



***Girls Not Brides* Theory of Change on Child Marriage – A user guide**

What is the *Girls Not Brides* Theory of Change?

The *Girls Not Brides* 'Theory of Change on Child Marriage' outlines our common understanding of what it will take to end child marriage.

It maps the strategies that make up an effective response to child marriage and take us to our ultimate vision: a world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives.

Developed by a global community of civil society activists and other experts, the Theory of Change shows the role that everyone can play in ending this global problem.

How can I use the Theory of Change in my work?

Many *Girls Not Brides* members and those in the wider movement to end child marriage use the Theory of Change to inform and support their work in a number of ways. Here are some ideas as you consider how you can use the Theory of Change:

1. Strengthen your advocacy or awareness-raising

Use the Theory of Change in meetings or presentations as you make the case for action on child marriage – be this a specific strategy or programme, or advocating for a broader action plan on child marriage. Emphasise that the Theory of Change is a credible tool because it is informed by the insights of more than 150 *Girls Not Brides* members and experts, and it is recognised by a global movement.

See page 4 of this document for suggested talking points to help you use the Theory of Change in support of your advocacy.

Explore our interactive Theory of Change! Because many of you use the Theory of Change in presentations to convince others to support or join your efforts, the interactive version is designed to help you make the case. It is easy to read on screen and takes your audience on a journey through all the steps and strategies needed to end child marriage.

Visit www.girlsnotbrides.org/child-marriage-theory-of-change/interactive/

2. Support collaborative advocacy goals

At its core, the Theory of Change demonstrates that no single solution will end child marriage and that action is needed across all sectors and levels.

Use the Theory of Change to identify priority strategies and actions that are needed in your local context and to advocate for the critical investments needed.

Consider the following key questions as you develop your advocacy messages, using the Theory of Change to support your asks:

- What are the drivers of child marriage in your context? How is child marriage being addressed? What are the gaps? What does the Theory of Change demonstrate in terms of what more needs to be done?

As a national strategy to end child marriage is developed in Mozambique, *Girls Not Brides Mozambique* have used the Theory of Change to demonstrate that an effective response to child integrates a range of stakeholders and that it needs to be holistic/ integrated.

3. Inform your work in designing interventions and strategic planning

The Theory of Change may provide ideas to expand or strengthen your work and clarify the pathways through which your activities will contribute to ending child marriage. It is important to note that the Theory of Change is not a blueprint for programming that can be immediately applied to all contexts; rather, use the Theory of Change to inform your own version that is appropriate for your local context.

Girls Not Brides' member Children's Dignity Forum, Tanzania, incorporated the Theory of Change into their 2015-2018 strategic planning

4. Identify where your work fits in global efforts to end child marriage and think about partnerships you may want to develop

By identifying where your work and that of others in your country appears in this model, the Theory of Change may facilitate discussion and consensus-building on key actions needed in both the long and short-term. It may help should you wish to develop shared plans to maximise your impact or collective theories of change to respond to child marriage in your country.

Flying Broom, Turkey, is using the Theory of Change to show to their audiences the importance of collective action.

5. Demonstrate your impact and mobilise resources

As you share your work with donors and others interested in addressing child marriage, the Theory of Change may give you language and ideas for describing the ultimate impact of your work and where your contributions lie.

6. Adapt the Theory of Change to inform national frameworks or strategies to end child marriage

A number of *Girls Not Brides* members are working to influence their government to adopt a national strategy and develop a multi-sectoral approach. Use the Theory of Change to make the case for what a comprehensive national strategy should include and all the key stakeholders who need to be involved to ensure success.

Girls Not Brides Nepal has used the Theory of Change to inform the development of a national strategy to end child marriage in Nepal. The process is being led by the government.

7. Demonstrate to your staff how their work is playing a role in global efforts to end child marriage

Use the Theory of Change in your staff training to show how their work is playing a part in achieving our shared vision of a world without child marriage.

The Institute of Health Management, India, incorporates the Theory of Change into their training and orientation programmes for team members and volunteers. They also plan to use it in Block, District and State level advocacy workshops.

Find out more about the Theory of Change

Both the [Theory of Change](#) and an accompanying brief that explains how it was developed, the assumptions that underlie it, the choices made within it, and how to read it are available for download via the *Girls Not Brides* website. Visit: [‘A Theory of Change on Child Marriage’](#)

To send questions, comments, or feedback please email info@GirlsNotBrides.org.

Share how you are using the Theory of Change

[Let us know](#) where your work fits within the Theory of Change. We would like to highlight the impact of members’ activities so do tell us more about your work.

[Send us your feedback](#) and let us know if the Theory of Change is useful in your efforts.

Helping you make the case: Talking points about the Theory of Change

As you use the Theory of Change to support your advocacy, consider the following talking points:

Equality for girls and women

- The Theory of Change describes the world we believe is possible by ending child marriage. Our ultimate objective is not only to prevent children girls from marrying before the age of 18, but also to ensure that they acquire the skills, connections and capacities that child marriage impedes, and have the opportunity and freedom to thrive.

A shared vision

- The Theory of Change outlines our common understanding of what it will take to end child marriage.
- It maps the steps and strategies that make up an effective response to child marriage and takes us to our ultimate vision: a world without child marriage where girls and women enjoy equal status with boys and men and are able to achieve their full potential in all aspects of their lives.

A credible tool

- The world's biggest network of civil society working to end child marriage has developed a detailed framework for how we can end child marriage.
- The Theory of Change is a credible tool developed by an international partnership of more than 450 civil society organisations working to end child marriage.

No single solution

- The Theory of Change demonstrates that there is no single solution to end child marriage.
- It demonstrates that efforts to improve health, education, economic outcomes, must integrate efforts to end child marriage.
- It identifies four key strategies to end child marriage:
 - Empower girls to gain the skills and confidence to make their own life choices
 - Mobilise families and communities to increase aspirations and expectations for girls and address the gender norms that perpetuate child marriage
 - Provide services tailored to the needs of married and unmarried girls and which provide girls with options other than marriage
 - Develop a robust legal and policy framework which creates an environment that supports changes in attitudes and behaviours related to child marriage

Partnership is crucial

- Developed by a global community of civil society activists and other experts, the Theory of Change shows the role that everyone can play in ending this global problem.
- We can achieve more by coordinating our efforts. To achieve maximum scale and impact, we need to work in partnership, bringing together civil society, ministries across government, service providers, donors, and all those who have a role to play in ending child marriage.

To see change, our efforts must be:

- Long-term and sustainable
- Rooted within communities but supported by national, regional and global action
- Adequately resourced
- Informed by evidence and learning from what works and what doesn't