



Women's Rights Advancement & Protection Alternative (WRAPA)

CONNECTING VOICES AGAINST CHILD MARRIAGE

My Allround Readiness Counts

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Acronyms

| | |
|---------------|--|
| AGILE | Adolescent Girls Initiative for Learning and Development |
| CM | Child marriage |
| E2CMC | End to Child Marriage Champions |
| GBV | Gender-Based Violence |
| MDA | Ministries, Departments and Agencies |
| MICS | Multiple Indicator Cluster Surveys |
| PSEA | Prevention of Sexual Exploitation and Abuse |
| UNICEF | United Nations International Children's Emergency Fund |
| VAWC | Violence Against Women and Children |
| WRAPA | Women's Rights Advancement and Protection Alternative |

Executive Summary

WRAPA in the last seven months has implemented a project **Connecting Voices Against Child Marriage in Nigeria, supported by** United Nations International Children's Emergency Fund (UNICEF) *in three Local Government Areas (LGAs), namely; Batagarawa, Charanchi and Kankia. Involving; Ajiwa, Dandangoro; Koda, Kuraye; Rimaye and Tafashiya communities respectively in the three LGAs of Katsina State, Nigeria.*

The project which aimed at amplifying the associated concerns and practice of child marriage, gender-based violence (GBV), and harmful practices, adopted a multifaceted approach across various communities. Surpassing the intended outcome figures, a total of 1,055,268 comprising 578,565 females and 476,703 males were reached during the six-month project implementation cycle. The figures are also a buildup of physical and online reach three quarters with 184 in quarter one, 872 in quarter two, and 1,054,212 in quarter three as the data in tables 0.1 to 0.3 shows. The intervention empowered thirty-six 36 Youth Champions, and expanded its reach through U-reports, with the additional support of key social media influencers achieving an appreciable presence and following on the subject matter of child marriage. The strategy adopted, also included high-level in-person advocacy, and campaigns, aided by knowledge and community toolkits. This increased community awareness and understanding of the repercussions of child marriage. Most critically, it empowered child marriage survivors who shared their experiences thereby generating legitimacy for the demand to end the practice.

The conclusion of the report underscores the transformative impact of the WRAPA intervention and community change agents emphasising the need for sustained bottom-up advocacy, and sensitization also targeting traditional governance structures, as well. There is also a need for continuous recruitment and training of the youth champions. The annexures to the report offer additional insights, including innovative practices, human interest stories, testimonials, challenges, lessons learned, and a photo book. Human stories from Dandagoro and Tafashiya communities highlight how the project empowered individuals like Buhari A'ddau and Mufida Kabir and fostered community conversations leading to potential shifts and attitudinal changes. The testimonials from these project beneficiaries, including Tenniola Balogun and Salihu Ibrahim, offer firsthand accounts of the profound impact of the project in scaling up awareness and engendering commitment to social and practice changes. Overall, the report presents the project results, opportunities, challenges, and recommendations, underscoring the nuanced and dynamic drivers and barriers to reducing or eliminating child marriage and other harmful practices in Nigeria.

Table 0.1.

| QUARTER ONE DISAGGREGATED DATA | | | | | | | |
|-------------------------------------|------------|---------------------|--------|-------|-------|-------|-------|
| S/NO | LGA | MEETING METHODOLOGY | FEMALE | | MALE | | TOTAL |
| 1 | | In-Person | 59 | | 125 | | 184 |
| | | | Young | Adult | Young | Adult | |
| Local Government Area Disaggregated | | | | | | | |
| 2. | Batagarawa | In-Person | | 20 | | 22 | 44 |
| 3 | Charanchi | In-Person | | 18 | | 34 | 52 |
| 4 | Kankia | In-Person | | 19 | | 23 | 42 |

LGAs specific participants were 138 while 48 participants were not project-specific communities but distributed across other indirect project beneficiaries being WRAPA field staff, Consultants and experts, goods and service vendors, MDAs from Katsina State and other community structure participants particularly leaders of faith and culture, youth and women's groups and UNICEF staff.

Table 0.2.

| QUARTER TWO DISAGGREGATED DATA | | | | | | | |
|-------------------------------------|------------|---------------------|--------|-------|-------|-------|-------|
| S/NO | LGA | MEETING METHODOLOGY | FEMALE | | MALE | | TOTAL |
| 1 | | In-Person/Virtual | 387 | | 485 | | 872 |
| | | | Young | Adult | Young | Adult | |
| 2 | | | 230 | 157 | 182 | 303 | 872 |
| Local Government Area Disaggregated | | | | | | | |
| 3 | Batagarawa | In-Person/Virtual | 72 | 26 | 83 | 115 | 296 |
| 4 | Charanchi | In-Person/Virtual | 56 | 8 | 41 | 18 | 123 |
| 5 | Kankia | In-Person/Virtual | 102 | 26 | 58 | 88 | 274 |
| TOTAL | | | | | | | 693 |

LGAs-specific participants were 693 while 179 participants were not project-specific communities but distributed, online, WRAPA staff, Consultants and experts, MDAs from Katsina States and other community structure participants, particularly leaders of faith and culture, youth and women's groups and UNICEF staff.

Table 0.3.

QUARTER THREE DISAGGREGATED DATA

| S/NO | LGA | MEETING METHODOLOGY | FEMALE | | MALE | | TOTAL |
|--|------------------|---------------------|---------|-------|---------|-------|------------------|
| 1 | | In-Person/Virtual | 578,119 | | 476,093 | | 1,054,212 |
| | | | Young | Adult | Young | Adult | |
| 2 | | | | | | | |
| Local Government Area Disaggregated Data | | | | | | | |
| 3 | Batagarawa | In-Person | | 6 | | 6 | 12 |
| 4 | Charanchi | In-Person | | 5 | | 6 | 11 |
| 5 | Kankia | In-Person | | 6 | | 6 | 12 |
| | Other engagement | Online | | 58 | | 58 | 116 |
| TOTAL | | | | | | | |

Table 0. 3.1

ONLINE (Social Media) DISAGGREGATED DATA

| GENDER | FACEBOOK | INSTAGRAM | X (Tweeter) | TOTAL |
|---------------|----------|-----------|-------------|-----------|
| Female | 469966 | 102117 | 5951 | 578,034 |
| Male | 389204 | 57474 | 29332 | 476,010 |
| TOTAL | 859170 | 159591 | 35283 | 1,054,044 |

1. Introduction:

Nigeria faces the third-highest global burden of child brides, trailing behind India and Bangladesh, with nearly 22 million girls married or in union before turning 18. This alarming prevalence contributes significantly to socio-economic challenges in northern Nigeria, manifesting in school dropouts, adolescent pregnancies, high maternal mortality, and malnutrition. Although there has been a 14%-point decrease in child marriage prevalence over the past five years, the recent MICS 2021 reveals a persistent concern. Katsina State, in Northwest Nigeria, stands out with a high prevalence, emphasising the urgency of addressing the legal gap in the state's Child Protection Law, which currently lacks a prescribed legal age for marriage. Despite Nigeria's commitment to ending child marriage by 2030, challenges persist, necessitating a closer examination of legal frameworks and cultural sensitivities surrounding this complex issue.

It is against this background that WRAPA supported by UNICEF has over seven months (June to December 2023), implemented a project titled ***Connecting Voices Against Child Marriage in Nigeria, supported by UNICEF*** in three Local Government Areas (LGAs), namely; Batagarawa, Charanchi and Kankia and covering; Ajiwa, Dandangoro; Koda, Kuraye; Rimaye and Tafashiya communities in the three LGAs of Katsina State, Nigeria.

The project's main objective was to amplify and address the pressing issues of the impact of child marriage, gender-based violence (GBV), and harmful practices. This was conducted through a comprehensive, multi-sectoral approach that included deliberate recruitment and training of thirty-six (36), eighteen (18) female and eighteen (18) male Youth Champions in advocacy, social media sensitization, and reporting. The project empowered community stakeholders, engaged key influencers, and improved awareness that has fostered positive shifts and changes in attitudes and behaviours related to these issues. Additionally, WRAPA End to Child Marriage activities have strengthened linkages between existing partners and established new community institutional mechanisms, especially among youth groups, scaling up numbers and scope of collaborative actions and voices against child marriage, GBV, violence against women and children (VAWC), as well as harmful practices in the targeted project communities.

The project **Connecting Voices Against Child Marriage** was implemented in alignment with the approved project outputs:

- 1) *Strengthening youth (girls and boys) capacity on advocacy, social media sensitization, awareness creation and reporting on CM, GBV, VAWC and other harmful practices in 3 Local Government Areas (LGAs)*
- 2) *Connect young people with community/traditional leaders, women, faith leaders, policymakers and relevant MDAs on issues related to harmful practices and promoting actions to eliminate child marriage, GBV, VAWC in 3 Local Government Areas (LGAs) of Katsina State.*

WRAPA has delivered above the numbers of the intended target outcome, with a total of 36 youths trained, while an additional Thousand, Two Hundred Forty Six (1,246) youths were reached and trained on U-reporting. Through direct advocacy activities, community members and policymakers were engaged. In addition, key influencers of public opinion, including traditional and religious leaders, desk officers of MDAs, celebrities, and local authorities were reached. This strengthened the project's legitimacy. The significant outreach of over One Hundred Thousand (100,000) youths resulted from the impact of the awareness-raising activities. The broad social media campaign frontally addressed the elimination of harmful practices, specifically child marriage, reaching an audience profile of One Million Fifty-Four Thousand and Forty-Four (1,054,044) mostly youths making a 100% delivery over the project target of Five Hundred Thousand (500,000) youths.

2. Methodology

The *"Connecting Voices Against Child Marriage in Nigeria"* project adopted a comprehensive and multifaceted approach. Training sessions equipped thirty-six (36) Youth Champions with skills in effective advocacy, social media sensitization, and reporting. The development of an Advocacy Community Toolkit extended the initiative to 100 social media advocates across three Local Government Areas (LGAs), strengthening the capacity of youth in advocacy and awareness creation. The project also included direct engagement with community and traditional leaders, women, faith leaders, policymakers, and relevant government agencies thereby achieving depth and stake on issues related to eliminating or reducing child marriage and other harmful practices. Additionally, virtual training sessions, social media campaigns, awareness-raising activities, and multi-stakeholder dialogues created synergy and generated institutional support for the elimination of child marriage, gender-based violence (GBV), and violence against women and children (VAWC) in the targeted LGAs of Katsina State, Nigeria.

3. Achieved Results

Within the six months of the project implementation period, WRAPA has achieved evidenced results in the fight against child marriage, gender-based violence (GBV), and harmful practices through a multifaceted approach. The organization identified and trained 36 youths as End to Child Marriage Champions (E2CMC), equipping them with skills in advocacy, social media sensitization, and regular and U reporting. The Advocacy Community Toolkit developed by the project empowered one hundred (100) social media advocates across three Local Government Areas (LGAs). The kit provides other advocates a reference tool beyond the project, effectively sustaining the youth advocacy and awareness campaigns. The project activities have strengthened and connected community stakeholder voices and established new links and platforms amplifying the voices of key social and moral influencers. The strategic gains from this include contributions of their pedigree to lead change, legitimacy to sustain the campaign, and participation that upscaled visibility pointing to an acceptance of initiatives to promote social norms shifts and changes. The established structure of the E2CMC as a dedicated constituency of *'foot soldiers'* supported by active bystanders provides a branding and identity to the issue.

The innovative edutainment methodologies reduced barriers and encouraged bonding of advocates and at-risk child marriage victims across communities. Escalation of the WRAPA E2CMC intervention was supported using dedicated social media engagements. There is a potential for transformation as evidenced in the Tafashiya community where young girls inspired by the E2CMC project activities, are showing a growing interest in abandoning harmful practices and **expressing aspirations to return to school**.

4. Activities Summary

4.1 Pre-Project Advocacies (*Inception Activities*): High-level advocacy visits to three selected project Local Government Areas (LGAs) in Katsina were successfully conducted. Key outputs include documentation and reports from pre-advocacy briefings, preparation of advocacy materials, and physical visits to communities by the project field officers enabling rich interactive dialogue. Project delivery efficiency was achieved through the formation of a rigorous selection process of the E2MC advocacy team, comprehensive targeted briefings, timely and follow through on appointments with government and social duty bearers, and visits to communities. Traditional Leaders committed to support, and adherence to champion selection criteria ensured equity and inclusion. Lessons learned included the importance of sharing real lived personal experiences that generate traction while also gaining issue legitimacy from the endorsement of traditional leaders. The next steps include increasing synergy in the contribution and actions of parents, other key family stakeholders, traditional leaders, youth champions, and educational duty bearers such as school principals. Value was also evident in adopting non-formal social engagements and edutainment activities using physical and social media to drill down sensitization for social norms shifts and change.

4.2: Advocacy/Inception Meeting with UNICEF Team and Government Partners on Connecting Voices Against Child Marriage Project in Katsina State

The objective was for WRAPA to introduce the project to UNICEF duty bearers and state actors represented by the State Department of Girl Child Education, seeking guidance, support and buy-in. Content Methodology involved a PowerPoint presentation and interactive discussions. Key outputs included the presentation of the project work plan to UNICEF and. Project aims and objectives were conveyed and understood presenting a potential for efficient implementation. Lessons learned included the importance of timely planning, inclusive preparation and building partnerships across stakeholder constituencies. Recommendations emphasizing close networking and establishing partnerships with existing initiatives such as the AGILE State project. In the end, UNICEF and state actors expressed satisfaction with the plans for take-off and reaffirmed their commitment to support WRAPA in the implementation phase.



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4.3: Development of a Toolkit for Data Gathering and Reporting Mechanisms for Youth Vanguard

The toolkit development aimed at increasing the capacity for data gathering and reporting by the Youth Vanguard in Batagarawa, Charanchi, and Kankia LGAs was successfully delivered. The outputs included a user-friendly mechanism to enhance and simplify field documentation, especially reports from assessments in the six project communities. This addressed the capacity gaps identified at the project inception phase, requiring additional resources to support the retention of knowledge and skills, especially in the operation of safe spaces for children at risk or facing child marriage threats.

4.4 Step-down Training on Data Gathering Toolkit

The objective of deepening clarity on the roles and responsibilities of the WRAPA End to Child Marriage Champions (E2CMC), especially fostering partnerships with traditional Leaders across six communities was achieved. The output showed 100% attendance at the step-down training, highlighting E2CM Champions' commitment to the issue of child marriage; informing their eventual excellent performance. Lessons learned emphasised the value of early preparations, compliance with selection guidelines and issue-based advocacy. Outcomes included recommendations for additional training on the use of the toolkit and sustained physical supervisory sessions to ensure the correct use of the tool to ensure data integrity and reviews.



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4.5: One-Day Strategy Session: Empowering 100 Youths to Respond to Practices Related to Child Marriage Through Social Media Campaigns

The objective of onboarding, training, and launching one hundred (100) social media advocates to campaign against practices related to Child Marriage was achieved. The outcomes included equipping Champions with PSEA awareness, appreciation and use of tools for online advocacy, improved agency in online interactions, and increased survivor accessibility to services. Challenges included connectivity issues limiting access and quality of content for the registered participants. Lessons learned emphasized the importance of using positive language and nomenclature bearing in mind the project's target persons being parents and children.

4.6: Playlet and Spoken Word on Awareness-Raising on Negative Impact of CM, GBV, VAWC, and Other Harmful Practices in 3 LGAs

The objective of engaging edutainment to send out messages against child Marriage (CM), Gender-Based Violence (GBV), Violence Against Women and Children (VAWC), and other harmful practices were met. The outcome included deepened awareness and understanding of the End to Child Marriage focus and approach, underscoring successes in community mobilization and empowerment of the Youth Champions. Challenges included language barriers, logistics in community reach hitches, and inclusion gaps. The conclusion highlighted the value of combining education and entertainment.



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4.7: Social Media Advocacy Campaign to End Child Marriage: Lessons and Insights

The objective of the online scaling up of the intervention content, especially awareness of the availability of support and services for victims and survivors and the existence of the Youth Champions, was achieved. The outcome generated massive online numbers and conversations by social media advocates equipped with knowledge, improved agency, and safe survivor access to services. Challenges included expected pushback and the use of faith and culture to justify child marriage practices in the Northern States and other climes. Lessons learned highlighted the resistance or modification of the adoption and implementation of Child Rights law, the reality

and affirmation of the negative impact of child marriage outweighing its merits. The conclusion emphasized ongoing efforts to address legal challenges related to child rights and marriage, focusing on raising awareness and judicial implementation.

4.8: Strengthening WRAPA Staff Capacity: Transformative Change and Organizational Development

The objectives of knowledge update and inclusive policy reviews were achieved. A step-down engagement with Artificial Intelligence (AI) technology and WRAPA Board participation in initiating the processes for the BUILD Grant Organisational Tool (OMT) were achieved. Output included an appreciation of AI as the future direction for development, enhanced knowledge of behavioural change strategies, and a review of WRAPA policies on the Prevention of Sexual Exploitation and Abuse (PSEA) and Whistle Blowing. Gains included improved policy awareness and re-enforcing individual and organizational compliance obligations. Lessons learned emphasized the potential for upscaling training, the need for robust reporting systems, and the paramount importance of prevention. The conclusion provided an overview of recent discussions, initiatives, and the organization's commitment to a safe and ethical environment. It highlighted the need for collaborative, culturally sensitive approaches in behaviour change communication and recognized the potential of AI in revolutionizing report writing for improved communication.



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4.9: Empowering Communities: A Holistic Approach to Ending Child Marriage and Violence - WRAPA Rounds off Activities

The Kick-out CFEM Tournament, held in Katsina from the 15th to 23rd of November 2023, successfully achieved its objectives of encouraging advocacy against Child Marriage (CM), Violence Against Women and Children (VAWC), and Gender-Based Violence (GBV). Men and boys actively embraced their roles as advocates, challenging societal norms and promoting gender equality. The tournament showcased skilful play and determination, with notable victories for Rimaye and Dandagoro.



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Following the tournament, the Kick-out CFEM-Final Cup Tournament took place on November 29, 2023. Despite challenges such as poor female participation, the event succeeded in encouraging advocacy and challenging gender stereotypes. The final match, won by Dandagoro with a 1-0 score, attracted diverse stakeholders, demonstrating widespread community support.



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The Multi-Stakeholder Situational Analysis Dialogue on December 5, 2023, aimed to create synergy with institutional support centres, eliminate child marriage, and reduce GBV. The dialogue resulted in a thorough analysis by concerned stakeholders, a commitment by the State government to implement the Child Protection Law, and the commissioning of sexual assault referral centres. Challenges like increasing divorce rates and insecurity were identified, leading to valuable lessons learned and recommendations for future action.



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A close-out Advocacy Meeting on December 19, 2023, with 100 #E2CMC Social Media Advocates via Google Meet, assessed the impact of a 6-month training program. Despite challenges like infrequent responses, the advocates gained valuable skills, and sustainable mechanisms for continued online advocacy were established.

The Speak-Up Challenge: A Story Writing Competition, held on December 19, 2023, in Batagarawa, Charanchi, and Kankia, aimed to engage edutainment to address CM, GBV, VAWC, and harmful practices through storytelling. The competition raised awareness, improved creativity and writing skills among children, and promoted children's welfare through engaging and educational initiatives.

In conclusion, these activities collectively contributed to empowering communities to end child marriage and violence, showcasing achievements, challenges, and recommendations for future initiatives. The integrated approach, spanning tournaments, dialogues, and online advocacy, reflects a comprehensive strategy for sustainable change.

5. Conclusion

The "Connecting Voices Against Child Marriage in Nigeria" project, implemented by WRAPA in collaboration with UNICEF, has demonstrated commendable success and trackable evidence in its multifaceted approach to combat child marriage, gender-based violence (GBV), and harmful practices. The training of 36 youth champions, expansion of outreach through U-reports and social media campaigns, and active engagement with community and traditional leaders have collectively contributed to positive transformations. Noteworthy achievements, such as increased awareness, improved reporting, and empowered survivors, were observed, particularly in communities like Tafashiya. The report underscores the need for sustained efforts, recommending ongoing advocacy, sensitization for traditional leaders, and continuous training for youth champions. This project serves as a model for comprehensive and collaborative strategies in the ongoing fight against child marriage and harmful practices in Nigeria, showcasing the potential for positive societal change.

6. Recommendations/Next steps

Moving forward, the success of the "Connecting Voices Against Child Marriage in Nigeria" project suggests several key recommendations for future endeavours. Firstly, there is a need for sustained advocacy efforts, involving continuous engagement with the community and traditional leaders to solidify ongoing support. Ongoing training and capacity-building initiatives for youth champions should be prioritised, addressing evolving challenges and cultural barriers. Collaborative partnerships with governmental and non-governmental organizations, as well as educational institutions, should be strengthened to expand the project's reach and impact. The establishment of robust monitoring and evaluation mechanisms will be crucial for assessing long-term effectiveness and adapting strategies accordingly. Additionally, the expansion and diversification of social media campaigns, inclusive initiatives targeting vulnerable groups, and advocacy for policy implementation and enforcement are essential for a comprehensive and sustained impact. Finally, community empowerment programmes should be developed, focusing on education, skill development, and economic opportunities to address the root causes of child marriage. These recommendations collectively aim to build upon the project's achievements, fostering a sustained effort to eradicate child marriage and harmful practices in the targeted communities and beyond.

Annexures

Annex 1: Voices of Change: Innovative Practices, Human Stories, and Advocacy Impact in Ending Child Marriage

I. Innovative, Promising, Good Practices, and Most Significant Change

Please share with us innovative, good, or promising practices in context and connect them to the big picture and the wider implications/impact that your intervention is bringing (including how it may evolve in the future).

a. Communication and visibility

- a) *Human interest stories: Please provide details for a minimum of two human interest stories from the reporting period. Include the story title, lead, photo and link to the full story.*

1. Human Story One



Connecting Voices at Scale through Technology for Social Change

In Dandogoro community, Batagarawa Local Government, 26-year-old Buhari A'ddau, a community secondary school teacher, becomes a beacon of hope for survivors of child marriage and girls in the school and community at large.

Buhari, who lost his favourite cousin and other girls to child marriage joined the WRAPA-UNICEF End to Child Marriage Champions (E2CMC). This enabled him to sharpen his skills expand his networks and sustain his original child marriage campaign, for which he relied on door-to-door community sensitisation. This had limitations as he could reach very few people and essential stakeholders.

Now he utilises the gains from the WRAPA-UNICEF project trainings and technology to become a first-line respondent for survivors using social media to amplify his voice and connect with like minds calling for an end to child marriage.

[Click here to read more](#)

2. Human Story Two



Breaking the Intergenerational Barriers for Conversations to End Child Marriage in Communities

Mufida a 23-year-old advocate in Tafashiya community in Kankia Local Government Area, Katsina state is breaking the intergenerational barrier by fearlessly speaking to parents and community duty bearers on the subject of child marriage. This is against the tide of deeply rooted

practices justifying and sustaining child marriage in her community.

Mufida started a quiet revolution at the age of 16 when her best friend Aisha of the same age bracket was married off to a man in his late forties. Mufida was moved to act when Aisha fell victim to a vesicovaginal fistula (VVF) during childbirth a year after her marriage. Aisha is still under medication for the physical injuries, while also nursing psychological trauma from domestic abuse from her husband. The plight of Aisha is the motivation for Mufida's commitment and participation as an E2CM Champion. She believes joining the WRAPA-UNICEF advocacy provides her with the opportunity to take the campaign to scale to place pressure on parents and duty bearers for practice shifts away from child marriage. In addition, has enrolled to study health education to equip herself with the knowledge and skills to inform parents and duty bearers on the ills of child marriage as well as enable her to provide support for survivors.

[Click here to read more](#)

b) **Testimonials:** Please include testimonials from key programme beneficiaries obtained during the reporting period. Testimonials are short, pithy quotes from individuals who have engaged with the programme at any level that capture their experiences in memorable ways.

1. "Thanks to this project, I have developed a deeper understanding of the issue of child marriage and strengthened my advocacy. I have also been able to build a network with like-minded individuals. This experience has shaped my perspective and inspired a lifelong commitment to social change.

Tenniola Balogun

2. *“For me, this project has been an eye-opening experience. I've learned so much about the challenges facing girls in our society, and it's made me determined to do my part to make a difference. I think the project can continue to have a positive impact by raising awareness about the issue and by providing resources and support to girls who are at risk of child marriage. We can't end this harmful practice overnight, but we can make a difference if we want to be advocates for girl-child marriage through the WRAPA initiative. Praise and honour to you, WRAPA and the resource persons who educate us on this very important advocacy.*

My take as we are going into the new year: WRAPA should renew and extend this work for some time, there should be more training and new findings in figures and facts. There should be legal practitioners who will be educating us on the basics of law related to child protection rights, there is a need for enough resources for the advocacy. Thanks.

Salihu Ibrahim. C.E.O Pen Times magazine

3. *This is my first time participating in a gender-related advocacy. I must confess that the onboarding, the seminars and the social media advocacy itself, have exposed me to concepts, skills and methods to use in the fight against child marriage.*

Again, I have been exposed to existing legal tools such as the sections in the Child Protection Law that prohibit child marriage. These and more, I can say the project experience was great and I'd love to do this again and again. Thank you WRAPA for the opportunity.

Dalman

4. *My name is Hope Ekpobari and my involvement with WRAPA as a social media advocate has greatly impacted my Life to be a concerned standby readily available to help with the right information on the rights of every girl child. I have been able to use my social media account to sensitize my contacts from different parts of Nigeria and beyond on the harm we unleash in society by encouraging girl-child marriage; which has gotten advice and referral to the appropriate authorities for cases of Child Marriage. I look forward to more engaging work in continuing and sustaining what we have begun. Thank you.*

Hope Ekpobari

c) ***Photos & Videos: UNICEF Media Folder***

II. Challenges and Lessons Learnt

a. **Challenges and mitigating measures that happened in the reporting quarter.**

1. Language barrier

2. Low social media knowledge
3. Cultural/religious barriers
4. Criticism from the audience:
5. Limited knowledge.
6. There are no linkages between existing community groups and Ward/LGA Level Structures

b. Lessons that emerged from the overall implementation process

1. Cultural/Religious Sensitivity in Messaging: Tailored messages and positive role models were identified as effective tools for challenging cultural norms related to early marriage and gender inequality.
2. Community-based structures do exist in all the target communities, headed by a traditional leader, a religious leader or a reputable stakeholder
3. Mandates of the existing community structures include service provision to support individual families, widows, girls and orphans within the community through mentorship and awareness creation on harmful practices

Annex 2 Resource links

[Toolkit](#)

[Quarter 1](#)

[Quarter 2](#)

[Quarter 3](#)

[Evaluation Report](#)

[Communication Campaign Report](#)

[Media](#)