#MyLifeAt15 is the global campaign calling on governments to implement the new global target to end child marriage by 2030.

- A girl born in the year 2000, who is now 15, has never known a world that was not fighting to end poverty thanks to the Millennium Development Goals — but these goals didn’t adequately address girls and their needs.

- At the end of September, countries will gather at the UN to approve the new Global Goals for Sustainable Development, the world-wide action plan to solve some of our biggest problems by 2030 and, this time, ending child marriage is in their plans.

- With the launch of the Global Goals, now that same girl as a teenager can be part of the fight against inequality and injustice, and the movement to end child marriage by 2030.

- #MyLifeAt15 celebrates the dreams and ambitions we held at the age of 15 in support of every girl, everywhere, having the opportunity to achieve hers, without child marriage holding her back.

- All around the world, #MyLifeAt15 is a call to invest in tomorrow’s generation by ending child marriage now.
WHERE ARE WE NOW?

The Problem

- **1 in 3 girls** in the developing world are married as children; that’s 15 million girls a year.

- Child marriage often means an end to a girl’s education and her opportunities for economic independence, and can lead to frequent and multiple pregnancies that harm her health and her children’s health.

- Child marriage is not only a devastating human rights violation, but also undermines the development of a girl’s community and nation.

- If we don’t take action now, global population growth means that the absolute number of women married in childhood would increase from more than 700 million today to **1.2 billion by 2050**.

The Opportunity

- In September, global leaders are meeting in New York to adopt the Global Goals for Sustainable Development, the world-wide action plan through 2030 to solve some of our biggest problems — and, this time, ending child marriage is in their plans.

- Of the 17 goals and 169 targets within the Global Goals, implementation of **target 5.3** is our mission — ‘end all harmful traditional practices, such as child, early, and forced marriage and female genital mutilation’.

The Movement

- Ending child marriage must be made a **top priority** in countries where it remains a harsh reality.

- We’re ready to see the end of child marriage, now it’s time to make our decision-makers ready too.

- We are calling on governments to implement target 5.3 to end child marriage by 2030 by developing, implementing, and funding **cross-sectoral policies, programmes, and plans to end child marriage** that engage all ministries and stakeholders, including civil society, children, and youth.

WE MUST MOVE FROM COMMITMENTS TO ACTION!
TAKE ACTION

Now is the time to show your government and international leaders that there is real demand for action to end child marriage!

To join the campaign, post a picture of yourself and describe your ambitions and dreams for the future at the age of 15, using the hashtags #MyLifeAt15 and #EndChildMarriage.

Through this glimpse of individuals’ lives from around the world, a look back at their hopes as teenagers and the aspirations of young people today, the campaign will personalise the larger movement and the policy goal to end child marriage once and for all. The social media campaign will draw attention to, and mobilise support for, calls to implement the target at the national level.

LET’S START!

**Online:** Share your #MyLifeAt15 photos, infographics, and shareables via social media (Facebook, Twitter, Instagram, Google+, etc.).

**Offline:** Tell your national, district, and/or local leaders what you want them to do to transform commitments to end child marriage into reality.

**Call to Action**

1. We want governments to deliver on their commitment in the Global Goals to end child marriage.

2. We, as citizens and civil society, play a crucial role and want to work with governments in achieving our common goals.

3. We want governments to set out their plan to achieve target 5.3 to end child marriage by 2030, through implementing and funding cross-sectoral policies, programmes, and plans to end child marriage that engage all ministries and stakeholders, including civil society, children, and youth.
Key Moment: Throwback Thursday on October 1 and October 8

- We are launching #MyLifeAt15 on October 1, using Throwback Thursday or #TBT, a popular online hashtag for sharing content from the past, to kick off our photo drive.

- When you share your first #MyLifeAt15 photo or text dream and ambition on Thursday October 1, be sure to tag your photos with #TBT and #EndChildMarriage to reach broader audiences.

Key Moment: International Day of the Girl Child (IDGC) on October 12

- IDGC is the annual celebration to promote the rights of girls and advocate for the unique challenges they face. This year’s theme is “The Power of the Adolescent Girl: Vision for 2030”, which focuses on the importance of investing in adolescent girls’ empowerment and rights, both today and in the future, placing them at the centre of sustainable development.

- #MyLifeAt15 brings into focus the fundamental belief that every girl should be able to live her adolescence in the purpose and pursuit of achieving her dreams.

- As we celebrate this IDGC, we are calling on leaders to make ending child marriage a priority to ensure that no girls’ dreams are cut short by early marriage.

#MyLifeAt15 doesn’t end on IDGC! More upcoming opportunities include the AU Girl Summit, the South Asian Association for Regional Cooperation meeting, and international days like International Human Rights Day and the 16 Days of Activism.
JOIN #MyLifeAt15 ONLINE

STEP 1: LET’S MAKE SOME NOISE!

Take action by sharing your #MyLifeAt15 message on social media (Facebook, Twitter, Google+, Instagram) in support of our call to action — demanding action on ending child marriage. Our individual posts will be shared on the Girls Not Brides website on the #MyLifeAt15 Campaign page.

There are many ways to join us online, here’s how:

- Share a photo of yourself at age 15 with your dream or aspiration as the caption, including both the hashtags #MyLifeAt15 and #EndChildMarriage.
- Share a photo of yourself today holding the #MyLifeAt15 tear away sign (which you can find on p. 15 of this document) with your dream and ambition written in. Get your friends or colleagues to join in!
- Camera shy? Share a photo of only the tear away sign with your written dream and ambition.
- No photo? Share your #MyLifeAt15 dream and ambition in a text-only post.
- Download and share the key facts and infographics (on pp. 12-13).

Sharing Best Practices:

- A popular way to share photos from the past, like the photo of yourself at age 15, is by participating in Throwback Thursday, or #TBT, a popular hashtag used on Thursdays that you can add to your photos to share them more widely.
- To make sure your post is shown on the #MyLifeAt15 webpage, always tag your social media posts with #MyLifeAt15, and don’t forget to add #EndChildMarriage.
STEP 2: DEVELOP AN ASK, IDENTIFY A KEY AUDIENCE, AND ENGAGE!

Working with others in your community and/or country, identify the specific policy changes and actions that you want to see at the local, district, and/or national levels, and the officials who can make it happen. When making your plans, make sure to consult and include girls themselves, especially those from affected communities. Lastly, decide how best to deliver your message and make a plan. Speaking with one voice makes us all stronger!

**Tip:**
Know what your government has already committed by clicking [here](#) and learn more about advocacy planning [here](#). Get in touch for more information on your government’s commitments by contacting [MyLifeAt15@girlsnotbrides.org](mailto:MyLifeAt15@girlsnotbrides.org).

**Sample Policy Asks**

What we want is concrete commitments from governments and local leaders about what they will do to implement the Global Goals target 5.3 to end child marriage by 2030. At the national level, this means implementing and funding cross-sectoral policies, programmes, and plans to end child marriage that engage all ministries and stakeholders, including civil society, children and youth.

**Examples:**

**USA:** We call upon the President to authorise a government-wide, comprehensive Adolescent Girl Strategy, with concrete, measureable goals and actions for various US agencies and officials working on US foreign policy and assistance can take to end child marriage and support married girls.

**Mozambique:** The country needs a multi-faceted strategy to prevent and eliminate child marriage, including legal reform, changes in cultural norms at the community level, and measures to strengthen girls’ education and improve opportunities for young women.

KEY QUESTIONS FOR YOUR NATIONAL OR LOCAL CAMPAIGN

Working with other civil society organisations in your district or country, answer these 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? (This is your policy ask!)
- 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?
KNOW YOUR AUDIENCE

Know Your Audience!

Who are the officials who can make your ask happen? Here are some example key audiences:

- **Local council leaders**
- **District leaders**
- **Your member of parliament**
- **Ministers** or government advisors in the women’s, children’s, health, justice, education, planning, and finance ministries

ENGAGE! Plan how you will deliver your message:

There are many options for delivering your message. It’s important to consider what you think will have the most impact on your audience and what is possible within your timeline. Here are some options to consider:

- Hold a meeting with policy-makers.
- Reach out to the media about the campaign and your demands.
- Start a petition or sign-on letter, and deliver it to policy-makers.
- Hold an event to highlight support and deliver petitions or letters.
- Organise a talk or a performance (play, music, poetry) on child marriage at your school or community
- Ask a celebrity or a high profile person to endorse your campaign

**Tip:** Increase your impact by working with others in your community to develop your asks and deliver your messages! For most impact, include girls themselves; girls know their communities best and will offer insight, ideas, and inspiration to move your campaign action forward.
EXAMPLE SCENARIO 1:
A teacher, a religious leader, a journalist, and a community health worker meet with the district official to tackle child marriage, and together they announce initiatives to work with community leaders to convey the benefits of delaying marriage, deliver sexual health services to at-risk and married girls, and keep girls in school.

EXAMPLE SCENARIO 2:
A Girls Not Brides national partnership on child marriage meets with ministries or departments of gender, health, education, and justice to deliver a petition calling for a costed, funded, and cross-sectoral national strategy on child marriage. Ministries publicly agree to a timeline for creation and implementation of strategy and to engage civil society, children, and youth throughout its development.

KNOW YOUR ASK

Engaging with officials:
- Let them know your concerns in your own words.
- Share your policy asks.
- Discuss solutions that they can help implement.
- Ask for a public announcement of a commitment.
- Share #MyLifeAt15 notable pictures/quotes from your community and online via the campaign webpage to highlight the broad global support towards this issue.

TIPS ON RUNNING A SUCCESSFUL PETITION or sign-on letter:
- Make an outreach plan to determine signature collection.
- Develop a target number of signatures.
- Be specific with your timeline.
- Think through an appropriate target for your petition.
- Decide on a date for handover to policy-makers.
- Divide responsibilities for collecting signatures.

Petitions can be a powerful means to deliver your message. They are most effective when they focus on one core ask and when it is clear what you want the target of your petition to do. If you choose to run a petition, do so with partners to ensure the highest number of signatures possible.

Don't know where to start?
Here are two petition templates to ask governments to implement target 5.3 to end child marriage:

For high-prevalence countries
For donor countries

Don't forget to share your petition with the #MyLifeAt15 and #EndChildMarriage hashtags!

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Get the Word Out

1. **Let the Girls Not Brides secretariat know what you are doing!** Please share what you are doing (stories, photos, petitions, events, etc) with the secretariat at [MyLifeAt15@GirlsNotBrides.org](mailto:MyLifeAt15@GirlsNotBrides.org) so we can track our successes, plan follow up, and highlight selected stories on the campaign website.

2. **Encourage others to join #MyLifeAt15 on social media** by sharing promotional posts. See pp. 12–13 for examples.

3. **Call local journalists and the local radio/TV station** to let them know what you are doing and why.
   a. Profile the global campaign, #MyLifeAt15.
   b. Highlight the Call to Action.
   c. Show your local action.
   d. Use template press release. ([Link to download](#) the Word.doc press release)

4. **Write a letter to the editor or an op-ed for local and national newspapers**, to include:
   a. Your call to action to government
   b. Any commitments made by local and national decision-makers
   c. Photos from the campaign, #MyLifeAt15

**Tip: What’s an op-ed?**

‘Op-ed’ is shorthand for an ‘opinion piece’ that expresses a unique moment or idea. When thinking through how to share #MyLifeAt15, we hope you will share your unique voice through multiple mediums, one of which can be an article published with your local or national newspapers.
SHARE #MyLifeAt15

Here are some sample social media posts to share the campaign.

Twitter

- 15M girls a year are married before 18. This must change! Join #MyLifeAt15 & tell leaders to #EndChildMarriage now. http://bit.ly/MyLifeAt15
- Every girl deserves to fulfill her dreams. Share your #MyLifeAt15 photo & join the mov’t to #EndChildMarriage! http://bit.ly/MyLifeAt15
- Share your #MyLifeAt15 photo & tell your government that NOW is the time to #EndChildMarriage! http://bit.ly/MyLifeAt15
- How would #childmarriage have changed your dreams at 15? Tell us & join #MyLifeAt15 campaign to #EndChildMarriage http://bit.ly/MyLifeAt15
- We will #EndChildMarriage by 2030, let’s put our #GlobalGoals commitment into action. Join #MyLifeAt15 today: http://bit.ly/MyLifeAt15

Facebook

- I’m part of the #MyLifeAt15 campaign to #EndChildMarriage because I believe that every girl deserves a bright future. Will you join me? http://bit.ly/MyLifeAt15
Share more about the #MyLifeAt15 campaign with the infographics and photo tiles below. Click to download the image and attach it to your post!

Tip:
When sharing your photo on Twitter, be aware that photos take up 23 characters.

#EndChildMarriage
TELL OTHERS ABOUT CHILD MARRIAGE

Here are a few sample messages to get you started. Feel free to adapt to your country, region, or community.

**Twitter**

- 700 million women alive today were married before their 18th birthday — roughly 10% of world’s population. [#EndChildMarriage #MyLifeAt15](http://bit.ly/MyLifeAt15)
- #DYK: in sub-Saharan Africa, 12% of girls are married by age 15, 40% before age 18. [#MyLifeAt15 #EndChildMarriage](http://bit.ly/MyLifeAt15)
- #MyLifeAt15 in Bangladesh means 29% of girls will marry by age 15. It’s time to #EndChildMarriage. [http://bit.ly/MyLifeAt15](http://bit.ly/MyLifeAt15)

**Facebook**

- Child marriage is holding back the development of millions of girls, their families and communities. With the Global Goals for development, we have an opportunity to change this. Join [#MyLifeAt15](http://bit.ly/MyLifeAt15) to tell leaders it’s time to act to #EndChildMarriage. [http://bit.ly/MyLifeAt15](http://bit.ly/MyLifeAt15)

**More info**

- Visit Where does it happen? for regional and country statistics on child marriage
- Visit About child marriage to find out what child marriage means for girls

#MyLifeAt15 #EndChildMarriage Campaign Engagement Toolkit
QUESTIONS? GET IN TOUCH!

Questions about #MyLifeAt15?

Email MyLifeAt15@GirlsNotBrides.org

Follow #MyLifeAt15 online:

www.GirlsNotBrides.org/MyLifeAt15/

Connect with us!

https://www.facebook.com/GirlsNotBrides
https://twitter.com/GirlsNotBrides
https://www.youtube.com/user/GirlsNotBrides

Campaign Resources

• Parliamentary toolkit
• Post 2015 Advocacy toolkit
• List of government commitments
• Press release checklist
• Stay safe on Twitter
• Online petition platforms: what to choose?

Tip:
Visit our Resource Centre for tools and resources to support your campaign: