World Vision Zambia introduces the Strong Girls Strong Zambia Campaign that aims to support girls retrieved from child marriage and those at risk in all our operation areas. The goal of the campaign is to reduce child marriage from 29% to 5% in World Vision Zambia’s areas of operation by reaching and empowering 15,000 girls both retrieved from child marriages and those at risk to live safer, healthier, more productive lives by 2025.

The campaign duration is from October 2022 to September 2025 and aims to raise $8 million over the five year period.

Rational
With high rates of child marriages in Zambia, currently estimated at 29%, many children continue to experience:

- multiple violations of children’s rights,
- limited or no education and
- limited economic opportunities.

The campaign will provide practical and sustainable solutions through education support of girls who are retrieved from marriages and those at risk of the vice, for a successful fight against child marriage.

THE FACTS - ZAMBIA

29% of women aged 20-24 years reported being married by age 18, a slight drop from 31% in the 2014 (UNICEF and Population Council 2015, Zambia Demographic and Health Service 2015).

9% of women aged 25 to 49 years were first married by the age of 15, as compared with less than 1% of men.

Each year of secondary education may reduce the likelihood of marrying before the age of 18 by five percentage points or more in many countries.

No harmonization on the age of a child. Penal Code Act No.1 of 2012 states anyone below the age of 16 is a minor; Marriage Act states legal age of marriage as 18; and Customary Law as puberty.

CAMPAIGN OBJECTIVES

To support 6,000 vulnerable girls in school and out of school with educational requirements by 2025

To develop infrastructure in 29 schools that will provide a conducive learning environment that will keep 5,000 girls in school by 2025

To economically empower 1,500 families of vulnerable girls and those retrieved from marriages benefiting 7,500 children by 2025
World Vision Zambia is currently implementing the Ending Child Marriage Campaign. This campaign aims to raise awareness on the effects of child marriages and influence policy change, and ignite a movement of people committed to keeping children safe from harm.

**Achievements in the last three years**

- We have reached 253,368 children and 173,249 adults directly with Ending Child Marriage prevention messages.
- Working with Child Protection Committees, faith and traditional leaders, we have rescued 936 girls from child marriages.

**Key Models/Approach:** Ending child marriage campaign, Community Led Total Sanitation

**Key Assumptions:** Girls will be interested in education when retrieved from marriage, providing education will keep girls out of marriage, families will support the campaign objective.

**How to get involved**

Open up partners networks to World Vision Zambia

Become a lead partner in the National Leadership Council

Partner playing the role of influencer

Choose an area of interest

For water, sanitation and hygiene interventions World Vision Zambia will match the donation amount

Opportunity for employees to get involved and give to a cause

**Benefits to the partner**

Partner brand visibility – digital and print media

Exposure visits to project sites

Impact stories for partners

Positive image and reputation – good corporate citizenship

Indirect partnership with Government

Achievement of Corporate Social Responsibility objectives

More impact on vulnerable communities

**To partner with us contact:**

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