Post-2015 Advocacy Toolkit
By GIRLS NOT BRIDES

GIRLS NOT BRIDES | The Global Partnership to End Child Marriage

Dear Friends,

I am delighted to introduce the *Girls Not Brides* post-2015 advocacy toolkit.

Girls Not Brides has grown to a partnership of over 400 organisations from more than 60 countries around the world. I am inspired and motivated by the diversity of the membership, which brings together a wealth of expertise and knowledge. Together we are stronger, and together we will be more effective in our advocacy, if we speak with one voice in calling for an end to child marriage.

What is exciting is that change is happening. There is growing momentum to end child marriage, with resolutions in the UN General Assembly and Human Rights Council, regional action plans to end child marriage in Africa and South Asia and numerous countries developing national action plans. However, we need to make sure that these commitments and plans translate into real action, as we know that lasting change will happen on the ground.

We have the opportunity to ensure that ending child, early and forced marriage is a part of the post-2015 development framework, which will replace the Millennium Development Goals and define global development priorities for the next 15 years. A target to end child, early and forced marriage in the next set of goals will maintain long-term focus on the issue while guiding resources and funding to the ground, bringing about real change in the lives of girls, their communities and countries.

The partnership has successfully collaborated on a number of post-2015 advocacy initiatives, including two sign-on letters to the co-chairs of the Open Working Group on Sustainable Development Goals and to UN Secretary-General Ban Ki-moon – my sincere thanks for your ongoing support and commitment in these efforts.

As we move into intergovernmental negotiations, the biggest impact on governments' post-2015 positions will come from the national level. We developed this toolkit to assist *Girls Not Brides* members with their efforts to urge their governments to support and speak out in favour of the target.

I hope that you find this toolkit useful. Please share it widely with your colleagues and networks, and let the *Girls Not Brides* advocacy team know if there is any way that we can further assist you in your advocacy efforts.

I wish you all the best in your advocacy, and look forward to continuing to work together towards our common goals of ending child marriage and supporting married girls.

With warm wishes,

Heather B. Hamilton
Senior Advisor and Interim Global Coordinator

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Glossary

Acronyms:

AU:	African Union
HLP:	High Level Panel of Eminent Persons on the Post-2015 Development Agenda
MDGs:	Millennium Development Goals
OWG:	Open Working Group on Sustainable Development Goals
SAARC:	South Asian Association for Regional Cooperation
SADC:	Southern African Development Community
SAIEVAC:	South Asia Initiative to End Violence Against Children
SDGs:	Sustainable Development Goals
SRHR:	Sexual and reproductive health and rights
UNGA:	United Nations General Assembly

Key terms:

Advocacy:	A process of influencing people with power to bring about a change in policy and/or practice
Child marriage:	Formal marriages and informal unions that take place when one or both of the spouses are under the age of 18
Early marriage:	Marriages involving a person aged below 18 in countries where the age of majority is attained earlier or upon marriage. Early marriage can also refer to marriages where both spouses are 18 or older but other factors make them unready to consent to marriage, such as their level of physical, emotional, sexual and psychosocial development, or a lack of information regarding the person's life options
Forced marriage:	Any marriage which occurs without the full and free consent of one or both of the parties and/or where one or both of the parties is/are unable to end or leave the marriage, including as a result of duress or intense social or family pressure
Goal:	An ambitious commitment to address a single challenge
Indicator:	A metric used to measure progress towards a target; generally based on available or established data
Major Groups:	The UN runs nine groups (including women and youth groups) for civil society to ensure their participation in discussions on global and sustainable development
Millennium Development Goals:	A set of eight goals which were adopted by governments in 2000 to help advance global development issues for the next 15 years
Post-2015 development agenda/framework:	The framework of development goals, targets and indicators which will replace the MDGs from 2016 – 2030
Sustainable development:	Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs. It involves the balancing of social, economic, and environmental objectives
Target:	A specific, measurable and time-bound outcome (result) that directly contributes to achievement of a goal

1. Introduction

We created this toolkit because we are at a critical time in the discussions on the next set of global development goals. The next round of goals will likely influence development priorities for governments and donors for the next 15 years, driving funding, attention and programming on a range of global issues.

Child, early and forced marriage and the needs of adolescent girls were notably missing from the Millennium Development Goals (MDGs), which directly hindered the achievement of six of the eight MDGs. We must act now to ensure that child, early and forced marriage is included in the new development framework. Working together as a global movement to end child, early and forced marriage, we must demand that governments commit to ending the practice and are held accountable to this commitment.

Who is the toolkit for?

This toolkit is for members of *Girls Not Brides: The Global Partnership to End Child Marriage* and other civil society organisations that want to take action to call for the inclusion of child, early and forced marriage in the post-2015 development framework. The main target audience is staff members who include advocacy in their work, including those working in communications, policy and research.

How to use the toolkit

The toolkit has been created to support advocacy activities at the national level. The toolkit consists of a mixture of theory and practical examples. As you go through the toolkit, you will be able to choose which parts are most relevant to your work and dip into the sections that you find useful.

Purpose of the toolkit

The toolkit should equip you with the knowledge and tools to enable you to design and effectively implement a child, early and forced marriage post-2015 advocacy strategy. In particular the toolkit will help you to:

• Understand the post-2015 development agenda process and how to engage
• Understand the status of child, early and forced marriage in the post-2015 process
• Understand the basic components of advocacy and lobbying
• Develop a post-2015 advocacy strategy
• Develop a media and communications plan for your advocacy

We hope that the toolkit will be useful in your post-2015 advocacy efforts. So that we measure our common impact, please share with Ommera Zafar (Ommera.Zafar@GirlsNotBrides.org) what actions you have taken and any outcomes.

2. The Post-2015 Development Framework

2.1 What is the post-2015 development framework?

The current set of global development goals – the MDGs – expire at the end of 2015. Despite the MDGs being non-binding, they leveraged resources and political will to further a number of important development issues.

The post-2015 development framework is the name given to the set of goals, targets and indicators that will replace the MDGs. The new development framework will also include means of implementation, financing and indicators which will be used to track progress towards the achievement of the goals.

THE POST-2015 FRAMEWORK

Goal: An ambitious commitment to address a single challenge.

Target: A specific, measurable and time-bound outcome (result) that directly contributes to achievement of a goal.

Indicator: A metric used to measure progress towards a target; generally based on available or established data.[1]

The voices of civil society must be heard at the global level when governments start negotiating the final development framework. It is crucial that we as civil society call on our governments to speak out in support of a child, early and forced marriage target.

2.2 What's the process for devising the new development framework?

The process for devising the new development framework has been criticised by many as being neither transparent nor clear to follow. However, this is an invaluable opportunity for advocates to engage in a process that will likely drive international attention and development programming and funding for the next 15 years.

The process for identifying the shape and priorities for the post-2015 development agenda so far has

been made up of two distinct tracks, a process led by the UN Secretary-General, and another process led by the United Nations General Assembly (UNGA):

The UN Secretary-General process has involved a wide range of thematic, national and global consultations, meetings and activities undertaken by governments, civil society, the UN and others. The consultations can be viewed here.

The UNGA process involved states focused on devising a set of Sustainable Development Goals (SDGs). The UNGA process was born out of the UN Conference on Sustainable Development, Rio+20, held in 2012, which aimed to develop a global framework to reduce poverty, while preserving the environment. It marked the beginning of global discussions around future SDGs, which aim to address the three dimensions of sustainable development (social, environmental, economic) in a balanced way.

An Open Working Group (OWG) of the General Assembly was established in January 2013 and was tasked with preparing a proposal on the SDGs. The OWG had 30 seats which were shared by 70 states from the five UN regional groups. The OWG held 13 sessions where they discussed different themes and decided on priority issues for the SDGs. The OWG's final consensus report, released in July 2014, proposed 17 goals and 169 targets for the SDGs.

2.3 Convergence of the post-2015 and SDGs tracks

There is broad agreement that the SDG and post-2015 processes should be closely linked and should ultimately converge into one global development agenda beyond 2015, with sustainable development at its core.

In September 2014, a UNGA resolution was passed which stated that the OWG report will form the main basis for integrating the SDGs into the post-2015 development framework. This means that the OWG report will be used as a starting point for intergovernmental negotiations on the new framework, however, other inputs will also be considered.

The UN Secretary-General released his synthesis report bringing together the various post-2015 and SDG processes on 4th December 2014. The report

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1. Independent Research Forum, Goals Targets and Indicators, Definitions and key concepts for the post-2015 development agenda, 2014

states that "the practice of child, early and forced marriage must be ended everywhere". Child, early and forced marriage is positioned in the report under 'justice' – one of six elements set out to help frame and reinforce the SDGs. Although child, early and forced marriage is a justice issue, it is important that it isn't seen solely through a justice lens and that it is addressed across a multitude of sectors.

2.4 What's happening next?

As the negotiations begin in earnest at the start of 2015, civil society must hold governments to account for their positions at the negotiating table. These negotiations will continue throughout the first half of 2015, until the adoption of the final framework at a high-level post-2015 summit from 25-27 September 2015. The dates for the negotiation sessions have been announced, with broad outlines of the topics for discussion:

19-21 Jan 2015	Stocktaking
17-20 Feb 2015	Declaration
23-27 March 2015	SDGs and targets
20-24 April 2015	Means of implementation and global partnership for sustainable development
18-22 May 2015	Follow up and review
22-25 June 2015	Intergovernmental negotiations on the outcome document
20-24 July 2015	Intergovernmental negotiations on the outcome document
27-31 July 2015	Intergovernmental negotiations on the outcome document

There are a number of important upcoming post-2015 advocacy opportunities at the regional and international level, which civil society can engage in. *Girls Not Brides* has developed an advocacy calendar that details these advocacy opportunities – the user guide for the calendar is available here.

Below are several key international advocacy opportunities to urge your government to speak out on the importance of addressing child, early and forced marriage in the post-2015 development framework:

9 - 20 March 2015, New York:
Annual meeting of the Commission on the Status of Women (CSW), the principle global policy-making body dedicated to gender equality and the advancement of women. The theme of the session is the Beijing Declaration and Platform for Action.

Throughout 2015:
The President of the UN General Assembly will hold three thematic debates and high-level events on post-2015:

- **9 - 10 February:** High-level thematic debate on the means of implementation
- **6 March:** High-level thematic debate on advancing gender equality and the empowerment of women
- **6 or 10 April (tbc):** High-level thematic debate on promoting tolerance and reconciliation
- **15 May:** High-level thematic debate on strengthening cooperation between the United Nations and regional organisations

13 - 16 July 2015, Addis Ababa:
International Conference on Financing for Development

25 - 27 September 2015, New York:
The final set of goals and targets will be adopted at a high-level post-2015 summit

Download *Girls Not Brides'* calendar of upcoming events and advocacy opportunities on child, early and forced marriage http://goo.gl/dphmvA

3. Child, early and forced marriage in the post-2015 development framework

There is growing support for the inclusion of child, early and forced marriage in the post-2015 development framework. In 2013, the UN Secretary-General stated in his annual report on progress in the implementation of the MDGs, that "the practice of child marriage must be ended everywhere" – this call has been echoed in his recent synthesis report on post-2015. The High-Level Panel of Eminent Persons on the Post-2015 Development Agenda to the Secretary-General recommended that the post-2015 development agenda include a goal to empower women and girls and achieve gender equality, and that progress on this goal is measured by achieving an end to child marriage.

A target to end child marriage by 2030 was first proposed by Pakistan during the 10th OWG session. The target was subsequently supported by a large number of OWG states.

The language in the OWG has, however, been weakened from:

*"eliminate all harmful practices, **including** child, early and forced marriage and female genital mutilations"*

to

*"eliminate all harmful practices, **such as** child, early and forced marriage and female genital mutilations."*

The weakening of the language happened as a way of keeping the target in the final report, as there were efforts by some member states to remove the target entirely. This dilutes the focus on child, early and forced marriage, and does not commit states to take action. The target was proposed under "Goal 5. Achieve gender equality and empower all women and girls" in the final consensus document of the OWG, which was subsequently adopted by the UNGA.

THE TARGET TO END CHILD, EARLY AND FORCED MARRIAGE IS NOT GUARANTEED

There were efforts to remove the target in the OWG, and as states attempt to reduce the number of goals and targets, the child, early and forced marriage target is at risk. Now is the time to double our efforts at the national level and make sure that those working from the ground up are heard and acknowledged.

Asks for Governments

To make real and lasting change in the lives of adolescent girls, the post-2015 framework should:

- Address child, early and forced marriage comprehensively and strategically.
- At a minimum, retain the target as currently written.
- Ideally, revert to previous language, or develop new language, that does not simply list child, early and forced marriage as an example of a harmful practice and makes it clear that states must take action.
- It is imperative that the target calls for an end to "child, early and forced marriage" and not "child marriage". The definitions of child marriage, early marriage and forced marriage are set out on page 4. Some states have objected to the use of "early" as it encompasses child marriage, but also situations where the age of majority is attained before the age of 18. Child, early and forced marriage is the most complete formulation and best describes the various forms of marriage that need to be addressed - it also ensures that we leave no girl behind. The term is negotiated and accepted language that is being used throughout the UN, indicating a consensus among states that this is the best formulation. Using "child marriage" alone would therefore be a step back. Child, early and forced marriage has been used in the following UN documents, among others:

  ▸ UNGA resolutions 69/156, and 68/148 on child, early and forced marriage
  ▸ Human Rights Council resolution 24/23 on child, early and forced marriage
  ▸ Office of the High Commissioner for Human Rights report on child, early and forced marriage, HRC/26/22
  ▸ CSW 58th session, agreed conclusions

- Develop comprehensive indicators which can be integrated across multiple goals and targets to ensure progress within the full range of actions necessary to combat the practice, including poverty reduction, economic empowerment, education, SRHR, maternal and infant health, nutrition, etc.

  ▸ There are already mechanisms in place to measure progress towards reducing prevalence: the rates of women aged 20-24 who were married before ages 15 and 18 are currently measured through household surveys (DHS, MICS, etc.), which are undertaken at regular intervals in most developing countries.

4. Developing a child, early and forced marriage post-2015 advocacy strategy

4.1 What is advocacy?

Advocacy is:

- Influencing people with power to bring about a specific change in policies and practice.
- Carried out at all levels – from local to international. It is important that advocacy activities at each level are coordinated and complementary of efforts.
- Using your experience, the voices of people on the ground and evidence to influence policy.
- Selecting approaches and deploying resources where they will have the most impact.

Why do you need an advocacy strategy?

Devising an advocacy strategy which sets out a course of action will help to ensure that you are being as effective and influential as possible. Having a strategy will also help with the management of resources, ensuring that identified opportunities are being maximised and that where collaboration is possible, that this is achieved.

Carrying out careful advocacy planning will allow you to think through each stage of the process and assess what is needed to achieve your goal. Working through the steps is key to understanding who to influence, what action you want them to take and how to go about it.

Key questions to answer in developing your advocacy strategy

Advocacy planning, however, doesn't have to be complicated. While there are a number of different planning techniques, and we do recommend some great ones in the resources section at the end of this toolkit, you can develop an initial plan just by answering some simple questions:

- **What do you want to change?**
- **What is the context in which you are acting?**
- **Who has the power to make the change?**
- **What do you want them to do?**
- **Who can influence those with the power?**
- **What do they believe?**
- **Who do they listen to?**
- **What do you need to say to convince them to support the change you want?**
- **What activities can you undertake to reach your target audience?**
- **Who can deliver your messages? Who is most likely to be heard?**

4.2 Define your advocacy objective

What do you want to change? What is your 'ask'?

The first step in advocacy planning is to be very clear about the policy change you want to see. While we are all working together to end child, early and forced marriage and support married girls, our common post-2015 advocacy objective is for a strong target to end child, early and forced marriage to be included in the post-2015 development framework under a gender equality goal.

To achieve this, we know that it will be particularly important for a wide range of governments, including governments of countries with high-prevalence of child, early and forced marriage, to speak out in support of the target. Governments can make public statements, incorporate the inclusion of the target into their official negotiating position, and actively advocate for its retention in negotiations, among other things.

Therefore, at the country level, your advocacy objectives will be more specific. These are your 'asks' – what you are asking your government to do.

For example, you may know that your government has written policy guidance to their negotiators on their post-2015 positions, but that this document does not include child, early and forced marriage. You then might advocate for the inclusion of child, early and forced marriage in this document.

What if your government officially supports inclusion of the child, early and forced marriage target, but has not spoken out formally in negotiations in support of it? You could advocate for them to make public statements during the thematic debates and in any speeches on post-2015, or in regional or international fora like the African Union (AU), South Asian Association for Regional Cooperation (SAARC), Southern African Development Community (SADC), etc. If your government is already on record supporting the target, you could encourage them to become a champion and ask other governments to support it, or convince other members in their regional bloc to adopt a common position.

In fact, you may have more than one advocacy objective!

4.3 Understanding the national policy context

What is the context in which you are working?

In order to identify strong advocacy objectives and develop an effective post-2015 advocacy strategy, it is important to consider the context in which you are working. By tailoring your advocacy according to government commitments, laws and policies, your position will be more credible and powerful.

Some questions to consider about your national policy context:

- Has your government released a paper on its post-2015 priorities? Does it mention child, early and forced marriage, or a focus on gender equality?
- How was the post-2015 policy developed? Who led the process? Who participated? Was civil society involved?
- What is the prevalence rate of child, early and forced marriage?
- Has your government launched a national campaign to end child, early and forced marriage?
- Have government officials made statements about the importance of addressing child, early and forced marriage?
- What laws and policies have been introduced to address child, early and forced marriage?
- Are laws and policies on child, early and forced marriage implemented?
- The political context – how legitimate or powerful is the government?
- Is there an independent media?
- Is there a strong civil society?

See section 4.7 for use of other national level data

Regional and national context:

- Did your government co-sponsor the Human Rights Council resolution on child, early and forced marriage in 2013, or sign the 2014 joint statement on child, early and forced marriage at the Human Rights Council?
- Did your government co-sponsor the UN General Assembly resolution on child, early and forced marriage in 2014 or 2013?
- Did your government make a commitment at, or, sign the Charter of the Girl Summit, organised by the UK government and UNICEF in July 2014?
- Is your country taking part in the AU campaign to end child marriage?
- Has your country ratified the Maputo Protocol or the African Charter on the Rights and Welfare of the Child?

- Did a minister from your country sign the Ministerial Commitment on comprehensive sexuality education and sexual and reproductive health services for adolescents and young people in Eastern and Southern African (ESA)?
- Is your government a member of the South Asia Initiative to End Violence Against Children (SAIEVAC) and supporting a regional action plan to end child marriage?
- How active in and influenced by regional voting blocs is your government?

4.4 Government commitments

See table below.

Key:

- ✔ = Yes
- ◆ = Signed Girl Summit Charter
- ☉ = Supported target in OWG
- ✕ = Did not support target in OWG

Notes:

Girl Summit Charter - adopted at the Girl Summit on child marriage and FGM organised by the UK government and UNICEF in July 2014. The Charter calls for the inclusion of child, early and forced marriage in the post-2015 development framework

Human Rights Council Resolution, 2013 - called for a report on child, early and forced marriage by the Office of the High Commissioner for Human Rights and for a panel discussion in June 2014

Human Rights Council joint statement, 2014 - called for a resolution on child, early and forced marriage in June 2015

UN General Assembly Resolution on child, early and forced marriage, 2014 - first substantive resolution on child, early and forced marriage, adopted by the UN General Assembly in November 2014

UN General Assembly Resolution on child, early and forced marriage, 2013 - first resolution on child, early and forced marriage, adopted by the UN General Assembly, called for a panel discussion

State	Joint statement at HRC, 2014	HRC resolution, 2013 co-sponsor	UNGA resolution, 2013 co-sponsor	UNGA resolution, 2014 co-sponsors	Post-2015 position	Girl Summit Commitments	Prevalence, married by age 18 % (UNICEF)
Afghanistan			✓	✓	◆		40
Albania	✓	✓	✓	✓			10
Algeria	✓	✓		✓	⊙		2
Andorra	✓	✓	✓	✓			N/A
Angola	✓	✓			⊙		N/A
Antigua and Barbuda							N/A
Argentina	✓	✓	✓	✓			N/A
Armenia	✓	✓	✓	✓			7
Australia	✓	✓	✓	✓	◆ ⊙		N/A
Austria	✓	✓	✓	✓	◆ ⊙		N/A
Azerbaijan							12
Bahamas		✓					N/A
Bahrain							N/A
Bangladesh					✗	✓	65
Barbados							N/A
Belarus							3
Belgium	✓	✓	✓	✓			N/A
Belize							26
Benin	✓	✓	✓	✓	⊙		32
Bhutan							26
Bolivia (Plurinational State of)		✓	✓	✓			22
Bosnia and Herzegovina	✓	✓	✓	✓			4
Botswana	✓	✓			⊙		N/A
Brazil		✓			◆		36
Brunei Darussalam							N/A
Bulgaria	✓	✓	✓	✓	◆ ⊙		N/A
Burkina Faso	✓	✓	✓	✓	◆	✓	52
Burundi	✓		✓	✓			20
Cambodia		✓		✓			18
Cameroon	✓						38
Canada	✓	✓	✓	✓	◆ ⊙	✓	N/A
Cape Verde	✓		✓	✓			18
Central African Republic	✓		✓	✓			68
Chad	✓	✓	✓	✓			68
Chile	✓	✓	✓	✓			N/A
China					⊙		N/A
Colombia	✓						23
Comoros	✓						32
Congo	✓	✓	✓		⊙		33
Costa Rica		✓	✓	✓			21
Côte d'Ivoire	✓	✓					33
Croatia	✓	✓	✓	✓	⊙		N/A
Cuba		✓	✓	✓			40
Cyprus	✓	✓	✓	✓	◆		N/A
Czech Republic	✓	✓	✓	✓			N/A
Democratic People's Republic of Korea							N/A
Democratic Republic of the Congo	✓	✓					39
Denmark	✓	✓	✓	✓	◆ ⊙		N/A
Djibouti	✓	✓					5
Dominica							N/A
Dominican Republic			✓	✓			41
Ecuador		✓	✓	✓			22
Egypt	✓	✓			✗		17
El Salvador		✓			✗		25
Equatorial Guinea	✓	✓	✓	✓			30
Eritrea	✓	✓	✓	✓			41
Estonia	✓	✓	✓	✓			N/A
Ethiopia	✓	✓	✓	✓	◆ ⊙	✓	41
Fiji							N/A
Finland	✓	✓	✓	✓			N/A

State	Joint statement at HRC, 2014	HRC resolution, 2013 co-sponsor	UNGA resolution, 2013 co-sponsor	UNGA resolution, 2014 co-sponsors	Post-2015 position	Girl Summit Commitments	Prevalence, married by age 18 % (UNICEF)
France	✔	✔	✔	✔	◆ ⊙		N/A
Gabon	✔						22
Gambia	✔						36
Georgia	✔	✔	✔	✔			14
Germany	✔	✔	✔	✔	◆ ⊙		N/A
Ghana	✔	✔	✔	✔	◆ ⊙	✔	21
Greece	✔	✔	✔	✔	◆		N/A
Grenada	✔						N/A
Guatemala		✔	✔	✔			30
Guinea	✔	✔	✔		◆		52
Guinea-Bissau	✔		✔		◆		22
Guyana							23
Haiti	✔	✔	✔	✔			18
Honduras	✔	✔	✔				34
Hungary	✔	✔	✔	✔	◆		N/A
Iceland	✔	✔	✔	✔			N/A
India					✗		47
Indonesia					⊙		17
Iran (Islamic Republic of)					✗		17
Iraq							24
Ireland	✔	✔	✔	✔	◆ ⊙		N/A
Israel	✔		✔	✔	⊙		N/A
Italy	✔	✔	✔	✔	◆ ⊙		N/A
Jamaica		✔					8
Japan	✔	✔	✔	✔	◆	✔	N/A
Jordan		✔		✔			8
Kazakhstan	✔		✔	✔	⊙		6
Kenya	✔	✔	✔	✔	◆ ⊙		26
Kiribati		✔					20
Kuwait							N/A
Kyrgyzstan		✔	✔	✔			8
Lao People's Republic							35
Latvia	✔	✔	✔	✔	◆		N/A
Lebanon		✔	✔	✔			6
Lesotho	✔				⊙		19
Liberia	✔		✔	✔			38
Libya	✔						N/A
Liechtenstein	✔	✔	✔	✔			N/A
Lithuania	✔	✔	✔	✔	◆		N/A
Luxembourg	✔	✔	✔	✔			N/A
Madagascar	✔	✔	✔	✔			41
Malawi	✔		✔		◆ ⊙		50
Malaysia							N/A
Maldives	✔	✔	✔	✔			4
Mali	✔		✔	✔			55
Malta	✔	✔	✔	✔	◆ ⊙		N/A
Marshall Islands							26
Mauritania	✔						34
Mauritius	✔						N/A
Mexico				✔			23
Micronesia (Federated States of)							N/A
Monaco	✔	✔	✔	✔			N/A
Mongolia			✔	✔			5
Montenegro	✔	✔	✔	✔	⊙		5
Morocco	✔	✔	✔	✔	⊙		16
Mozambique	✔	✔			⊙	✔	48
Myanmar							N/A
Namibia	✔	✔			⊙		9
Nauru					⊙		27
Nepal		✔			◆	✔	41
Netherlands	✔	✔	✔	✔	◆ ⊙	✔	N/A
New Zealand	✔	✔	✔	✔			N/A
Nicaragua		✔	✔	✔			41
Niger	✔					✔	76
Nigeria	✔				⊙		43
Norway	✔	✔	✔	✔	◆ ⊙		N/A
Oman							N/A

State	Joint statement at HRC, 2014	HRC resolution, 2013 co-sponsor	UNGA resolution, 2013 co-sponsor	UNGA resolution, 2014 co-sponsors	Post-2015 position	Girl Summit Commitments	Prevalence, married by age 18 % (UNICEF)
Pakistan					◉		21
Palau			✔	✔	◉		N/A
Panama		✔	✔	✔			N/A
Papua New Guinea			✔	✔	◉		21
Paraguay	✔	✔	✔	✔			18
Peru	✔	✔	✔	✔			19
Philippines				✔			14
Poland	✔	✔	✔	✔	◆		N/A
Portugal	✔	✔	✔	✔	◆ ◉		N/A
Qatar							N/A
Republic of Korea	✔	✔	✔	✔			N/A
Republic of Moldova	✔	✔	✔	✔			19
Romania	✔	✔	✔	✔			N/A
Russian Federation							N/A
Rwanda	✔	✔	✔	✔			8
Saint Kitts and Nevis							N/A
Saint Lucia							8
Saint Vincent and the Grenadines							N/A
Samoa				✔			N/A
San Marino			✔	✔			N/A
São Tomé and Príncipe	✔		✔				34
Saudi Arabia					✕		N/A
Senegal	✔	✔	✔	✔	◆		33
Serbia	✔	✔	✔	✔			5
Seychelles	✔		✔	✔			N/A
Sierra Leone	✔	✔	✔				44
Singapore	✔	✔		✔			N/A
Slovakia	✔	✔	✔	✔	◆		N/A
Slovenia	✔	✔	✔	✔	◆ ◉		N/A
Solomon Islands				✔			22
Somalia	✔	✔		✔	◆		45
South Africa	✔				◉		6
South Sudan	✔	✔	✔	✔			52
Spain	✔	✔	✔	✔	◉		N/A
Sri Lanka							12
State of Palestine		✔					21
Sudan	✔				◆		33
Suriname				✔			19
Swaziland	✔				◉		7
Sweden	✔	✔	✔	✔	◆ ◉	✔	N/A
Switzerland	✔	✔	✔	✔	◆ ◉	✔	N/A
Syrian Arab Republic							13
Tajikistan		✔					12
Thailand	✔	✔	✔	✔			22
The former Yugoslav Republic of Macedonia	✔		✔	✔			7
Timor-Leste		✔					19
Togo	✔	✔	✔	✔			25
Tonga							6
Trinidad and Tobago							8
Tunisia	✔	✔	✔	✔	◉		2
Turkey	✔	✔	✔	✔	◉		14
Turkmenistan			✔	✔			N/A
Tuvalu				✔			10
Uganda	✔	✔	✔	✔	◆	✔	40
Ukraine	✔	✔	✔	✔			9
United Arab Emirates							N/A
United Kingdom	✔	✔	✔	✔	◆ ◉	✔	N/A
United Republic of Tanzania	✔		✔	✔	◉		37
United States of America	✔	✔	✔	✔	◉	✔	N/A
Uruguay	✔	✔		✔			N/A
Uzbekistan							7
Vanuatu			✔	✔			21
Venezuela (Bolivarian Republic of)		✔	✔	✔			N/A
Vietnam							9
Yemen		✔			◆	✔	32
Zambia	✔	✔	✔	✔	◆ ◉	✔	42
Zimbabwe	✔				◉		31

4.5 Identify and understand your primary target audience

Who has the power to make the changes you want?

Once you have identified your advocacy objectives, the next step is to identify the target audiences for your advocacy, that is, the person or people with the power to make the policy changes you want to see.

Based on your survey of the national policy environment, identify who is in charge of developing your country's post-2015 policy. This could be several people: the head of a team within the Foreign Ministry, perhaps a Deputy Minister, the UN Ambassador, or the Foreign Minister, for example. While you may not be able to fully clarify the decision-making process and who holds final power, the more you learn about it, the better-focused your advocacy will be. The questions below will help you identify who has the final say:

- Who makes final decisions on post-2015 positions? This is likely to be someone in the Foreign Ministry. Is it the Foreign Minister or someone else?
- How involved is the Permanent Mission and Ambassador in New York?
- Is there someone who is in charge of negotiations? How much flexibility do they have to influence the agenda or advocate for individual targets without directions from the top?
- Is there a team of people who are developing policy? Is there an official delegation of people tasked with negotiations?
- Are there people from other ministries officially involved?

You don't have to answer all these questions, but they should give you a guide for identifying the person or people, with the power to make final decisions about your government's position on a target on child, early and forced marriage.

Once you know who your primary target audiences are, it's important to understand them so that you can best tailor your strategies and messages. Consider the following questions to develop your audience profile:

- **What do they believe about child, early and forced marriage or post-2015?**

  ▶ Your primary target audiences will likely have pre-conceived notions or beliefs about child, early and forced marriage in your country. What do they think about the issue? Are they positive, negative or neutral to the issue? What do they think about the post-2015 agenda?

- **What motivates them?**

  ▶ What do you think really motivates your target audiences to take action? What things might they care about that relate to child, early and forced marriage? Do they care about girls' issues, or are economic arguments more compelling?

- **What do they think about your organisation or coalition?**

  ▶ It's important to keep in mind that your target audience might have pre-conceived notions, positive or negative, about your organisation or coalition.

Knowing the answers to these basic questions will help you build a smarter, more effective strategy and messages.

4.6 Secondary Target Audiences

Once you know who has the power to make the change, you will want to think about your secondary audiences, that is:

Who can exert influence on your primary target audience? Who informs their thinking, formally or informally? Who do they listen to? Who can you reach?

The people who are making final decisions about a country's foreign policy decisions are influenced by a wide range of other actors. Once you have identified your primary target audience, it's important to be clear about who can deliver your messages for you, or amplify your asks through public statements. Depending on your national context, this could include:

• Ministers of Health, Education, Gender, Social Welfare or Justice who are mandated to address and/or have an interest in child, early and forced marriage
• Prominent champions on the issue, such as First Ladies or well-known political figures
• Members of Parliament
• Technical experts on child, early and forced marriage, gender, health, education, etc. in the relevant ministries
• Prominent individuals who served on the UN Secretary-General's High Level Panel on the Post-2015 Development Agenda, or held other high-level positions
• Members of national advisory committees on post-2015
• NGO leaders active on post-2015 who are trusted by the government
• National children's or human rights bodies
• Local government officials
• UN agencies in country and other development partners, for example, donor governments

Please see the **sample influence map** (page 20) for an example of how you might represent the relationship between primary and secondary audiences.

4.7 Develop your advocacy messages

What do you need to say to convince your target audiences to support the change you want?

A key part of any advocacy strategy is having strong, clear and consistent messages. Strong and memorable messages influence and mobilise decision makers to support your advocacy objectives. To make the biggest impact keep your message simple and clear, include valid data and tell your audience what you want them to do.

We have provided a sample messaging framework (page 16) that you can tailor to your national context.

In developing your messaging, keep the following in mind:

• Start with a clear, compelling, simple statement of your main message – make sure to include the action you want or main 'ask'
• Back up the main message with supporting messages and talking points that build the case for your audience
• Include evidence, or 'proof points,' that demonstrate the truth of your messages
• Remember to include information specific to your country in the supporting messages and asks

When you deliver your messages, you should tailor them to the specific audience you are trying to reach. Take a look at the profile you created earlier – how does this affect what you're going to say to them and how you adapt your messages?

Further sector-specific messaging - for example for audiences who are most interested in education, or health - is available in the resources section.

Messaging framework for child, early and forced marriage in post-2015

Informed by messaging and research by *Girls Not Brides* members

Top line message:

Child, early and forced marriage must be addressed in the new development framework if we are to build a healthier, safer, more prosperous future for all in Country X and around the world.

Country X should support a target on child, early and forced marriage in the post-2015 development agenda.

Message: the message you want your audience to receive and respond to

Talking point: compelling discussion points that support your message

Proof point: evidence that strengthens your message

Supporting messages:

Leave no girl behind: when girls are able to avoid child, early and forced marriage and fulfil their potential, they, their families and our country will thrive

Talking points:

- Child, early and forced marriage undermines our efforts to improve health, education and address poverty, efforts that are crucial to building a sustainable, prosperous future.

- If we end child, early and forced marriage, fewer girls will die in childbirth, more children will survive infancy, more girls will be in school, and we will be on the way to a more equal, more prosperous future.

Proof points:

- Girls who marry as children do not receive the educational and economic opportunities that help lift them and their families out of poverty.

- Child brides often have children soon into marriage when their bodies are still developing. The consequences can be dangerous:

  ▸ Complications in pregnancy and childbirth are among the leading causes of death in girls aged 15 to 19 in low-and middle-income countries; 90% of adolescent pregnancies take place within the context of marriage.

  ▸ Where girls survive childbirth, they are at increased risk of pregnancy-related complications: 65% of all cases of obstetric fistula occur in girls under the age of 18.

- The children of child brides are held back too:

  ▸ Deaths among babies in their first few weeks of life are 50% higher among those born to mothers under 20 years of age than among those born to mothers in their 20s.

- Child, early and forced marriage has major implications for a country's economy:

  ▸ A study by UNICEF in Nepal found that the economic cost of just the loss of schooling due to child marriage was 3.87% of GDP.

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Without action on child, early and forced marriage, our development goals won't be achieved

Talking points:

- Without serious national attention to ending child, early and forced marriage, the proposed goals in the new development framework – on poverty, nutrition, health, education, gender equality, economic growth and reduction of inequality – will not be achieved.

Proof points:

- In *Country X* we have made significant progress towards achieving the Millennium Development Goals in (highlight examples of goals where your country has made progress).

- However, this progress has been hindered by child, early and forced marriage, which undermines the achievement of six of the current Millennium Development Goals. Ending child, early and forced marriage will be key to achieving seven of the proposed new goals.

Ending child, early and forced marriage is critical to attain gender equality and women's empowerment

Talking points:

- Child, early and forced marriage is a human rights violation that denies girls and women their rights to health, education, equality, non-discrimination, and to live free from violence and exploitation.

Proof points:

- Child brides have little or no say in if, when and whom they marry.

- A girl who marries before 18 is more likely to experience physical, sexual and psychological violence throughout her life.

- Child, early and forced marriage is not just about a wedding day, it disempowers girls for the rest of their lives. It is symptomatic of social norms that accord little value to girls.

Walk the walk, don't just talk the talk: support a target to end child, early and forced marriage

Talking points:

- It is time to move beyond declarations that child, early and forced marriage is a problem. Supporting a target to end child, early and forced marriage is a strong signal of your commitment to make real progress for girls in *Country X.*

Proof points:

- We commend the government for co-sponsoring the first ever substantive resolution on child, early and forced marriage at the UN General Assembly in November 2014. Supporting a target to end child, early and forced marriage in the post-2015 agenda is an opportunity to demonstrate this continued commitment. (Visit http://bit.ly/14XWKvQ to see whether your country supported the resolution)

- We commend you for (if relevant, include other examples of how the government has demonstrated willingness to address child, early and forced marriage)

- Child, early and forced marriage is a problem in *Country X* and it must be addressed:

  ▶ Include data on the rates of child marriage in your country. Find it here:
    http://www.unicef.org/publications/files/SOWC_2015_Summary_and_Tables.pdf

Child, early and forced marriage is a global problem that needs action on a global scale

Talking points:

- We must match the magnitude of child, early and forced marriage with action. Supporting a target to end child, early and forced marriage will help to spur the attention, funding and programming necessary to address this crucial global issue.

Proof points:

- An estimated 15 million girls a year are married before they reach 18.

- Over 700 million women alive today were married as children – that is equivalent to 10% of the world's population.

- 1 in 3 girls in the developing world is married by age 18, and 1 in 9 is married by age 15, some as young as eight or nine.

- Child, early and forced marriage is not only a problem in Country X, it cuts across countries, cultures, religions and ethnicities: 45% of girls under 18 are married in South Asia; 40% in sub-Saharan Africa; 29% in Latin America and the Caribbean; 18% in the Middle East and North Africa; 16% in East Asia and the Pacific. Child, early and forced marriage happens in some communities in Europe and North America too.

MAKING THE CASE WITH DATA FROM YOUR COUNTRY

In developing your own messaging framework, consider how you can use information about child, early and forced marriage in your country to back up your statements and to make your talking points more relevant to national policy makers. You can find specific information about your country in the data tables of the annual UNICEF State of the World's Children (SOWC) report, available at: http://www.unicef.org/publications/files/SOWC_2015_Summary_and_Tables.pdf

Specific data you might want to use include:

Prevalence of child marriage: find the rate in your country on page 84 of the SOWC report.

Rates of educational enrolment in secondary school for girls: page 60. If secondary school enrolment for girls in your country is low, emphasise that addressing child, early and forced marriage is important to improve this statistic.

Maternal mortality rate: page 78. If maternal mortality rates are high in your country, highlight this statistic to help make the case that addressing child, early and forced marriage is an important part of efforts to improve maternal health outcomes.

Infant mortality rate: page 36. Low birth weight and stunting rate page 42. When girls have babies at a young age, their children are at higher risk of death in infancy as well as developmental delays and long-term disabilities. Highlight these statistics to emphasise how ending child, early and forced marriage could impact a broad range of development outcomes.

As we mentioned on page 8, child, early and forced marriage is the most complete formulation and we encourage you to use this term when talking about the target. However, given the length of the term, in certain communications you may want to shorten it by using 'child', 'early', or 'forced'.

4.8 Identify opportunities and activities for delivering messages

What activities can you undertake to reach your target audience?

Now that you have established who your target audience is and developed your advocacy messages, the next step is to identify potential advocacy opportunities and assess the strengths and weaknesses of engaging in each activity. When choosing your advocacy activity, you should also consider how your media and communications outreach will align with your advocacy activity – the development of a media and communications plan is discussed in part seven.

Things to consider when deciding whether to engage in an advocacy opportunity:

• Relevance to development of post-2015 framework
• Ability to influence decision makers
• Opportunity to build relationships with decision makers and influencers

Suggested advocacy activities:

• Write a letter or email your Head of State and Foreign Minister and encourage them to speak out at the UN General Assembly or other relevant upcoming events about the importance of a target on child, early and forced marriage in the post-2015 development framework.

• Write a letter or email to encourage your Ambassador in New York to share examples of progress being made, call for a target on child, early and forced marriage, and build support for addressing child, early and forced marriage in the post-2015 development framework.

• If your government has signed the Girl Summit charter, you can remind them that they already agreed that child, early and forced marriage should be reflected in the post-2015 development framework.

• Hold a meeting/panel/discussion with young people and other organisations on child, early and forced marriage in the post-2015 development framework and invite decision makers to attend.

• Create a briefing paper - use the messaging and information on child, early and forced marriage in your country to urge decision makers to support a child, early and forced marriage target.

Identify messengers: who can deliver your messages? Who is most likely to be heard?

Sometimes, you have a good relationship with and direct access to your target audience. Often, however, you may not be able to reach them, or might not be perceived as the most trusted messenger. Based on your assessment of what you know about your primary target audience, you may want to have someone else deliver your messages.

A messenger is someone with a certain level of influence who is best placed to deliver your message to your target audience. It could be you! But it is important to make sure that the right person is delivering your message, as different messengers can result in different impacts.

Take a look at the list of secondary audiences you identified earlier – these are likely some of your best messengers.

Some factors to consider when choosing your messenger include: the messenger's knowledge of the issue, their credibility and their level of influence. You may also want to make sure that you match the right messenger to the appropriate messages (e.g., asking the Minister of Health to talk to the Foreign Minister about why the target will help your country achieve better maternal, child and newborn health outcomes).

4.9 Sample influence map

DECISION MAKER e.g. Foreign Minister, member of national delegation

NATIONAL HUMAN RIGHTS BODY

MINISTER OF WOMEN'S AFFAIRS

MEMBER OF PARLIAMENT

LOCAL GOVERNMENT OFFICIAL

CIVIL SOCIETY ORGANISATION

4.10 Developing your advocacy plan

To get started on your advocacy, it's important to lay out all the steps you will take. This is particularly important if you are working in cooperation with other people or organisations. The chart below can help you organise your work (charts and worksheets are available for download in the **Resources** section on page 28/29).

Global objective: *A target to end child, early and forced marriage in the post-2015 development framework.*

Specific advocacy objective in my country: _____

Steps	Activities	Timeframe	Who is responsible?	Resources
Define advocacy objective				
Understand national policy context				
Identify target audience and influencers				
Develop messages				
Identify opportunities and activities				
Identify messengers				
Devise media and comms plan				

4.11 Worksheet 1: Developing an advocacy strategy step-by-step

Define your advocacy objective
What do you want to change? What is your 'ask'?

....

....

....

Understand the national policy context
What is the context in which you are working?

....

....

....

Identify and understand your primary target audience
Who has the power to make the changes you want?

....

....

....

Identify secondary target audiences
Who can exert influence on your primary target audience? Who informs their thinking, formally or
informally? Who do they listen to? Who can you reach?

....

....

....

Develop your advocacy messages
What do you need to say to convince your target audiences to support the change you want?

....

....

....

Identify opportunities and activities for delivering messages
What activities can you undertake to reach your target audience?

....

....

....

Identify messengers
Who can deliver your messages? Who is most likely to be heard?

....

....

....

5. Working in partnership

Working in partnership with likeminded civil society organisations and other partners can assist in the strengthening of and effectiveness of your post-2015 advocacy. It can also bring many benefits, including increased credibility and shared resources. A number of organisations speaking with one common voice is a powerful advocacy tool to reach a larger and broader audience.

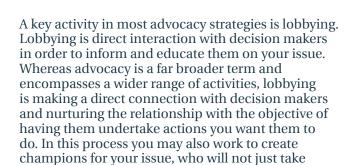**How to work in partnership?**

- Identify organisations working on child, early and forced marriage in your country. *Girls Not Brides* can connect you with members and partners in your country.

- You may also want to consider collaborating with broader post-2015 civil society coalitions (see resources section). Joining wider movements will help to keep you informed of developments in the process and could lead to connections being made with decision makers. It will also help to ensure that the call for a child, early and forced marriage target is carried across multiple platforms.

- Meeting in person: consider setting aside a day to develop a joint advocacy strategy and setting up regular meetings or conference calls to check in.

- For in-person or virtual collaboration, here are a few tools that might help:

  ▸ Google groups – creating a Google group will allow you to share developments and information with your partners. http://groups.google.com

  ▸ Googledocs – shared documents and spreadsheets will allow partners in different locations to provide input into an evolving document. https://docs.google.com

  ▸ Skype is a free and effective means of communicating. However, for larger groups a telephone conference or in-person meeting may be better. http://skype.com

- Joint messaging

  ▸ Joint messages must be clear and consistent. It is important that you are speaking with one voice and that there are no mixed messages. Producing a common fact sheet containing your common ask and arguments is an effective way to ensure that the same messaging is being used across different organisations

- Joint advocacy activities

  ▸ Joint letters or statements are an effective way of demonstrating broad civil society support for the target

  ▸ Joint lobbying – A small group of organisations attending a lobbying meeting can be very effective, however, be wary of it becoming too large a group

6. What is lobbying and how to lobby

A key activity in most advocacy strategies is lobbying. Lobbying is direct interaction with decision makers in order to inform and educate them on your issue. Whereas advocacy is a far broader term and encompasses a wider range of activities, lobbying is making a direct connection with decision makers and nurturing the relationship with the objective of having them undertake actions you want them to do. In this process you may also work to create champions for your issue, who will not just take action, but also actively seek to move the issue of child, early and forced marriage forward.

From your target list, you can identify which decision makers to lobby. Examples of decision makers to lobby:

- Office of the Head of State
- Foreign Ministry
- Members of Parliament
- Local officials/community leaders
- Religious/traditional leaders

Preparing for and participating in a meeting

- Make sure you are speaking to the right target who is in a position to influence negotiating positions on post-2015.
- Obtain background information on the person's engagement in the process – were they in the OWG, have they been involved in national consultations?
- It is important that you prepare in advance of the meeting by being clear about the message you want to put across and your 'asks' of the decision maker. Your meeting will give you a small window to persuade the decision maker to support a target to end child, early and forced marriage, so your message has to be compelling.
- Introduce yourself and your partners and set out the purpose of the meeting.
- Share stories of your work on child, early and forced marriage, the challenges girls face and also the positive stories of empowered girls.
- Tailor your messages to the audience and what they care about.
- Prepare a short briefing containing key messages,

and/or take copies of *Girls Not Brides* resources. Written materials are good reminders and can be passed onto other staff members.
- Make a note of the meeting which you can share with partners. A follow-up email or letter will also help in nurturing the relationship.

Tips for engaging supportive decision makers

- Thank them for their support and work on child, early and forced marriage and motivate them to prioritise the issue of child, early and forced marriage.
- Ask for their opinions on other influencers whom you could target.
- Encourage them to speak out in support of the child, early and forced marriage target in forthcoming meetings/events/conversations with other officials.
- Communicate regularly - in order to develop a mutually beneficial and trusting relationship with the decision maker, it is important to stay in contact and keep them updated.

Tips for engaging mixed/neutral decision makers

- If you know that a decision maker works in a certain area, or, is particularly passionate about an issue, then if relevant draw upon those connections.
- Be clear about the 'ask' – what you want them to do in support of a child, early and forced marriage target.
- Provide solid evidence to back up your claims.
- You may want to invite them to visit a project to learn more about child, early and forced marriage and meet girls on the ground, or organise a meeting with other stakeholders.

6.1 Worksheet 2: lobby log

Keeping a lobby log is a useful way of tracking the details of who you met, the outcome of the meeting and next steps you need to take. The log can be shared with your partners so that everyone is kept up to date on the latest conversations with decision makers. Example lobby log:

Policymaker name and position	Contact details	Meeting (date, location)	Who was in the meeting	What was discussed	Action point

Your post-2015 advocacy will be most effective if it is supported by a well thought out media strategy. Smart media outreach projects your messages to your target audience as well as to those who influence the decisions that they make. Media is also a crucial platform to hold your government to account for your country's development.

Media relations are about partnership, working together with journalists to help them tell compelling stories to their audiences. Effective relationships with journalists are built on trust and a mutual understanding of each other's needs. So, it is both important to be clear with media about the need to report stories in a way that protects and empowers all those who you work with, while demonstrating that you understand their need to develop stories that resonate with their audience and how you can help find them.

As you develop your post-2015 media strategy, remember that the story is about child, early and forced marriage and the development of your country – not the post-2015 process itself. After all, multilateral processes don't make for compelling stories for journalists, personal stories do. Remember instead that pitching stories on child, early and forced marriage provides an opportunity for you to emphasise key asks to your audiences, namely that they should support a target to end child, early and forced marriage in the post-2015 development agenda.

How do you reach your audiences?

In section 4.5 of this toolkit, we discussed how to identify your primary and secondary target audiences. To reach them through the media with your messages, consider the following questions:

- What do they read, watch or listen to? Which media could you engage with to reach your target audiences?

- What is the audience for your target media outlets? What do they know and what are their interests? What do you want the audience to understand and to remember?

- What compelling story can help to amplify your asks and messages?

Communications for advocacy: Tips for reaching your audiences

Inform and influence

One-on-one briefings with influential journalists

First things first, don't assume that a journalist knows about the post-2015 development agenda. They most likely do not, and their audience is even less likely to know.

Organise an informal briefing with an influential journalist to inform them about child, early and forced marriage, the post-2015 process and why it matters, and what including a target to end child, early and forced marriage would mean for your country.

Media briefs

Prepare a short (maximum two page) brief for media as to why ending child, early and forced marriage is crucial for the development of your country, what the post-2015 opportunity represents and why the government ought to support it.

Journalists are on tight deadlines so the more information they have ready at hand, the more likely they will be to use it. But keep the information succinct!

Press releases

Journalists receive several, sometimes hundreds of press releases a day. To make yours stand out, keep it timely, concise and informative. Make sure your headline is compelling, include sharp first person quotes and avoid jargon.

It is your challenge to grab the journalist's attention in the headline and first paragraph – if you don't, they won't read on. Always make sure your press releases answers the following questions:

▶ Who? Who is involved?

▶ What? What is the story? What is new?

▶ Why? Why does it matter?

▶ When? Emphasise how your story is timely

▶ Where?

▶ How?

Use press releases carefully; limit the number you send. The last thing you want is for journalists to think your organisation spams them and to delete your emails without opening them.

Consider sending a joint press release with other civil society organisations. The louder your voice, the greater the chance you'll be heard.

Opinion articles and blogs

Opinion articles, or 'op-eds', offer the opportunity to add a personal voice and opinion to your messages. Op-eds can help to prompt public debate, gain recognition for your ideas and to place issues on the national agenda.

If you are successful in publishing an op-ed, be sure to share with key partners and influencers. Op-eds are only effective if they're read!

Open letters

Open letters signed by a number of civil society or-ganisations help to demonstrate broad support from credible groups for your advocacy messages. These can be published in local or national news outlets and can be a good way for you to create a news hook – the fact of a joint letter from a number of credible groups can be a story in itself. Keep your letters short, limit the messages you include and keep your ask clear.

Social media

Only a tweet or a comment away, social media can offer your organisation a means to connect with influential journalists and publications which are increasingly using social media to find interesting stories that are relevant to their audiences. BBC Africa and Al Jazeera, for instance, regularly ask their followers what stories to cover. Journalists may find out about your organisation through a compelling tweet online.

But beware of the seemingly informal tone of social media. The same rules apply: be timely, concise and informative.

Be relevant. Be timely.

Identify or create 'news hooks'.

Journalists often feel that when they have covered child, early and forced marriage once, they have covered it for good. Keep journalists engaged by linking the issue to stories or events currently in the media and offering your expertise.

For example, if there is a national day or festival in your country such as marriage season in India, or Day of the African Child, connect with journalists and emphasise your messages on that day. You can often generate stories by creating your own news hook such as an open day or public event, a visit by someone in authority or famous, the launch of a new project or the results of one that is underway.

Consider a fresh perspective or an unusual angle.

What might surprise readers about child, early and forced marriage in your region? Is there a compelling story of someone you work with that helps to tell the story of why action to end child, early and forced marriage will benefit your country and how this can be achieved? Is there an 'unusual suspect' whom you work with who has become a champion for change in their community? Is there a significant result or change in policy that is newsworthy?

Bring the story to life

Site visits

Consider how you can make child, early and forced marriage come to life by inviting a journalist to visit the work that you are doing to reduce the practice and empower girls.

Photos and video

Help journalists to enrich their stories with photos, videos, infographics or other materials. This gives their audience a personal understanding of an issue and increases the chance that they will succeed in persuading their editor to run their story.

Provide them with photos that help to tell the story of why child, early and forced marriage matters and what can be done about it. Photos of conferences don't help; photos of the people you work with help.

Case studies

Provide short case studies that include first person quotes and demonstrate the impact of child, early and forced marriage.

Be prepared

Ahead of interviews or other media appearances, ask yourself these questions:

▸ What is the audience for this media outlet? What do they know and what are their interests?

▸ What do you want the audience to understand?

▸ What do you want the audience to remember?

▸ What do you want the audience to do?

Use these questions to guide and identify your top message for the interview and emphasise again and again. This toolkit includes a messaging framework on child, early and forced marriage and the post-2015 framework that you can use as you prepare for your interviews.

Train and brief your spokespeople

Train and prepare spokespeople within your organisation who can speak compellingly to media about child, early and forced marriage, its impact and why your government should support a target to end it in the post-2015 agenda.

Anticipate the tough questions

Journalists aren't out to trick or deceive you, but they do want to explore all sides of the debate. Develop talking points that help you to answer the tough questions you anticipate.

Build a movement

Ultimately, governments are accountable to their citizens. If you can engage a wider public audience around one key ask of your government, you can help build pressure on them to act. Some ways to gain public engagement include:

Social media

Social media is a powerful tool to amplify your messages and rally support for your cause, not only to engage with journalists.

Choose your social media channel wisely – you don't need to be on Twitter or Facebook for the sake of it. Ask yourself: where do your supporters live online? Where will they help you to reach your target audiences?

Be social! Connect with other organisations, campaigners and champions on social media. On Twitter, make sure to use relevant hashtags (#endchildmarriage #post2015) to tap into existing conversations. The more people are talking, the more visible you message will be.

Hold decision-makers to account: as an increasing number of leaders and politicians establish a presence on social media, encourage your supporters to publicly hold them accountable for their action on child, early and forced marriage.

Petitions

Petitions can be effective when they focus on one core ask, when it is clear what you want the target of your petition to do. A note of caution, however: use them sparingly! You only have one opportunity to develop a post-2015 petition. If you choose to run a petition, do so with partners to ensure the highest number of signatures possible.

EXAMPLES OF MESSAGES FOR SOCIAL MEDIA

Sample Facebook post:

" 15 million girls a year are married before they turn 18. Marriage often marks the end of their education, puts their health at risk, and deprives them of every opportunity to prosper.

We won't make progress on some of the most pressing issues in our country – access to education, better maternal and child health, gender equality – unless we end child marriage.

As governments, including ours, negotiate the next set of international development goals, we need to make sure girls are not forgotten. It's time to address child, early and forced marriage in the post-2015 development framework! "

Sample tweets:

" Child, early & forced marriage deprives millions of girls of their future. #Endchildmarriage deserves attention in #post2015 agenda. "

" # Childmarriage has directly slowed down progress on 6 out of 8 #MDGs. It's time to address it in #post2015 development framework! "

TOP TIPS

Avoid jargon, acronyms or technical language.

Be clear and keep your language simple. Don't feel the need to 'dumb down' – your target reader is intelligent and engaged, but possibly new to your subject.

Repeat, repeat, repeat.

Don't be afraid of repetition or of multiple media appearances. Messages need to be heard several times before they are absorbed!

Be positive.

To inspire change, give audiences a sense of optimism. Emphasise that an end to child, early and forced marriage is possible, how this can be achieved and the benefits that it will bring to girls, their families and your country.

Get in touch with Sophie Drouet at the Girls Not Brides secretariat (Sophie. Drouet@GirlsNotBrides.org) for a complete social media toolkit on child, early and forced marriage and post-2015 to reach out to audiences in your country.

8. Resources

Click on each resource to launch in your browser.

Post-2015 documents

- Girl Summit Charter and commitments
- High Level Panel on the Post-2015 Development Agenda, A New Global Partnership: Eradicate Poverty and Transform Economies through Sustainable Development, 2013
- Open Working Group – members and outcome document
- UN Secretary-General, The Road to Dignity by 2030: Ending Poverty, Transforming All Lives and Protecting the Planet, Synthesis Report, 2014
- UN Secretary-General, A life of dignity for all: accelerating progress towards the Millennium Development Goals and advancing the United Nations development agenda beyond 2015, 2013

Civil society coalitions working on post-2015

- BOND
- UN Children's Major Group
- UN Women's Major Group

Advocacy toolkits

- Aspen, Advocacy Progress Planner
- CIVICUS, Advocacy Toolkit: Influencing the post-2015 Development Agenda
- CIVICUS, Engaging with the media: A companion to the advocacy toolkit for influencing the post-2015 development agenda
- Save the Children, Advocacy Matters: Helping Children Change the World

International commitments

- Convention on the Elimination of all Forms of Discrimination Against Women
- Human Rights Council resolution 24/23 "Strengthening efforts to prevent and eliminate child, early and forced marriage: challenges, achievements, best practices and implementation gaps" (September 2013)
- Human Rights Council joint statement on child, early and forced marriage (September 2014)
- UN Convention on the Rights of the Child
- UN General Assembly Resolution 69/156, Child, early and forced marriage (November 2014)
- UN General Assembly Resolution 68/148, Child early and forced marriage (November 2013)

Regional commitments

- African Charter on the Rights and Welfare of the Child (1990)
- Protocol to the African Charter on Human and Peoples' Rights on the Rights of Women in Africa (2003)
- SADC Protocol on Gender and Development (2008)
- Ministerial Commitment on comprehensive sexuality education and sexual and reproductive health services for adolescents and young people in Eastern and Southern African (ESA) (2014)
- SAIEVAC regional action plan to end child marriage

Country/region specific information on child, early and forced marriage

- *Girls Not Brides* – where it happens
- UNICEF, State of the World's Children report, 2015
- UNICEF, Ending Child Marriage: Progress and prospects, 2014

Girls Not Brides resources for download

Worksheets:

• Developing your advocacy plan
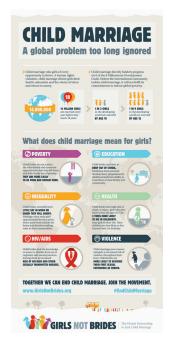• Developing an advocacy strategy step-by-step
• Lobby Log

Briefs:

• Child, early and forced marriage in the post-2015 dialogue
• Child marriage and violence against women
• Child marriage and education
• Understanding the scale of child marriage - offers a range of figures to discuss the scale of child marriage and highlights some comparisons that can help to make these large numbers meaningful to a wider audience.
• Theory of change on child marriage - a visual diagram that demonstrates the range of approaches needed to address child marriage and how they intersect. Supported by a background brief and user guide.
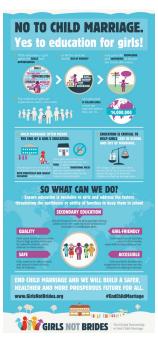
Videos:

• *Together: Ending child marriage in Zambia* - this film tells the story of how civil society activists, girls, traditional leaders, and the government are coming together in Zambia to make sure that no girl is married as a child.
• *The world we want: End child marriage* - this film looks at how we can work together to make child marriage history and improve the lives of millions of girls around the globe.
• *Traditions can change: Ending child marriage* - in this video, Graça Machel, Mary Robinson and Desmond Tutu of The Elders call on people around the world to action: to end child marriage in a single generation.
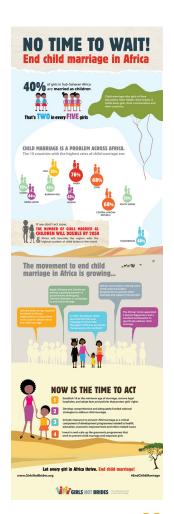
Infographics:

Click to view in browser/download:

Girls Not Brides is a global partnership of more than 400 civil society organisations that are based in over 60 countries, committed to ending child marriage and enabling girls to fulfil their potential.

www.GirlsNotBrides.org