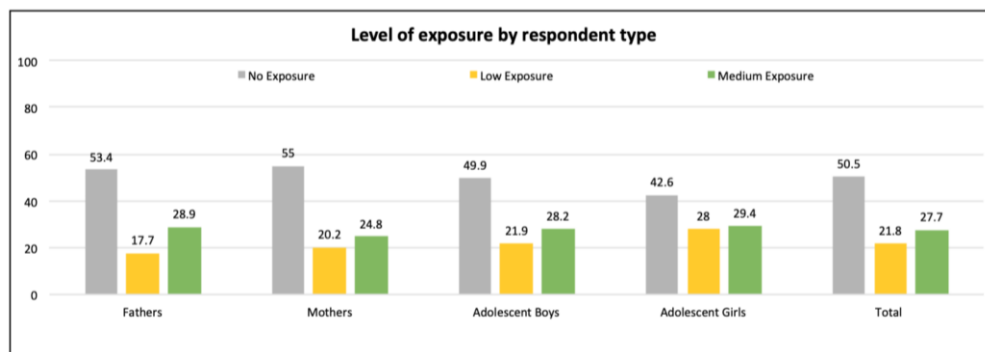


Figure 36: Level of exposure

In addition to exposure, the survey assessed level of engagement based on the number of episodes watched. A little over three-fourths of the respondents (76 per cent) watched only 1 to 6 episodes (out of 26) and only about 6 per cent watched more than 12 episodes. The average number of episodes watched was about 5, which accounts to less than 20 per cent of the series. Additional variables for engagement such as recommending the series to others or recalling storylines, messages, and characters from *Icchedana* were also very low. For example, only 8 per cent of viewers recommended *Icchedana* to others in their social networks.

**These findings indicate very low levels of exposure and engagement. Bolstering viewership and levels of engagement will need to be considered for the next phase.**

The findings from this assessment provide evidence-based inputs for the planning and implementation of the next phase of the programme. While there are several positive trends and significant correlations between level of exposure and knowledge, attitude, norms and practices, there are also many aspects where the expected change has either not occurred or not occurred at the desired level. It is important to note, that these finding focus only on the televised component, and the interplay of other aspects such as the community-based activities and social media engagement media have not been studied. The findings also need to be understood, taking into account changes in the broader context media landscape. Social media is taking over in unprecedented ways, media choices are tremendous and there are viewership changes for TV channels as a whole. The final section of this chapter presents a summary of the main findings from the survey.

### Summary of Key Findings

- Viewership data showed low levels of exposure with half the respondents having neither heard of the show nor watched it, or recalling any outreach efforts.
- Levels of engagement were also low, with few people watching multiple episodes, recommending the series or recalling the content.
- Adolescent girls reported the highest exposure, followed by boys and parents were less likely to watch the series.
- Rural populations reported higher exposure compared to urban dwellers.
- There is a significant increase over time in knowledge of legal age of marriage for boys and girls.
- Half the respondents still did not know the legal age of marriage and close to a third did not know about the legal consequences of child marriage.
- Higher levels of exposure to the show showed a positive correlation with levels of knowledge about harmful consequences of child marriage and legal consequences of exchanging dowry.
- Exposure at endline was related to significantly higher levels of interpersonal communication around child marriage, changes during puberty, sexual harassment/eve-teasing, nutrition and corporal punishment, though overall levels remain low.
- Boys and fathers reported higher levels of discussion about child marriage at endline compared with baseline.
- Attitudes around early marriage, girl's education, gender roles, and sexual harassment showed positive and significant improvements over time and by level of exposure.
- Increase in positive attitudes towards girls' nutritional requirements, breaking menstrual taboos, and girls playing football and education.
- Significantly more respondents both over time and by exposure agree that girls are not responsible for sexual harassment or eve teasing.
- Significant improvement in negative attitudes towards relying on a daughters' income during old age, both over time and by exposure.



- Significant decline in beliefs that sons should continue education over girls if there are financial constraints.
- At endline, a significantly higher proportion of respondents felt that girls completing secondary education had gone up in the last five years.
- Significant increases in actions taken to prevent child marriages over time and by level of exposure.
- Perceptions of personal and family disapproval of child marriage increased over time and by exposure.
- Perception of community member's disapproval of child marriage decreased over time with no difference by exposure.
- Positive social norms around child marriage were significantly more prevalent among respondents with medium exposure versus no exposure.
- Respondents with medium exposure are significantly more likely to report rewards and punishments compared to those who are not exposed.

## Chapter 9: Recommendations

This chapter presents recommendations for the way forward and provides critical considerations for the planning and implementation of the next phase of the programme. These recommendations build on the Theory of Change and proposed programmatic shifts of the second phase of the global programme and are informed by the evidence base in the fields of entertainment-education, SBCC and gender and development.

### SBCC Programme Coverage and Convergence

**Expanding current exposure and engagement levels:** Both midline and endline assessments highlight the low levels of exposure and engagement with the television assets. Social media on the other hand, has fared exceptionally well with very high levels of engagement. The high production quality and well considered content of the media products (PSAs, E-E serial, posters, etc.) are commendable but the viewership remains a challenge given the highly saturated media environment and the wide choices available in commercial media. The popularity of and preference for mainstream big budget Indian soap operas is also a factor that limits viewership. Furthermore, several principals of entertainment-education like role modelling, para-social interaction and observational learning are based on the premise that audience members “engage” with the content. Without this level of engagement, entertainment-education efforts cannot meet their full potential. Alternative channels for enhancing exposure and engagement need to be sought. **The endline assessment makes a clear call to the need to intensify promotion efforts and adopt innovative implementation strategies to improve dose and recall.**

Findings indicate that the highest level of viewership is among adolescent girls. At both midline and endline, girls reported higher exposure rates compared to boys and parents. While this is a positive trend in terms of reaching a key audience group, parents and community elders are norm enforcers and also need to be reached more effectively. Likewise gender transformation requires reaching out and engaging with boys and men. **In the next phase effort must be made to improve reach and engagement with parents, community leaders, men and boys.**

The next phase needs to consider how the momentum gained can be continued and how the material produced can be disseminated more widely to gain higher exposure and sustained engagement. Some suggestions would be to organize local level screenings followed by discussions or public declarations in conjunction with the CBCPC. Additional dissemination in media dark areas also needs to be included in

the next phase. DVDs could also be distributed with the content for people to watch in groups or for adolescent club members to take home and watch with their family. Given the increasing reach and popularity of digital media, online viewing also needs to be promoted. Other possible low cost broadcast and screening options should be looked in to. There are also further opportunities to explore extensive dissemination of the PSAs in public spaces such as in Government offices (for example where parents come to register birth of children or marriages), hospitals and health centres, schools, railway stations, bus terminals, airports and even in in-flight entertainment. This would increase visibility of the messages. **While televised assets are a popular choice, the dissemination channels need to be broadened.**

**Exploring new partnerships:** Partnerships can be forged with both commercial and non-profit ventures to maximise viewership and visibility. For example, the garment industry employs a large number of workers and could provide a suitable platform for group viewing. Likewise other organizations and non-profits that promote livelihood skills and economic empowerment for women and girls could benefit from the added dimension of gender and human rights awareness raising, thereby integrating two well established pathways to gender equality and transformation. Targeting adolescents who are employed additionally covers the out-of school population (a key focus of the GPECM Phase II), providing a critical bridge for school-work transitions and can be an important means to expanding girls' life choices beyond marriage and domestic responsibilities. Likewise the content can be shared for dissemination by partners in their respective programme districts. This harmonizes resources and promotes a common package of materials. Another important partnership to consider is working with commercial media and building their capacity to produce quality social change programmes portraying positive gender norms and aspirational stories. Training commercial media producers on gender issues will also lead to better integration of key themes and positive gender portrayals in mainstream media. **Phase II needs to consider disseminating the television assets with a broader base of partners. It is important that the investments made in terms of high quality television programmes are used more widely.**

**Promoting cross-sectoral convergence:** Another area to strengthen would be cross-sectoral integration and convergence with related sectors such as health, nutrition, protection, WASH and education. These sectors offer existing platforms for synergy and reinforced messaging. For instance the public hospitals including at the *Zila* level have screens where messages can be projected, and MOHFW also has audio-visual vans reaching 64 districts. ECM material could also be integrated with adolescent friendly health services and counselling. Likewise there are 250 school based nutrition clubs that could be partnered with. Child protection has an even larger

network of adolescent clubs where the trans-media material could be integrated or adapted. **Delivery of a harmonized ECM package of interventions will further the gains achieved in Phase I.**

**Strengthening the on-air and on-ground linkage:** Further integration of the on-air component and the on-ground mobilization is an area that needs to be invested in during the next phase. Multiple community engagement pieces are ongoing but the link between them and the media component is tenuous. The community engagement components can be bolstered by closely linking with the media messages and assets. Common and consistent messaging across the mediated and ground-based efforts have proven to be a successful model for achieving social and behaviour change including for transforming gender norms. A well-known model for integrated entertainment-education is the Soul City Initiative that began in South Africa. The trans-media format (TV, radio, print) is combined with life skills-based education and peer engagement for mutual reinforcement.<sup>46</sup> Another example well suited to South Asia is the *Taru* drama series, a gender-focused radio soap opera in India. Findings from *Taru* indicate the positive correlation between the intensity of on-air and on-ground efforts and participants exposure to and recall of entertainment-education messages. For example listenership was 13 times higher in the group that combined on-air exposure with intensive ground based mobilization (which included a local reproductive health centre and a community based service provider, outdoor pre-programme publicity, folk performances, and established listener groups) compared to the group that was exposed only to the on-air programme components.

These findings reiterate the added value of integrating on-air and ground-based engagement. Findings also highlight that the programme spurred interpersonal communication and an organic diffusion not just among audience members but also between audience members and their spouses, children, relatives, and friends, who were not "directly" exposed to the radio program.<sup>47</sup> These clubs can also use the opportunity to watch episodes followed by group discussion as mentioned previously. *Ichchedana*-based print and publicity material and IPC tools can also be developed for school-based activities. **In the next phase it will be worthwhile to**

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<sup>46</sup> Additional information and evaluations available at: <https://www.soulcity.org.za/media/soul-buddyz-tv/soul-buddyz-series-1>

<sup>47</sup> Muthuswamy, N., Duff, N.D., Witte, K., and Singhal, A. (2003). A Four-Group Quasi-Experiment to Assess the Effects of On-the-Air and Ground- Based Activities on *Taru* Respondents. Athens, OH: Ohio University, School of Communication Studies.

**explore opportunities to include an *lcchedana* viewers' group within the existing adolescent club structure.**

**Adding interactivity and including live components:** Trans-media projects typically include a range of interactive activities and platforms to reinforce messages. These can include social media, live programs, call-in shows, games and listeners clubs. Several successful entertainment-education programmes have included an interactive component or a call-in segment. For example, BBC Media Actions *Sajha Sawal* in Nepal is a weekly programme broadcast on TV and radio that provides a platform for public to dialogue with their leaders. There are different panellists every week and the show is recorded in different parts of the country covering varied issues, communities and regions. Such mediated dialogue and deliberation are associated with increased interpersonal discussion and in turn action and participation.

Likewise, in Mozambique the UNICEF supported entertainment-education series *Ouro Negro* has a live radio component where listeners share stories, allowing for local level participation and real-life scenarios that resonate with the mediated storylines. These stories are also shared through social media and on the digital platform. The social media component has given the series a significant boost and a radio adaption is planned for the next phase to achieve higher reach. Including a similar live component to *lcchedana* will add another layer of interactivity and reinforcement and could feature local heroes and role models for a short segment following the recorded programme. Questions, concerns or perspectives of adolescents and their parents could be voiced and presented to a wider audience including policy makers and service providers through the media. **The creative and programme design needs to consider ways to include more interaction and a live component. This will contribute to higher levels of engagement to the series.**

## **Gender Transformative SBCC**

**Featuring aspirational messages featuring positive role models:** In line with the PSAs highlighting role models and champions who have stood up against child marriage, it will be worthwhile to recognize additional stories of girls and families who have resisted child marriage or made a name for themselves in different fields. The former secretary of MOWCA suggested that future media content should focus not only on the hurdles and hardship faced by child brides but also showcase girls who have succeeded in different fields such as sports, government service, medicine, politics, armed forces and flying. She pointed to the fact that girls and women need to be empowered but they also need to be employed and skilled, once they are self-

sufficient, transformation will occur. Messages that promote employability, skills enhancement, career development should be included. These suggestions are in line with the proposed shifts and focus of the next phase of the GPECM. For gender transformation to take place, messages should inspire girls and their families to keep them in school, pursue higher education and take on a career or a vocation. Such aspirational stories can inspire girls and their families to recognize the opportunities and choices girls can have beyond the home. These real-life role models could be featured in the series or showcased as a prologue or epilogue after the drama. **The drama should continue to emphasize constructs of gender equality and empowerment such as agency, voice, decision-making skills, confidence and consent.**

**Enhancing adolescent participation:** The *Ichchedana* series stories were developed with insights and engagement of adolescents who came up with the idea of creating a girls' football team. The former secretary of MOWCA shared some valuable ideas for the next phase of the programme, reiterating that the movement has to be bottom up and people need to be engaged at the community level. Community engagement and participation are important in fostering social change. Local events such as the interactive folk media performance are engaging and convey powerful messages on child marriage in a fun and interactive manner. It also provides an opportunity for the community members across all age groups to come together and discuss the drivers as well as the negative consequences of child marriage. It was interesting to see several male members and young boys attend the performance. Similar performances could be organized where adolescents (both girls and boys) perform and play a more active role in promoting ECM messages. Participatory Monitoring and evaluation is another area where adolescents could be engaged. This would provide an insightful data source while also engaging both girls and boys in tracking the behavioural and social change ensuing in their communities. Qualitative assessments of the comments and feedback on social media is an area that could be pursued and will potentially yield rich insights that can add to the findings and analysis of more standard quantitative evaluations. **Enhanced voice and agency of adolescent girls is a key outcome in the second phase of the GPECM and the overall programme must bolster adolescent engagement and participation across initiatives and different stages of programming including both design, implementation, and evaluation.**

**Strengthening male engagement:** While the focus of the programme is on ending child marriage and ensuring that girls under 18 are not married, the approach and vision is holistic and promotes gender equality and adolescent empowerment. Review of evidence and experiences in male engagement for ending child marriage

suggests that working with boys and men provides a valuable opportunity to further current efforts to end child marriage. It is also necessary to focus on boys as brothers, future grooms, fathers, community members and elders to systematically challenge gender inequality.<sup>48</sup> This will contribute towards changes in gender norms and relations between boys and girls and in turn men and women. The GPECM report (2017) notes that boys who are involved in the club activities have demonstrated better understanding of girls' rights and equality issues in society and greater respect towards women as a whole, furthermore in areas where adolescent clubs are active, less number of cases of sexual harassment were reported by girls. Evidence from other social norms initiatives such as ending female genital mutilation have also underscored the importance of working with boys and their families to be part of the change process. **Hence working with intermarrying villages and boys and their families is as important as changing the knowledge, attitudes and perceptions of girls and their families.**<sup>49</sup>

Therefore, an area that needs to be further strengthened in the next phase, is engaging boys. Engaging boys to promote gender equality and empowerment of girls, including ending child marriage will contribute to longer term gender transformation and will also contribute to raising a generation of boys who will refuse marrying a child, thereby promoting the norm that real men don't marry girls. In this manner, not just the supply but also the demand for child marriage will be addressed. Enhancing engagement of boys is also included in the proposed shifts and scale up for Phase II of the GPECM. Currently majority of the adolescents receiving life skills-based education or participating in adolescent clubs are girls.<sup>50</sup> There is a need for boys to also develop lifeskills and be part of such social change efforts. Gender transformative programmes must include boys and girls to enable them to renegotiate gender norms and relationships. Adolescence is a strategic entry point to change attitudes surrounding gender as expectations and beliefs about gender norms are being shaped and it is important to reach out to both girls and boys during this formative period. **Engaging boys through additional school-based efforts and involving a larger number of boys in adolescent clubs will be beneficial in helping them understand that gender transformation and a shift in existing power structures results when men, women, boys and girls work together.**

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<sup>48</sup> Greene, Margaret E., Stephanie Perlson, Alice Taylor and Giovanna Lauro. 2015. *Engaging Men and Boys to Address the Practice of Child Marriage*. Washington, DC: Greene Works.

<sup>49</sup> Mackie, G. (2000). Female genital cutting: The beginning of the end. In B. Shell-Duncan & Y. Hernlund (Eds.), *Female circumcision in Africa: Culture, controversy, and change* (pp. 253-282). Boulder, CO: Lynne Rienner.

<sup>50</sup> GPECM Report 2017.

## Assessing impact, knowledge management and sustainability

**Developing additional knowledge products:** The purpose of the consultancy was to look back and capture the thinking behind the process and to also continue to look forward with a nuanced C4D and gender lens to pave the way forward. Multiple forms of documentation should be explored. A short audio-visual documentary can serve to preserve institutional memory and may be a useful tool to present the work done or even to raise funds. Likewise, assessing the impact and behavioural outcomes as well as lessons learned and disseminating the findings in an accessible manner will be critical. The lessons learned could be collated for different stakeholders, such as government, media, civil society, religious leaders and adolescent groups. Like wise simple manuals with step by step guidance of developing or implementing different components of the strategy could be developed. For example, topics could include developing adolescent friendly media products, or engaging with religious leaders for social norm change, or a guide for civil society organizations on promoting gender equality. Community engagement facilitation tools for families and adolescents could also be developed using some of the existing media products. A training module could be developed on SBCC interventions for changing social norms and shared with partners in the country as well as the religion. The KAP assessment findings could also be reframed for publication in journal articles to make the programme gains available to a larger audience, taking it beyond UNICEF and Bangladesh and contributing to the global literature on social norms, gender, entertainment-education, child marriage and girls' empowerment. **Documenting the experience and sharing learnings to a wide base of stakeholders will be critical to improving and adapting in the next phase and informing child marriage efforts in other contexts.**

**Conducting a comprehensive evaluation:** This programme has multiple components and requires a comprehensive evaluation design that studies the combined effect of different pieces as well as the interaction between the components. It is important to note that typically change in social norms takes time and this programme must run for a considerable duration to show empirical change.<sup>51,52</sup> Hence a robust evaluation is recommended at the end of the second phase. Evidence on effective SBCC programmes emphasizes that multi-pronged efforts are more effective than stand-alone initiatives. This is true also for gender and norm change efforts. For

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<sup>51</sup> Henderson Riley, A., Sood, S., & Sani, M. (2019). Narrative Persuasion and Social Norms in Entertainment-Education: Results from a Radio Drama in Mozambique. *Journal of Health Communication*.

<sup>52</sup> Usdin, S., Scheepers, E., Goldstein, S., & Japhet, G. (2005). Achieving social change on gender-based violence: A report on the impact evaluation of Soul City's fourth series. *Social Science & Medicine*, 61 (11), 2434–2445.



example, a study in India using the Gender Equitable Men scale noted positive attitude shifts among young men as a result of a behaviour change communication intervention and greater shifts were observed in the combined intervention group (group education combined with a communication campaign that included street theatre and small media) compared to the group receiving education only and the least shift was seen in the control group.<sup>53</sup> An area for future research would be to assess how attitudes have changed among men and perceptions of masculinity. There is value in investing in qualitative and participatory research that documents stories of families and girls who have been involved in this effort. Methods such as most significant change stories or photo voice will provide a deeper understanding of why these families decided to delay marriage, what were the enabling factors and what were some of their struggles and wins over time. **The community engagement and social media engagement need to be evaluated and documented in addition to the trans-media component. Future research can include assessing changes among men and boys as well as adolescents.**

**Linking sectoral programmes and priorities:** Child marriage is a cross-sectoral issue and requires a comprehensive cross-sectoral response that addresses the whole child. Health, education, social protection and WASH must continue to work together with gender and child protection partners to implement joint programmes. The cross-sectoral convergence has been one of the key strengths of this initiative. Priorities for Phase II include promoting gender responsive formal education, and non-formal education and vocational training as well provision of adolescent friendly and gender responsive quality services including justice covering unmarried, married, widowed, divorced adolescents. Ensuring both lifeskills and livelihood options will be important for empowering girls and transform gender norms. Data from the Balika project in Bangladesh highlights that the gains of child marriage can be far reaching. Girls who participated in the project had higher chances of attending school, improving their mathematical skills, earning an income, accessing the media and receiving reproductive healthcare. With respect to attitudes and practices critical to gender transformation, Balika participants increasingly felt that women should not tolerate violence and should be able to refuse arranged marriage.<sup>54</sup>

**Research findings support that education, gender awareness training and livelihood skills development result in myriad health and development outcomes going well beyond the desired outcome of delaying marriage. Therefore, strengthening cross-sectoral programmes are critical for long term change.**

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<sup>53</sup> Pulerwitz, J., Barker, G., & Verma, R. (2012). Changing Gender Norms for HIV and Violence Risk Reduction A Comparison of Male-Focused Programs in Brazil and India. In R. Obregon & S. Waisbord (Eds.), *The Handbook of Global Health Communication*. Oxford, UK: Wiley-Blackwell.

<sup>54</sup> Balika Endline Results: Empowering girls to delay child marriage in Bangladesh (2016). Population Council.

**Establishing Child Marriage Free Zones:** The ECM programme has mobilized local leaders and initiated public commitment and pledges against child marriage. **To sustain and take this movement to scale, a criteria to verify and monitor Child Marriage Free Zones needs to be established.** Bangladesh has been a path breaker and leader in the scale up of the community led total sanitation (CLTS) approach and has declared and maintained numerous open defecation free (ODF) zones. A similar approach with criteria for verification and certification of a child marriage free zone could be replicated. This would also expand the community role and responsibility that has already been triggered by the media campaign, allowing for a longer-term sustainable solution to end child marriage. The mechanism can be led by MOWCA and a system set-up whereby the district and local level administration monitor the child marriage situation in their area and if it meets the established criteria they can approach MOWCA for a government approved child marriage free seal. Being recognized and show cased as a model *Upazila* or Union, may also motivate community members to maintain the progress and may inspire others to follow the lead. This will be a significant step towards sustaining and accelerating progress towards ending child marriage and will require multi-sector involvement. Ultimately, communities should take ownership of local ECM efforts. Like in the case of CLTS the “trigger” will be communication and norm change. **Protocols for verifying and certifying child marriage free zones are required. This will also elevate the importance of the issue and make preventing child marriage a community or district’s responsibility.**

**Institutionalizing a C4D Advisory Group:** In the initial stage of planning for the ECM communication strategy there was no formal structure within MOWCA to review and endorse SBCC material and content development. Unlike the Ministry of Health where there are specific units to oversee SBCC content and messaging (e.g., The Bureau of Health Education and the Information, Education and Monitoring Unit) there was no structure or expertise in place to support SBCC efforts. There was also limited understanding of the scope of SBCC interventions. The NAP had an extensive focus on SBCC, and given the cross-sectoral nature of ECM efforts, it was necessary to establish a coordination and review mechanism within the lead ministry. The committee would convene key focal persons from partner departments and ministries. The committee was formed in 2016 and the core committee included representatives from MOHFW (BHE and IEMU), MOE (DSE), MOI (DMC, Bangladesh TV, Bangladesh Betar), Ministry of Youth and Sports, MORA (IFB), and Bangladesh Shishu Academy among others. Additional partners from International organizations,

NGOs and Media agencies are invited to meetings as needed. Stakeholders including adolescents and their families and community level influentials should be included. In order to institutionalize this mechanism, the idea of mainstreaming SBCC through a formal C4D/ SBCC Advisory Committee under MOWCA that will review and endorse all SBCC campaigns, initiatives and content has been proposed. This will be an important part of systems strengthening and building SBCC capacity within MOWCA. This will also ensure continuity and formalization of this body in the face of changing leadership. **Institutionalizing a C4D/SBCC Advisory Group at the Ministry level is therefore recommended.**

## Appendices

### Appendix 1: Storylines of Dhol PSAs

PHASE I			
	PSA title	Story summary	Messages
1	<b>School girl</b>	Father came to school to take his daughter early. He called her while she was playing cricket. The girl Ranu was surprised to see her father as the school time is not over yet, and asked why has he come so early. Father then told her that a match maker is bringing groom's family to see Ranu. Ranu strongly protested and school's administrative assistant protested by saying that he cannot marry off Ranu as she is not 18 yet. Then he started banging the school bell with ECM campaign beat. The whole school joined the protest with the beat. Ranu's father was convinced and let her continue studies.	<p>Under 18 marriage is a child marriage for girls. Girls should be supported to bloom with her potential. It's the girl's right to take decision and should protest against child marriage. Child marriage is a punishable offence and it's everybody's responsibility to stop child marriage.</p> <p>Whenever you see or know about a child marriage, report to the local authorities or call helpline number 109.</p>
2	<b>Groom</b>	A match maker brought groom and his family to see a girl for marriage. Groom's parents were happy to see her but the groom asked her age when he saw her. And when the match maker said that a real man does not worry about these petty things, then the groom said a real man does not marry a child. When the match maker said that she will be 18 one day, then groom said then the marriage will happen after that. the groom started to create the campaign beat with clap and others joined him too.	<p>A real man does not marry a child. Men should stand against child marriage. Under 18 marriage is a child marriage for girls. Child marriage is a punishable offence and it's everybody's responsibility to stop child marriage.</p> <p>Whenever you see or know about a child marriage, report to the local authorities or call helpline number 109.</p>

3	<b>Kazi</b>	A kazi (marriage register) came to a house for do the marriage formalities of a girl. While noting down the girls details, he noticed that it was an under aged girl. When he asked her age, father and brother suggested to write 18. When the kazi asked for her birth certificate, they said he does not need to worry about her age. Then the kazi started protesting against child marriage by making the campaign beat. Mother and other guests joined too.	Kazi has the responsibility and authority to stop child marriage. Under 18 marriage is a child marriage for girls. Child marriage is a punishable offence and it's everybody's responsibility to stop child marriage. Whenever you see or know about a child marriage, report to the local authorities or call helpline number 109
4	<b>Bus</b>	A father was taking her daughter to town to participate in a debate competition. A neighbour match maker got in the bus and he was looking for the father desperately. He then proposed for a rich groom for the girl. He said she's old enough to get married and it'd be too late if the father wait till she turns 18. A man from the next seat started creating campaign beat and then everybody joined the protest.	Parents should invest towards girl's potential rather than marry her off early. Under 18 marriage is a child marriage for girls. Child marriage is a punishable offence and it's everybody's responsibility to stop child marriage. Whenever you see or know about a child marriage, report to the local authorities or call helpline number 109
5	<b>Fish Market</b>	A man was buying a big fish from a local fish market. The fish seller asked him inquisitively if he is expecting guests at home. Then the father said groom is coming to see his daughter. The fish seller asked her age and her teacher said she might be just 14/15. Then the fish seller denies to sell the fish to the father and started the campaign beat. Others joined him too.	Under 18 marriage is a child marriage for girls. Child marriage is a punishable offence and it's everybody's responsibility to stop child marriage. Whenever you see or know about a child marriage, report to the local authorities or call helpline number 109

PHASE II (Inspired by real stories)			
	Story title	Past story	Present activities/ Outcome
1	<b>Seven Brave Girls</b>	They stopped one of their friend's marriage with the help of the local administration.	They are running a group called 'Ghashphool' to combat against child marriage. They have stopped 19 marriages so far with the help of local authorities.
2	<b>Minoti Rani</b>	She was the ex-principal of Kalshindur Girls' Primary School. She changed the views and attitudes of the local people about the potential of girls. She challenged the harmful practices of child marriage in the locality and motivated the parents to help their daughters flourish to their full potential.	Kalsindur Football team was formed with her encouragement and efforts. She helped break gender stereo-types and helped reveal the hidden potential of girls. Nine of the Kalsindur school team girls are now playing in the Bangladesh National Football team.
3	<b>Anwar Hossain</b>	A cyclist who travels across the country raising awareness on the consequences of child marriage. He began his campaigning after seeing the miseries of his niece.	He travels around the country with his red branded bicycle to raise awareness about the consequences of child marriage. He stops child marriage with the association of local authorities.
4	<b>Keshab Roy</b>	He saw a young girl committing suicide when she failed to convince her parents not to marry her off. Keshab used to work at their house and he saw the girl die in front of his eyes. Witnessing this incident, at a very young age, made him want to do something to stop child marriage.	He visits homes in his locality to raise awareness about the consequences of child marriage. Whenever he hears about a child marriage, he goes to the house to prevent it. He arranges public awareness programs through screening entertainment-education films to motivate people not to support child marriage.

## Appendix 2: Trans-media Campaign Assets



### Mass media

- 5 TV spots (Phase I) and 4 TV spots (Phase II)
- 5 radio spots
- 26-episode TV drama series (3 Seasons)
- 26-episode radio drama series
- 90 minutes docu-drama [to be screened at mobile film shows]
- Press ads

### Events

- Launch event at national level
- 4 Launch events at sub-national locations

### Outdoor

- 5 Posters
- Festoons
- Billboards
- Wall paintings

### Social/Digital media

- Facebook
- YouTube
- Mobile messaging

### Appendix 3: Community Engagement Implementation Rubric

Target Audience & Indicators	Activity per TG	Frequency	Contents / Issues to be discussed	Method/ Modalities
Mothers of adolescent  (# of Mothers participated)	Community Dialogue	Dialogue - 1	Definition of children Age of children and rationale. Child rights Social norms related with Gender and CM Issues of adolescent girls and boys Equal opportunities of boys and girls	1.Managed by UNO office or Upazila Women Affairs Office 2.Household listing with Adolescent Girls and Boys of each villages. 3.Invite mothers of adolescent girls and boys to attend the community dialogue. 4.Organize community dialogue for mothers through front line workers/WDC workers in festive mode 5.Filled up structured reporting format after each event.
Mothers of adolescent  (# of Mothers participated)	Community Dialogue	Dialogue - 2	Child Marriage Demerits of child marriage Benefits of ending child marriage. Role of parents to end child marriage.	
Mothers of adolescent  (# of Mothers participated)	Mothers meeting	Meeting-1	Adolescent health and nutrition. MNH management Girls education	Organize mothers meeting at the village level. Filled up structured reporting format after each event.
Mothers of adolescent  (# of Mothers participated)	Mothers group meeting	Meeting-2	Children's act Prevention of child marriage	
Mothers of adolescent  (# of Mothers participated)	IPT Shows	Show 1	Adolescent health and nutrition. Ending child marriage (Causes, consequence and prevention)	Organize IPT show at village level on ending child marriage. Filled up structured reporting format after each shows
Mothers of adolescent  (# of Mothers participated)	IPT Shows	Show 2	Adolescent health and nutrition. Ending child marriage (Causes, consequence and prevention)	



Fathers of adolescent (# of Fathers participated)	Community Dialogue	Dialogue - 1	Definition of children Age of children and rationale. Child rights Social norms related with Gender and CM Issues of adolescent girls and boys Equal opportunities of boys and girls	1.Managed by UNO office or <i>Upazila</i> Women Affairs Office 2.Household listing with Adolescent Girls and Boys of each villages. 3.Invite mothers of adolescent girls and boys to attend the community dialogue. 4.Organize community dialogue for mothers through front line workers/WDC workers in festive mode 5.Filled up structured reporting format after each event.
Fathers of adolescent (# of Fathers participated)	Community Dialogue	Dialogue - 2	Child Marriage Demerits of child marriage Benefits of ending child marriage. Role of parents to end child marriage.	
Fathers of adolescent (# of Fathers participated)	Mothers group meeting	Meeting-1	Adolescent health and nutrition. MNH management Girls education	Organize Fathers meeting at the village level. Filled up structured reporting format after each event.
Fathers of adolescent (# of Fathers participated)	Mothers group meeting	Meeting-2	Children's act Prevention of child marriage	
Fathers of adolescent (# of Fathers participated)	IPT Shows	Show 1	Adolescent health and nutrition. Ending child marriage (Causes, consequence and prevention)	Organize IPT show at village level on ending child marriage. Filled up structured reporting format after each shows
Fathers of adolescent (# of Fathers participated)	IPT Shows	Show 2	Adolescent health and nutrition. Ending child marriage (Causes, consequence and prevention)	
Adolescent Girls/Boys (in school) (# of Adolescent girls/boys participated)	Adolescent Radio Listeners Group at High School	ARLG Meeting	Discussion based Life Skill based education module	Formation of ARLG at high schools. Peer Leaders are oriented on key sessions of LSBE/CDM module. Organize class room session by peer

		ARLG Meeting	Discussion based Life Skill based education module	leaders of ARLG. Organize monthly ARLG meetings at school.
		ARLG Meeting	Discussion based Child Development Module	
		ARLG Meeting	Discussion based Child Development Module	
		ECM fair at school	Ending child marriage	Organize ECM fair at school by SMC and ARLG
		IPT Shows	Ending child marriage	Organize IPT shows at school by SMC and ARLG
Adolescent Girls/Boys (Out of school)  (# of Adolescent girls/boys participated)	Adolescent Radio Listeners Group at High School	ARLG Meeting	Discussion based Life Skill based education module	Formation of ARLG at community level. Peer Leaders are oriented on key sessions of LSBE/CDM module. Organize sessions by peer leaders of ARLG at the community level. Organize monthly ARLG meetings at community level
		ARLG Meeting	Discussion based Life Skill based education module	
		ARLG Meeting	Discussion based Child Development Module	
		ARLG Meeting	Discussion based Child Development Module	
		Adolescent s conference /rally/meeting at the community	Ending child marriage	Organize ECM fair at community by ARLG
		IPT Shows	Ending child marriage	Organize IPT shows at community by ARLG