

Promoting health awareness among women and girls at Abnoub Center

GIVING WITHOUT LIMITS ASSOCIATION (GWLA)
ASYUT GOVERNORATE



She
LEADS



Ministry of Foreign Affairs

Proposed Sample for the Awareness Campaign Plan

1	What is the problem?	Poor health awareness among members of society (women and minors).
2	Who suffers from this problem?	Married minors aged 14-18, married women aged 18-24, and unmarried adolescent girls under 18.
3	How did the problem occur?	When a girl of a young age and poor health gets married.
4	When did it occur? Or when is it expected to occur?	When the cases of underage marriage increase as a result of financial pressures.
5	Where did this problem occur?	Abnoub Center.
6	What is the right(s) associated with this problem?	A girl's right to education, to health, and to making decisions about her life and her future.
7	Which article(s) of the Universal Declaration of Human Rights are relevant to this problem?	Article 3: Everyone has the right to life and personal integrity. Article 8: Everyone has the right to an effective remedy by competent national tribunals for acts violating fundamental rights granted by law. Article 16: 2. Marriage shall be entered into only with the free and full consent of the intending spouses. Article 25: 1. Everyone has the right to a standard of living adequate for the health and well-being of themselves and of

Proposed Sample for the Awareness Campaign Plan

		<p>their family, including food, clothing, housing and medical care, and necessary social services.</p> <p>2. Motherhood and childhood are entitled to special care and assistance. All children, whether born in or out of wedlock, shall enjoy the same social protection.</p>
8	Which SDG(s) are relevant to this problem?	Good health and well-being Equality
9	Problem Description, 6-10 lines/paragraph or two. (Brief, direct, concise)	<p>The problem arises from the marriage of minor girls shortly after they hit puberty, due to the girls' parents desire to save on financial costs and the existence of hidden motives by the parents behind the marriage, as they might believe that the girl's chances of getting married may drop once she reaches the age of majority, or to save themselves her education costs or to spare themselves other responsibilities in villages and hamlets. Due to the lack of awareness, it has become one of the customs and traditions of society to marry their daughters off at a young age, which causes the</p> <p>due to their young age.</p>

Lobbying Campaign Scheme Template	
Campaign Name	Promoting health awareness among women and girls at Abnoub Center
Campaign Slogan	Let her grow up healthy
Vision	An Egyptian society where all girls and women enjoy their health rights
Objectives	<ol style="list-style-type: none"> 1. Raising the level of health awareness among 25 girls and women within the age group of (14-35) years on the correct life behaviors for early marriage at Abnoub Center (Kom Al-Mansoura village), in the first half of 2025

Proposed Sample for the Awareness Campaign Plan

	2. Raising the health awareness of 25 girls and women, within the age group (14-35) years, on health problems resulting from early marriage, at Abnoub Center (Kom Al-Mansoura village), in the first half of 2025.
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Introduction to the proposed campaign:

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Part of the stakeholder analysis:

Relevant Authorities		Relevant Legislation	Stakeholders
Ministry of Education	GWLA	Egyptian Child Law No. 11 of 1996 as amended by Law No. 126 of 2008, which is the Basic Law for the protection of children's rights in Egypt, and it stipulates (raising the age of marriage to 18 years)	Doctors and Nurses
Plan International	Ministry of Solidarity and Social Affairs		Victims and their families
Save the Children Foundation			
Egyptian Center for Women's Rights	Association for Childhood and Development	Anti-Human Trafficking Law No. 64 of 2010 (criminalizes any form of child trafficking)	Mayors and tribal elders who can lead discussions in rural communities
Al-Azhar Al-Sharif and Egypt's Dar Al-Ifta	National Council for Women in Asyut	Egypt's Penal Code (Criminalizes Penalties for Children)	Minister of Education
			Minister of Health
			Governor of Asyut
Badir Association	Ministry of Higher Education and Scientific Research	Personal Status Law (prohibits the marriage of children before they reach legal age)the	Directors of Health Affairs Directorates
			Preachers, female preachers, and Imams of mosques

Proposed Sample for the Awareness Campaign Plan

Al Abdullah Charitable Foundation for Development	Ministry of Social Solidarity	Convention on the Rights of the Child	
		CEDAW	
Secondary schools			
Ministry of Health and Population			

SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> • GWLA provides legal cover for the campaign team. • The team includes individuals with diverse experiences and different cultural backgrounds. • The importance of the issue and its impact on society. • The presence of GWLA employees will constitute strong support for the campaign team. • The campaign team has the ability and passion to implement the campaign on the ground. 	<ul style="list-style-type: none"> • Lack of financial resources allocated to implement the campaign at the moment. • The fact that team members live far apart from each other makes it difficult for them to meet. • Customs and traditions govern society. • Poor skills of the campaign team in some respects.

Proposed Sample for the Awareness Campaign Plan

Opportunities	Threats
<ul style="list-style-type: none"> • The presence of associations that may be supportive of the work of the campaign during its launch, such as: Childhood and Development Association - Badir Association - Giving Without Borders Association. • Cooperation of the competent authorities such as (health units and schools) with the campaign team. • Cooperation of the competent authorities (health units , governors, and associations) with the campaign team. • Rapid response by target audiences and the community . • Supporting relevant legislation. • The power of social media in spreading the campaign and its constructive ideas. 	<ul style="list-style-type: none"> • Difficulty of measuring the impact of the campaign. • One or more team members withdrawing from the campaign. • Some parties have backed away from the idea of supporting the campaign financially. • The position of some parties has retreated from supporting the campaign morally, which may lead to the weakening of the campaign in general. • Resistance by active opponents of the cause. • Some epidemics may spread, which would hinder the progress of the campaign (such as Covid). • Lack of necessary resources.

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Plan of Activities:

Order	Required work /activity	Target group of activity	Proposed date	Duration of activity/number of repetitions	Supervisor's name	Procedures to be worked on
First objective: Raising the level of health awareness among 25 girls and women within the age group of (14-35) years on the correct life behaviors for early marriage at Abnoub Center in the first half of 2025						
1	Presenting five stories to 25 girls in the age group of (12-15) years about raising awareness of the harms resulting from early marriage within three hours at Abnoub Center during the second week of April 2025.	Girls from the age group of (12-15)	During the second week of April 2025.	One time	Mennatullah Muhammad	<ul style="list-style-type: none"> • Making arrangements with a venue to implement the activity. • Preparing stories and methods to present them. • Gathering participants to carry out the activity. • Providing catering for the participants.
2	Selecting a film material, which is a 15-minute Docudrama, and screening it for 25 women and girls, in order to raise their awareness about their health rights in (Abu Sheil village) during the third week of April 2025.	Girls and women from the age group of (14-35)	During the third week of April 2025.	One time	Nada Khaled	<ul style="list-style-type: none"> • Booking a hall for the implementation of the activity. • Choosing the film material to be screened. • Choosing the date. • Inviting the participants. • Preparing questions for discussion with the public. • Providing catering. • Preparing display tools and audio equipment.
Second objective: Raising the health awareness of 25 girls and women, within the age group (14-35) years, at Sahel Selim center (Al-Louqa village), in the first half of 2025.						
1	Holding a 90-minute awareness seminar entitled: "Preventing diseases that may result from early marriage", targeting women and girls aged (14-35) years,	Girls and women in the age group (14-35)	During the first week of June 2025.	One time	Shahd Mamdouh	<ul style="list-style-type: none"> • Choosing the date and time. • Booking a hall. • Identifying the names of the invitees. • Inviting participants. • Providing catering.

Proposed Sample for the Awareness Campaign Plan

	in (Al-Louqa Village), during the first week of June 2025.					<ul style="list-style-type: none"> • Inviting a speaker to present the activity. • Agreeing on the themes of the activity. • Preparing and printing an agenda for the event, in order to send/distribute it to the attendees.
2	Drawing three murals to raise awareness of women's rights in the field of health, within pre-approved places that are visible to the public at Abnoub Center and Al-Fath Center, during the fourth week of April 2025.	Girls in secondary and middle schools	Fourth week of April 2025	One time	Nourhan Saleh	<ul style="list-style-type: none"> • Getting the approval of property owners. • Agreeing on meaningful drawings. • Preparation of materials and tools. • Hiring the painters. • Arranging media coverage for the activity.

Table showing the distribution of activities over all weeks

Year 2025													
Month		5				6				7			
Week		1	2	3	4	1	2	3	4	1	2	3	4
Order	Activity												
1	Presenting five stories to 25 girls in the age group of (12-15) years about raising awareness of the harms resulting from early marriage within three hours at Abnoub Center during the second week of April 2025.												
2	Selecting a film material, which is a 15-minute Docudrama, and screening it for 25 women and girls, in order to raise their awareness												

Proposed Sample for the Awareness Campaign Plan

	about their health rights, in the Abnoub area during the fourth week of April 2025.												
3	Drawing three murals to raise awareness of women's rights in the field of health, within pre-approved places that are visible to the public at Abnoub Center and Al-Fath Center, during the first week of June 2025.												
4	Holding a 90-minute awareness seminar entitled: "Preventing diseases that may result from early marriage", targeting women and girls aged (14-35) years, in Abnoub village during the fourth week of May 2025.												

Follow-up Plan:

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Actions to be taken to carry out the activities according to the listed work plan																			
Month	February		March				April				June				July				
Week	1	2	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	
First activity	Presenting five stories to 25 girls in the age group of (12-15) years about raising awareness of the harms resulting from early marriage within three hours at Abnoub Center during the second week of April 2025.																		
1	Hold a team meeting to select the stories to be presented and agree on all details.																		
2	Train facilitators on how to present the stories in a way suitable for girls																		
3	Choose an appropriate venue.																		
4	Set a suitable date and time for the activity																		
5	Determine the number of attendees and invite participants.																		
6	Prepare an attendance sheet to be signed during the event																		
7	Ensure the availability of logistics and necessary materials.																		
8	Confirm participants' attendance.																		
9	Provide appropriate hospitality.																		

Proposed Sample for the Awareness Campaign Plan

2	Results of the pre/post evaluation or general evaluation of each activity.
3	Number of media outlets that covered the event.
4	Number of people joining the campaign after holding these activities.
Second activity	Selecting a film material, which is a 15-minute Docudrama, and screening it for 25 women and girls, in order to raise their awareness about their health rights, in the Abnoub area during the fourth week of April 2025.
1	Number of attendees for this activity.
2	Influencing participants and educating them about their health rights
3	Circulating the impact of the activity in the participants' community.
4	Number of media outlets that covered the event.
Third activity	Holding a 90-minute awareness seminar entitled: "Preventing diseases that may result from early marriage", targeting women and girls aged (14-35) years, in Abnoub Village, during the fourth week of May 2025.
1	Number of attendees for this activity.
2	Number of media websites that covered the activity.
3	Did the activity come out with any recommendations? What are these recommendations?
4	Results of the participants' evaluation of the activity.
Fourth activity	Drawing three murals to raise awareness of women's rights in the field of health, within pre-approved places that are visible to the public at Abnoub Center and Al-Fath Center, during the first week of June 2025.
1	Number of murals painted, and number of areas in which the murals have been painted.
2	Expected number of views for these murals
3	Number of media websites that covered these murals.
4	Number of people joining the campaign after painting these murals.

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Risk Analysis Matrix

Likelihood:

Proposed Sample for the Awareness Campaign Plan

Certain	100%	5
Very high	80% or more	4
High	50% or more	3
Likely	Less than 50%	2
Unlikely	10% or less	1

Impact on campaign activities:

Very negative	100%	5
Negative	80% or more	4
Moderate	50% or more	3
Minor	Less than 50%	2
Negligible	10% or less	1

Order	Possible risks	Likelihood	Impact	How to deal with it if it occurs
1	Withdrawal of a team member	2	3	Exchanging roles and experiences between members
2	Resistance by active opponents of the issue	4	3	Employing several ways to persuade people of the importance of the issue
3	Lack of necessary resources	4	4	Trying to manage with the available resources
4	Difficulty of measuring the impact of the campaign	4	4	Getting the participants' opinions and measuring their level of satisfaction
5	Limited time	3	4	Planning the campaign properly and having alternative plans

Estimated budget

Proposed Sample for the Awareness Campaign Plan

1.	Presenting five stories to 25 girls in the age group of (12-15) years about raising awareness of the harms resulting from early marriage within three hours at Abnoub Center during the second week of April 2025.					
Item		Unit	Number	Unit Cost	Total	
1	1.1	Booking the hall	Hall	1	500	500
	1.2	Catering for the attendees	Break	25	30	750
Subtotal					1250	
2.	Selecting a film material, which is a 15-minute Docudrama, and screening it for 25 women and girls, in order to raise their awareness about their health rights, in the Abnoub area, during the fourth week of April 2025.					
Item		Unit	Number	Unit Cost	Total	
2	2.1	Booking the hall (including data show and audio equipment)	Hall	1	500	500
	2.2	Break for the participants	Break	25	30	750
Subtotal					1250	
3.	Holding a 90-minute awareness seminar entitled: "Preventing diseases that may result from early marriage", targeting women and girls aged (14-35) years, in Abnoub Village, during the fourth week of May 2025.					
Item		Unit	Number	Unit Cost/EGP	Total	
3	3.1	Booking the hall (including data show and audio equipment)	Hall	1	500	500
	3.2	Break for the participants	Break	25	30	750
	3.3	Hiring a lecturer	Lecturer	1	500	500
Subtotal					1750	
4.	Holding a 90-minute awareness seminar entitled: "Preventing diseases that may result from early marriage", targeting women and girls aged (14-35) years, in Abnoub Village, during the fourth week of May 2025.					
Item		Unit	Number	Unit Cost	Total	
4	4.1	Painter + Drawing Tools	Painter	3	2000	6000
	Total publications for all activities		Printing	1	5000	5000
	Total documentation for all activities		Documentation	1	5000	5000
	Total transportation allowances for team members		Allowance	1	5600	5600
	Total tools for all activities		Tools	1	3000	3000
Subtotal					24600	
Total					28850	