



WOMEN'S RIGHTS ADVANCEMENT AND PROTECTION ALTERNATIVE (WRAPA)

Motto: Social Justice for Women

Connecting Voices Against Child Marriage in
Nigeria Project

#Myallroundreadinesscounts

Supported by UNICEF

Communication Campaign Report

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Introduction

Nigeria carries the 3rd largest burden of child brides globally, after India and Bangladesh with nearly 22 million married or in union before the age of 18 in Nigeria. Child marriage is a key factor contributing to socio-economic challenges throughout northern Nigeria, leading to school drop-out, adolescent pregnancy, which is also linked to high maternal mortality and malnutrition, among others. The recent MICS 2021 shows that there has been 14% points decrease in the prevalence of child marriage from 5 years ago, with three out of every ten women aged 20-24 years (30%) married or in union before their 18 th birthday. However, because of the rapid increase in population, the number of child brides will increase by more than a million by 2030 and double by 2050. Child Marriage prevalence is highest in the Northwestern part of Nigeria followed by Northeast and Northcentral. The states with the highest levels for girls under the age of 15 years include Jigawa (38%), Bauchi (33%), Zamfara (24%), Katsina (24%), Kano (23%), Borno (22%) and Kebbi (22%)(MICS, 2021).

Katsina state is one of the states with the highest prevalence of Child Marriage in Northwest Nigeria. The vision of Nigeria's National strategy (2016-2021) is to end child marriage by 2030. Nigeria has signed the Child Rights Act 2003 which prohibits and criminalises the marriage of a child under 18 years. While Katsina State domesticated CRA 2003 as the Child Protection Law in 2021, there is legal and social lacuna as the law does not prescribe the legal age of marriage with the implication that child marriage is neither prohibited nor criminalised by the state. Recent guidance by the Committee on the Elimination of Discrimination against Women (CEDAW) and the Committee on the Rights of the Child (CRC) recommends that all States ensure “that a minimum legal age of marriage for girls and boys, with or without parental consent, is established at 18 years.” The position of the state law is a tacit endorsement of CM and the issue of the legal age of marriage remains a sensitive and controversial subject.

As a result of the above situation in Nigeria and Katsina State, [Women's Rights Advancement and Protection Alternative \(WRAPA\)](#) with support from [UNICEF Nigeria](#), conducted a 6-month project on **Connecting Voices Against Child Marriage in Nigeria #My all round readiness counts to** engage with youth activists, media advocates, survivors, women groups, legislators and traditional leaders to advocate and dialogue around differing opinions and frameworks on the legal age of marriage. This will be achieved through advocacy and media engagements to address child marriage, including GBV, VAWC and harmful practices appealing to the conscience of religious and traditional leaders as gatekeepers to understand the varying interlinkages and effects of harmful practices on the well-being of the girl child and her education.

Implementation Strategy

To achieve the set objective, WRAPA launched the End to Child Marriage Campaign (E2CMC) to address the urgent need for awareness and action. With child marriage persisting as a critical issue globally, especially in Katsina State, Nigeria, the campaign sought to leverage the power of social media to disseminate information, challenge perceptions, and ultimately contribute to eradicating this harmful practice.

The E2CM social media campaign aimed to achieve a major twofold objective: first, to strengthen youth (girls and boys) capacity on advocacy, social media sensitization, awareness creation and reporting on CM, GBV, VAWC and other harmful practices to elevate awareness surrounding the detrimental impacts of child marriage; and second, to reach a broad audience of individuals across diverse social media platforms. By setting these specific goals, WRAPA aimed to catalyse conversations, inspire advocacy, and foster a collective commitment to combating child marriage.

The campaign consisted of three approaches

- 1) Identification and selection of 100 Youths (male and female) who filled in for the call to be advocates on social media based on their state, age, social media presence and utilisation to become dedicated advocates.
- 2) pieces of training on Social behavioural change Communication (SBBC), Social media advocacy, case management and reporting on Child abuse and other forms of violence on children (VAC), How to be a community mobilizer and existing laws that safeguard and protect women and girls.
- 3) Social media engagement focuses on:
 1. Drill down approach by posting messages that will trigger change and create more awareness to the audience to step down to their friends and networks
 2. Role model approach by engaging online influencers and prominent personalities in conversations to inform the audience on the ills of child marriage and engaging survivors to share their experience for the audience to adopt their learning and understand the ills of the Act.

Activities Carried Out

1. Selection and Onboarding of 100 Youths as End to Child Marriage Advocates
In August - October, WRAPA took a significant step in selecting and [inducting one hundred \(100\) passionate individuals](#) as End to Child Marriage Champions. These champions underwent comprehensive training sessions, equipping them with the knowledge and skills necessary for effective communication that will incite positive behavioural change and engagement on social media platforms to end child marriage. The induction emphasized the champions' role as catalysts for change within their communities and the broader online space. The youths were branded child marriage advocates and a [WhatsApp platform](#) was created to continue conversations and provide quick responses to the advocates from the WRAPA team.

Zoom Meeting

Recording...

WRAPA Nigeria Khadija Lawal Nafisa Halliru Victor Yusuf

Who are YOU?

You are an Advocate Championing a Campaign Against Child Marriage. As an End to Child Marriage Champion you represent the course of this campaign on your various platforms, groups, communities and other spaces. You are an influencer, a change agent and a development enthusiasts speaking to prevention and protection of young girls from child marriage towards a society were girls can grow, learn and thrive.

Activate Windows
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Zoom Meeting

Recording...

Participants (49)

Find a participant

MD Lawal, Micheal Patrick Maimako, Nafisa Halliru, Naimatullah Salihu, Nana khadija Ibrahim, Ruth Birma, Shirley Anike, Suleiman Muhammad, Sumayya Abdullahi Hussaini, Teniola Balogun, Tochi Vivian Emmanuel, Umar Haruna

Grid of participants: Aisha Umar Abdullahi, WRAPA Nigeria, Dorcas Genu, Hassan Kabiru, Naimatullah Salihu, Fatima Isabawa, Ibrahim Sanusi, Zainab Mahmu..., Comfort Damisa, Aisha Adamu, Dorcas Moses, Faecah Usman, Victor Yusuf, WRAPA Nigeria, Abbati Ibrahim, Ahmad Musa Ib..., Fatima Umar, Beatrice Katven, Suleiman Muha., From BINTA IDRIS ABDULLAHI to Everyone

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Zoom Meeting

Recording...

Nafisa Halliru

Sensitisation & Awareness To End Child Marriage on Social Media

By End 2 Child Marriage Champions
#END2CMC

Meeting Chat

Fatima Isabawa to Everyone 12:51
I want be part of the movement because I believe this will be an opportunity for me to be able to reach young women and have a positive impact on them

Beatrice Katven to Everyone 12:51
To create more awareness and see and End to Child Marriage in our communities

Lynda Nkechi Emmanuel to Everyone 12:52
I am also in Katsina

Ruth Birma to Everyone 12:52
To create awareness and also advocacy on early child marriage and child molestation

Who can see your messages? Recording On

Type message here

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Background, Layout, Theme, Transition

Child Boy/Girl (knowledge, attitudes, behaviors)

Interpersonal (families, friends, Peers/social networks)

Community (relationships between community structures)

Organizational (organizations and social institutions)

Policy/Enabling Environment (national, state, local laws)

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2. Social Media Engagements

The heart of the campaign lies in a meticulously crafted social media strategy. Visual elements, such as eye-catching [fliers](#), were designed to convey powerful messages, while captions were carefully curated to resonate with diverse audiences. The strategy harnessed the strengths of Facebook, Twitter, and Instagram, recognising the unique dynamics of each platform and amplifying the campaign's reach.

Creative collaboration and innovation were at the forefront of content creation. The WRAPA-E2CMC team worked diligently to produce content that not only informed but also inspired action. The use of impactful visuals, compelling narratives, and relatable storytelling became integral components of the campaign's content strategy, ensuring resonance with the target audience.

Live events, hosted on Facebook, X (Formerly Twitter), and Instagram, provided dynamic opportunities for direct engagement. These events included

1. [Facebook Live](#) sessions, titled **"My Readiness: Prevention and Response to Child Marriage,"**
2. [X Spaces](#) conversations on **"Role of Youths in Preventing Child Marriage in the Community"** and
3. [Instagram Live](#) broadcasts **"Her All Round Readiness Matters."** The real-time nature of these interactions facilitated meaningful dialogues, allowed for audience participation, and added a personal touch to the campaign.

Activity Outcomes

The campaign's success was not only measured by the sheer numbers but also by the depth of engagement. Metrics revealed a remarkable outreach, surpassing the initial goal of reaching 500,000 individuals to about 900,000. Analysis of audience interactions, shares, and comments provided valuable insights into the resonance of the campaign's messaging.

1. Strengthened youth capacity on how to advocate against child marriage on social media and physically using approaches that will trigger positive behavioural change and connected voices to speak against Child marriage with a commitment to be active bystanders against all forms of violation of women and Girls
2. Increased awareness of the effect of child marriage on girls and society across over 500,000 audiences and on platforms for continuous engagement and sensitization.
3. Increased reportage and response to issues of Child marriage as the advocates have been trained to become first-line responders for survivors of Child marriage and harmful cultural practices.

On social media, WRAPA had a few promoted engagements from October to December with a large audience reach, as seen below:

SN	Platform	#engagement	of reach	Location reached	Gender reached	Age
1	Facebook	100,867	758,304	Katsina 12.5%, Jigawa 11.5%, Kano 9.3%, Kaduna 6%, Ibadan 4.2%, Jos 3.9%, Niger 2.9%, Abuja 2.3%, Maiduguri 2.3%, Sokoto 2.1%	Male 45.3% and Female 54.7%	18-65+
2	Instagram	33,104	126, 548	Top towns/citiesKatsina 33%, Jigawa 25.8%, Kano 4.8%, Kaduna 2.7% and Niger 1.7%	Female 64% and Male 36%	18-65+

3	Twitter	2,049	33,377	Nigeria 100%	Female 16.8%, Male 82.8% & others 0.4%	18-50+
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[Click here to access Database of Direct beneficiaries](#)

Challenges

Amid the campaign's journey emerged poignant success stories and some challenges, especially with social media users in northern Nigeria, where the campaign took place. There were some backlashes, especially on the perceived notion of the campaign promoting immorality amongst young northern Nigerian girls. WRAPA E2CMCs shared experiences of community members becoming more informed, challenging harmful practices, and advocating for change. These narratives underscored the tangible impact of the E2CMC initiative, demonstrating the power of collective action to dismantle entrenched societal norms.

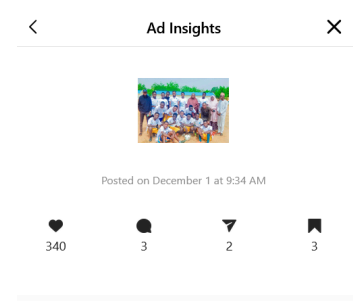
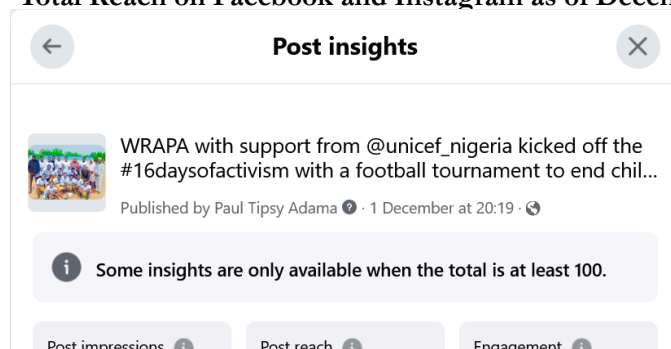
Lessons Learnt

1. Reflecting on the campaign, the team identified several key lessons. Flexibility in adapting to evolving social media trends, the importance of community-specific messaging, and the need for ongoing training to empower champions were among the valuable insights gained. These lessons informed strategic adjustments throughout the campaign's duration.
2. Building on the campaign's success, recommendations for future initiatives include refining content strategies based on audience feedback, exploring emerging platforms for broader reach, and establishing mechanisms for continuous learning and improvement. The goal is to leverage these insights to enhance the effectiveness of subsequent campaigns.
3. The E2CM social media campaign emerged as a beacon of advocacy, successfully achieving its set objectives and making significant strides in the campaign against child marriage. As the campaign concludes, WRAPA remains steadfast in its commitment to sustaining this momentum and driving enduring change in communities where child marriage is prevalent.

Reference Campaign Post on Facebook, Twitter and Instagram:

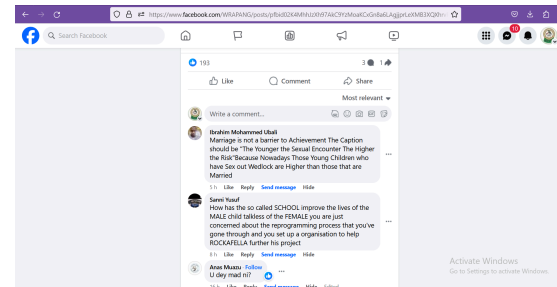
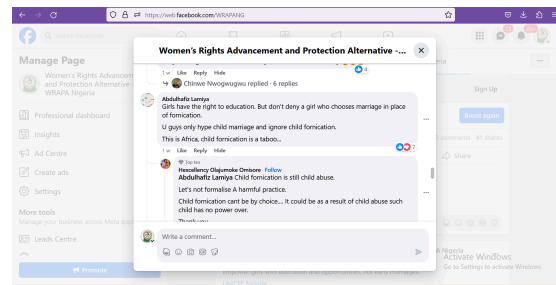
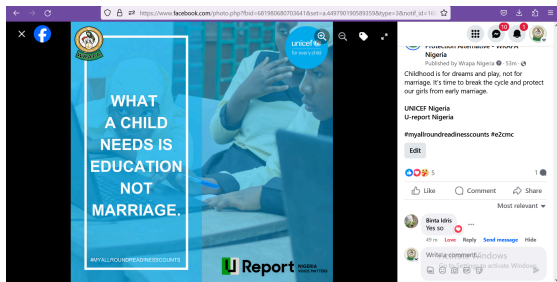
Search for #E2CMC to see the real-time across Facebook Twitter and Facebook

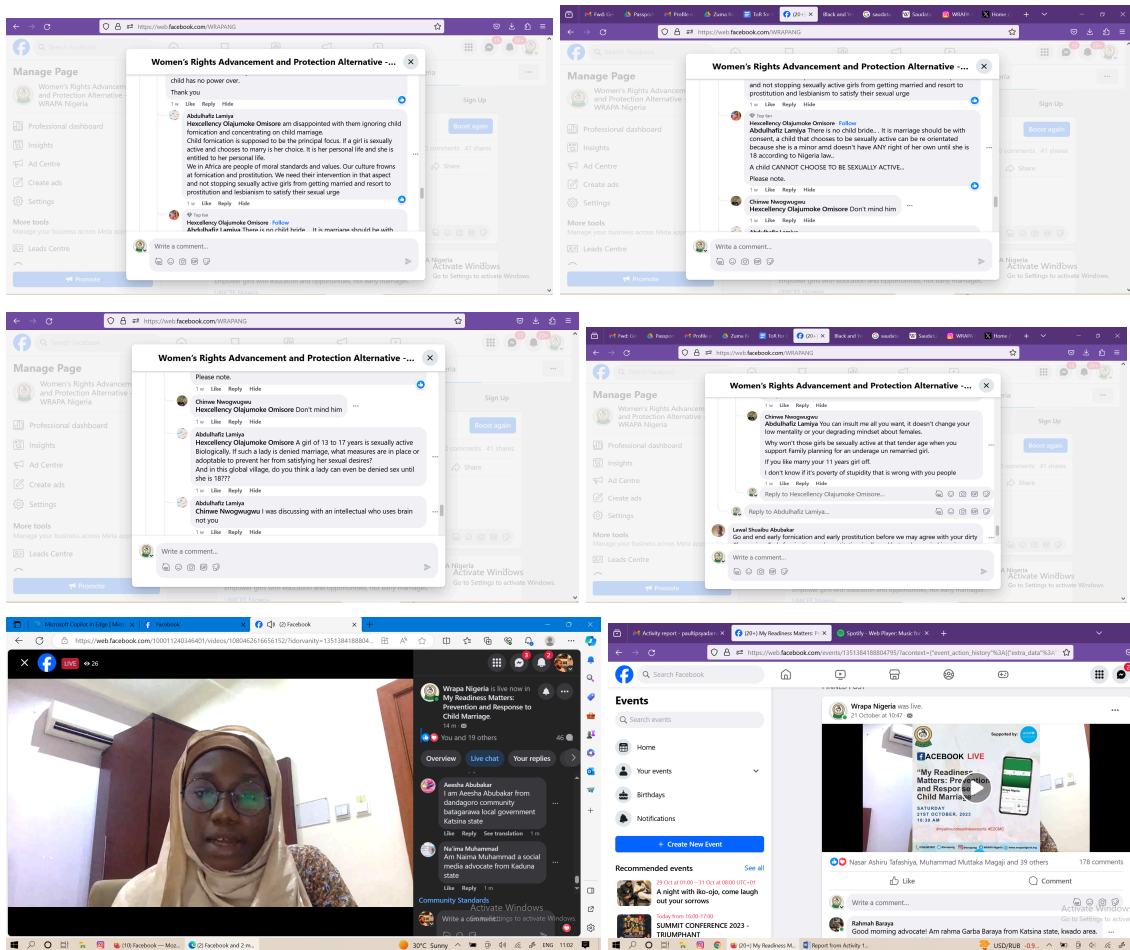
Total Reach on Facebook and Instagram as of December, 2023

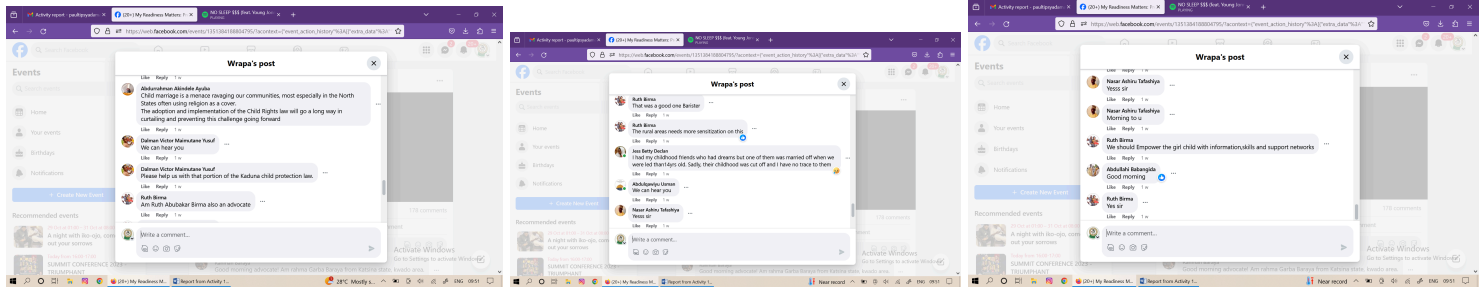
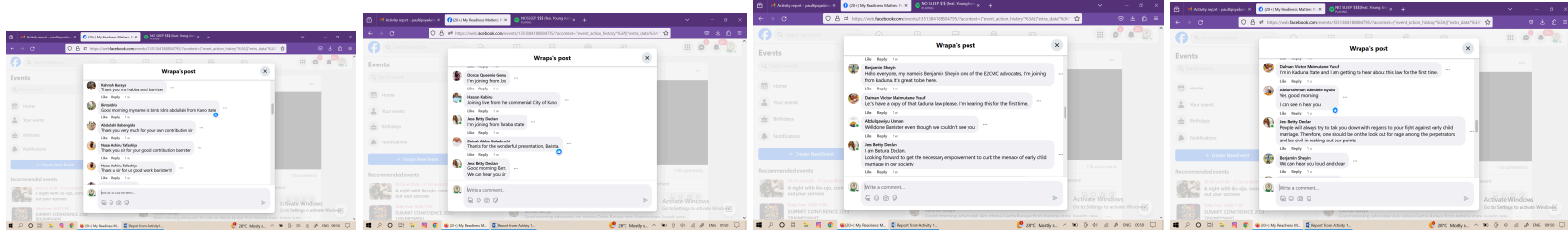


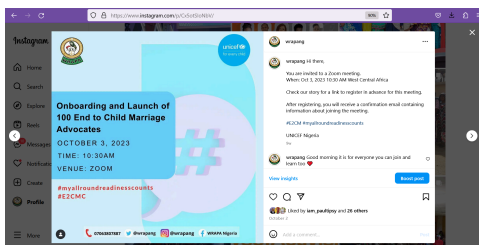
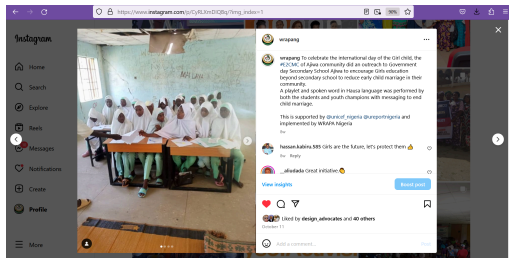
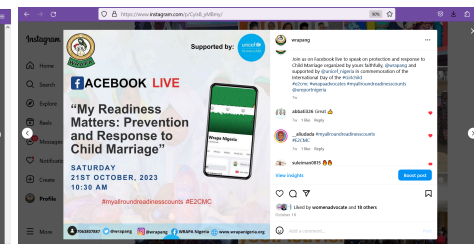
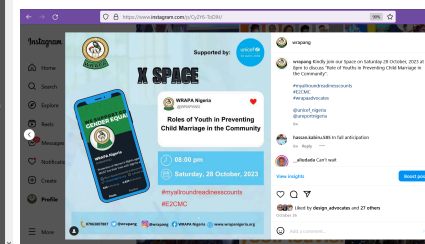
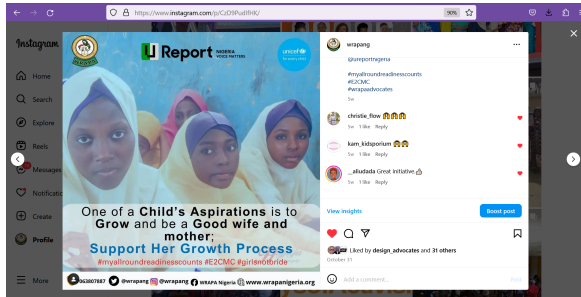
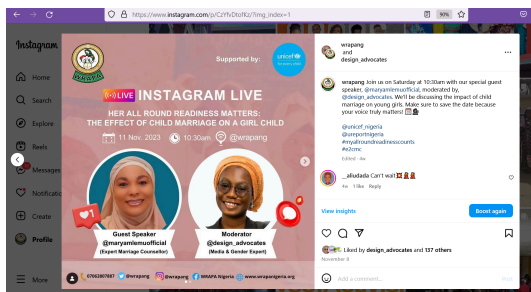
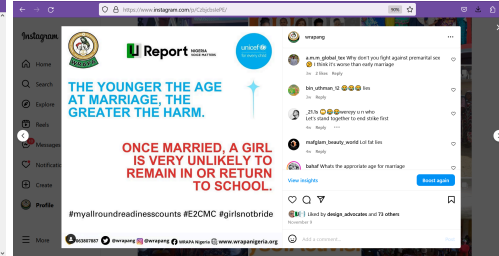
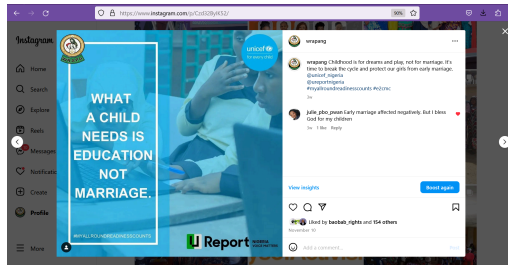
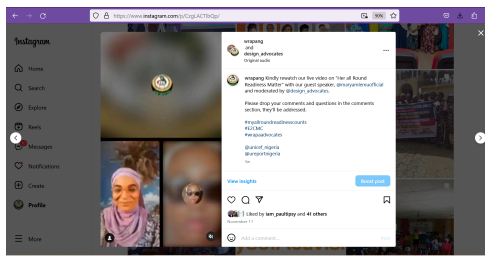


Below are some comments on Facebook and Instagram





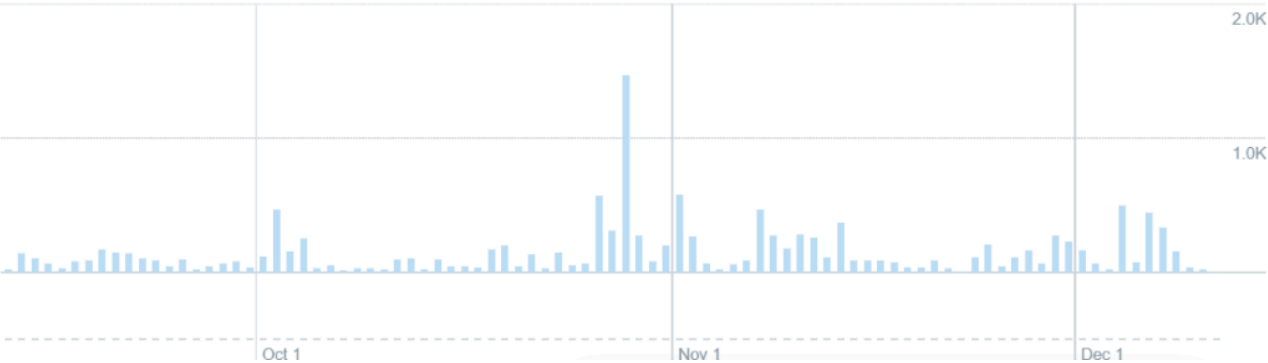




Tweet activity

Sep 12 – Dec 11, 2023 Export data

Your Tweets earned 130.1K impressions over this 91 Day period



YOUR TWEETS
During this 91 day period, you earned 1,428 impressions per day.

