

**Figure 5.5**

The steps of personal and societal transformation.

sometimes in stark contrast to their mothers). Wanting to do well for your kids is such a powerful shared value that it could be a forceful driver for change (bypassing the trap of low self-esteem). To establish a recognition and sense of pride for the identity of this group, a soap opera series could be developed to express their lifestyle and reflect it back to the people. To stimulate aspiration, the “local heroes” (people who have created a successful life but have often moved out of the area) should be persuaded to come back and help people see what they could accomplish and how. There might be small insights that could help lift the perspectives of these young women—if they could be persuaded to stay in the educational system just a couple more years before dropping out, that would mean all the difference. To empower these young women, facilities like childcare are absolutely crucial. As for reflection, just a couple of benches in the park where mothers can sit and talk when they pick up their kids from school could have an impact. A shallow play fountain for young kids would be incredibly beneficial, if it is designed so that the adults can sit on the rim and meet. You need social spaces so people can interact and value each other. There