

2016 Year in Review: Using Stories for Change

Measuring the impact of film is notoriously challenging, in part because media is often just one variable among others that contribute to social change, and in part because that change takes time. Women and Girls Lead Global is attempting to address these challenges by using a mixed-method approach to evaluation that incorporates multiple modes of data collection, including baseline and endline studies, focus groups, stakeholder interviews, and longitudinal digital surveys.

As WGLG begins its fifth year, we're eager to share evidence-based stories about the ways that film is catalyzing change in the communities where we work around the globe :inspiring high school students in Bangladesh to intervene in child marriages; prompting Peruvian parents and adolescents to have first-time conversations about sensitive topics such as teen pregnancy; cultivating empathy for survivors of gender-based violence (GBV) among young men in India.

Here, a snapshot of some of the results we've seen in the past six months.

[Insert text box with image & link:

"Tahmina, a 13-yearold BS4G student council member prevents child marriage of her classmate."

<http://www.womenandgirlslead.org/2016/07/12/a-story-of-change/>]

In Jordan, our "I Have a Story" campaign uses a home-based screening model to provide women a safe space to talk about GBV. In a culture where conversations about violence and women's rights can be viewed as taboo, our campaign has succeeded not only in raising awareness about the issue, but also in empowering survivors to seek support and services. In the past year, the women and girls who attended our screenings transformed in the following ways:

- 32 point increase in women who are aware of the laws that protect women from violence (39%-71%)
- 27 point increase in percentage of women who wouldn't ignore a girl being harassed by a boy (53-80%)
- 17 point increase in percentage of women who said if they were a victim of violence they would talk to someone about it (64%-81%)
- 14 point increase in men who would help a female victim of violence in their family (62%-76%)

In Kenya, where our "Women in the Red" campaign encourages women and girls to pursue leadership opportunities and strives to create a more enabling environment for women leaders, we engaged women, girls and men by sharing powerful films about grassroots women leaders that fomented productive conversations on the issue. Building on the 2010 constitution's mandate for increased political involvement of women, we have been garnering support for women leaders and dismantling gender stereotypes around effective leadership across the country.

- 55 point increase in the percentage of girls who disagree that men are better suited than women to run for office (16%-71%)
- 49 point increase in female aspirants who understand the 2/3rd gender rule (25%-74%)
- 31 point increase in the percentage of girls who know three specific steps that can be taken to support a women in a leadership position (49%-80%)
- 30 point increase in men who disagree that men are better suited than women to run for elected positions (54%-84%)

[Insert text box with image & link:

"Pray the Devil Back to Hell inspires woman aspirant in Kenya to call a senate meeting to discuss security issues in her region."]

In Peru, where our "Now is the Time!" campaign aims to prevent teen pregnancy by promoting dialogue and education around sexual and reproductive health, we started capacity-building sessions around reproductive health with parents and adolescents, and launched "Familiando," a participatory radio program produced by our partner communities to boost awareness about sexual and reproductive health and encourage family dialogue. Some of the changes we have seen from target audiences exposed to the campaign (or radio program?) include:

- 100% of parents spoke to their children about family planning after participating in X
- 43 point increase in the percentage of students who feel somewhat or very confident that they know how to choose an appropriate family planning method to prevent unwanted pregnancy (39% to 82%)
- 43 point increase in the percentage of students who felt somewhat or very comfortable asking their parent for advice regarding sexual and reproductive health (32% to 75%)

In India, where [34,651](#) cases of rape were reported in 2015, our campaign, the Hero Project, has been working to engage men and boys in the mission to make communities and homes safe for women and girls. From June - Nov 2016, the "Hero Academy," our intensive film-based

curriculum, has been shifting attitudes around masculinity and gender norms in rural villages and urban slums. Documented changes include:

- 47 point increase in the percentage of Hero Academy fellows who intervened to stop their peers or someone in their school or community from making sexual jokes (14%-61%)
- 25 point decrease in the percentage of Hero Academy fellows who never imagined how things look from a girl's perspective (60% - 35%)
- Significant decrease in acceptance of harmful attitudes about masculinity such as the belief that violence is a natural reaction for men
- 16 point increase in the percentage of Hero Academy fellows who tried to stop their peers or someone in the school or community from getting angry at girls

[Could we link to the story about the village astrologer who refuses to perform child marriages?]

In Bangladesh, where [65 percent of girls](#) are married-off before they turn 18, our [Best School for Girls](#) (BS4G) campaign has been incentivizing schools to become more girl- friendly, keeping girls in school until graduation. As a part of the campaign, student councils, teachers and parents in 285 partner schools across the country have worked tirelessly to keep girls in school and out of child marriages. Some of the changes that occurred in the last school year (2016) are:

- 61 point increase in the percentage of girls who stepped in to stop a child marriage (22%-83%)
- 48 point increase in the percentage of boys who intervened to stop an incident of sexual harassment (26%-74%)
- Girls from 95% of partner schools advocated with their family to let them complete their education

