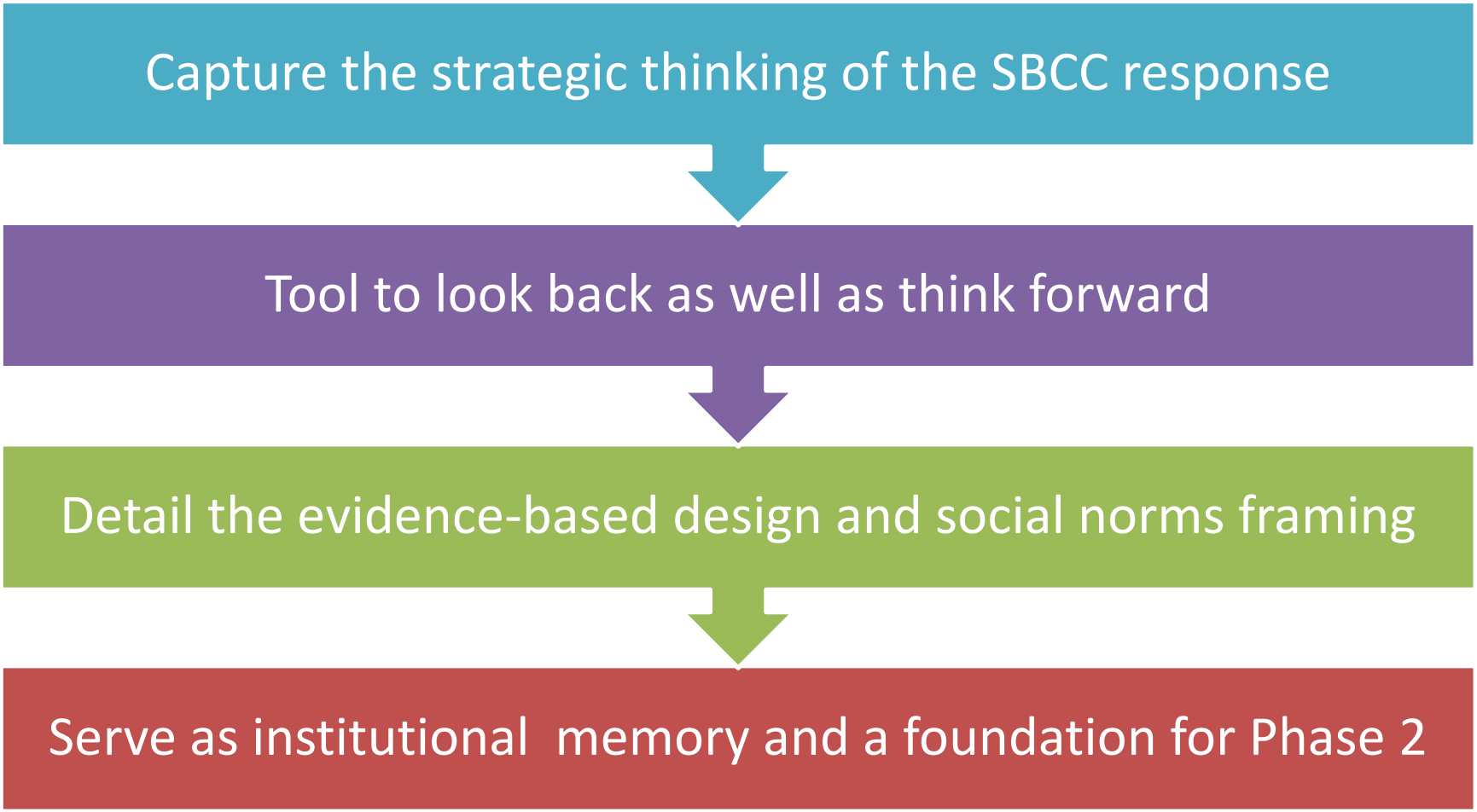
# Raising the beat to end child marriage in Bangladesh: Triggering norm changes through communication

Social and Behaviour Change Strategy to End Child Marriage

As of February 2020

# Purpose of the Documentation



# Documentation process

*Methodology*

**Initial in-country visit for orientation and briefing**

- Interviews with relevant stakeholders – GOB, UNICEF, UNFPA, and Partners
- Observation of community engagement in two districts
- Focus Group Discussions with fathers, mothers and adolescents
- Collation of documents and material

**Remote review and analysis**

- ✓ Study of reports and documents provided by UNICEF
- ✓ Analysis of relevant literature on child marriage, SBCC, gender and norms
- ➢ Review of media materials shared by UNICEF
- ➢ Develop first draft

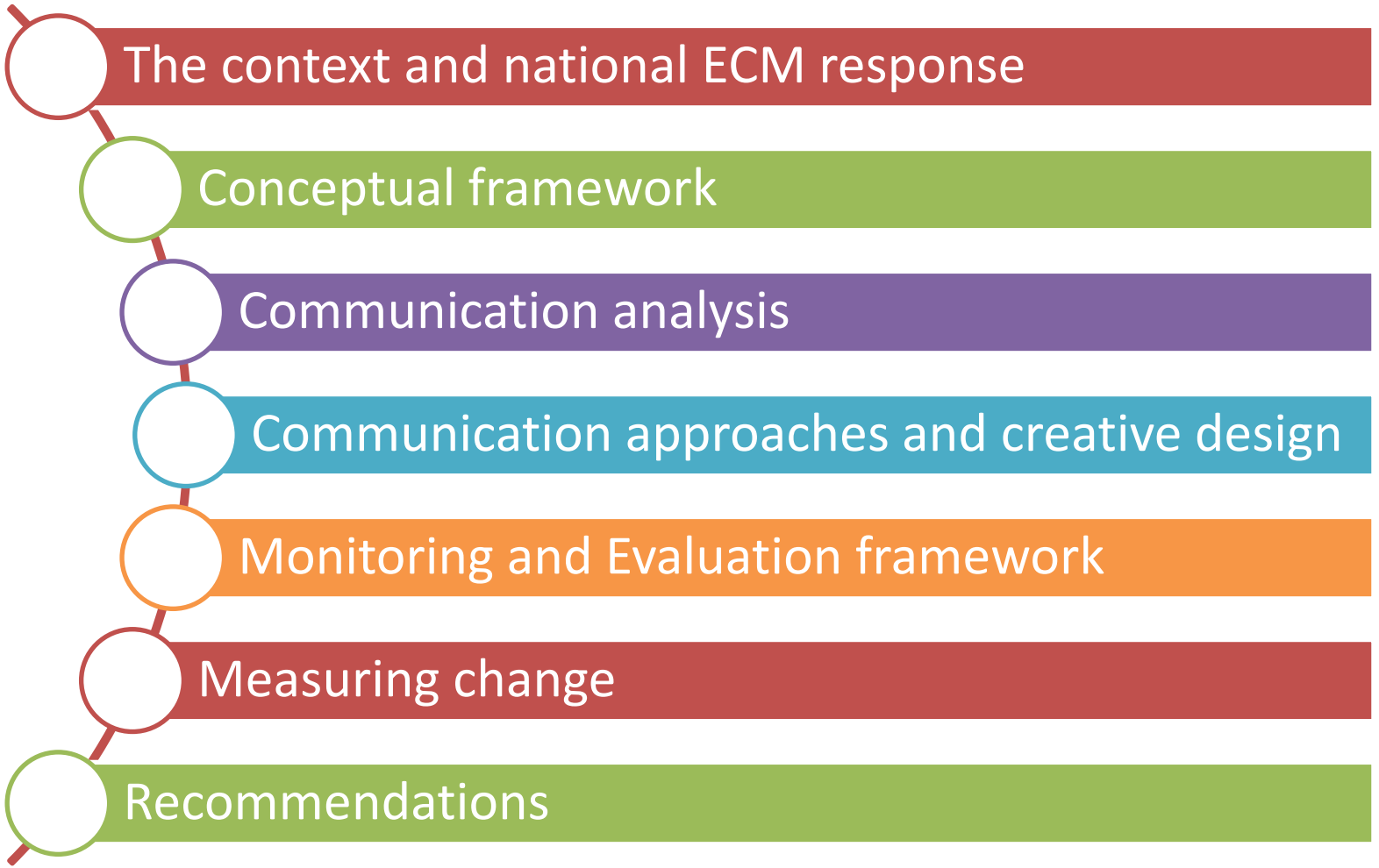
**Second in-country visit for validation and finalization**

- Additional consultations with GOB, media and research partners
- Validation meetings with GOB and stakeholders
- Collection of additional material and information

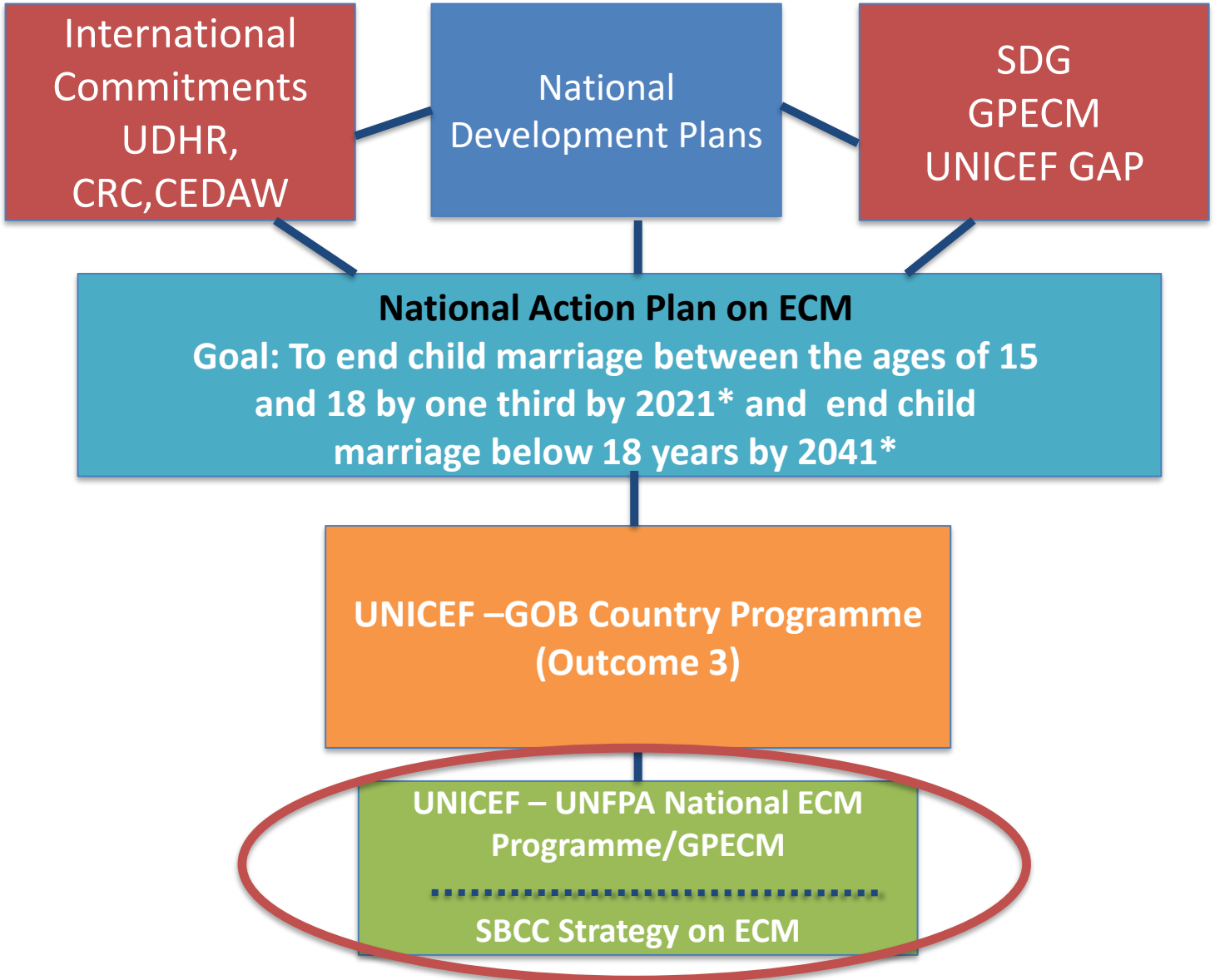
**Finalization of the document**

- Refine first draft
- Circulate for review
- Revise based on feedback
- Finalize the document

# Structure of the Report



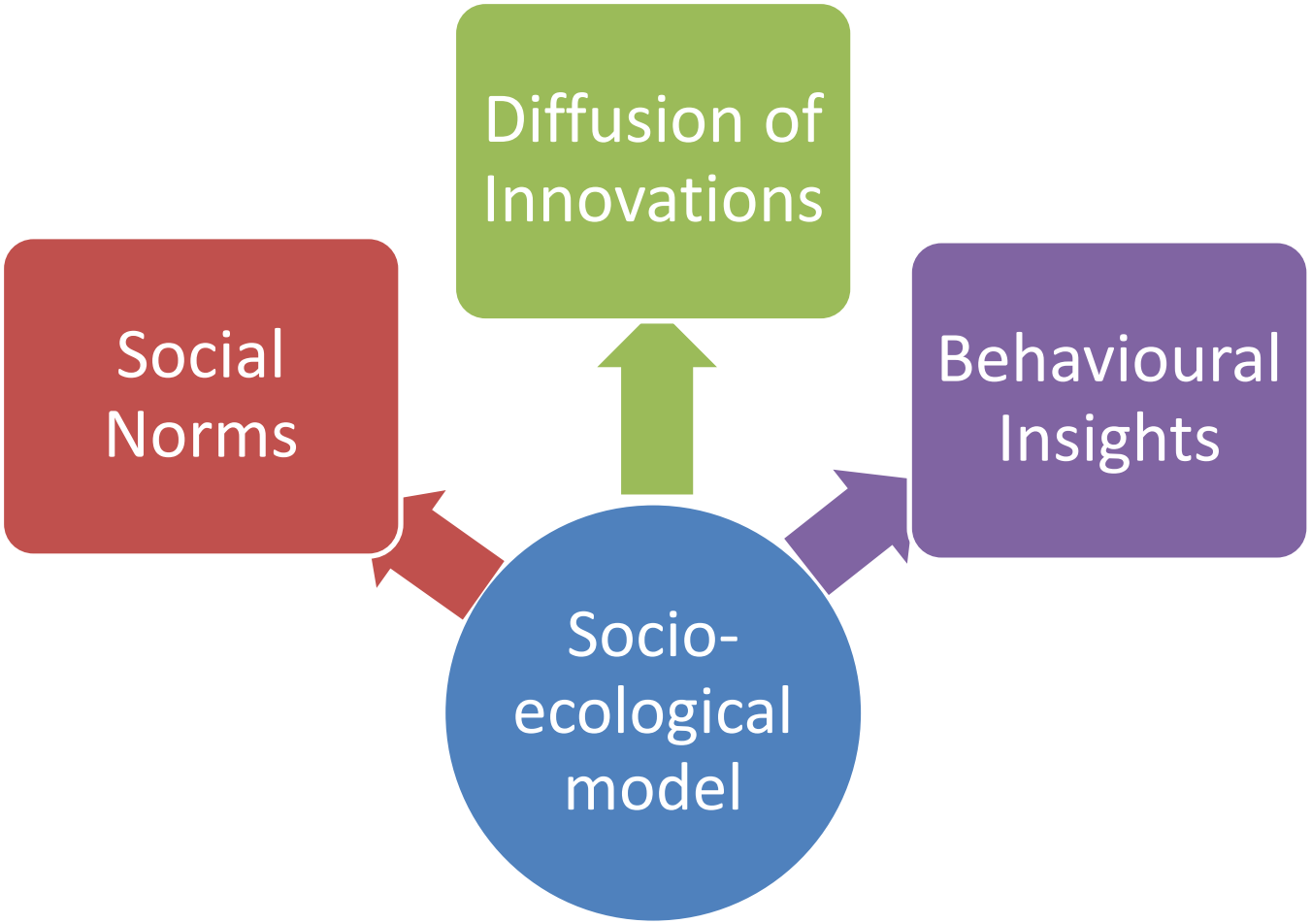
# National Context and ECM Response



# Evidence Based Design

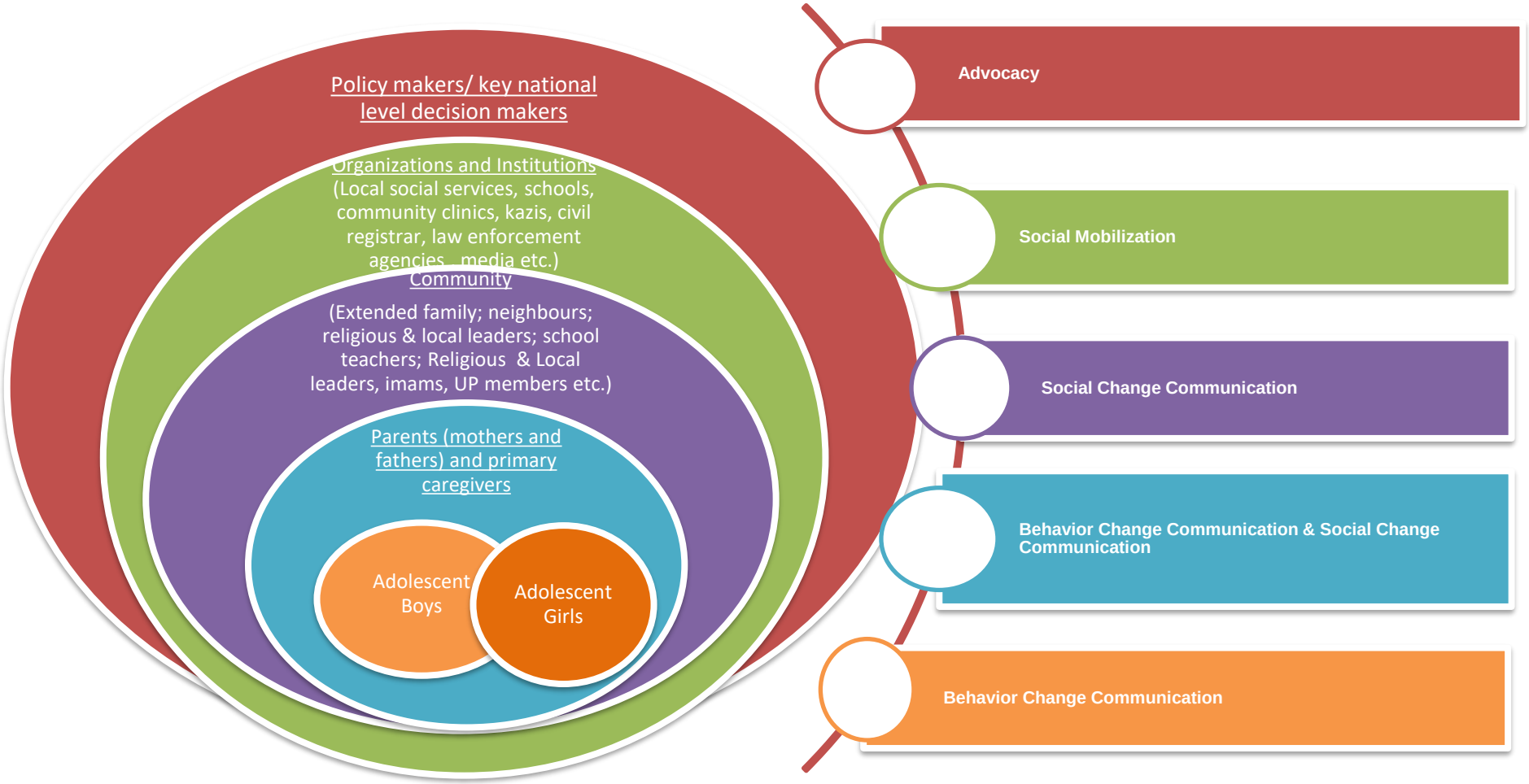
| Situation Analysis | Recommendations |
|---|---|
| CM Widely accepted | Wide reach through a mediated campaign |
| CM Declining | Leverage on the changing norm |
| CM Socially accepted and expected | Focus on the community and not the individual<br>Community Influentials |
| Gender norms | Community engagement<br>Local level advocacy |
| TV preferred medium | TV based assets |
| Rapid digitalization | Social media presence |

# Conceptual Framing



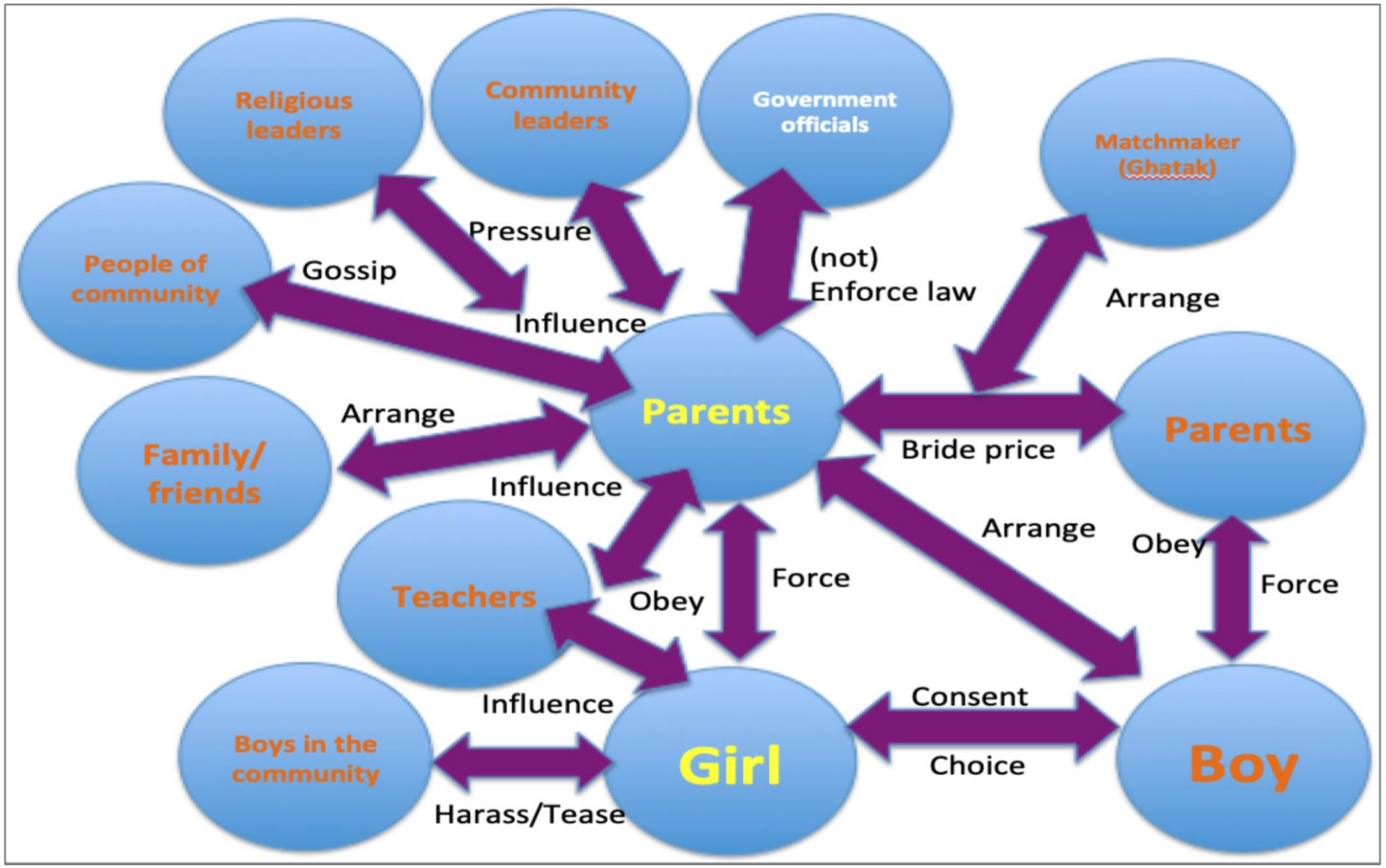

***The Socio-ecological model served as a guiding framework***

# SEM applied to ECM in Bangladesh



# Applying Social Norms

# Reference groups for Child Marriage




Model Adapted for Bangladesh from Bicchieri, 2014

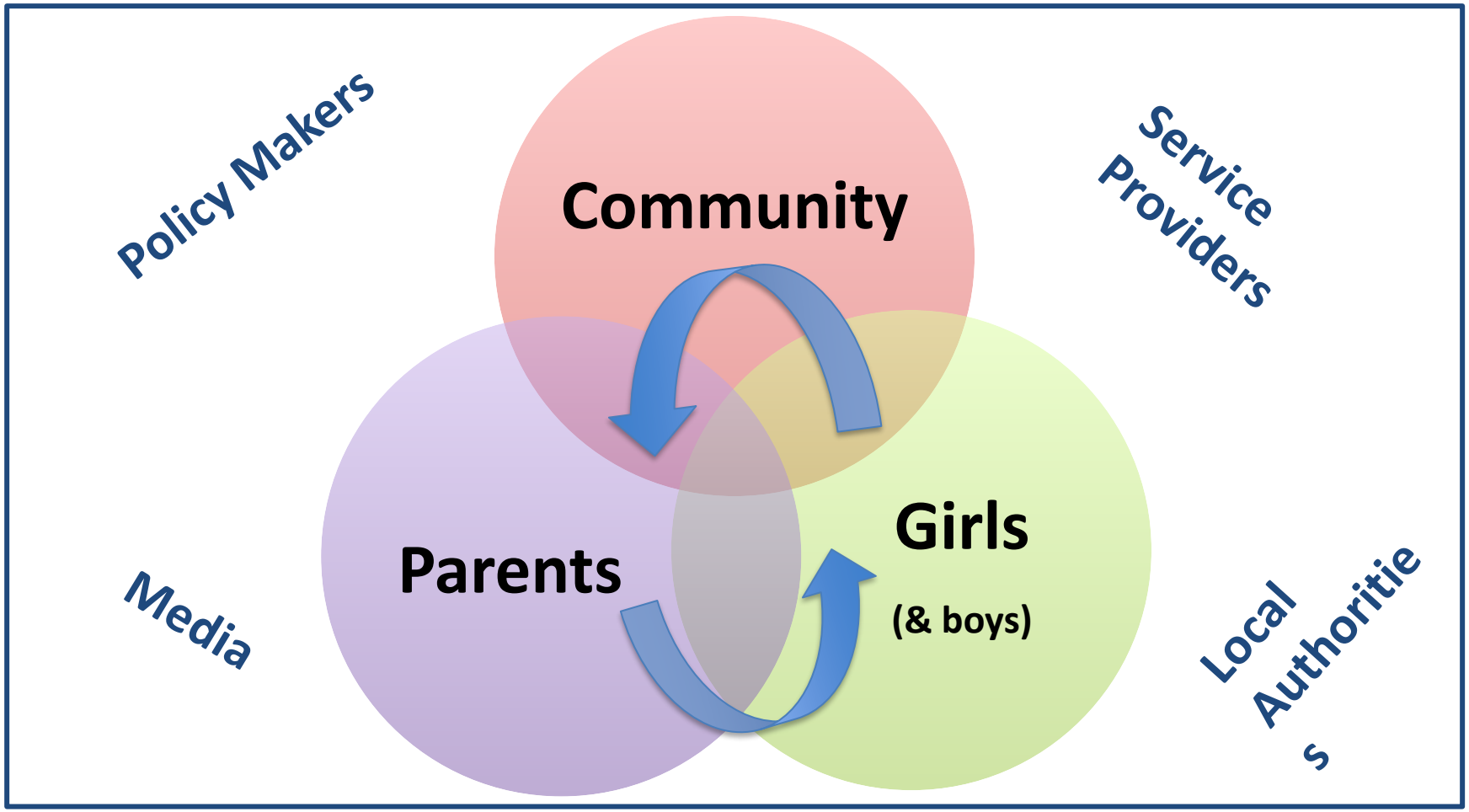
# Communication Goal

- **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**

# Behavioural Objectives

- **Girls under 18 years are not physically and mentally ready for marriage and child birth; find out more (research to know)**
- **Do not arrange or encourage child marriage; do not participate (refrain, resist)**
- **Participate in community efforts to end child marriage; involve and discuss with others (raise awareness, rally against child marriage)**
- **Report a child marriage initiated in your community, please call 109/1098 (report) or local authorities**

# Primary Participants



# COMMUNICATION APPROACHES AND CREATIVE DESIGN

# Social and Behavioural Change Communication (SBCC) Components

**Trans-Media (National)**

- Dhol 1 & 2 (PSAs)
- Icchedana 1, 2 & 3 (Drama Series)
- Social Media
- Docu-Drama
- Radio adaptation
- Folk performances
- Outdoor media

**Community Engagement & Social Mobilization (High Prevalence)**

- Adolescent Clubs (with CP)
- Courtyard Discussions
- Fathers Groups
- Community Dialogue Sessions (with CBCPC)
- Adolescent Radio Listeners Group
- Mobilization of local leaders and influentials

**Advocacy & Capacity Building (Integrated)**

- Partnership with Islamic Foundation
- Integration of CM with 15 Behaviours
- Advocacy at the national and sub-national level
- Capacity building of local partners

# Comprehensive approach and communication assets

# Key Milestones

| 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|

GPECM Phase 1

NAP Consultations

Girls Summit

SBCC Planning

CBCPC for ECM

ARLG

Folk Media

CMRA

Dhol 1

Radio Adaptation

KAP Baseline

Fathers Groups

Communit y Dialogue

Courtyard Discussion

Dhol 2

Icche Dana2

Icche Dana 1

Docu Drama

NAP Endorsed

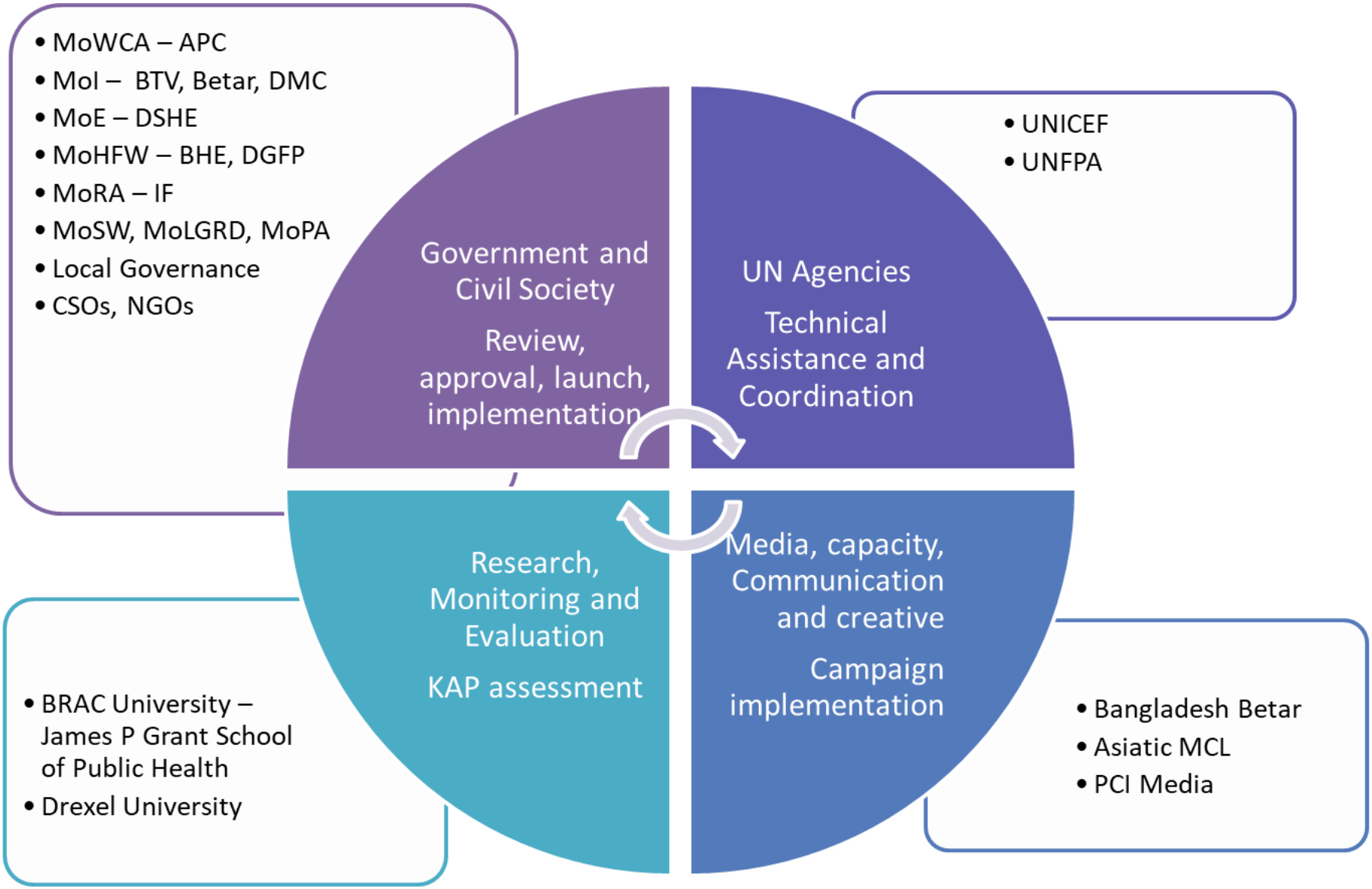
SBCC Phase 2 Planning

KAP Midline

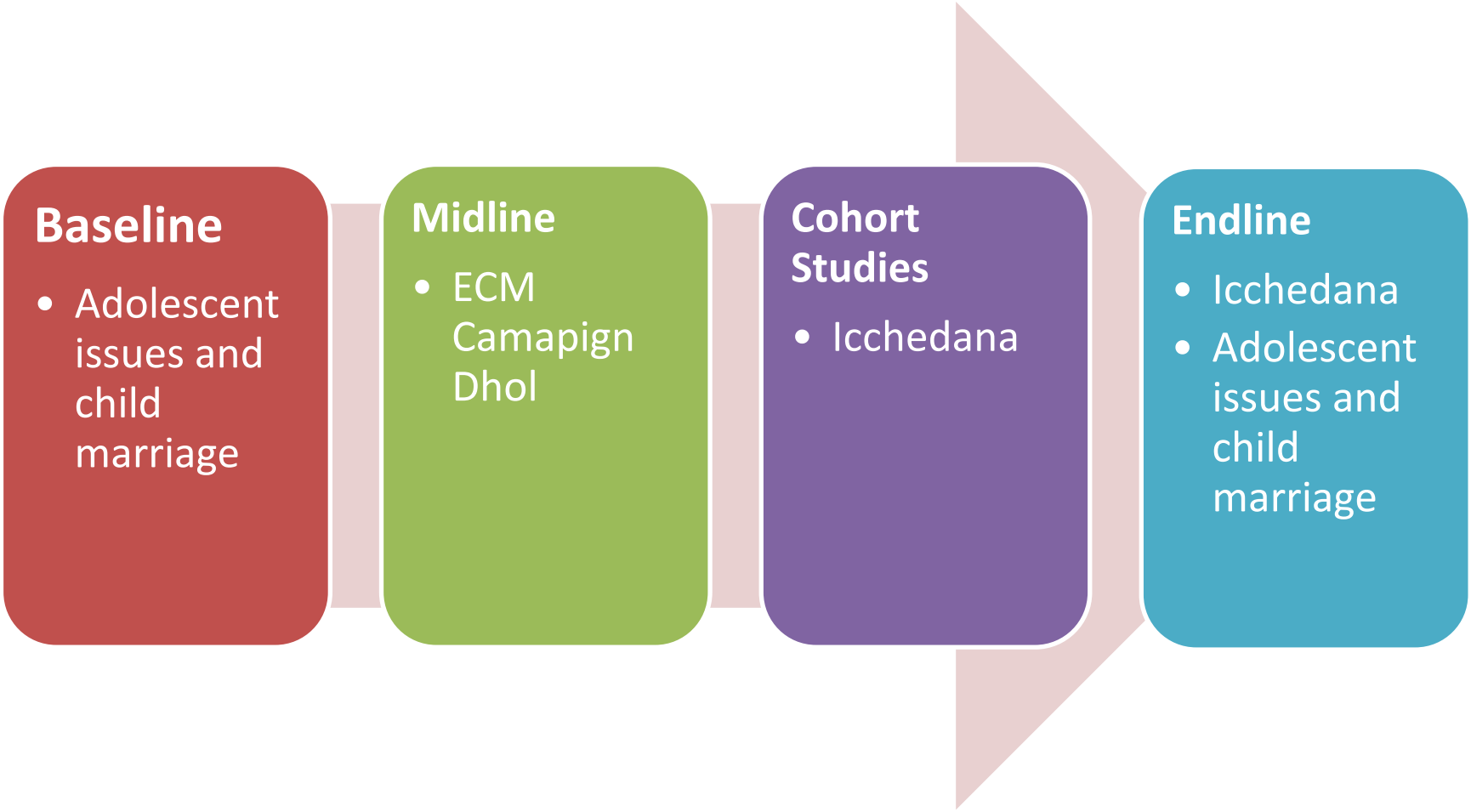
KAP Endline

Religious Leaders

# Implementing Partners



# Research Design



# M&E Tools

Mass Media Tracking (TRP )
Real time monitoring
Longitudinal Survey
National Surveys
Social Media Tracking
Socio-normative Survey Module
Community Engagement Tracking
Mass Media Tracking (TRP )

# Summary of Key Endline Findings

- Low and medium levels of exposure and engagement
- More adolescent girls and boys watch the show compared to parents
- Higher knowledge of age of marriage and consequences of CM associated with exposure
- Higher levels of IPC/discussion around CM including among boys and men at endline
- Increases in actions to prevent child marriages over time and by level of exposure
- Improved attitudes around early marriage, girl's education & nutrition, gender roles, and sexual harassment over time and by level of exposure

# Achievements & Innovations

- Evidence Based Theoretically Driven Strategy
- Norm Based Media Campaign
- Media campaign reach and recognition
- Changes in CM and gender related knowledge, attitudes, practices and norms
- Leveraging social media
- Partnerships and move away from sectoral silos

# RECOMMENDATIONS

# SBCC Programme Coverage and Convergence

- Expand current exposure and engagement levels
- Explore new partnerships for innovative knowledge products
- Cross-sectoral convergence - Comprehensive evaluation
- Strengthening the on-air and on-ground linkage
- Added interactivity and including live components
- Gender Transformative aspirational messages featuring positive role models
- Enhanced adolescent participation
- Enhancing male engagement
- Institutionalizing SBCC /C4D in MoWCA
- Establishing Child Marriage Free Zones