तारूण्य
TARUNYA

Package of communication and training tools for
ADOLESCENT EMPOWERMENT AND ENDING CHILD MARRIAGE

new concept
Centre for
Development Communication

unicef
for every child

Acknowledgement

The Tarunya Package includes resources from various government and non-government organisations and institutions such as Government of Bihar, Government of Jharkhand, Government of Rajasthan, Government of Uttar Pradesh, Government of West Bengal, BBC Media Action, Breakthrough, Commutiny, PFI, UNFPA, UNICEF and NCCDC.

UNICEF would like to acknowledge the contribution and support of these organisations and institutions to making this package possible.

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IMPLEMENTATION GUIDELINES

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Abbreviations

AAA	ASHA, AWW, ANM
AHD	Adolescent Health Day
AMB	Anaemia Mukt Bharat
ANM	Auxiliary Nurse Midwifery
ARSH	Adolescent Reproductive and Sexual Health
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
BBBP	Beti Bachao Beti Padhao Andolan
BSG	Bharat Scouts and Guide
C4D	Communication for Development
CBE	Community Based Events
CBO	Community Based Organisation
CM	Chief Minister
CMHO	Chief Medical Health Officer
CMPO	Child Marriage Prohibition Officer
CSO	Civil Society Organisations
CSR	Corporate Social Responsibility
DAY	Deendayal Antodaya Yojana
DC	District Collector
DEO	District Education Officer
DM	District Magistrate
DRDA	District Rural Development Agency
FFL	Facts for Life
ICDS	Integrated Child Development Services
ICPS	Integrated Child Protection Scheme
IEC	Information Education and Communication
LS	Lady Supervisor
MDM	Mid-Day Meal
MHFW	Ministry of Health and Family Welfare
MHRD	Ministry of Human Resource Development
MDWS	Ministry of Drinking Water and Sanitation
MLA	Member of Legislative Assembly
MP	Member of Parliament
MSDE	Ministry of Skill Development and Entrepreneurship
MSK	Mahila Shakti Kendra
MWCD	Ministry of Women and Child Development
MoYAS	Ministry of Youth Affairs and Sports
NGO	Non-Governmental Organisation
NHM	National Health Mission
NRLM	National Rural Livelihoods Mission
NSS	National Service Scheme
NYKS	Nehru Yuva Kendra Sangathan
PMKVY	Pradhan Mantri Kaushal Vikas Yojana
PRI	Panchayati Raj Institution
DPO	District Programme Officer
PSA	Public Service Announcement
RGNIYD	Rajiv Gandhi National Institute for Youth Development
RKSK	Rashtriya Kishor Swasthya Karyakram
RYSK	Rashtriya Yuva Sashaktikaran Karyakram
SAG	Scheme for Adolescent Girls
SBCC	Social and Behaviour Change Communication
SBM	Swachh Bharat Mission
SEM	Socioecological Model
SHG	Self-help Group
U-DISE	Unified-District Information System for Education
VHSND	Village Health, Sanitation and Nutrition Day
WASH	Water Sanitation and Hygiene

Purpose and Organisation of the Guidelines

Purpose of the guideline: The guideline is to help the Communication for Development (C4D) Network and partners on the effective use and implementation of social and behaviour change communication (SBCC) packages aimed at "Adolescent Empowerment and Ending Child Marriage" at the state, district, community and individual levels.

The guideline provides insights into the Adolescent Empowerment and Ending Child Marriage SBCC package – *Tarunya* and its contents for implementation in the states with high prevalence of child marriage. Adopting a holistic perspective of adolescent empowerment, the guideline presents key strategies and processes to engage with different stakeholders and identify opportunities for convergence across sectors for ending child marriage. They will serve as a reference document for planning, prioritising and implementing a multi-sectoral scale-up approach for adolescent empowerment and ending child marriage initiatives in the states.

It is expected that this guideline will help users in implementation and scale up of adolescent empowerment and ending child marriage interventions – in at least 50 percent of the districts in each high prevalence state to catalyse a process of social change in sync with the UNICEF's Country Programme 2018-2022. The effort will be to create a positive narrative around adolescent empowerment with focus on transformative change.

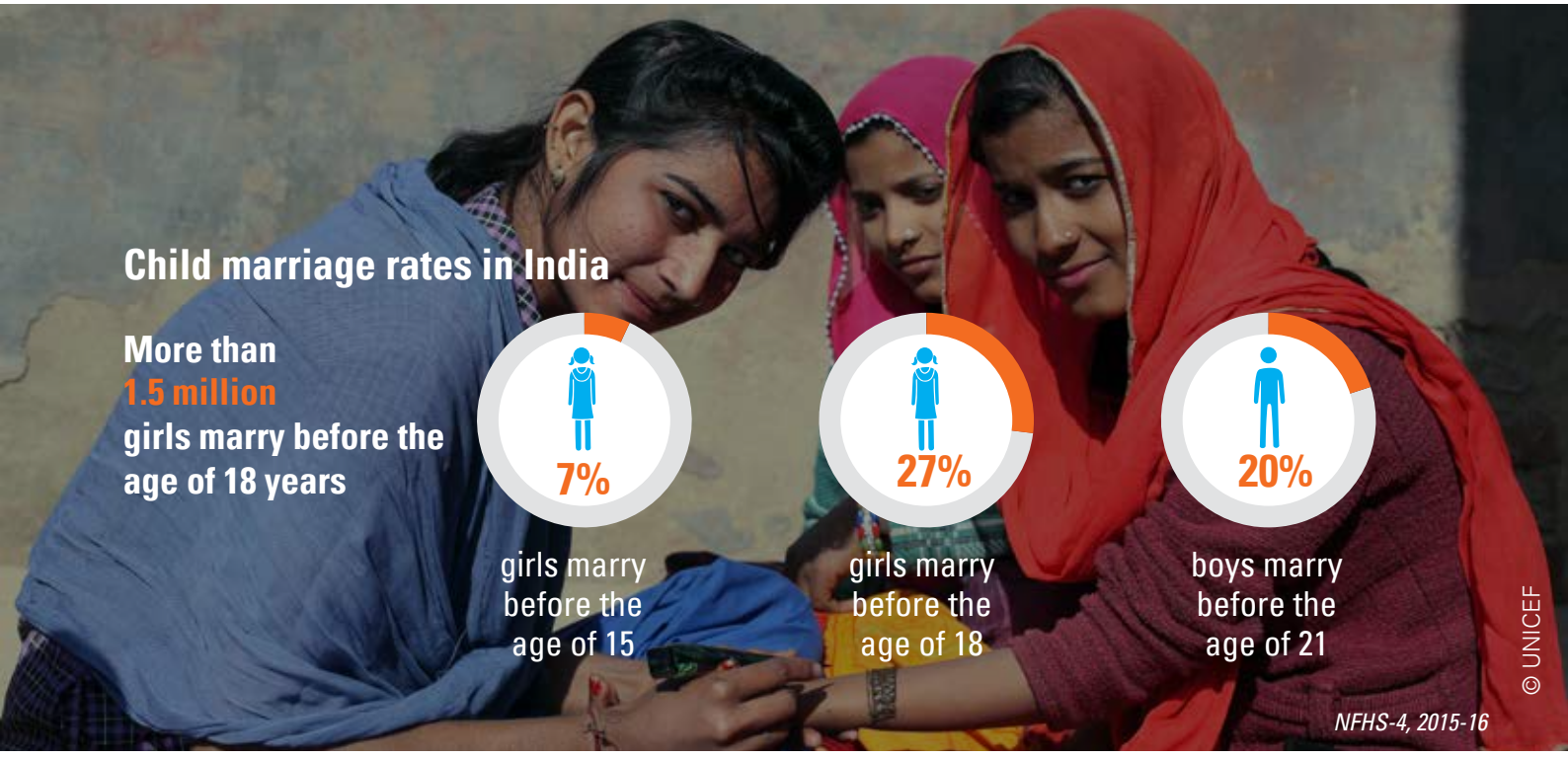
Organisation of the guidelines: Structured into 11 sections, chapter 1 of the guideline sets the context and urgency for changing existing norms and behaviours around child marriage to pave the way for adolescent empowerment. In chapters 2 and 3, role of SBCC in addressing child marriage, importance of convergence across sectors and key stakeholders have been described. Chapters 4 to 7 elaborate upon the SBCC package – *Tarunya*, its contents, the materials and their use with relevant stakeholders in suitable contexts. Chapter 8 and 9 dwell upon training on the use of *Tarunya* package and how to formulate an action plan to implement SBCC activities for adolescent empowerment, respectively. Chapter 10 outlines the methods and indicators for monitoring the outcomes. In the end, sample templates for planning and monitoring outcomes are provided as annexures.

Note for Users: Bringing social and behaviour change is a slow and often challenging process. Practitioners, implementers and service providers working to end child marriage frequently face resistance of families and communities. Despite that they persevere with an undeterred spirit because they believe change is possible. It is because of their concerted efforts that child marriage rates in India are decreasing albeit slowly. The path ahead is also full of difficulties, but we must not give up. In fact, we all must struggle even harder to accelerate this change and make India child marriage free. The *Tarunya* package is a useful set of tools for users to speed up this change. We are confident that users will effectively use the package and add value to the remarkable work they are doing to combat child marriage and empower adolescents!

Context & Urgency to Accelerate Change

Adolescence has been aptly called an age of opportunity. This stage of life marks the multifaceted transformation of children into young adults. India is home to more than 253 million adolescents.[1] Sustained and coordinated investment is needed to enable these adolescents make successful transition into adulthood as change agents of India. However, numerous challenges impede this transition. Global challenges, including climate change, economic uncertainty, demographic shifts and humanitarian crises present an uncertain backdrop for adolescents. Health problems like HIV/AIDS, early pregnancy, unsafe sex, depression and injury pose a daily threat to adolescents' health, wellbeing, and life chances. Many of them face violence, harm and abuse. They further grapple with new and emerging challenges, including rising levels of obesity and mental health disorders and high unemployment.[2] Most adolescents in India also face educational disadvantage. More than one third of them dropout of school and do not make successful transition from primary to secondary and tertiary levels.[3] They assume adult responsibilities to contribute to household income and are forced into early marriage.

Adolescent girls in India are particularly vulnerable as they face multiple deprivations.



[1] Office of the Registrar General & Census Commissioner, India. (2011). Adolescent and youth population (India, States & Districts /UTs). Available at http://www.censusindia.gov.in/2011census/population_enumeration.html
[2] https://www.thelancet.com/pb-assets/Lancet/stories/our-future/index.html
[3] Ministry of Human Resource Development. (2016). Educational statistics at a glance. New Delhi: Government of India. Available at https://mhrd.gov.in/sites/upload_files/mhrd/files/statistics-new/ESG2016.pdf

The disadvantages begin even before they are born in the form of sex selection and continue with higher chances to die before five years (when compared with boys) and high prevalence of child marriage. While child marriage affects both boys and girls, the effects are far more in number and intensity for girls. The girls who marry early dropout of school and are most at risk of being caught up in the negative cycle of premature childbearing, maternal mortality and morbidity and child undernutrition. Child marriage takes away adolescents' life chances to access quality education, have a professional career and strive for personal development.

Child marriage disempowers adolescents

Child marriage in India is driven by various factors such as gender inequality and the belief that girls are somehow inferior to boys. Prevailing social norms play a crucial role in perpetuating gender discrimination. In many Indian states, parents, families and communities strongly believe that early marriage is the best option for their children. For them benefits of child marriage outweigh the harmful consequences. Parents are often influenced by beliefs and practices of a majority in their community and conform to social norms.

Common beliefs held by communities favouring child marriage

- Once girls attain puberty, they should be married off to maintain their chastity and protect family honour
- Poor families cannot afford girls' education
- Girls should not be educated as they are meant to do household chores, therefore, marriage is the only option for them
- Less dowry is demanded when girls and boys are married at a young age

These norms and beliefs along with customary traditions such as promising girls in marriage when they are born or practice of 'atta satta' – exchange of brides between two families through marriage contribute to child marriage. Thus, changing existing social norms, behaviours and practices at individual, familial and societal levels is critical to enable adolescents particularly girls to confront and navigate these challenges.

Change is possible and necessary

Evidence supports that behaviours that start in adolescence can determine health and wellbeing for a lifetime.[4] Therefore, investments in behaviour change during adolescence can accelerate the fight against poverty, inequity and gender discrimination. Integrated approaches to SBCC for adolescent empowerment through peer and intergenerational dialogue and community mobilisation have the potential to improve knowledge, attitudes, and behaviours related to child marriage prevention. Once the prevailing norms and beliefs around child marriage are changed, the adolescents and their families will have the agency and autonomy to make the right choices. They will become change agents capable of ushering in community-wide efforts towards ending child marriage. Community mobilisation initiatives targeted at frontline workers, community and religious leaders, teachers and Panchayati Raj Institutions (PRIs) among others can further accelerate this change.

To consolidate the gains of investments in childhood and lay a strong foundation of future, UNICEF in collaboration with Government of India is committed to work for adolescent empowerment. In the current programme cycle, UNICEF in accord with Government of India's policy strives to adopt strategies to increase coverage and reach the most marginalised and excluded adolescents and their families. It also aims to improve quality of care and interventions through convergence and partnerships to promote child rights. Equity, including gender equity, is at the core of UNICEF's new Country Programme.

To accelerate countrywide change for adolescents, a key result area for UNICEF is ending child marriage. The focus is on key government priorities articulated in the national flagship programmes such as Beti Bachao, Beti Padhao, Mahila Shakti Kendras, Samagra Shiksha Abhiyan, Rashtriya Kishor Swasthya Karyakram and Scheme for Adolescent Girls (SAG). The overall Country Programme aims to address the

complex issues of equity, gender and harmful social norms which underpin child marriage and gender discrimination. Further, attempt is being made to improve knowledge, skills and behaviours of families to minimise risk to girls including gender and caste biases that affect the access and utilisation of services. To this end, a gradual shift is being made from interventions that are small in scope and mainly sector-specific to large-scale district models of adolescent empowerment based on existing government programmes.

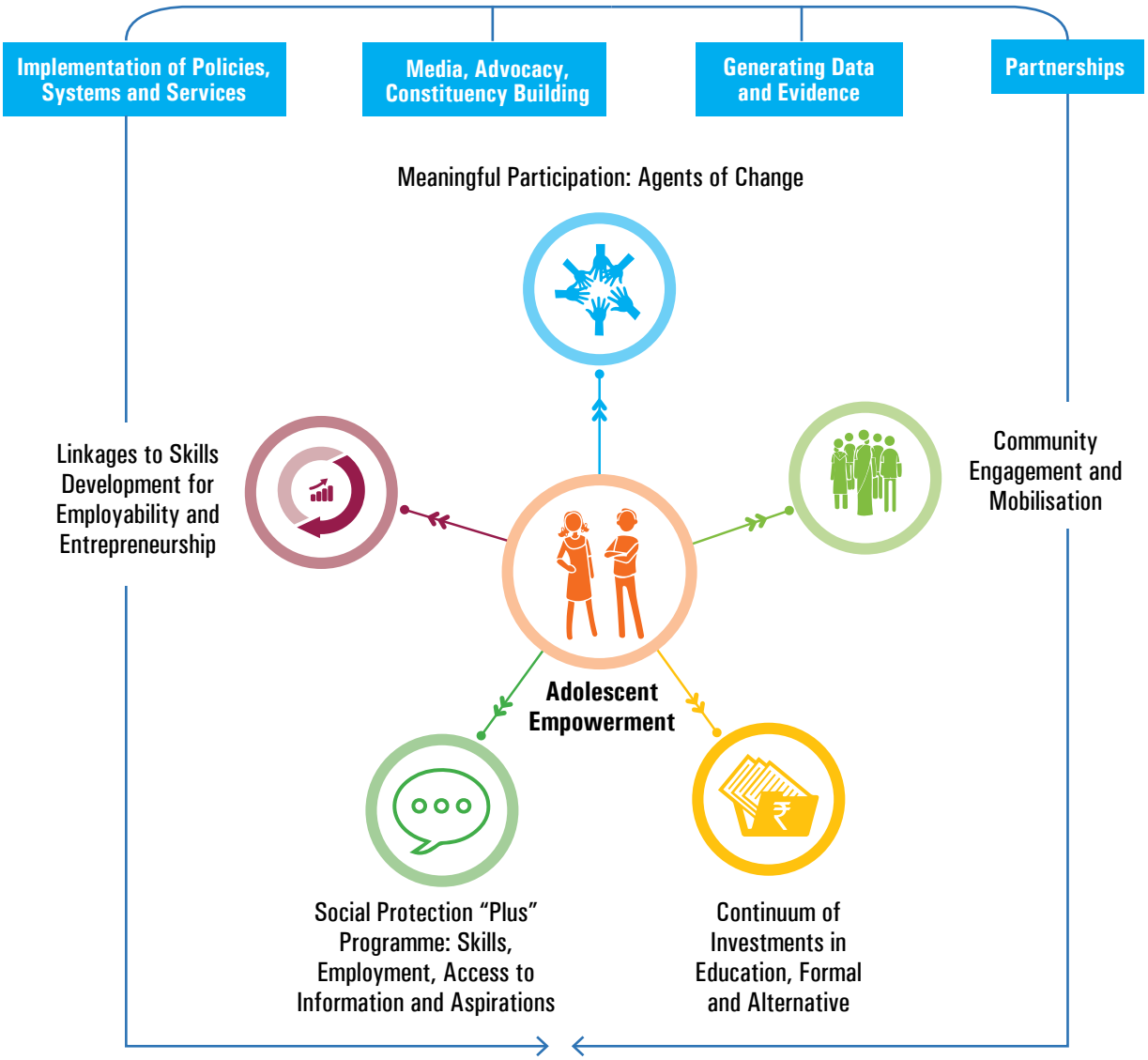
Strategies to accelerate change

UNICEF has adopted five key strategies to accelerate change and improve lives of adolescents and their families. Intrinsically linked, these strategies include adolescent participation; community engagement and mobilisation; continuum of investments in education and life skill development; linkages to skill development, employment and entrepreneurship opportunities and social plus protection programme. These strategies will work in a conducive social, policy and legal environment. For creation of this environment, adequate implementation of adolescent friendly policies, systems and services; media advocacy and constituency building; forging partnerships and generating data and evidence on adolescence have been identified as four overarching strategic areas. (See Figure 1)

[4] Sheehan P., Sweeny, K., Rasmussen, B., Wils, A., Friedman H., Mahon J., . . . Laski, L. (2017). Building the foundations for sustainable development: a case for global investment in the capabilities of adolescents.
Health Policy, 390, 10104, 1792-1806. Available at:https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/reference_list_author_authors.html

Figure: 1

Strategies to accelerate change



Social and Behaviour Change Communication (SBCC) for ending child marriage and adolescent empowerment

SBCC remains a cross-cutting and integral element across the above-mentioned strategies to accelerate change. UNICEF has laid thrust on initiating and sustaining dialogue at peer, family and community levels as one of the foremost steps to bring change around norms and attitudes that perpetuate child marriage and result in violation of adolescent rights. There is a strong belief that until and unless constructive dialogue on issues around child marriage are not initiated at all levels, large-scale social change may not occur. Thus, dialogue remains the first step towards this change. It is for this reason, UNICEF has carefully designed and compiled – *Tarunya* package comprising a wide-range of materials facilitating peer, intergenerational and community dialogue on key adolescent empowerment themes. The role of SBCC in adolescent empowerment and composition of *Tarunya* package has been explained in detail in Chapter 3.

Working Together – Strengthening Efforts

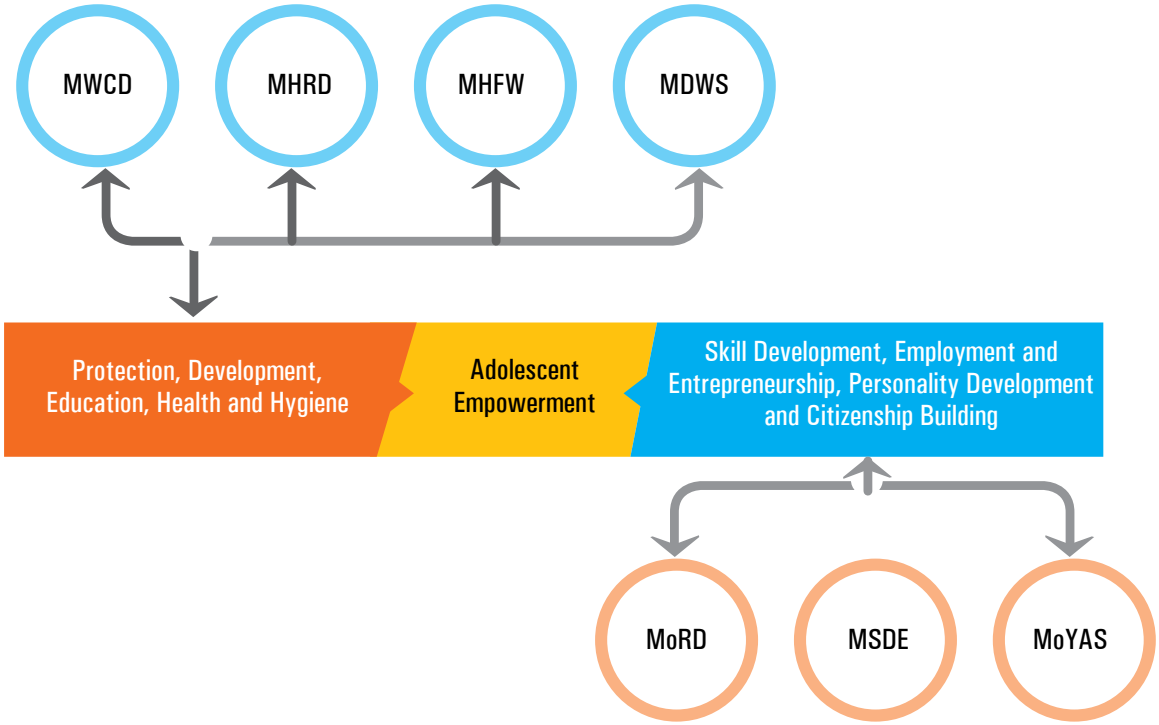
2

Adolescent empowerment is a multi-layered endeavour necessitating convergent actions across ministries and departments. Presently, various programmes and schemes are being implemented to promote adolescent education, health, skill development, employment and participation. While they are reaping notable results, there is a need to synergise and strengthen these efforts to accelerate change and achieve desired goals in a time-bound manner.

Convergence at multiple levels

The Ministry of Women and Child Development (MWCD) is the focal point for technical assistance, coordination, convergence and monitoring efforts to end child marriage. The Ministry of Human Resource Development (MHRD), Ministry of Health and Family Welfare (MHFW), Ministry of Drinking Water and Sanitation (MDWS) and Ministry of Skill Development and Entrepreneurship (MSDE) are core ministries which provide essential adolescent services such as education, health, hygiene and skill development, respectively. Ministry of Youth Affairs and Sports (MoYAS) works towards personality development and citizenship building of adolescents and Ministry of Rural Development (MoRD) plays a key role in providing jobs to youth under the National Rural Livelihoods Mission (NRLM). All these ministries will have to work together for all-round development of adolescents. (See figure 2)

Figure: 2



The table below depicts the key stakeholders and various programmatic and scheme platforms for convergence at national, state, district and below levels.

Table: 1

Ministry	Schemes	Core Thematic focus
MWCD नए समाज की ओर Towards a new dawn MHRD Government of India Ministry of Human Resource Development	Integrated Child Development Services (ICDS), Scheme for Adolescent Girls (SAG), Integrated Child Protection Scheme (ICPS), Beti Bachao Beti Padhao Andolan (BBBP), Mahila Shakti Kendra (MSK) Samgra Shiksha Abhiyan, Mid-Day Meal (MDM), Unified-District Information for Education (U-DISE), Vocationalisation of Secondary Education Scheme	Adolescent nutrition, protection, education, life-skill building and gender equality
MHFW Ministry of Health & Family Welfare Government of India	Rashtriya Kishor Swasthya Karyakram (RKSK), Anaemia Mukt Bharat (AMB), National Health Mission (NHM)	Adolescent Reproductive and Sexual health (ARSH), hygiene and sanitation
MDWS Ministry of Drinking Water and Sanitation, Govt. of India	Swachh Bharat Mission (SBM) and Water and Sanitation and Hygiene (WASH)	
MSDE	Pradhan Mantri Kaushal Vikas Yojana (PMKVY)	Skill development, vocational training, employment and entrepreneurship, personality development and citizenship building,
MoYAS Ministry of Youth affairs and Sports	Rashtriya Yuva Sashaktikaran Karyakram (RYSK), National Service Scheme (NSS), Nehru Yuva Kendra Sangathan (NYKS), Rajiv Gandhi National Institute for Youth Development (RGNIYD), Bharat Scouts and Guide (BSG)	
MoRD	Deendayal Antodaya Yojana (DAY-NRLM) ensuring PRIs are sensitive to adolescent issues	

Figure: 3

Partnerships for adolescent empowerment and ending child marriage

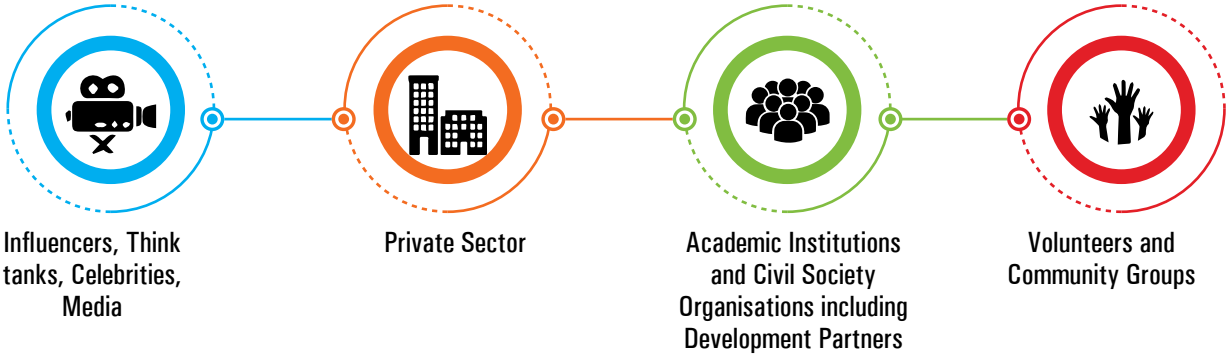
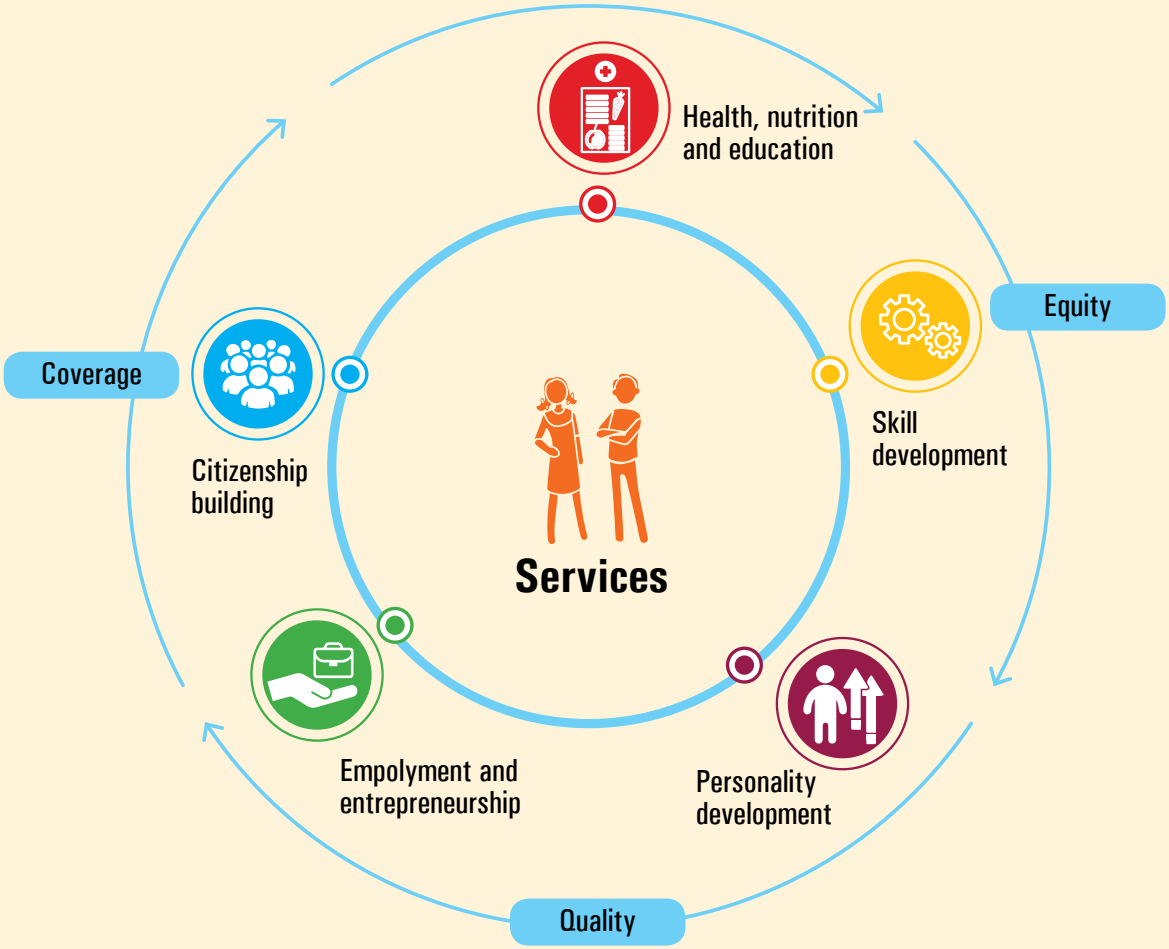


Figure: 4

A continuum of action for adolescent empowerment and ending child marriage



Key roles and stakeholders for social and behaviour change for adolescent empowerment and ending child marriage

Key Actions

Create urgency for adolescent empowerment and ending child marriage

- Promotion of adolescent rights, education and employment at national, state and district level forums
- Call to action to end child marriage at national, state and community level events
- Popularisation of National Youth Day and International Day of the Girl Child at national, state and district level
- Nominating influencers to initiate dialogue around ending child marriage and adolescent empowerment
- Leverage support of elected representatives and PRIs

National Level
MWCD, MHRD, MHFW and other line ministries

State Level
Department of Women and Child Development (DWCD), line departments and development partners

District Level
District Magistrate (DM)/District Collector (DC), Child Marriage Prohibition Officers (CMPOs), District Programme Officer (DPO), ICDS; District Education Officer (DEO), Chief Medical Health Officer (CMHO), District Rural Development Agency (DRDA) and Civil Society Organisations (CSOs)

Key Actions

Consistent SBCC efforts for correct messaging on ending child marriage and protecting rights of adolescents

- Create and adapt consistent communication packages
- Train implementers, service providers and frontline functionaries on SBCC
- Uniform and user-friendly messaging to end child marriage and promote adolescent rights
- Reinforcing messages across platforms and regular follow-up

National Level
MWCD, MHRD and MHFW

State Level
DWCD, line departments and development partners

District Level
DM/DC, CMPOs, DPO, ICDS; DEO, CMHO, DRDA and CSOs

Key Actions

Ensure various media platforms are effectively and consistently utilised

- Negotiate mandatory air time for advertisements /public messages on ending child marriage and adolescent empowerment in the public interest on radio and television
- High coverage of child marriage and adolescent issues in media including local media
- Objective and sensitive reporting

National Level
MWCD, Line Ministries and Ministry of Information and Broadcasting

State Level
DWCD, line departments and state media houses and journalistic bodies

District Level
DM/DC, district administration, DIO and local media

Key Actions

Mobilise private and public sector

- Engage public and private sector by promoting adolescent empowerment through partnerships and Corporate Social Responsibility (CSR)-led project interventions at national and state levels
- Leverage opportunities for collaborating with CSOs to promote adolescent rights, providing the opportunities for education, life skill development and skill building

National Level
MWCD and line ministries and corporates, national level CSOs and institutions

State Level
DWCD and line departments, corporates having state specific presence, CSOs

District Level
DM/DC and district administration and CSOs

Along with national efforts, leveraging state-specific schemes is also necessary. For example, in the case of Bihar it will be a perfect fit to carry the message on education and skilling through the Vikas Mitras as also utilise the provisions of the Mukhyamantri Kanya Uthan Yojana. In case of Uttar Pradesh, the Mahila Samkhya platform should be leveraged to create community level awareness on child marriage and adolescent issues. Similarly, Kanyashree Prakalpa in West Bengal is a potent scheme to promote girls' education, skill development and prevent child marriage.

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Table: 2

Role of MWCD as the nodal ministry and focal point for adolescent empowerment and ending child marriage

RESPONSIBILITIES	NATIONAL	STATE	DISTRICT
Planning	Ensuring clear administrative and implementation guidance	Based on the national guidance, developing and implementing State Plan of Action	Developing and implementing District Plan of Action
Convergence	Collaboration with line ministries to facilitate convergence at national and state levels	Convergence with related departments for adolescent empowerment activities using government platforms	DMs/DCs to mobilise all convergent departments and related non-government bodies
Private sector engagement	Partnerships with non-government bodies, organisations and institutions	Partnerships with state level bodies, organisations and institutions,	Collaboration with CSOs, and private institutions at the district level
SBCC packages, materials and tools	Development of tools/materials for dialoguing and SBCC	Adaptation and/or translation of tools/materials to state language/local dialects	Effective use of available SBCC tools/materials
Capacity building	Training of master trainers	Training and orientation of state level stakeholders	Training and orientation of district level stakeholders including officials and frontline functionaries
Monitoring	Monitoring, assessment and reporting at national level	Monitoring, assessment and reporting at state level	District level monitoring and reporting of activities

Optimal resource utilisation for SBCC

Along with convergence, optimising limited financial and human resources is necessary to enable adolescents' access to health, education and skill development services for their holistic development.

Financial Resources

Mobilising funds for focused messaging and initiating dialogues around ending child marriage and adolescent empowerment.

- Effective utilisation of Information, Education and Communication (IEC) budgets under various ministries and departments
- Supporting SBCC activities through funds from development partners
- Leveraging funds from private and corporate sector

Figure: 5

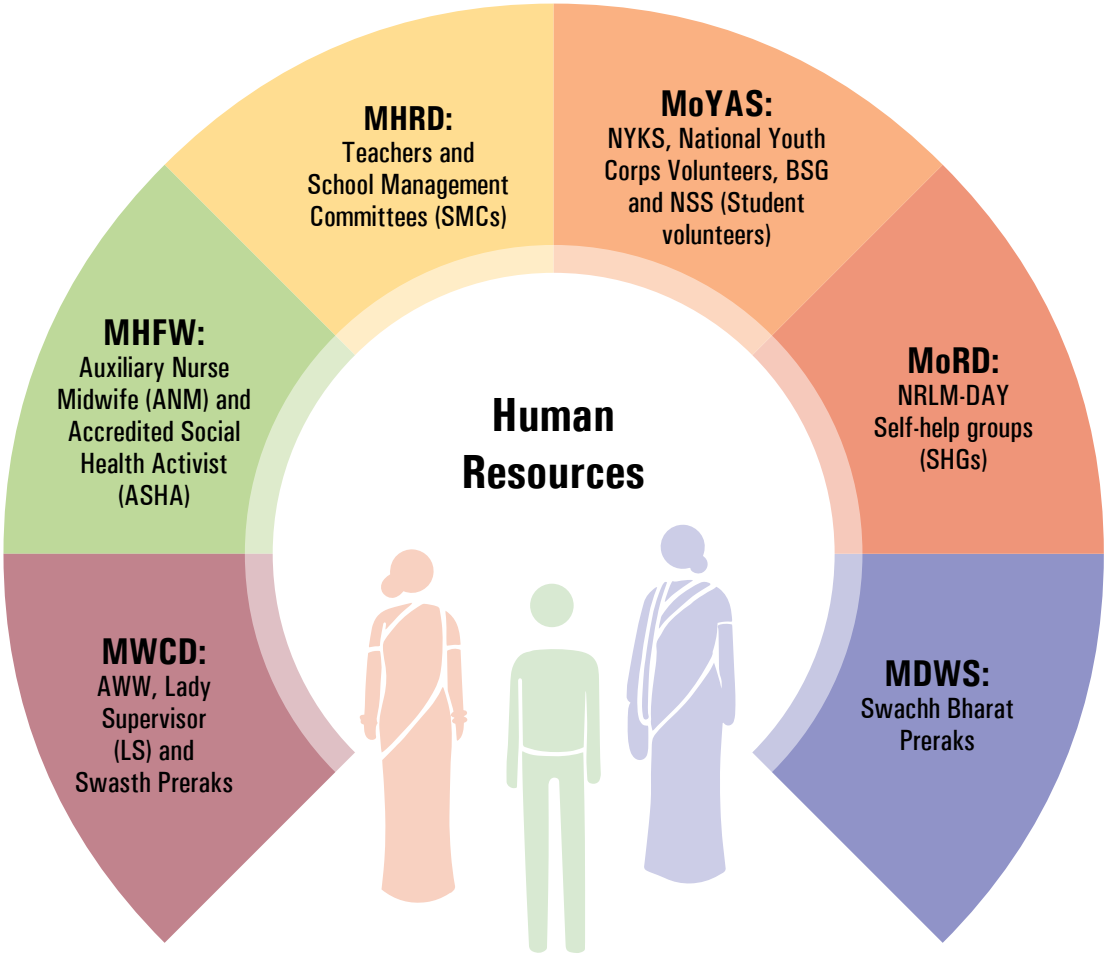

Figure: 6

Forums

Various forums at different levels that can be utilised to promote adolescent empowerment include

Individual

Sessions and interactions driven by:

Influencers

Local leaders, faith leaders, socio-cultural leaders and panchayat leaders

Frontline workers

Swachchagrahi, LS, AWW, ANM, ASHA, teachers

School

School Management Committee, Children's School Cabinet and Committees

Community

Community Based Events (CBE), Village Child Protection Committee, Village Health Sanitation and Nutrition Day (VHSND), Adolescent Health Days (AHDs), NSS, NYKS, Scouts and Guides, cooperatives, community media such as *nukkad nataks*, folk art, drama, dance and story-telling

Social and Behaviour Change Communication (SBCC)

3

The social and political will to end child marriage is greater than ever. The early learnings emerging from UNICEF's work in high burden states indicate that though ending early marriage is a goal, just focusing on it can be limiting as it does not accord value to overall development of adolescents. It is essential to connect the goal of ending child marriage to adolescent empowerment and their access to rights such as education, health care, employability and freedom from violence and discrimination. To make this happen, it is important to put adolescents on the programmatic agenda and planning and budgeting process.

Various socioeconomic and cultural factors such as social norms sustain child marriage and these underlying factors must be addressed. At the same time, enabling families and communities to demonstrate positive attitudes; empowering adolescents to exercise their choices; and strengthening the service delivery systems are equally important. Thus, change is required at individual, family, community and systemic levels to combat child marriage and protect rights of adolescents.

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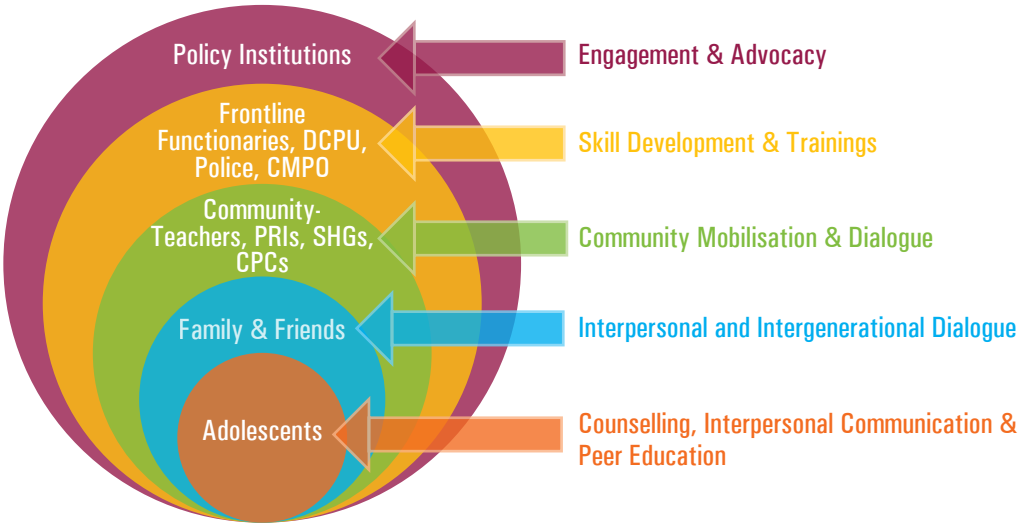
It is in this context, SBCC plays an integral role in changing existing views, attitudes and norms that support child marriage. Changing such attitudes and practices and improving knowledge and skills require interactive SBCC approaches and a mix of communication channels to encourage and sustain positive behaviours. SBCC can provide individuals and groups with relevant information and motivation to engage in participatory processes, to define their needs; demand their rights thereby bringing a large-scale change including change in social norms and structural inequities. Such large-scale changes are a must to end child marriage. Therefore, UNICEF is laying thrust on SBCC to accelerate change for adolescent empowerment.

The Socioecological Model to Social and Behaviour Change

UNICEF has adopted a socioecological model (SEM) to social and behaviour change. The SEM model factors in adolescents and the nested systems which influence him/her to produce positive change. Thus, social and behaviour change is aimed at adolescents at the **individual level**, families and friends at the **interpersonal/ micro level**, communities at **meso level**, frontline functionaries and organisations at the **exo level** and policy and programme at the **macro level**. For each of these levels, customised social and behaviour change strategies are adopted given the role and engagement of the influencer. (See Figure 7)

Figure: 7

Adolescents and their Influencers



Based on SEM, SBCC in community entails three-tiered dialogue and engagement:

- Peer dialogues with adolescents
- Intergenerational dialogues with families
- Social mobilisation with community influencers

Further at policy and programme level, **advocacy and constituency building** is required.

Promotion of key adolescent behaviours

This SBCC process aims to build the **'value of girl child'** and create a protective environment for adolescents in which they can explore their aspirations and build their agency. It aims to combat gender inequity and discrimination by **promoting access to equal opportunities** and **positive masculinity**. The concept of 'positive masculinity' essentially involves men and boys embracing beliefs and behaviours that produce positive consequences for self and others including girls and women. It further aims at influencing knowledge, attitudes and practices as well as promoting collective action to **change social norms to prevent child marriage.**

To achieve these objectives, following key adolescent behaviours need to be promoted. The goal is to enable adolescents adopt these behaviours so they become capable to refuse child marriage and make choices of their own. (See Figure 8)

Figure: 8

All Adolescents receive life skills education

Health and Nutrition

Adolescent Pregnancy

To prevent adolescent pregnancy

- Have information about contraception methods and can prevent pregnancy
- Have a positive attitude about delaying first conception after marriage
- Married adolescent couples know the risks of early pregnancy
- Married couples receive health and family planning services

Adolescent Anaemia

To negotiate access to nutritious food and prevent anaemia

- Know about adequate diet diversity
- Know about weekly blue iron and folic acid supplementation, twice yearly deworming to prevent anaemia
- Married adolescents -pregnant and lactating mothers consume adequate diverse diet, micronutrients supplements (IFA, calcium, deworming), iodised salt
- Receive health and nutrition education

Hygiene

Menstrual Hygiene and Management

To manage menstruation

- Know the importance of maintaining hygiene during menstruation
- Can talk and discuss freely about menstruation
- All adolescent girls can negotiate for adoption of hygienic products and private spaces to manage their menstruation
- Know about safe disposal of menstrual absorbents in an environmentally friendly manner
- Recognise adverse myths and misconceptions pertaining to menstruation leading to gender discrimination, inequity and exclusion
- Realise restrictions on a girl's mobility and diet is unfair during menstruation
- Consult a certified health worker/ANM to help deal with mental and physical discomfort/pain during menstruation

Education and Skill Development

Access to Education and Skill Building

To negotiate continuation and completion of school

- Families know about benefits of girls' education, ensure regular attendance
- All adolescent girls complete quality school education
- Know education is important for self-reliance and financial empowerment
- Reduce harassment on the way to and in the school
- Know and express their life choices and aspirations
- Know the importance of skill building and have access to skilling programmes

Protecting Rights

Ending Child Marriage

To prevent child marriage

- Parents and caregivers protect girls and boys with access to equal needs, rights and entitlements
- All adolescents, their parents and community members, know about the harms of child marriage, particularly for girls
- Know about the legal age for marriage, provisions of the Child Marriage Act/ relevant acts/laws
- Know about the various social protection schemes (BBBP, MSK, RKSK, SAG etc.) which helps keep girls in school and encourage school to work options
- Know the harms of child marriage and their role in preventing the same
- Take active measures to prevent child marriages
- Recognise and prevent injuries/violence including gender-based violence

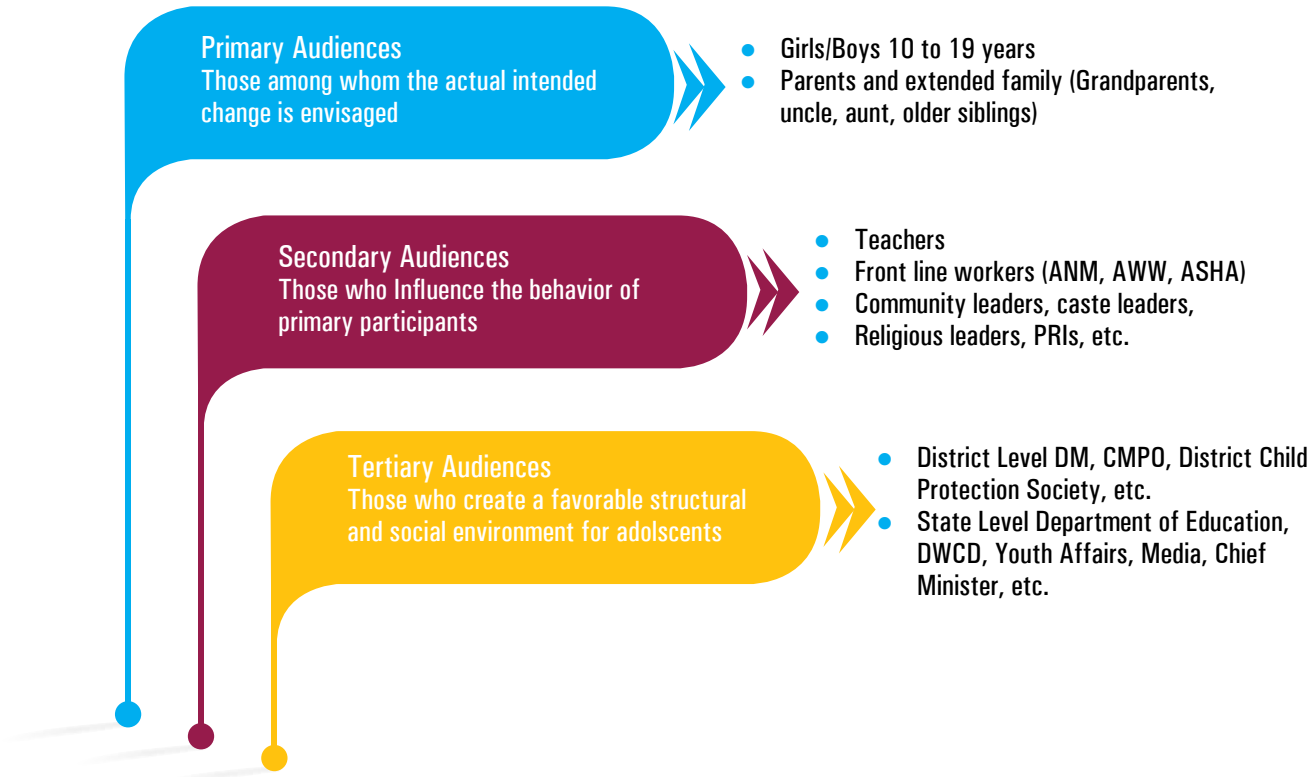
Promoting key adolescent behaviours through SBCC with primary, secondary and tertiary audiences

All the above mentioned key adolescent behaviours need to be promoted by engaging with relevant audiences and stakeholders whose role in ending child marriage and supporting adolescents is immense. These audiences are indicated below. (See figure 9)

Process of behaviour change

Being a complex practice, the process for behaviour change to end and prevent child marriage is not straightforward. It is complex requiring continued effort that has to be sustained. Stakeholders and audiences have to be consistently engaged through dialoguing and messaging. To engage with these audiences on **key adolescent behaviours**

Figure: 9



following process of behaviour change has been envisaged. (See figure 10)

It involves building public opinion and raising awareness, imparting knowledge and skills to create a desire for change among people. To build on this desire, existing social norms, attitudes, perceptions and practices need to be addressed so that people try out new behaviours and change the old ones. They further need to be supported to maintain and sustain those behaviours. At each of these steps to prevent **dropout from the change process** consistent dialoguing and engagement is required. This may involve providing more knowledge, building skills and linking with services and systems. This process of change must take place at peer, intergeneration and community levels.

To promote **key adolescent behaviours** following behaviours need to be addressed at the level of primary, secondary and tertiary audiences during the above explained SBCC process. (See figure 11)

Figure: 10

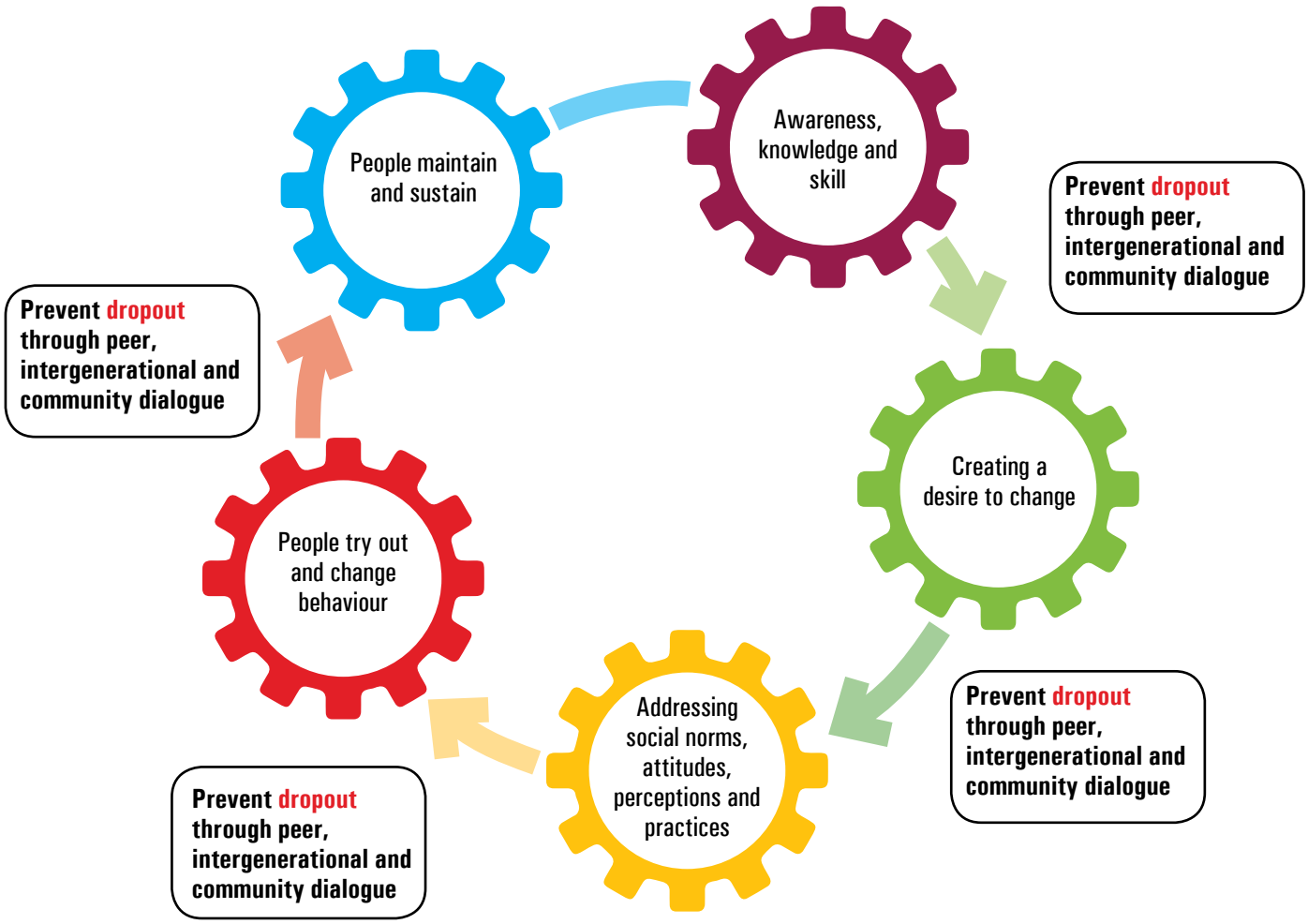


Figure: 11

1. Building public opinion and raising awareness and knowledge

Primary Audiences (Parents, Adolescent girls and boys and their extended family)

- Understand that **Girls and boys have equally important needs, rights and entitlements**
- Know about the **harms of child marriage, especially for girls**
- Know about **legal age for marriage** and the **provisions of the Child Marriage Act/** relevant acts/ laws
- Know about **importance and benefits of education**
- Know about various **social protection schemes** (BBBP, MSK, RKSK, SAG etc.) to support girls' education and delay marriage, build their agency for realising aspirations and become self-reliant and empowered

Secondary Audiences

- Frontline Workers such as ASHAs, AWWs, ANMs (AAAs) have knowledge of **harms of child marriage, especially for girls, legal provisions and their role in preventing the same**
- General Public/ Community influencers/ Caste leaders/ Religious leaders/ PRIs/ SHGs/ Adolescent Girls Groups have knowledge about **the harms of child marriage, especially for girls and their role in preventing the same**
- Community influencers/ leaders understand the **social evils of child marriage and dowry and their role in eliminating the same**
- Teachers are aware about their role in **preventing adolescents (especially girls) from dropping out of school and preventing child marriage**

Tertiary Audiences

- Media is sensitised/ aware on issues and initiatives related to **child marriage and their role in reporting the same**
- Police, CMPOs and District Child Protection Society have knowledge about **legal provisions and their role in preventing child marriage**
- Policymakers/ implementers understand the key areas/issues in relation to **child marriage including school to work skilling and employability options** for realising adolescent aspirations
- Organisations and individual influencers - local celebrities, radio jockeys have knowledge to **initiate discourse around prevention of child marriage and supporting adolescent aspirations to build their agency**

(Contd. on page 18-19)

2. Addressing social norms, attitudes, perceptions and practices

Primary Audiences

- Positive attitudes towards the **rights and entitlements of girls,** especially adolescent girls
- **Positive attitudes** towards **adolescent school education** and providing girls with **options to become self-reliant and financially empowered** and **delay child marriage**
- Negative attitudes towards **child marriage**
- Intention towards seeking information on accessing **government social protection schemes supporting** adolescent education, school to work skilling and employment

Secondary Audiences

- Frontline Workers such as AAAs and Child Protection Committees willing to take **proactive measure to prevent child marriage**
- SHGs and Adolescent Girls Groups networked and empowered to **monitor and tackle child rights violations, child marriages** in particular
- General Public/ Community influencers/ Caste leaders/ Religious leaders/PRIs willing to take active measures to **address child marriage and dowry related issues**
- Teachers are willing to take proactive measures to **ensure enrolment and retention of adolescents in schools and child marriage prevention**

Tertiary Audiences

- Police, CMPOs and District Child Protection Society willing to prevent and **enforce prohibitions/ checks against child marriage and step-up enforcement activities**
- Media understands the importance of the issue and shows **increasing interest in reporting around child marriage**
- Policymakers/ implementers actively engage in discussion and public discourse **to review adolescent issues including child marriage**
- Other influencers including celebrities, PRI members, youth leaders, etc. engage and willing to play a significant role in **questioning regressive norms despite facing initial resistance**

(Contd. from page 17)

3. Practice/maintenance of behaviours

Primary Audiences

- Parents and extended family ensure that **girls and boys are provided with equal care and opportunities** to realise their fullest potential
- Girls and boys pursue their **education and actively resist marriage** for themselves and their peers
- Parents and extended family take active measures to **prevent early marriage, support adolescents (especially girls)** in going to school and seek alternate options for them
- Parents increasingly **utilise social protection schemes** for adolescent education, skilling and employment
- General public/ Community influencers/ Caste leaders/ Religious leaders/ PRIs take active measures to **prevent child marriage and dowry**

Secondary Audiences

- Frontline Workers such as AAAs, Child Protection Committees take active measures to **prevent child marriage**
- SHGs and Adolescent Girls Groups take active measures to **prevent child marriage**
- Teachers take proactive measures to ensure that adolescents (especially girls) are **enrolled / retained in schools and build their agency for aspirations to become self-reliant and financially empowered**

Tertiary Audiences

- Police, CMPOs and District Child Protection Society members proactively **conduct child marriage prevention activities**
- Policy makers/implementers conduct need-based modification and stricter **implementation of child marriage laws**
- Media increasingly promotes the cause of prevention/ elimination of child marriage by **highlighting the issue through dedicated programming and reporting**

(Contd. from page 18)

Tarunya package to Social and Behaviour change

Tarunya package comprises SBCC tools and resources for strategic empowerment of adolescents. The package intends to help users, programme implementers and practitioners in implementing SBCC interventions in their areas of operation. It is designed based on the UNICEF's SEM framework and processes of SBCC to end child marriage through adolescent empowerment. It offers the users, a range of materials which are meant to initiate peer, intergenerational and community dialogues around key adolescent behaviours.

Tarunya Package – A Powerful Tool for SBCC

Tarunya package brings together a wide range of carefully designed and tested SBCC products on adolescent issues. It compiles the various products developed at national and state level to end child marriage and promote adolescent empowerment. Covering an entire repertoire of adolescent empowerment themes, the package serves as a tool for users in implementing SBCC interventions in different contexts and with different target audiences.

Facilitating outreach and engagement at multiple levels

Embracing the SEM model to SBCC, the package gives the know-how to users on how to initiate and sustain dialogues and engagement at multiple levels to bring social and behaviour change. *Tarunya* is a unique tool as it harmonises different types of SBCC materials that can be used as stand-alone and/or in combination with each other to facilitate continuous and impactful engagement with target audiences. The package binds the materials which can be used together on multiple interrelated themes, with multiple stakeholders and in multiple ways. Thus, it is not merely an assortment of materials on child marriage but a strategic tool for multi-channel communication for ushering lasting change in the lives of adolescents. The contents of the package focus on conducting SBCC with:

- **Adolescents at individual level through peer dialogue:** Peer dialogue is instrumental in directly engaging with adolescents to create awareness and to impart knowledge and skills. It can help in unearthing adolescents' felt and unfelt needs, their concerns and problems and aspirations and dreams. The platforms for interaction with peers help adolescents in verbalising their problems openly; sharing ideas and cross-learning; and arriving at constructive solutions.
- **Families and relatives through intergenerational dialogue:** Interaction with families, relatives and significant others is essential in making them aware of rights and aspirations of adolescents. It aids in bringing an attitudinal change among them and creating a supportive family environment for adolescents. Bringing families on board ensures that adolescents rights to health, education and skill development are realised. They are not forced into early marriages and are able to build their agency and exercise their choices. Informed and empowered families can go against detrimental social norms and resist societal pressure and choose what is right for their children.
- **Communities through social mobilisation:** Change in social norms and structural inequities can be brought about only when communities are ready to adopt positive change. Engagement with communities is necessary to help them realise how prevailing practices of child marriage and gender discrimination are robbing girls and boys of their childhood and harming them. Once they reject child marriage as a practice, it can bring about large scale social change. Their cooperation is critical in creating supportive systems and an enabling environment for adolescent empowerment.

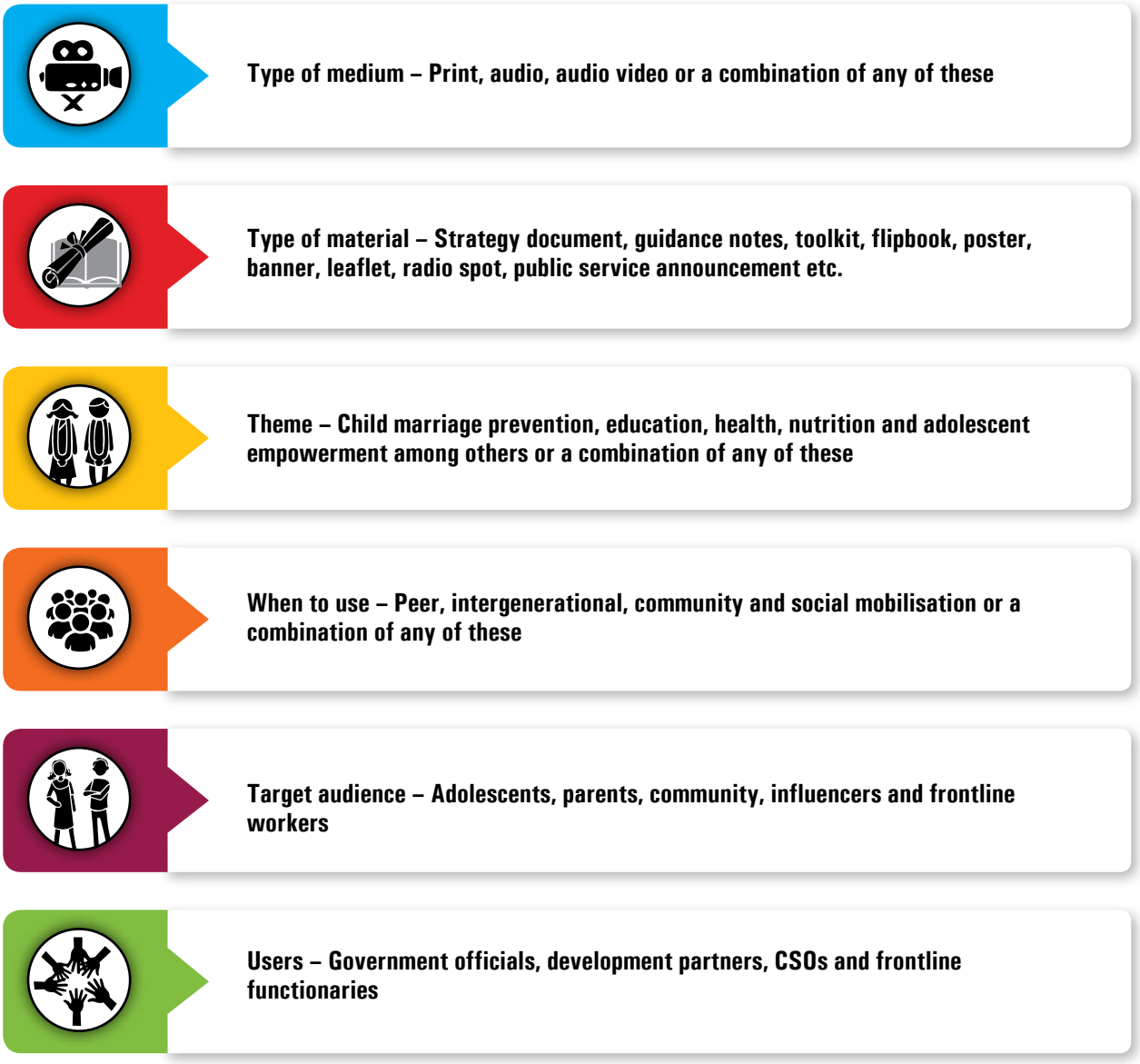
Contents of the Package

The package contains a set of more than 50 materials including print, audio and audio-visual materials for individual, group and mass communication. The materials have been developed by the Government of India, organisations such as PHFI, ICRW, Breakthrough etc. working on adolescent issues, UNICEF and state governments. Both the national and state level materials can be adapted by the users to suit their specific needs.

For ease of understanding and use, the materials in the package have been categorised based on the following:

Figure: 12

Materials produced at national and state level, can be adapted and used given the specific communication needs of target audience



Note for users

The users should not look at the materials in the package in isolation but as a package to effectively use them with different audiences. Same material could be used in different ways with different audiences. Similarly, to effectively address an issue a combination of methods and materials may be required. A number of toolkits in the package are meant for users to understand the concepts related to adolescents and explain how to work with them. These toolkits are for knowledge and capacity enhancement of the users and may not be used with any specific target audience. Users may refer to following do's and don'ts while using the package.

DO's	DON'Ts
Plan well and adopt a strategic long-term perspective to SBCC	Plan short-term, one-off campaign activities
Understand strategies to accelerate change and align your SBCC interventions with them	Take up interventions that do not align with strategies to accelerate change
Go through toolkits meant for you to strengthen conceptual clarity, knowledge and skills	
Use the implementation guide to understand what, how, when, with whom and for what purpose the materials should be used	
Adapt the materials as far as possible instead of creating new ones	Alter messages and content of the package, adaptation is fine
Combine materials to make sessions effective and impactful	Use each material as a stand alone
Ensure key messages are delivered again and again at all platforms through partnerships	Work in silos
Support the NGO/CSO partners for capacity building, mentoring and handholding	Do not engage NGOs/CSOs for direct implementation unless they are directly supporting or linked with government's intervention
Be realistic in planning and implementing the SBCC interventions based on the available resources, do few things but well instead of spreading it too thin	

Table: 3

Contents of *Tarunya* Package

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
	PRINT MATERIAL- GUIDANCE NOTE AND GUIDES FOR ADVOCACY AND DIALOGUE								
1.	Advocacy Toolkit: A Guide to Influence Decisions that Improve Children's Lives	National	English	Print	Booklet	Advocacy, child marriage and adolescent empowerment	Advocacy	Policy makers, programme implementers and institutions	UNICEF
2.	Advocacy Toolkit - Guidance on How to Advocate for a More Enabling Environment for Civil Society in Your Context	National	English	Print	Booklet	Advocacy, child marriage and adolescent empowerment	Advocacy	Civil society organisations	UNICEF
3.	Guidance Note on Intergenerational Approach to Development	National	English	Print	Guidance note	Adolescent empowerment	Inter-generational dialogue	Policy makers, programme implementers and institutions	UNICEF
4.	Positive Parenting to Strengthen Adolescent Empowerment initiatives	National	English	Print	Guidance note	Adolescent empowerment	Inter-generational dialogue		UNICEF
5.	Adolescent Empowerment Toolkit	National	English	Print	Toolkit	Adolescent empowerment	Advocacy		UNICEF and Breakthrough
6.	Child Marriage and Teen Pregnancy	National	English	Print	Leaflet	Child marriage and teen pregnancy	Advocacy		UNICEF

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
	AUDIO-VISUAL- FOR GROUPS AND COMMUNITY ENGAGEMENT								
7.	AdhaFULL Omnibus	National	Hindi	Audio visual	Videos, Comic Activity book	Health, nutrition, education, adolescent rights, value of girl child, child marriage and adolescent empowerment	Peer dialogue, inter_ generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
8.	Rajasthan Ending Child Marriage Package	State - Rajasthan	Hindi	Audio visual	Animatic films and situation cards	Child marriage	Intergeneration-al dialogue and community mo-bilisation and engagement	Parents and families	UNICEF
9.	Bihar Ending Child Marriage Package	State -Bihar	Hindi	Audio visual	Animatic films, situation cards and radio PS)	Child marriage, dowry and importance of education	Inter-generational dialogue and community mobilisation and engagement	Parents, families and community	UNICEF
10	Madhya Pradesh Ending Child Marriage Package	State -Madhya Pradesh	Hindi	Audio visual and print	Animatic films and flipbook	Child marriage and child rights	Inter-generational dialogue and community mobilisation and engagement	Parents, families and community	UNICEF

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
11.	AmmaJi Kehti hain Films [Facts for Life (FFL)]	National	Hindi	Audio visual	Video	Health, education, hygiene, adolescent rights, gender, child marriage and adolescent empowerment	Peer dialogue, inte-generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
12.	AdhaFULL Omnibus	National	Hindi	Audio visual	Videos, Comic Activity book	Health, nutrition, education, adolescent rights, value of girl child, child marriage and adolescent empowerment	Peer dialogue, inte-generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
13.	Baapwali Baat	National	Hindi	Audio visual and print	Radio ads posters, wall painting and TVC	Education	Inter-generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
14.	Prime Minister's Speeches	National	Hindi	Audio visual	Video	Ending child marriage, gender equality and nutrition	Community mobilisation and engagement	Community	Government of India
15.	Agdam Bagdam	State – Uttar Pradesh	Hindi	Audio visual	Video (Rhyme)	Gender equality	Peer dialogue	Adolescents	UNICEF and Saajhi Duniya

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
16.	Tin Tin Dinna	State – Uttar Pradesh	Hindi	Audio visual	Video (Rhyme)	Equality	Peer dialogue	Adolescents	UNICEF and Saajhi Duniya
17.	Meena Radio (160 Episodes) and User guide	National	Hindi	Audio	Episodes - radio spots	Education, health and adolescent rights	Peer dialogue, inter-generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
18.	Full On Nikki (78 Episodes)	National	Hindi	Audio	Radio spots	Health, nutrition, child marriage, gender, masculinity, child marriage and adolescent empowerment	Peer dialogue, inter-generational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	UNICEF
	FILMS								
19.	Short Films-Baal Samwaad, Bringing Water Home, Girls Back to School, Information is Power, Negotiating Custodial Violence	State-Madhya Pradesh	Hindi	Audio visual	Films	Bhopal gas tragedy, youth participation water and sanitation, girls' education, information is power, custodial violence	Peer dialogue and inter-generational	Adolescents and parents	UNICEF

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
20.	Safe City for Children - Short films	State – Madhya Pradesh	English, Hindi	Films	Video	Health, education, hygiene, adolescent rights, gender, child marriage and adolescent empowerment	Peer dialogue, integenerational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	PFI and UNFPA in association with MoHFW
	IPC MATERIALS FOR DIALOGUE WITH ADOLESCENTS, PARENTS AND COMMUNITY								
21.	Adolescent Friendly Health Clinics (AFHC) Toolkit	State – Jharkhand	Hindi	Print	Card game, flipbook, nukkad natak, booklet, Pamphlet, posters, snake and ladder game	Adolescent health	Peer dialogue	Adolescents	Government of Jharkhand
22.	Saanjhi Baatein	State -Uttar Pradesh	Hindi	Print	Story and poem book	Equality, adolescent aspirations and dreams	Peer dialogue	Adolescents	UNICEF and Saajhi Duniya
23.	Bina Dahej Sahi Umar Mei Shaadi, Parivaar Mei Rahe Khushaali	State – Bihar	Hindi	Print	Flipbook and flashcards	Child marriage	Inter-generational dialogue	Parents and families	Government of Bihar

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
24.	Bihar Government Materials	State -Bihar	Hindi	Print	Banners, brochures, flashcard, flipbook, posters, wall paintings, radio spot, song	Child marriage, dowry and adolescent rights	Community mobilisation and engagement	Community	Government of Bihar
25.	Chanda Pukare Natak Script	State -Bihar	Hindi	Print	Script	Child marriage and its effects	Community mobilisation and engagement	Community	
26.	Mukhyamantri Kanya Uthan Yojana Materials	State-Bihar	Hindi	Print	Brochure, hoarding and advertisement	Mukayamantri Kanya Uthan Yojana- a scheme to promote girls' education and prevent child marriage	Community mobilisation and engagement	Community	
27.	Handbook on Child marriage and Dowry Laws and Policies	State-Bihar	Hindi	Print	Booklet	Child marriage, dowry and current government policies, laws and schemes	Capacity building	Frontline functionaries, officials and trainers	Government of Bihar

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
28.	Standard Operating Procedures to Address Child Marriage and Dowry for: Addressing child marriage and dowry practice Standard Operating Procedure for Child Marriage Prohibition Officer District Welfare Officer, Dowry Prohibition Officer Health Department's ASHA, Anganwadi Worker, Assistant Nurses Midwife, District Program Officer Home department Sarpanch and District Panchayati Raj Officer, Ward Member of Rural Development Department Social Welfare Department	State-Bihar	Hindi	Print	Booklet	Prevention of dowry and child marriage	Capacity building	District officials, frontline functionaries and PRI members	Government of Bihar

S. No	Name & Type of Material	National/ State	Language	Medium	Type	Themes	Where to use	Target Audience	Developed by
29.	Toolkit for Addressing Child Marriage and Dowry	State-Bihar	Hindi	Print	Booklet	Dowry and Child marriage	Capacity building	Frontline functionaries police officers, PRI members, Social Welfare Department, teachers and tola sevaks	Government of Bihar
30.	Module for ASHA and AWWs to Interact with Adolescents	State-Bihar	Hindi	Print	Booklet	Physical and psychological changes in adolescence and mensuration	Capacity building	ASHAs and AWWs	Government of Bihar
31.	Media Kit for Making Bihar Child Marriage and Dowry Free	State-Bihar	Hindi	Print	Booklet	Dowry and child marriage	Capacity building	Media repre-sentative	Government of Bihar
32.	Samvidhan Live: Be A Jagrik - Child Rights	National	English, Hindi	Toolkit with games	Multimedia	Child rights	Peer dialogue, integener-ational dialogue and community mobilisation and engagement	Adolescents, parents and families, community	Communtiny
	COMMUNICATION STRATEGY								
33.	Communication Strategies on Prevention of Child Marriage in West Bengal	State – West Bengal	English	Print	Communica-tion strategy	Child marriage and Kanyashree Prakalpa scheme	Capacity building	Officials and frontline functionaries	UNICEF and Government of West Bengal

5

Peer Dialogue

To facilitate peer dialogue with adolescents, *Tarunya* package offers several SBCC materials on relevant themes. Peer dialogue will be centred on SBCC for adolescent empowerment. It helps practitioners feel the pulse of the issues, problems, needs and aspirations of adolescents. Peer dialogue further informs implementers on barriers that need to be addressed during the intergenerational and community level engagement.

For example, when adolescents say that their parents feel education is a bigger priority for boys and this is a common view across their community, then for us as practitioners, equal access to education becomes an important theme for intergenerational and community engagement.

Peer dialogue is also the primary platform to bring behaviour change among adolescents. For this reason, peer dialogue is one of the most important aspects of SBCC in adolescent empowerment.

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Figure: 13

Focal themes to address through peer dialogue

Current views	Themes to address
Boys have more rights and entitlements as compared to girls.	Girls and boys have the same rights and entitlements and girls need additional support to achieve their rights and fulfilments.
Education is a bigger priority for boys because they have to earn income.	Education is equally important for girls and boys to encourage informed choice as both should have the ability to support themselves and their families.
Girls are responsible for household chores.	Both Girls and boys are responsible for household chores.
In the community, the only option available to a girl is to get married.	Girls are as capable as boys to perform well in school and earn good incomes, if they are given the opportunity, and encouragement to pursue their aspirations and options in life.
Families are poor and there is no money to send girls to school.	Educating girls is an investment as it will ensure them a secure future. There are many schemes available for free education of girls.
Child marriage is deemed to be "socially acceptable"- it has been taking place for centuries.	There are many things that took place for centuries that no longer take place like SMS and mobile phones instead of letters and telegrams. People who marry Girls and boys before the legal age are committing not just a crime but also hindering the agency of adolescents to become self-reliant and empowerment. Child marriage has significant consequences on a girls' health as it can lead to risks during pregnancy and delivery and increased chances of failure at delivery. It leads to educational dropout, violence, confinement and isolation.
Parents know what is best for their adolescent girls and boys/Even if it is wrong and against one's will, it is difficult to go against one's parents.	There might be things that even parents are unaware about. It is important to develop skills in order to be able to effectively negotiate, provide informed choice and options to adolescents.

Materials for peer dialogue

In the previous section, a detailed list of all the materials and tools available in *Tarunya* package along with their recommended use has been provided. Given the communication needs and the local context, the users can choose and adapt materials for peer dialogue. They may choose one or more or a combination of materials to effectively interact with adolescents.

As part of this section, details on use of select communication materials for peer dialogue have been presented. These include AmmaJi Kehti Hain Films (FFL), AdhaFULL Omnibus, Meena Radio and Full on Nikki. These materials comprehensively deal with various adolescent issues including child marriage. They provide the users an opportunity to engage with adolescents in an interactive and participatory manner.

Details on use of each material

1. AmmaJi Kehti Hain Films (FFL)

The TV drama serial imparts messages from the Facts for Life book in an entertaining fashion to rural audiences. The videos are between 15 to 18 minutes each.

Themes covered: Child marriage, early marriage means early pregnancy, perils of early pregnancy, iron and anaemia, handwashing with soap, menstrual hygiene; value of childhood, child protection committee, and unsafe migration

How to use and follow up: The videos can be used for interpersonal communication and discussion with small and large groups (more than 15) of adolescents. It can be used at the beginning of an activity to set the context or to initiate a discussion with adolescents. Ensure use of a projector, or a large screen and adequate sound system while screening the videos. There is a detailed user guide available on AmmaJi videos which should be used to guide the discussions.

Link of user guide: http://49.205.179.104/Unicef-PCATarunyaVideo/AmmaJiKehatiHain/

2. AdhaFULL Omnibus

It is a 78-episode TV drama series titled AdhaFULL (Half-full) a whodunit with three teenagers who come together in a make believe town called Badlipur to solve one case per week. Each episode is of around 30-45 minutes. Along with the drama series, comic books and discussion guide are also available.

Themes covered: An omnibus of 26 stories which cover following topics:

- Underage Marriage: Marriage vs education for girls, adolescents romanticising marriage, lack of parental support for married daughters, marriage vs career
- Education: Harassment on way to school, academic pressure, not dropping out of school, learning disability, gender based violence-molestation in school, masculinity - peer pressure and violence
- Nutrition: Neglect of girl's nutrition
- Violence: Stalking and acid attack, sexual abuse, gender stereotyping, gender segregation-policing of women and violence, abuse as a form of control and power, masculinity-gender stereotyping, using violence to reinforce patriarchy
- Life skills: Life choices and aspirations of adolescents, body image, my life my choice, self-determined choices
- Gender Equality: Girls can do everything a boy does

- Trafficking
- Caste-based discrimination

How to use and follow up: The package as a whole can be used for interpersonal communication and with small and large groups (more than 15) of adolescents. It can be used as a stand-alone material to conduct interactive sessions. Discussion guide available with the package should be used to initiate and steer discussion with adolescents around video episodes. Comic books in the package can be used to introduce additional messages and for follow up in terms of what adolescents learnt through the episodes and by reading comic books.

Link of discussion guide: http://49.205.179.104/Unicef-PCATarunyaVideo/AdhaFull/BBCMediaActionAdhaFull/

3. Meena Radio

It offers 200 radio spots/episodes of 15 minutes wherein lead character, Meena educates on child and adolescent issues. Each of the radio episodes picks up different topics relating to life skills, education, gender equality, nutrition and child marriage, etc. The episode ends with a catchy song and interesting game. The Meena Radio package comes with a detailed user guide, a ready reckoner and a training manual for teachers.

Themes covered: Child marriage, child rights, gender, health, nutrition, education, sanitation, life skills and protection

How to use and follow up: Meena Radio can be used in school and community settings. The radio episodes pave the way for an engaging discussion with adolescents. Post the discussions, adolescents can play the game discussed in the radio episode. The song can be used to close the session after recall of key messages. User guide and ready reckoner should be referred while using the materials.

Link of user guide and ready reckoner: http://49.205.179.104/Unicef-PCATarunyaVideo/MeenaRadio160Episodes/

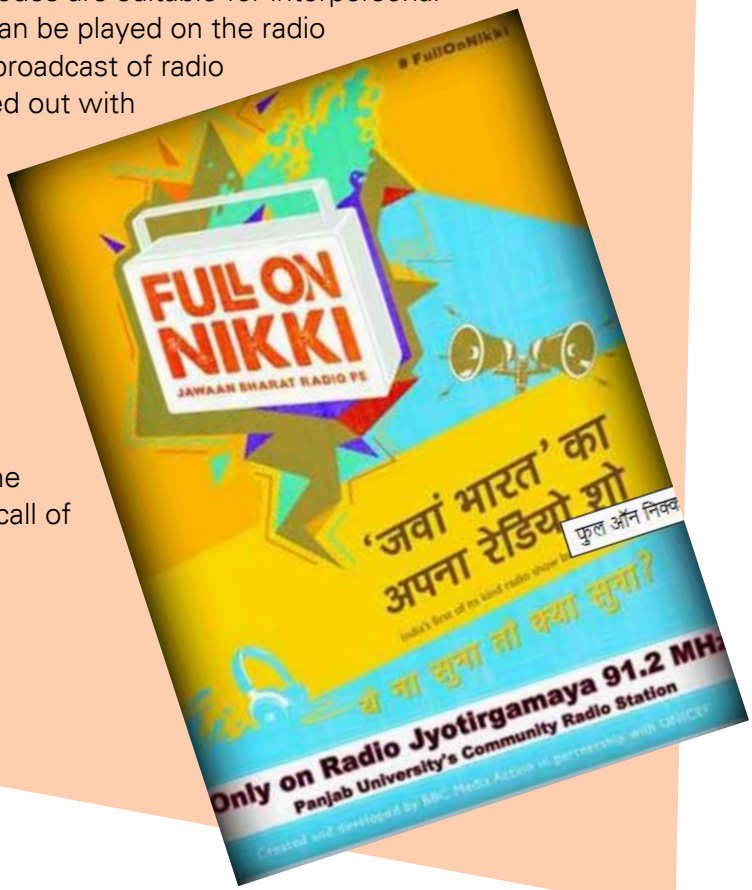
4. Full On Nikki

Full On Nikki is a 78-episode radio show. The purpose of this show is to create awareness among adolescents on issues of health, child marriage, education, nutrition, and gender discrimination. The radio show throws light on views and perceptions of people on each topic by talking to them. Each episode of the show spans around 12-15 minutes.

Themes covered: Various episode of the show focus on following topics:

- Child marriage: Importance of speaking up, early marriage vs continuing in school, intergenerational dynamics right to choices
- School and peers: Creating safe passage to school, examination pressure, school dropout, peer pressure
- Gender inequality: Gender segregation, gender socialisation, stereotyping patriarchy, normative masculinity and institution of marriage, breaking the gender divide-male privilege
- Nutrition and hygiene: Nutrition and body image issues, normalising menstruation, woman in sports
- Risks: Child sexual abuse, the fact that when a girl says no it means no, domestic violence
- Social issues: Social inclusion and exclusion, importance of being aware and raising one's political awareness and participation
- Technology use: Digital India-technology transformation to access information, services and communication, the dark side of the internet

How to use and follow up: The radio episodes are suitable for interpersonal and group communication. The episodes can be played on the radio in schools or during home visits. Post the broadcast of radio episode, detailed discussions can be carried out with the adolescents around the topic. The discussions could focus on what are their and their families' perceptions, attitudes and practices around the issue at hand, how is it different from people who were interviewed during the show and how should these change or what should be the actual scenario. The last three episodes of the show sum up well the learnings and information from the previous episodes and can be used for recall of messages and follow up.



Using *Tarunya* Package

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
Making adolescents think about gender stereotypes and strong patriarchy	Gender socialisation and stereotyping patriarchy normative masculinity and the institution of marriage	Adolescent boys and girls	Small groups or large group up to 15-25 children	Preferably closed classroom, panchayat hall	Full On Nikki Radio Episodes (3-6)

How to use

- The episodes can be played in a closed room like a classroom, panchayat hall where the adolescents can listen to them carefully.
- Once the episodes are aired, the facilitator could start a discussion about how gender socialisation affects them (both boys and girls should be encouraged to talk) in their daily lives; what did they feel about views and perceptions shared during the episode, did their views differ, was there something they would like to change around them.
- Ask adolescents if existing norms and practices in their community around gender were biased, if yes ask both boys and girls to share examples.
- Ask them to think of ways on how they can change these, what support would they need.
- Help them summarise a list of doable action points that they can try out in their families, for example finding 'whys' behind why should girls and boys are expected to behave in a certain way Follow up: Tell them to carefully note the responses of their parents and other family members when they respond to whys and share in the next session

Context

- Child marriage

Themes to be addressed

- Ending child marriage

Primary audience

- Adolescent boys and girls

Size

- Small groups or large group up to 15-25 children

Place

- Preferably closed classroom

Materials to be used

- AdhaFULL Omnibus Underage Marriage Episode

  Full On Nikki Radio Episode 2

How to use

- The session can begin by screening AdhaFULL Omnibus episode on underage marriage.
- Upon completion of the episode, ask adolescents to identify the key issues raised in the episode such as marriage vs education of girls, adolescents romanticising marriage, inability to choose a career.
- Discuss with them if they face such issues. Ask what should be done to address them.
- Then tell them now they would listen to a radio episode on real life views and perspectives on child marriage.
- Play Full On Nikki Episode 2 on Early marriage vs continuing in school.
- Ask adolescents what they thought about views and opinions of people on child marriage, how their communities view child marriage, would they like to change these views and how, tell them what they can do prevent child marriage.
- Sum up by reaffirming the harms of child marriage and that the practice needs to change and what they can and should do to change it.

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6 Intergenerational Dialogue

Parents and extended families remain primary decision makers in adolescents' lives. They are responsible for ensuring a protective and enabling environment for adolescents. Yet most often adolescents' rights are violated when their families fail to provide care and protection to them. Inability of the families to reject child marriage due to their own beliefs and practices or societal conditions maintain the status quo. Lack of communication between parents and adolescents owing to generation gap also creates a culture of silence around child marriage, gender inequality and rights violation. To break this silence, intergenerational dialogue is critical. It is only when families accept positive change can they support adolescents to grow and thrive. Therefore, sensitisation and training of both generations – the adolescents and parents and extended family is equally important.

In SBCC, intergenerational dialogue helps in,

- Recognition of the interdependence of adolescent and adult lives
- Factoring in difference in needs of younger and older adolescents and realising that different adults play supportive roles at different stages in adolescents' lives.
- Developing a common understanding and respect for each generation's unique experiences through open dialogue
- Equal stake to both generations as owners as well as participants of the process

Figure: 14

Focal themes to address through intergenerational dialogue

Current views	Themes to address
Boys have more rights and entitlements as compared to girls.	Girls and boys have the same rights and entitlements and girls need additional support to achieve them.
Education is a bigger priority for boys because they have to earn income.	Education is equally important for girls and boys as both should have the ability to be self-reliant, empowered and support themselves and their families.
Girls are meant to help families with household chores as this is what will help them in their future role as wives.	Girls and boys should get equal time to study and play as boys as they are as capable as boys to perform well in school and earn good incomes, if they are given the opportunity.

Current views	Themes to address
Girls will be married off soon, so it is not worth investing in their education.	An educated girl is a healthier girl with better opportunities to support herself and her family.
If parents have limited resources, they would rather invest in boys' education as they will be getting a job outside the household.	Education is free for both girls and boys. Further, there are several schemes for girls from resource–constrained families to ensure and encourage their regular attendance in schools.
Girls do not have a role in ensuring parents' security when they age.	Parents are duty bearers towards ensuring that rights of both their girls and boys are fulfilled. Adolescent girls and boys cannot be seen solely as a means to ensure security in old age.
Some parents believe education is valuable but feel that girls are unlikely to be able to utilise their education or find a job.	Around the world and in India, girls go to school and college and support themselves and their families with the jobs they then get. In addition, school has several developmental benefits such as being able to read, learn about government schemes, filling out application forms and participating in the gram panchayat.
Child marriage is deemed to be "socially acceptable"- it has been taking place for centuries.	Child Marriage has important consequences for a girl's health as it can lead to risks during pregnancy and delivery and also leads to increased chances of both infant and maternal mortality. Marriage leads to education dropout, confinement, increased risk of abuse, isolation and violence.
When girls reach puberty (when it is physically visible), it is best to marry them off as soon as possible to avoid any risks for the family honour.	It is a myth that married women are at lesser risk of being sexually violated. The community should come together to ensure safety for all girls and women.
If marriage is delayed for too long, girls might elope with boys throwing shame on the family.	Better communication with adolescent girls and boys and creating a caring and loving environment at home can prevent adolescent girls and boys from taking dire steps such as elopement.
Marrying girls early is sometimes a useful and necessary way of saving money if another ceremony (like a death in the family) is performed and this can be combined with the daughter's marriage.	The low cost of child marriage is offset by the very high cost that the child must pay. Getting girls and boys married before they are ready for marriage is a crime since it robs them of the opportunity to pursue their aspirations and options in life that could have made them self-reliant and empowered.

Current views	Themes to address
The law is not enforced – sanctions are not applied and if a poor family has already paid the dowry, parents would mobilise village leaders or ask the law enforcement officers for help.	Parents might be able to able to evade the law, but will not be able to evade moral responsibility for the harm that they have caused to their children.

Materials for intergenerational dialogue

Several materials for peer dialogue such as Ammaji Kehti Hain Films (FFL), AdhaFull Omnibus and Full On Nikki can be used for intergenerational dialogue as well. In fact, it is advisable to use same materials for both peer and intergenerational dialogues to reinforce same messages among adolescents and parents. The effort should also be to have mixed group discussions where in both parents and adolescents interact with each other. Some examples of using a combination of materials for intergenerational dialogue have been discussed in the later sections of this chapter. In the following section details on use of state-specific materials for intergenerational dialogue has been provided. These include Ending Child Marriage packages developed in the states of Bihar, Madhya Pradesh and Rajasthan and a flipbook developed by Government of Bihar.

Details on use of each material

1. Bihar Ending Child Marriage Package

The package contains two short videos called Udaan and Sagaai and a song called Khota Sikka along with Udaan radio public service announcements (PSAs). The two videos depict how child marriage detrimentally impacts adolescents and it must be stopped at the earliest. The Khota Sikka song is a plea to stop giving and taking dowry. Udaan Radio PSA sends a message that it is wrong to marry a girl under society's pressure and informs listeners that girls should study and get married at the right age.

Themes covered: Child marriage, dowry and education

How to use and follow up: The videos can be used as supporting aids while conducting a session with parents on why child marriages should be prevented. Since they are short, they give clear and concise messages. During the discussion when dowry emerges as a reason for marrying adolescents, then a consensus should be built on rejecting the evil practice. To reaffirm the message, the Khota Sikka song can be played. Radio PSAs can also be played to revise the messages.

2. Bina Dahej Sahi Umar Mei Shaadi, Parivaar Mei Rahe Khushaali Package

The flipbook and flash cards talk about the importance of educating children; ensuring that girls and boys are not married at an age when they are not ready to handle the responsibility of parenthood; and their minds are not yet developed to run a household. The materials lay down the need to end child marriage. Instructions on use are also provided in the materials. The messages are put across in the form of interesting stories.

Themes covered: Child marriage, dowry and education

How to use and follow up: The flipbook and flashcards can be used with a small group (12-15) of parents and family members to talk about marriage at the right age and not giving and taking dowry. While narrating the story, discussion around the problems and dilemmas of characters and the ways they find solutions should be encouraged. Participants should be motivated to share similarities and differences between the story and their own lives. To increase the impact, the session can be closed with the Khota Sikka song.

3. Madhya Pradesh Ending Child Marriage Package

The flipbook and film series are tools for informing audience on the issues of child rights, change their knowledge, attitude, practices or behaviours. The flipbook focuses on child marriage and depicts the story of a girl named Madhu. The animatic films cover various topics such as child labour and discrimination in the form of stories with discussion points. This package is a comprehensive behaviour change communication tool which gives a holistic view of adolescent rights apart from laying emphasis on ending child marriage.

Themes covered: Child marriage, school dropout, child labour, corporal punishment, gender discrimination, migration, child abuse and child trafficking

How to use and follow up: The session could be initiated by narrating Madhu's story revolving around child marriage. Once the story ends discussion with parents and family members should be conducted on the reasons behind child marriage, how it impacts the children and adolescents and what could be done to it. To expand the scope of discussions, animatic films can be shown. In the subsequent sessions, different animatic films can be shown to discuss each of the adolescent issues such as school dropout, and child labour, among others.

4. Rajasthan Ending Child Marriage Package

There are two 15 minutes animatic films and pictorial situation cards, with a story guide in this package. Both the films and situation cards present parents as key protagonists making decisions about their adolescents' lives. The package attempts to dispel myths and beliefs due to which parents marry their children early.

Themes covered: Child marriage and girls' education

How to use and follow up: The communication materials are suitable to be used for interpersonal and group communication with parents and adolescents. The situation cards can be employed to start discussion on how age-old beliefs and myths sustain child marriage. Story guide with points of discussion should be referred while using the situation cards. To further reinforce the messages films should be shown. Discussions on how participants related to stories depicted in the films and situation cards should be conducted. The session should be closed with revision of key messages.

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Using *Tarunya* Package

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
Girl child dropout and child marriage	Importance of education and ending child marriage	Family members (parents and grandparents)	Small groups (4-5 people)	Open space with ventilation and shade.	Bina Dahej Sahi Umar Mei Shaadi, Parivaar Mei Rahe Khushaali Flipbook AmmaJi Kehti hain Films (FFL)

How to use

- The flipbook should be used to narrate the story on child marriage with small groups of parents, grandparents and adolescents.
- Upon completion of the story, ask adolescents and parents to identify the key messages from the story.
- Initiate a discussion around these issues, ask them why child marriages happen in the villages, what can be done to completely stop them, what support adolescent and their families need to prevent them.
- Then tell them now they would watch an episode of Ammaji Kehti hain Films (FFL) to understand what can be done in situations where a child marriage is about to be solemnised.
- Play child marriage episode 2 of AmmaJi Kehti Hain Films (FFL).
- Ask adolescents and parents to share their views on the film, what characters felt, what they did and how they tried to change the situation. Ask them what they would do if they were in similar situations and how could they prevent child marriages, whose support they can seek.
- Sum up the key messages and focus on what they can and should do to change such opinions and practices.

Community Mobilisation and Engagement

7

Community can turn behaviour change to 'social' change. Efforts to end child marriage and empower adolescents will create large scale ripples only when community endorses and supports them whole heartedly. Even though adolescents and their families may disapprove of child marriage, they will be able to reject it, only when the community supports them. The attitudinal and behavioural change around child marriage and adolescent rights will sustain when they transcend the normative boundaries. Once the existing norms around child marriage erode, the new progressive ones promoting adolescent empowerment can replace them. In the process of normative change, community becomes pivotal. Consequently, along with peer and intergenerational dialogue it is necessary to engage with community and the larger system influencing adolescents.

As the peer and inter-generational dialogues are initiated and gain strength, planning and executing SBCC activities for community mobilisation and engagement can get started. For this, it is important to select the "movers" and "leaders" who have a voice and commitment to take up the issues of adolescent empowerment within the community. To this end, they must be sensitised, and a series of activities should be planned with them for mobilising and engaging the entire community periodically and consistently.

Special days and months coinciding with festivities could be chosen for this purpose, e.g. Women Day-March 8th, Youth Day-23rd March, harvest festivals, World Health Day, and so on.

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Figure: 15

Focal themes to address through community engagement

Current views	Themes to address
Marrying girls at a young age is the only option parents envision for the future of their girls.	Around the world and in India, girls go to school and college and support themselves and their families with the jobs they then get. Educating girls is an investment as it will ensure a more secure future for them. If they get a job, they will be able to contribute to the family's security.
Even if the girls are sent to school, there aren't any alternative livelihood options for girls.	In addition to skills for paid jobs, school has several developmental benefits such as being able to read, learn about government schemes, filling out application forms and participating in the gram panchayat. Educated mothers are essential for giving birth and raising healthy children.
Child marriage is deemed to be "socially acceptable"- it has been taking place for centuries.	Child Marriage has important consequences for a girls' health as it can lead to risks during pregnancy and delivery and leads to increased chances of failure at delivery. Marriage leads to education dropout, confinement, increased risk of abuse, isolation and violence.
Dowry is more expensive the older the girl is.	The low cost of child marriage is offset by the very high cost that the child must pay.
Community leaders act as protectors of families and like to second the villagers in their decisions.	The most powerful leaders do not follow the herd, they do the hard work of establishing new positive norms like Gandhi did with satyagraha and Ram Mohan Roy did with ending sati. Leaders play an important role in guiding families and communities in doing things that are good for them.
Leaders, especially if elected, do not want to stand against their villagers. Interfering with practices that are accepted by the entire community might make leaders unpopular.	True leaders do what is right. Sooner or later, when people realize the benefits of it, they will also follow suit.
Leaders are concerned about their village honour, which may be affected if the police or media break in.	Failing to protect the rights of the child to not get married is the real dishonour. The police are partners in this.

Current views	Themes to address
Marriage is a personal / family matter. What role can community leaders play in this?	Leaders have a role to play in making villagers understand the risks of child marriage and the importance of investing in girls' education. Getting girls and boys married as a child is not just a crime but it robs them of the opportunity to be self-reliant and empowered. Leaders play an important role in contributing to the implementation of the law. Leaders who are really concerned about the welfare of adolescent girls and boys of their village will actively prevent child marriage from happening in their villages.

Materials for community mobilisation and engagement

While several peer dialogue and intergenerational dialogue materials can be used to engage with community, *Tarunya* package also offers a number of other tools for large groups and mass communication. Common messaging during peer, intergenerational and community dialogues is extremely important. Therefore, during all community engagement efforts messages from interaction with parents and adolescents should be reinforced. This section elaborates upon some of the materials which can be used for community level dialogues.

Details on use of each material

1. Chanda Pukaare Natak Script

The script for this play has been also been developed by Government of Bihar. The play highlights the importance of education for adolescents and ill effects of child marriage, particularly on girls.

Themes covered: Education, child marriage, its ill effects and preventing child marriage

How to use and follow up: Using the script, the play can be prepared and performed at community meetings and during CBEs. The play should be used as an impactful tool to send out a call to action to community members for ending child marriage. Post the play, question and answer session can be conducted. Closure with a song such as Khota Sikka or any other relevant song for retention of messages is recommended.

2. Baapwali Baat

Baapwali Baat contains a poster, hoarding, wall painting, two TV commercials of one minute each and two radio spots of 30 seconds each with focus on encouraging girls' education. Baapwali Baat is a mass media package which appreciates the fathers who choose education over marriage for their daughter. It inspires Indian fathers to provide a better life to their daughters

Themes covered: Child rights, girl's education, child marriage

How to use and follow up: Baapwali Baat TV commercials and radio spots, can be screened in community meetings, SHG meetings and other community platforms. The audio-visual material cab be effectively used to generate a discussion on the role of parents and more importantly fathers in supporting their adolescents to continue education and work towards realising their aspirations. Use of a projector or a large screen along with good sound system is recommended to screen the commercials and radio spots. The hoarding and wall painting can be displayed at prominent places across the community for reinforcement and recall of key messages.

3. Prime Minister's Speeches

In these speech videos, the honourable Prime Minister of India emphatically calls upon the citizens to end child marriage and promote gender equity. He further stresses upon the need to provide equal access to nutrition among boys and girls enabling them to develop into healthy adults.

Themes covered: Child marriage, gender equality, equal access to food and nutrition among girls and boys

How to use and follow up: The videos can be used to showcase the commitment of the government to end child marriage and ensure gender equality. It is expected that when the leader of a nation advocates for ending child marriage it will influence the communities, the implementers and service providers to act for the same. The videos are apt for screening among large gatherings and CBEs. It is recommended that videos are played through a projector on a large screen with proper sound system.

Using *Tarunya* Package

Context	Themes to be addressed	Primary audience	Size	Place	Materials to be used
Dowry and child marriage	Ending the practice of dowry and ending child marriage	Community members	Large group of more than 20	Open space with ventilation and shade	Chanda Pukaare Natak Script Prime Minister's Speeches Khota Sikka song

How to use

- Begin the session with an introduction that a play called Chanda Pukaare is going to be presented.
- Perform the play.
- Initiate a discussion around the issues of child marriage and dowry, ask them why child marriages happen in the villages, why is dowry a reason for the same, what can be done to completely stop both the practice of child marriage and dowry, community's role in the same.
- Post the discussion, tell them that they will be watching a video wherein nation's leader is seeking their support.
- Screen the video and ask the participants to summarise the key messages.
- Send a strong call to action for community members to end the practice of child marriage and dowry.
- Conclude the session with Khota Sikka song.

Training on *Tarunya* Package

8

All actions to end child marriage and to promote and sustain adolescent empowerment are facilitated by the implementers and service providers including government officials, development partners and frontline functionaries and media. Thus, they are the backbone of all interventions. They need to be geared and prepared to take the mantle of catalysing social and behaviour change in the communities, therefore, their training and capacity building is critical. *Tarunya* package provides a number of specialised toolkits for training frontline functionaries, PRI members, media and civil society organisations as also the documents on existing laws and standard operating procedures related to child marriage. These are detailed tools and materials which require specialised training.

In fact, it is important to train the implementers and service providers on the concepts of adolescent empowerment, adolescent rights, causes and ill effects of child marriage, support services and mechanisms integrated seamlessly with SBCC theory and practice. For implementers it is important to determine who all need to be trained at state, district and below levels. It is recommended that training of government officials, UNICEF network, development partners, frontline functionaries and key community influencers should be conducted.

Focal themes for capacity development

For implementers and service providers, namely, frontline functionaries including teachers, community leaders, religious leaders and district and state level officials and media the core areas for capacity development are as follows.

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Figure: 16

Areas for capacity development	Themes to address
Current barriers to end child marriage	• Existing beliefs and social norms such as marriage being only option for girls, despite educating girls they do not have livelihood options, security and safety of girls, marriage is a personal matter outsider should not interfere. • Child marriage has been practiced for years and it is difficult to change such traditions, such marriages happen secretly and are difficult to stop. • People have limited knowledge of the law and do not know how to report cases. • Enforcement officers are faced with dilemmas of stopping marriages of indebted families. • Child marriage makes an attractive/sensational story.
Current laws, mechanisms and support systems	• Awareness on laws such as Child Marriage Prohibition Act, Dowry Prohibition Act, Right to Education. • Training on roles and responsibilities of various stakeholders. • Information on schemes such as SAG, BBBP, RKSK and other adolescent schemes which have been launched to protect adolescent rights.
Being responsible and accountable	• Authorities, leaders and frontline functionaries can play a key role in changing harmful traditions and social norms through stricter implementation of laws. • The onus of protecting adolescent rights from violation is on them. • They should actively boycott and report instances of child marriages. • They need to raise awareness on the risks of child marriage and provide information on welfare schemes for adolescents. • They have the potential to empower adolescents and bring change in their lives. • Media needs to report on child marriage in a sensitive and responsible manner keeping in mind the privacy and dignity of victims in mind. • Media needs to show case role models and cases of positive deviance.

Areas for capacity development	Themes to address
Movers and leaders for change	• Being movers and leaders of change requires them to initiate and sustain multi-level SBCC interventions at peer, intergenerational and community levels. • Working together is important to bring perceptible change and accelerate change. • Media plays a crucial role in bringing about social change as it has a wide reach.

About *Tarunya* training module

Effective use of *Tarunya* package necessitates capacity building and training of all key stakeholders involved in implementation of SBCC interventions. Training is also essential for users to make the most out of this implementation guide. The training needs of different stakeholders in different states and districts may vary given their roles and responsibilities, existing knowledge and capacities and maturity of systems and service delivery mechanisms in which they work. For this reason, the training approach, plan and content may require customisation to cater to these differential needs. However, in all situations training must be provided on the package. While the onus of organising training lies on national, state and district level authorities, the actual implementers and ground level workers should also proactively demand training.

The module is meant to aid and guide training workshops conducted on *Tarunya* package. Designed based on an activity-based and interactive approach, the module is a handy tool for trainers. The module is structured based on SEM and peer, intergenerational and community dialogue approach. It explains in detail, what is the purpose of *Tarunya* package; need for training, who all should be trained, who can be the trainers, training content, methodology along with planning and preparation for the training. It also provides list of materials required for training and sample training session plans along with a list of icebreakers and energisers. **Link of training module to be added**

Things to remember

- Training module should be used/adapted for the training.
- Customise training approach, content and plan depending on training needs of the participants.
- Keep in mind budgetary considerations and timelines.
- Envision training as an ongoing effort and not just a one-off activity. Include feedback mechanisms refreshers and handholding support in the training plan.
- Include monitoring of training outcomes as an essential component in your plan.
- Create a cadre of master trainers and prepare them well.
- Aim at inter-departmental convergence by eliciting participation of relevant functionaries from Departments of Health and Family Welfare, Education, Skill Development, Rural Development and Youth Affairs.

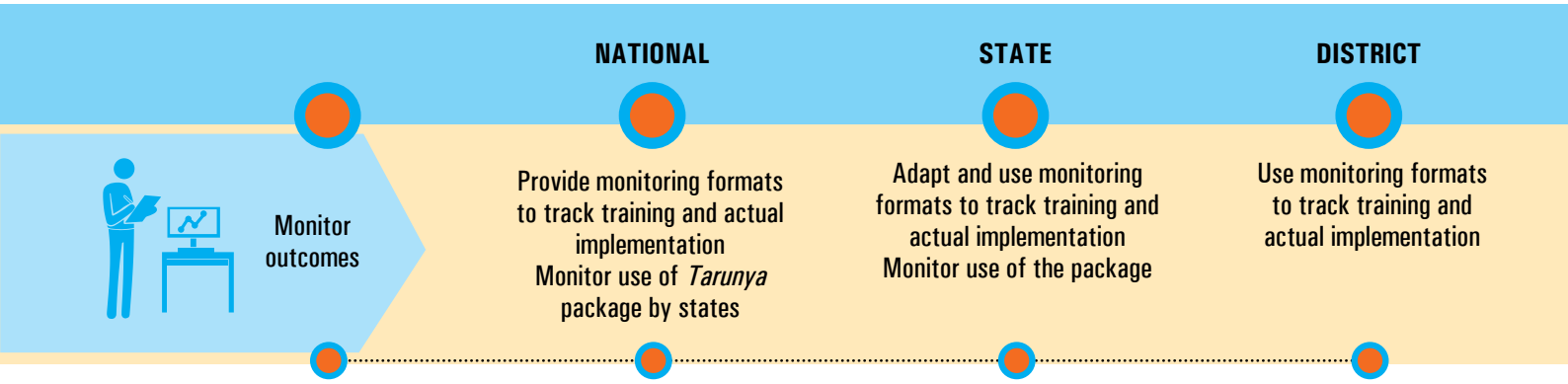
9 Developing the Action Plan

Planning for implementation of SBCC interventions for adolescent empowerment is crucial at national, state and district levels.

Figure: 17

Action points at national, state and district levels

	NATIONAL	STATE	DISTRICT
Plan development	Ensure states develop SBCC action plans Articulate and share core objectives of SBCC interventions and use of *Tarunya* package	Develop a state plan of action for SBCC Communication to percolate seamlessly without dilution from states to districts	Develop district action plan
Package adaptation	Language adaptation of *Tarunya* package to support state level implementation	Circulate language versions of the package from states to districts and make available enough copies of *Tarunya* package to implementers and practitioners	
Capacity development	Support states for capacity development of master trainers and implementing partners on the use of package Share roster of organisations available for partnership on capacity development, mentoring and handholding	Identify platforms for engagement/ interaction and communicators for delivery of package. Based on the platforms, states to select key relevant ones (state specific) and support the intensive implementation	Organise capacity development of key stakeholders
Convergence	Convergence with MHRD, MHFW, MoRD, MoYAS and MSDE at national level	Convergence with Departments of Education, Health and Family Welfare, Rural Development, Skill Development and state NYKS	Convergence between all district level bodies and officials steered by the DM/DC



Developing an action plan: things to remember

- Before planning **analyse the existing situation** and establish a baseline
- Plan with a **long-term perspective** say a year at district level, five years at state level but keep time-bound targets
- **Seek participation** from all key stakeholders responsible for implementation while drafting the plan and integrate inter-departmental convergence
- Try to answer questions such as **what exactly you want to achieve; why; how; by when**; with whom; what the conditions and limitations are; what resources you would require
- Keep the plan **realistic with SMART objectives** (Objectives which are Specific, Measurable, Attainable, Relevant and Timely) – do not be over ambitious
- Based on objectives **work backwards to determine outcomes, outputs, inputs, activities** and resources and indicators to measure the outcomes (See example on the next page)
- Clearly explain the **roles and responsibilities** of all key stakeholders
- Once the plan is finalised **share it with all those who are responsible** and accountable for implementing the plan
- Once finalised **stick to the plan but don't be rigid,** keep room for flexibility
- **Monitor the progress** in terms on achievement of outputs and outcomes through measurable indicators
- Remember it is difficult to measure changes brought about by SBCC thus **envisage both qualitative and quantitative indicators**
- **Last but not the least believe that change is possible, and you can do it!**

Some examples to work with

A plan must have clearly stated objectives, outcomes, outputs, activities and targets. It must also explicate the timelines, resources required and roles and responsibilities of key stakeholders. Following examples may be helpful to understand each of these:

Tentative district planning for "ending child marriage" interventions including bi-weekly intergenerational dialogue sessions with adolescents and parents
(For reference only)

Objectives and timeline

There is 10 per cent reduction in child marriages in the district in next 1 year

Activities

- Within group sessions facilitator provides practical information, emotional and psychological support to adolescents and parents
- Facilitator discusses the causes and consequences of child marriage and stressing the victims and at-risk children need to be protected
- Facilitator encourages dialogue between adolescents and parents so that they understand each other's views, perceptions and expectations
- Facilitator share information about community resources, support schemes and services useful for children at risk

Inputs

- Programme provides for eight part-time facilitators with experience of working on adolescent issues
- Programme provides for communication materials from *Tarunya* package, radio and projector

Outputs

- Parents and adolescents attend bi-weekly intergenerational dialogue sessions on harms of child marriage and importance of education

Outcomes

- Most girls and boys are going to school and are not getting married before the age of 18
- They are able to say no to child marriage
- Parents understand the harms of child marriage and marry children once they complete education and cross the legal age of marriage

Indicators for change

- % of adolescents who have received information on adolescent issues through *Tarunya* package
- % of parents who have received information on adolescent issues through *Tarunya* package % of adolescents who disapprove child marriage
- % of parents who disapprove child marriage

Means of verification

- Knowledge and attitude surveys with parents
- Comparison between child marriage cases reported by police or other child protection agencies before and after the intervention

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10 Monitoring Outcomes

Monitoring is checking progress against plans. It is often said that "What gets monitored gets done or gets done better". It is the systematic process of collecting, analysing and using information to track a programme's progress toward reaching its objectives and to guide management decisions.

Monitoring in SBCC

Monitoring in SBCC is tricky because the process of changing behaviours and practices is slow and iterative. Therefore, having a monitoring framework ready right at the planning stage is important. Monitoring mechanisms should be incorporated in each activity and intervention. The implementers must be clear about what will be monitored, how it will be monitored and who will monitor and how often. To ensure outcomes are met, monitoring of activities, their reach, quality, process and effectiveness of different components of SBCC interventions should be regularly done.

- **Monitoring activities** in terms of activities being scheduled as planned, recruitment of human resources and availability of supplies and services to support behaviour change available.

  Example, whether peer dialogues and intergenerational dialogues on child marriage are being conducted on time as per the planned frequency.

- **Monitoring coverage** to see whether planned number of target audiences reached through one or more SBCC activities.

  Example, how many of the villages having high prevalence of child marriage are being covered, how many adolescents and parents have been sensitised on causes and consequences of child marriage.

- **Monitoring quality** to ensure right target audience is being addressed, messages transmitted are appropriate to context and target group and they are satisfied with messages and services provided.

  Example, are high risk children and families practicing child marriage, high prevalence villages, key community influencers and frontline functionaries being covered through the SBCC interventions, are they being adequately equipped to give messages through dialogue and engagement on how child marriage impacts health, education, psychological wellbeing and adult life of adolescents and are those being reached satisfied with the SBCC activities.

- **Monitoring processes** for ascertaining whether capacities of service providers are built, they are following interpersonal and group communication guidelines and there are follow up mechanisms to encourage and maintain changed attitudes.

  Example, are capacities of facilitators trained on *Tarunya* package, are they adopting correct processes of interpersonal and group communication on child marriage as per the *Tarunya* training module and are they following up with the parents, adolescents, key community influencers to encourage and sustain the change practices of rejecting child marriage.

- **Monitoring effectiveness** through checking if people understand key messages, how many of them have begun the change, are

maintaining changed behaviours and are accessing support services.

Example, proportion of adolescents, parents and families aware of child marriage, its causes and consequences, how many of them are rejecting child marriage, how many adolescents took help when they were being forced to marry.

Figure: 18

Sample indicators and methods for monitoring

Some sample indicators for monitoring

Indicators	Methods
Adolescents • % of adolescents who know their rights and entitlements, including right to education • % increase in awareness about social protection schemes and their benefits • % of adolescents who believe that it is harmful to get married before the legal age • % of adolescents who have received information on adolescent issues through *Tarunya* package • % of adolescents who disapprove violence against girls and boys • % of adolescents who perceive that child marriage, violence and existing discrimination is decreasing in their community	Knowledge attitude and practices (KAP) surveys, interviews, self-report questionnaire, observations and focus group discussions (FGDs) or a combination of these Review of secondary data such as registers, attendance records and MIS
Parents • % of adolescents' parents who - with respect to violence, discrimination and child marriage–have expressed disapproval • % of adolescents' parents who know about the harms of child marriage, discrimination and violence • % of parents participating in activities (talks, discussions and counselling) to receive information on the protection of adolescents • % of adolescents' parents who support adolescents to obtain information and access services for protection and well-being	KAP surveys, interviews, FGDs and observations

Indicators	Methods
Service providers • % of adolescents who have knowledge on nutrition (balanced diet, dietary diversity) • % of adolescents (10-19 years) who have received at least three nutrition and health services in the last twelve months (anaemia control, sexual and reproductive health)	Review of secondary data, records maintained by service providers, and MIS
Village functionaries and adolescent groups • % of adolescent peer educators who have prevented rights violation and abuses • Number of adolescents who are members of groups (addressing issues of life skills, protection, nutrition, health etc.) • % of adolescent members of groups who feel an increased sense of self-efficacy; become more confident; feel comfortable to speak without fear; who feel comfortable to take decisions • % of adolescent members of groups who participated in specific life skills programmes • % of adolescent members of groups who know how to stay healthy, well-nourished and how to protect themselves from HIV/AIDS • % of parent members of groups participating in intergenerational dialogue with adolescent boys and girls • % frontline workers trained who know how to refer cases to relevant services	KAP surveys, interviews, observation, review of secondary data such as records maintained by village functionaries, membership records, attendance records and training records

Things to remember

- Monitoring must be built into the plan at the beginning stage
- It will and should go on during the project life cycle
- Monitoring indicators should correspond to project outputs and outcomes
- Roles and responsibilities for monitoring should be clear
- Data analysis, discussion, and timely reporting for midcourse correction is important

Annexures: **Pre-post questions for monitoring change in attitudes after exposure to AdhaFULL IPC videos**

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 1- wedding conspiracy					
It's alright to drop school to get married					
It's ok to get married before the age of 18 years					
There is no need to continue studying because girls must marry and look after home					
If the proposal is good, girls/boys should get married if they are underage					
We should be able to approach and discuss with our parents even if they don't agree on continuing education					
Story 2 – A walk through the forest					
It is ok to have different rules of behaviour for girls and boys – like using the phone, girls covering their heads and boys riding a motor cycle					
It is OK for boys to harass girls when they see them alone					
It's OK if a girl is harassed in public places – on way to school, on the road, at the bus stop, in the bus etc.					
Girls should not speak about being harassed to anyone.					
Girls invite harassment by the way she dresses, talks or behaves					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 3 – Teju Express					
Girls should not take part in sports because their role is to cook and look after the house					
What we eat needs to be tasty even if it is not healthy					
It's ok if we don't eat three times a day					
It's alright if girls and women eat after everyone in the family has eaten					
Girls and boys have different food needs to stay healthy					
Story 4 – I just want to fly					
Girls don't run around – ride bikes, play football, use mobile phones etc.					
Girls should behave like girls					
Girls and boys feel important to talk to parents and convince them to allow them to do what they want – like using mobile phones, riding a scooter, going to college for higher education etc.					
Girls and boys should not have same opportunities					
Parents want girls to get a good match while for boys they have no dreams/expectations					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 5 – Dark deeds					
If you are harassed she should not say anything to anyone					
If you are molested it's her fault and she should be ashamed					
Its ok to suffer in silence even when someone touches you or forces themselves on you					
Boys suffer harassment but keep quite since they are ashamed and it is not manly to talk about it					
Would be able to talk to someone trustworthy about molestation or sexual harassment					
Story 6 – Show me the money					
Boys must earn good money, do well in studies					
Boys must compete and be popular					
You must stand up against bullying or being pressurized					
You must be aggressive and violent to look strong/masculine					
You must hide pressure anxiety from family to avoid being criticized					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 7 – Child Bride					
Girls less likely to be married if they do things that boys are meant to do					
Its ok for boys to go out and have fun while girls should stay at home and work					
Marriage is equal to freedom					
Its ok to control and be violent with another person					
Marriage can change a spoilt and irresponsible person for better					
Parents need to bring up their daughters and sons as equals in all respects					
Story 8 – Exam Blues					
Exams are important to make you study seriously					
It's the end of the world, if you don't do well in exams					
You can do badly in school but still excel in life					
You feel pressured and judged for studies by school/teachers/families and others in the society					
Parents create pressure for marks					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 9 – Matter of Honour					
All girls and boys have only romantic relationship					
Girls and women are not considered an individual with their own choices and ambitions					
All bothers should control their sisters					
The notion of family honour is a big burden on girls and boys					
Parents focused on disciplining girls become blind to what boys are up to					
Story 10 - Kidnaped					
Periods are normal and happens to every girl					
It's ok to pull children out of school and send them away for work					
Boys have a role in normalizing periods for girls and women					
Every child has a right to play, participate and get educated					
Parents must talk to daughters about period to make them prepared and not terrified					
It's ok to make children work if the family has nothing to eat					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 11 – Every household story					
Wife beating is a way of proving oneself as "real men"					
Women must endure violence for the sake of their children, marriage, home and family					
Violence at home make you either hopeless or a bully					
Violence is a way of showing power over other who are weak to defend themselves					
If you see violence – speak up and stop it					
If there is violence at home – suffer silently, don't talk to anyone and try to deal with it on your own					
Financially independent makes you bold to stand against violence					
Story 12 – Dance and Dhishum					
It's ok for you to break stereotyping of roles in society					
Talking and influencing others to be less rigid of what you want to do in life is important					
Family is a place where you are understood, cared and supported					
Disagreements cannot be resolved with dialogue, respect and rejection					

Contd...

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Parental expectation pressurizes and suffocates you to hide your true feelings					
Talking helps to learn about each other and understand what makes you happy					
Story 13 – Monkeying about					
Its ok to see unfair things and not to speak against them					
Missing school other than serious illness makes you unprepared for school studies					
Complete schooling makes you better skilled for work					
You can convince others about completion of schooling					
Making children take up responsibility to earn early in life makes them lose out on education and feel unhappy					
Story 14 – If only I was a hero					
Teasing is hurtful and cruel					
It's ok if someone is not similar but is different from you					
Accepting your weakness and focusing on your strength is important					

Contd...

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Being friendly with someone who is being ill-treated will help them not feel rejected					
Parents should talk to children about things they are good at, comfort them and to understand their pain					
Story 15 – Happily married					
Young people should be allowed to make their own decisions					
Decisions forced on you makes one resentful, angry and depressed					
You can convince parents to not impose their decisions					
It is realistic to continue study even after marriage					
Given the chance you would do something different in life to fulfil your aspiration					
Story 16 – No means No					
It's ok to force yourself on someone without consent in a relationship					
Stalking is obsessive, unwanted attention and a criminal act					
It's ok if someone says 'No' to a relationship					
It's ok to make someone feel unsafe					
Boys must understand importance of consent and difference between love, coercion and control					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 17 – Home truths					
It's ok to touch someone without consent					
You should keep quiet if you have been sexually abused					
Sexual abuse happens to only girls					
Any behaviour which is not normal can be a sign of potential abuse					
Counselling helps deal with traumatic experiences in life					
Story 18 – Is equal to					
It's ok to discriminate someone on the basis on their caste					
It is better to suffer discrimination silently than to fight against it					
Acting as a collective is important for social change against discrimination					
All human beings are equal irrespective of their gender, religion, caste or creed					
Rewarding those who stand up for equality is not important					

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Story 19- Mystery play					
Children weak in studies should be humiliated					
It's ok to feel like a loser if you are not good in studies					
Children should be judged by the marks they get in school					
Parents should support children to give them a chance to prove themselves					
Nothing matters as much as what your parents think about you					
Story 20 – Beautiful me					
Pay attention to what others have to say about you					
Using cyber space to bully someone is alright					
Colour of your skin does not define you					
Ensuring safety in social media sites is not your responsibility					
Criticizing children makes them lose balance and confidence making them vulnerable to cyber bullying					
Story 21 – Bajrang in trouble					
Girls are as capable as boys in the society					
Irrespective of your gender you should be bold and resourceful in tackling obstacles					

Contd...

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Girls are weak and cannot perform roles outside the house					
Girls and boys in our society are brought up differently					
Parents should encourage children beyond the gender boundaries					
Story 22 – My life my choice					
Couple must decide what is best for them and not others in the family					
It's ok to pursue your dreams even if your family does not agree					
Girls do not have the right to be qualified and have a career goal					
Children should not have freedom to choose					
Parents should talk to their children about decisions they want to be consulted upon					
Story 23 – Who was she					
Girls once married have no right over her own home					
Women have no option even if she faces violence in her husband's home					
It's ok to keep silent even if you witness violence or crime against women					

Contd...

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Sex of the child is determined by father's sperm					
People let daughters suffer domestic violence due to social pressure, stigma and blame					
Story 24 – Jewel in the crown					
It's ok to lose to other boys in a game but shameful to lose to a girl					
Boys are trained to dominate girls throughout their lives					
Girls should be encouraged to become what they like					
Parents must support girls to get educated and have a career before marriage					
Mother have and equally important role in shaping their daughter's future					
Story 25 – No crossing this line					
It's ok to be drawn to every challenge even if it's a waste of your energy					
Girls need to prove that they are as good as the boys					
Boys constantly fight the pressure of being boys and to prove their masculinity to other boys					

Contd...

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Men should set the boundaries for women					
Every woman and girl deserves respect as an individual free of violence, abuse and exploitation					
Story 26 – All's well that ends well					
It's ok to fight for equality, rights to live life in your terms					
Boys seeking power will always finds ways to limit girl's opportunity to grown and excel					
People who act independently show maturity and are true to themselves					
Some people accept new ideas while others act on those ideas of social change					
Ideas acceptable to more people with less resistance are called new social norms					