

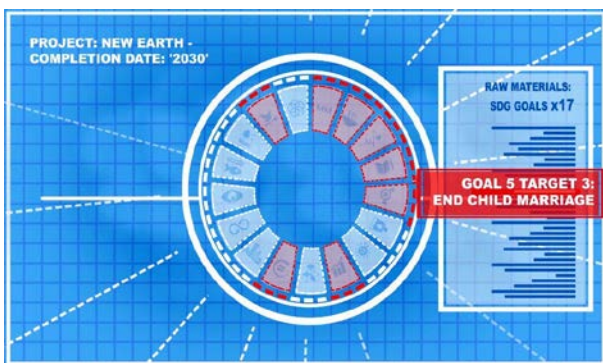
October 2017

# CELEBRATING INTERNATIONAL DAY OF THE GIRL ON A BUDGET

Here you will find some tips, ideas and resources to celebrate International Day of the Girl 2017 at little or no cost.

Most *Girls Not Brides* members work with very tight budgets, and we recognise that funding for activities can be difficult to secure.

So, we've developed an animated video **Build a better world by ending child marriage** that you can use in activities that have no or minimal financial cost. Pick and choose the activities that are most appropriate to your organisation and local context.



[Watch video](#)

[Embargoed until 09:00 am GMT on Monday 9 October]

The video shows how child marriage is linked to eight of the Sustainable Development Goals (SDGs) rather than just one (Goal 5 on gender inequality) and that by ending child marriage we can build a better world for everyone.

The video is available for download in [English](#) with subtitled versions in [Arabic](#), [Bangla](#), [French](#), [Hindi](#), [Nepali](#), [Spanish](#), [Portuguese](#) and [Urdu](#). If you have a slow Internet connection, low resolutions are available.

## Key messages

Ending child marriage will help achieve a better world for everyone:

- Child marriage not only negatively impacts 15 million girls each year but also negatively impacts lots of different areas and sectors, from health and education

through to poverty, justice and peace. This affects everyone.

- If we don't end child marriage, we can't achieve eight of the 17 Sustainable Development Goals (SDGs).
- Ending child marriage will benefit the whole world.

## Suggested activities

### Kick start your event or panel discussion with the video

If you are already planning an event for International Day of the Girl, you could start the event with the video!

### Share the video with journalists (TV, radio, online)

- Send a press release to journalists. Include [statistics](#) from your country/region/district, a quote from your organisation, and your policy ask to the government/ministry/local officials. Add a link to the video in the materials available to media.
- Share the video with your local TV station.
- Write a blog or an opinion piece for a local or national newspaper. Highlight the video and your call to action.

If you have never written a press release before, [read our tips and use our template](#).

### Show the video in schools or youth/girls' clubs/safe spaces and start a debate on child marriage

Ask teachers to organise a discussion on child marriage with their students. Here are some conversation starters:

- The film shares a powerful message about child marriage: How did the film make you feel?
- Did you know about the Sustainable Development Goals (SDGs) before seeing the film?
- If we end child marriage, how many of the SDGs can we help achieve? Which ones are they?

- Girls should be girls and not brides. They have rights and want to attend school, meet their friends and play sport – not get married.
  - Do girls in your community have the opportunity to do all of these things?
  - Do they know what their rights are (e.g. age of marriage) and who they can turn to for help?
  - If not, what or who is stopping them?
- What do you think needs to happen for practices like child marriage to end?
- Who are your female role models in your community? Why do they inspire you?

If you have never facilitated a discussion with young people, [here are some top tips](#).

### Show the video to community members and/or leaders

- Invite community members to a special showing of the video. Discuss the impact of child marriage in your community and what can be done to end it.
- Organise a screening with a group of peers from your community. Ask young people to share their views on child marriage and the importance of empowering young people.
- If it is not possible to organise a screening, share the link with leaders and community members in advance or show them the video on your phone.

### Organise a Facebook Live event or a tweet-chat with youth advocates on social media.

- Organise a Facebook live event or an online tweet-chat with your followers. Show the video at the beginning and start a conversation about child marriage and the Sustainable Development Goals in their country.
- Ask your followers what they can do to help #endchildmarriage.
- Make sure to use #dayofthegirl #IDG2017 to tap into other conversations on Day of the Girl.

If you have never held a Facebook live event, [here are some tips](#). If you have never run a tweet-chat, [here are some top tips](#).

### Share the video with influential individuals and organisations on social media

- When sharing the video, tag influential individuals or accounts (celebrities, musicians, politicians, online media, etc.) to bring it to their attention. If you can, send them a direct message.
- Use WhatsApp groups to share the video with friends, colleagues and other groups of interest.

Use [our social media toolkit](#) to bring attention to child marriage and the call to action to end it.

### Write a blog and post the video on your website

- The video is an opportunity to talk about child marriage in your country. Write a blog about what needs to be done and embed the video. Include stories of girls who have benefited from your work.
- [Let us know](#) about your blogs on child marriage! We'd love to discuss how we can promote it.

If you have never written a blog before, [check out our top tips](#).

These are just a few ideas to get you started!

If you have any questions about media engagement, please contact Charlotte Rose, Media and Communications Officer at *Girls Not Brides*: [Charlotte.Rose@GirlsNotBrides.org](mailto:Charlotte.Rose@GirlsNotBrides.org).

If you have any questions about digital and social media, please contact Sophie Drouet, Digital Communications Officer at *Girls Not Brides*: [Sophie.Drouet@GirlsNotBrides.org](mailto:Sophie.Drouet@GirlsNotBrides.org).