Ending Child Marriage in One Generation: Strategies in Good Programmatic Practice

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Strategies in good programmatic practice
Outline of presentation

• Principles in good programming
  – Knowing your audience
  – Common pitfalls in program design
• Examples of programs addressing early marriage in Ethiopia
Principles in good programming

- Know your audience: Use an evidence base to understand the realities of adolescent girls and boys, parents and communities
  - Question assumptions about your audience including:
    - Educational participation and attainment
    - Extent of arranged marriages, and
    - Marital exchanges, among others
- Make maximal use of existing resources, including community & human resources
- Achieve broad social change; not individual behavior change
  - Change community norms that promote early marriage and change opportunity structures for girls and their families
  - Reach a large segment of the population
- Bring program to scale
  - Design program elements to be scaleable
  - Track program costs and question assumptions about ‘sustainability’
- Does the program make a difference? Measure changes associated with the program through research

Population Council
Programming principle: Know your audience

Educational attainment among rural married girls, by age at marriage

<table>
<thead>
<tr>
<th>Age at marriage</th>
<th>No education</th>
<th>1-4 yrs schooling</th>
<th>5-8 years schooling</th>
<th>9+ yrs schooling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 10-14</td>
<td>1</td>
<td>10</td>
<td>15</td>
<td>1</td>
</tr>
<tr>
<td>Age 15-17</td>
<td>1</td>
<td>12</td>
<td>20</td>
<td>1</td>
</tr>
</tbody>
</table>

Programmatic implications

- Most girls who marry early do not go to school
- Those who do go to school attain very few years of schooling (< 5)
- Girls who never go to school are the most at risk of early marriage
- Early marriage prevention programs in schools will have limited effectiveness in preventing early marriages

Based on tabulations of Ethiopia Youth and Gender Survey (2009)
Programming principle: Know your audience

Percent of rural girls’ marriage that are arranged, by age at marriage

<table>
<thead>
<tr>
<th>Age at marriage</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 10-14</td>
<td>89</td>
</tr>
<tr>
<td>Age 15-17</td>
<td>80</td>
</tr>
</tbody>
</table>

Percent of rural married girls who did NOT know about the marriage beforehand

<table>
<thead>
<tr>
<th>Age at marriage</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 10-14</td>
<td>66</td>
</tr>
<tr>
<td>Age 15-17</td>
<td>36</td>
</tr>
</tbody>
</table>

On average, married adolescent girls are 7 years younger than their spouses

Based on tabulations of Ethiopia Youth and Gender Survey (2009)
Programmatic implications

• Most marriages are arranged without girls’ prior knowledge or consent

• Early marriage prevention programs that expect girls to report impending marriages are not likely to be effective as they generally do not know about them beforehand

• Efforts should be directed toward parents and other decision-makers
  – Evolve the opportunities parents have for their children
  – Evolve the status and value of girls in families

• Early marriage prevention programs that expect girls to stand up to and defy parents/elders will have limited effectiveness

Respondent: When the wedding day approached, dresses were made, and netela and necklaces were bought. When they arrived, I was put on a mule and went...

Interviewer: Where did they say they were taking you?

Respondent: How would I know? When I’m told to go, I go. In the countryside there is a tradition of being shy and timid, so there is no asking questions. –Amhara girl, married at 12
Programme design with the scale of the problem in mind

“If present patterns continue, over the next decade over 100 million girls will be married as children” (Bruce & Chong, 2006, pp. 3)

“The projects we visited take place in just three of Amhara’s 166 districts. As always, the challenge is to scale up these kinds of initiatives to reach much larger numbers of people.” (Blog by Dr. Gro Brundltand, The Elder’s website, www.theelders.org)

Programmatic implications

– Evolve the opportunities parents have for their children
– Evolve the status and value of girls in families
– Cannot stop child marriage one marriage at a time (e.g. enforcement committees)

Program to delay marriage:  
Berhane Hewan, Amhara Region

**Partners**
- Program of the Ministry of Women, Children & Youth Affairs (formerly Youth & Sports), Amhara Regional Bureau of WCY, the Population Council & UNFPA
- Support from DFID, Turner Foundation, UNFPA, Nike Foundation and UNF

**Program components**
- ‘Community conversations’
- Provision of school material to keep girls in school ($4 per girl per yr)
- Families who keep girls unmarried for two years receive a goat ($20)
- Mentoring groups

**Evaluation**
- At endline, girls aged 10-14 in the project site were **1/10 as likely to be married** compared to girls in the comparison site
- At endline, girls aged 10-14 were **3 times more likely to be in school** compared to girls in the comparison site
- Evaluation was unable to ascertain which component was most influential in delaying marriage
  - Indications that schooling component was highly effective
- Program was scaled up to reach 12,000 girls
Determining the most effective strategies to delay marriage: ‘Building an evidence base of programs that delay marriage in Africa’

Overview and partners
• Five year program implemented in Ethiopia, Kenya, Uganda and Tanzania
• Network of programmers and researchers working on early marriage, including south-to-south exchanges
  – First annual meeting of network was held in Ethiopia in March 2011
  – Network members visited Berhane Hewan program
• In Ethiopia, “Building an evidence base” is a program of the Ministry of Women, Children & Youth Affairs, Amhara Regional Bureau of WCY, and the Population Council
• Support from USAID

Program design
• In each of the four countries, partners are testing and costing approaches to delay marriage in child marriage ‘hotspots’
  – Amhara region in Ethiopia; Coast Province in Kenya; Tabora region in Tanzania, and Northern region in Uganda
• Approaches include component parts of Berhane Hewan:
  – Community sensitization
  – Promotion of schooling
  – Condition cash transfers
Programs to support girls who are already married: “Meserete Hiwot” (Base for Life) for married girls

**Partners**
- Program of the Ministry of Women, Children & Youth Affairs (formerly Youth & Sports), Amhara Regional Bureau of WCY and Population Council
- Support from USAID/PEPFAR

**Program model**
- Married girls mobilized house-to-house by older female mentors
- Girls’ group are taken through a curriculum that includes communication, self-esteem, basic literacy, HIV/AIDS & reproductive health
- Girls become sources of information in their own households
- **160,000 married girls reached in 4 years**
- Endline evaluation undertaken in October, 2011

‘Before, my husband was drinking alcohol and spending money and there were conflicts between us. Now, we share the topics learned from the group meetings and got VCT and family planning.’

– Married young woman, age 22, 3 children, never been to school
“Addis Birhan” (New Light) for married men

**Partners**
- Program of the Ministry of Women, Children & Youth Affairs (formerly Youth & Sports), Amhara Regional Bureau of WCY and Population Council
- Support from USAID/PEPFAR

**“Addis Birhan” (New Light) program for husbands**
- Husbands mobilized house-to-house by male mentors
- Meet in husbands’ groups that promote caring, non-violence & sharing in domestic duties, including childcare
- Midterm evaluation results: participants are significantly more likely than nonparticipants to:
  - Discuss issues with their wives
  - Involve them in decision-making
  - To have fetched water and to have helped with household chores in the last three months

- **82,000 husbands reached in 3 years**
- Endline evaluation undertaken in October, 2011

‘Before, he didn’t care about our children, but now he is taking care of them and they have a good relationship. He is also helping me with domestic chores.’ – Wife of male participant, age 24, 2 children
Support for initiatives related to child marriage in this presentation:

- DFID
- Turner Foundation
- UNFPA
- Nike Foundation
- United Nations Foundation
- USAID

THANK YOU!