

#MyLifeAt15

girlsnotbrides.org/MyLifeAt15

#EndChildMarriage
**Campaign
Engagement
Toolkit**



The Global Partnership
to End Child Marriage

#MYLIFEAT15 AT THE AFRICAN GIRLS' SUMMIT

#MyLifeAt15 is the global campaign asking governments to deliver on their promise to end child marriage by 2030.

- The campaign was launched on 1 October after the adoption of the Global Goals for Sustainable Development, which include target 5.3. to end child, early and forced marriage by 2030.
- #MyLifeAt15 asks individuals to share their dreams and aspirations at the age of 15 in support of the 15 million child brides whose dreams are cut short every year.
- On Day of the Girl, *Girls Not Brides* members and thousands of people from over the world joined #MyLifeAt15, calling for an end to child marriage.

The African Girls' Summit on Ending Child Marriage is the next big moment for #MyLifeAt15. By sharing our stories, we can:

- Share success stories and showcase progress made on child marriage across Africa.
- Demonstrate that there is a vibrant civil society movement committed to ending child marriage.
- Encourage governments to work in partnership - including with civil society, religious and traditional leaders, young people and the media - to end child marriage and support married girls.

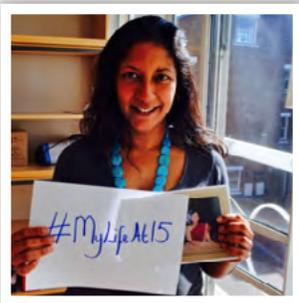
Together, let's tell African leaders to end child marriage now!

HOW YOU CAN TAKE PART

There are many ways for you to join #MyLifeAt15 at the African Girls' Summit, even if you are not attending the Summit itself.

Share your #MyLifeAt15 photo and story

- Share a photo of yourself holding the **#MyLifeAt15 sign** with your dream and ambition written on it. Share it with #MyLifeAt15, #EndChildMarriage and #AGS2015.
- Share a photo of yourself at age 15 with your dream as the caption
- Camera shy or no photo? Share your dream in a text-only post



#MyLifeAt15 was wanting to be a diplomat, not a bride. Gov'ts must #EndChildMarriage NOW!
#AGS2015



#MyLifeAt15 I envisioned myself as a defender of girls' rights.
#EndChildMarriage #AGS2015

Start a dialogue on child marriage

- Ask your friends or colleagues what their dreams were at the age of 15.
- Ask them what needs to happen to end child marriage in Africa.
- Encourage them to share their photos, thoughts and ideas using #MyLifeAt15, #EndChildMarriage and #AGS2015.
- If you work with girls, ask them what they aspire to do when they turn 15. *Please read this **note on informed consent** before sharing their photos.*

HOW YOU CAN TAKE PART

Join the conversation before...

- Join our Twitter chat on how to end child marriage in Africa on Thursday 19 November, 12:30 pm (London) / 2:30 pm (Johannesburg) / 3:30 pm (Dar es Salaam)



 **GIRLS NOT BRIDES**  **#MyLifeAt15**

Tweet-chat: How can we end child marriage in Africa?

Share your views with @GirlsNotBrides ahead of the African Girls' Summit in Zambia.

19 November 2015

London	Johannesburg
12:30 pm	2:30 pm
Lagos	Dar es Salaam
1:30 pm	3:30 pm

#MyLifeAt15
#EndChildMarriage

...and during the Summit!

- Use the hashtags **#MyLifeAt15**, **#AGS2015** and **#EndChildMarriage** to join the conversations at the African Girls' Summit.
- *Girls Not Brides* will live-tweet from the Summit. Follow *Girls Not Brides* on Twitter (**@GirlsNotBrides**), Instagram (**@GirlsNotBrides_org**) and on Facebook (**Facebook.com/GirlsNotBrides**)
- Follow members, partners and youth reporting live from the Summit: **<http://bit.ly/Tweet-AGS2015>** Want to be added to the list? **Let us know.**
- Look out for the **#MyLifeAt15** booth at the Summit!
- Share the messages below on social media before and during the African Girls' Summit.

HOW YOU CAN TAKE PART

Twitter messages

- How would #childmarriage have changed your dreams at 15? Tell us & join **#MyLifeAt15** to **#EndChildMarriage** <http://bit.ly/MyLifeAt15> **#AGS2015**
- Join #MyLifeAt15 & tell leaders at the African Girls' Summit to **#EndChildMarriage** NOW: <http://bit.ly/MyLifeAt15/> **#AGS2015**

Statistics

- 15 million a year are married before 18. That's the equivalent of the entire population of Zimbabwe or Mali. **#AGS2015 #MyLifeAt15**
- 40% of girls in sub-Saharan are married off before 18. No time to wait **#EndChildMarriage #AGS2015 #MyLifeAt15**
- If we do nothing, the number of **#childbrides** in Africa will double by 2050. **#EndChildMarriage #AGS2015 #MyLifeAt15**

Time to act!

- There's never been a better time to **#EndChildMarriage** in Africa. Here's why: <http://bit.ly/1E3EoGo> **#AGS2015 #MyLifeAt15**
- When we all work together, we can **#EndChildMarriage**. Case in point: <http://bit.ly/12A3hfk> **#AGS2015 #MyLifeAt15**

How to end child marriage

- What can gov'ts across Africa do to #endchildmarriage? **#AGS2015 #MyLifeAt15 [attach infographic]**
- To #EndChildMarriage, gov'ts should set 18 as min age of marriage, no legal loopholes + adopt policies to protect girls' rights **#AGS2015**
- Include measures to prevent #childmarriage as critical component of any health, education, economic programmes. **#AGS2015 #EndChildMarriage**

HOW YOU CAN TAKE PART

Facebook messages

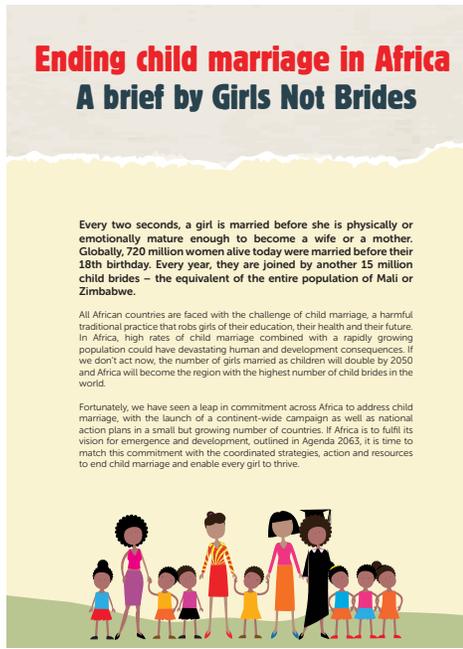
- What were your dreams at the age of fifteen? Were you ready for marriage? Every year, 15 million girls are robbed of their childhood and their dreams. Show your support for a world without child marriage. Join #MyLifeAt15: www.GirlsNotBrides.org/MyLifeAt15/ #MyLifeAt15 #EndChildMarriage
- 15 million girls a year are married before the age of 18. That's the equivalent of the entire population of Zimbabwe or Mali. We need to act NOW to end child marriage. Here's how: [attach infographic] #MyLifeAt15 #EndChildMarriage
- 40% of girls in sub-Saharan Africa are married before their 18th birthday. Why does child marriage happen? And what is being done to stop it? Read *Girls Not Brides'* brief: <http://bit.ly/1Py1YmX> #MyLifeAt15 #EndChildMarriage
- We are at the African Girls' Summit on Ending Child Marriage with *Girls Not Brides!* What do YOU think needs to happen to end child marriage in Africa? Share your thoughts in the comments. #MyLifeAt15 #EndChildMarriage
- There's never been a better time to end child marriage in Africa. The African Union has launched a regional campaign, several countries have adopted national strategies, and African governments supported the Global Goals target to end child marriage. How can civil society join these efforts? Read: <http://bit.ly/1E3EoGo> #MyLifeAt15 #EndChildMarriage

For regional and country-specific facts on child marriage, visit www.GirlsNotBrides.org/Where-it-happens/

HOW YOU CAN TAKE PART

Share these resources

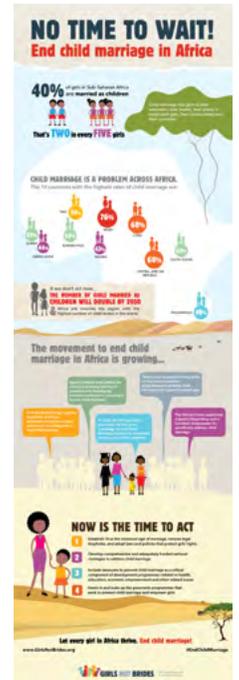
Click on each resource to download to download.



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Read these blogs

- **Never a better time to address child marriage in Africa.** By *Girls Not Brides*.
- **Together: Ending child marriage in Zambia.** By *Girls Not Brides*.
- **Measuring up as men: Mobilising to end child marriage in Kenya.** By Coexist Initiative.
- **How important is minimum age of marriage legislation to end child marriage in Africa?** By African Child Policy Forum.
- **Want the SDGs to succeed? Involve young people.** By Petrider Paul, Children's Dignity Forum, Youth for Change Tanzania.

Take #MyLifeAt15 offline! Download the full toolkit