



Women and Girls Lead Global: Advancing Gender Equality and Women's Empowerment

About Women and Girls Lead Global

Combining world-class documentary films and local engagement campaigns, Women and Girls Lead Global (WGLG) advances gender equality and women's empowerment by engaging with communities through media.

WGLG is a public-private partnership between USAID, the Ford Foundation, and the Independent Television Service (ITVS) working in collaboration with CARE. WGLG also works with television partners and social movement actors such as NGOs, community-based organizations, mission-aligned businesses and public agencies to achieve its goal.

OBJECTIVES

- Create emotional and personal media experiences for television viewers to increase knowledge and change attitudes about the importance of equitable and inclusive roles for women and girls, including leadership positions.
- Increase public attention, exposure, and awareness around the roles of women and girls in society, with a focus on issues identified locally as most critical for progress, promoting an enabling environment for female empowerment.
- Mobilize men and women to take action to create more social, economic and political opportunities for women and girls and to increase productive participation in existing gender equality activities.

STRATEGIES

A major component of WGLG is the 30-film media project, in which a ten-episode documentary film series will be created each year for three years. The films will zoom in on key issues concerning women and girls and will depict them rising above dire circumstances to seek better lives for themselves, their families and communities. The films will be used to engage audiences in conversations about the challenges displayed in the film, and to brainstorm their own solutions.

Local engagement campaigns are another major component of WGLG. Local engagement campaigns work to achieve specific gender-equality goals in alignment with the points brought up in the film series. Campaigns vary from country to country. Some focus on increasing awareness and dialogue on gender equality by featuring women and girls' voices on television and other media. Other campaigns focus on driving behavior and social change by tackling a specific problem prevalent in that region.

Program Name:

Women and Girls Lead Global (WGLG)

Program Countries:

Bangladesh, Colombia, Egypt,
El Salvador, India, Jordan, Kenya,
Malawi, and Peru

Timeframe: Jan 2013 – Sept 2015

Budget: US\$ 750,000

Donor: USAID

Beneficiaries:



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"Most of us women here did not get the opportunity of even a basic education, so we don't know about our rights. But now we are learning, and soon we will be able to fight for our rights."

*Group Savings and Loan member
Masabit, Kenya*



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"We men now see the importance of letting women participate in important decisions for the community, so we vow that we will listen to them more."

*Group Savings and Loan member
Masabit, Kenya*

PUBLIC AWARENESS COUNTRIES

In Colombia, El Salvador and Malawi, WGLG is partnering with UN Women and CARE to raise the visibility of girls' and women's issues by bringing film into urban classrooms and mountain villages alike. Public awareness campaigns combine television broadcasts, strategic communications promotion, and high-quality engagement materials.

Colombia

WGLG is working with Radio Television Nacional de Colombia to increase public awareness about social justice and gender-based violence related issues.

El Salvador

WGLG outreach partners like UN Women and ISDEMU continue to push for women's rights and opportunities and address gender-based violence, reproductive rights, and widespread economic insecurity. WGLG is also working with Television Nacional de El Salvador to increase public awareness.

Malawi

WGLG is partnering with UN Women to bolster the tremendous developments in the country in women's civic engagement, maternal health, and small business development, and to tackle issues like gender-based violence, child marriage, and access to family planning services. WGLG is working with Malawi Broadcast Corporation to increase public awareness.

SOCIAL CHANGE COUNTRIES

WGLG is using the media to raise awareness and promote action on issues such as child marriage, teen pregnancy, and gender-based violence in Kenya, India, Bangladesh, Jordan, and Peru.

Bangladesh

The "Best Schools for Girls" campaign promotes girl-friendly educational environments in communities with high child marriage rates. The campaign aims to educate students, parents, educators and government officials about gender-based violence and boost anti-dropout efforts.

India

The "Hero Project" campaign supported the growing movement against gender-based violence in the wake of the 2012 Delhi gang rape. The campaign challenged damaging conceptions of masculinity, helped youth organizations use the media to redefine gender roles and created safer public spaces for girls and women.

Jordan

The "I Have a Story" campaign uses media to facilitate conversations about gender-based violence. By gathering youth and women together at film clubs, we create safe spaces where sensitive issues can be discussed and solutions can be proposed. The campaign is also partnering with national councils and academics to develop an advocacy strategy around gender-based violence.

Kenya

The "Women in the Red" campaign boosted efforts to help the public become more aware of the promise of the 2010 constitution, which mandated a larger role for women in civil society. The campaign provides the inspiration, conversations and calls-to-action to empower the next generation of Kenyan leaders.

Peru

The "Now is the Time!" campaign focuses on adolescent access to reproductive health information, working to reduce teen pregnancy and increase school enrollment. The campaign combines policy advocacy, grassroots community engagement, and partnerships with local schools and health centers.

For more information about this project, contact slynch@care.org or visit <http://www.care.org/work/womens-empowerment>



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