

HER FUTURE Our Heritage

Innovative Solutions to Address Social,
Cultural, and Gender Norms to End Teenage
Pregnancies

2024

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Executive Summary

This proposal outlines an innovative approach to end teenage pregnancies in Uganda by evolving and transforming social, cultural, and gender norms. With support from **UNFPA** and **AAIU**, this project will implement targeted initiatives, including **Male Engagement Workshops, Public Recognition Events, Community Dialogues, Business Revamp Initiatives**, and a **Documentary Film**. By addressing root causes and engaging key community members, our program aims to shift perceptions, empower adolescents, and create sustainable change in the communities of Karamoja, Sebei, and Northern Uganda.

Two babies are born in
2 different homes

The cultural norms
paint her face.

The cultural norms
beautify her

Early
pregnancy

Unskilled

Support

Education

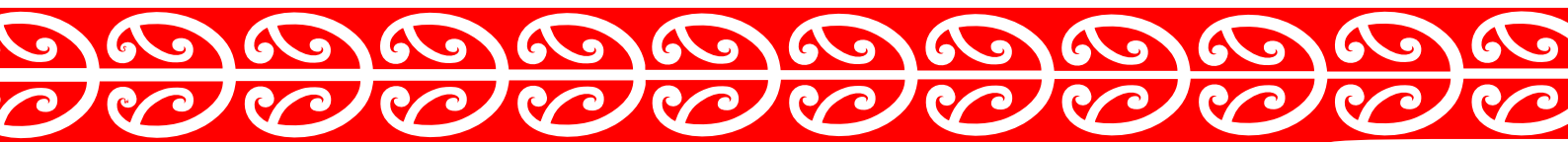
Thriving as
a co-wife

Thriving as
a mother.

PROBLEM STATEMENT

Uganda has one of the highest rates of teenage pregnancies globally, largely due to entrenched social norms that promote early marriages, prioritize male decision-making, and limit girls' autonomy. These practices lead to reduced educational opportunities, limited economic empowerment, and restricted access to health services for young girls, perpetuating a cycle of poverty and limited opportunity.

Despite ongoing efforts, these norms remain a significant barrier to ending teenage pregnancies. Community-driven, culturally sensitive interventions are essential to challenge and change these harmful norms, ultimately improving the health and well-being of young girls and reducing teenage pregnancies.



OBJECTIVES

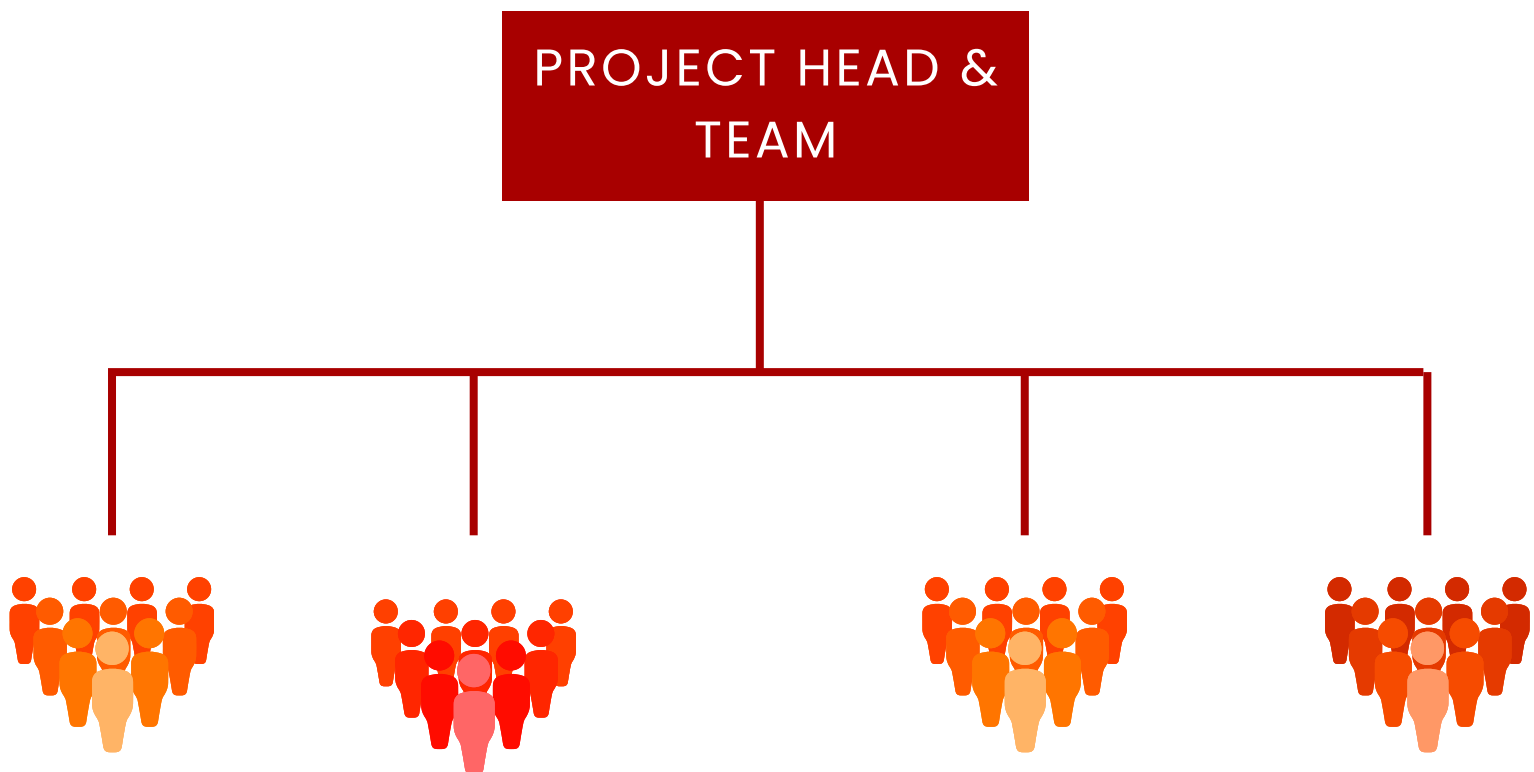
Reduce teenage pregnancies in targeted communities by addressing and transforming harmful social, cultural, and gender norms.



PROJECT ACTIVITIES & METHODOLOGY

The goal here is to create community clubs, empower them with skills and knowledge to champion the vision. These clubs will each create leadership amidst themselves and start empowering other members in the community.

FRAME WORK



COMMUNITY CLUBS

CLUB ACTIVITIES

Create a leadership structure

- Chair Person
- Treasurer
- Secretary
- Mobilizer

Weekly hangouts

- Peer education
- Health Education
- Community Responsibility
- Financial Literacy

BUSINESS PROJECT

- Design a business project
- Save as a group to get capital
- Skilling

ACTIVITIES

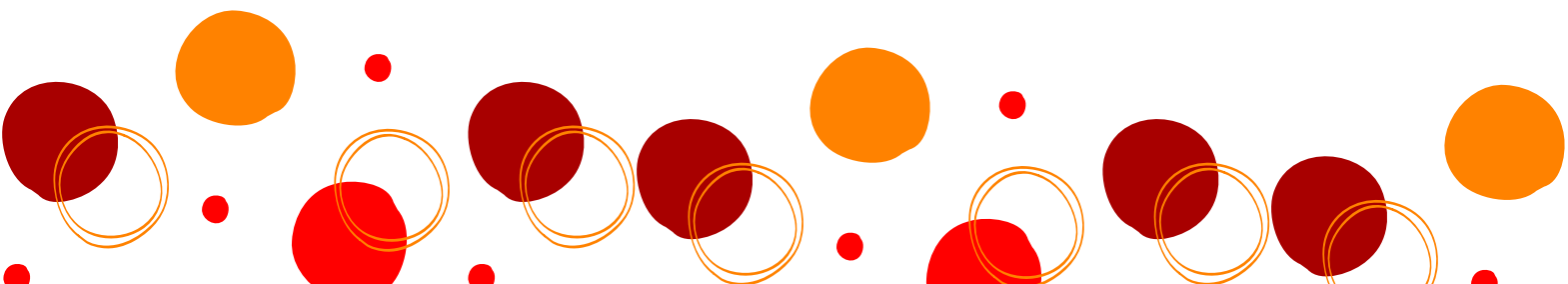
In the first month we will do one workshop aimed at creating awareness inviting key stakeholders (Youths/Peers, Regional political leaders, and religious leaders, community elders and authorities). On this day we will have a facilitator present the goal and objective of this project. Later that day, we will have peers split in smaller clubs and given responsibilities and equipped on that day. The workshop will happen on the last Saturday of the month but we will use the first weeks to do vigorous marketing to attract youths into engaging.

WEEK	ACTIVITIES	DESCRIPTION	Resources needed	BUDGET ALLOCATI ON
MONTH 1	Community Awareness Campaign Launch	Start radio ads and community sensitization to raise awareness about the workshop and peer clubs.	- Radio ad budget posters	UGX 1,000,000
	Registration Station Setup	Set up a branded registration booth with a "Spin the Wheel" activity, music, and a PA system for engagement.	- Booth setup - Music & PA system	UGX 500,000
	Youth Ambassador Recruitment	Recruit and train local youth to promote the workshop by word-of-mouth	Volunteer recruitment(8)	UGX 500,000
	Station Staffing	Hire 3 registration agents and 2 orientation agents to manage the booth and engage participants.	Identification Tags & Wages	UGX 500,000
	Photography & Documentatio n.	Filming & Documentation for 3 days (Registration Day, Club Hangouts & D - Day of Celebration	Team of 2	1,000,000

ACTIVITIES

In the second month we are doing on ground work where by the clubs now return to their communities and implement what they have been taught. It will start with a 1 week training of how the weekly hangouts must be run and ensuring that ActionAidUganda dispatches peer educators to educate the peers and also register newly recruited members. after the first week, the rest of the month Club chairpersons will start running the clubs but ensure that there is a peer educator every week. Below is a table of how the Second month will run.

MONTH 2	ACTIVITIES	DESCRIPTION	Resources needed	BUDGET ALLOCATI ON
WEEK 1	TRAINING CLUB LEADERS	Action Aid in partnership will dispatch peer educators to clubs to support leaders to hold the first clubhangout.	Music speakers (JBL) Refreshments Community venue Teaching AIDS/ Resources.	UGX 500,000
WEEK 2	HANG OUTS	CLUB LEADERS conduct the hang outs on their own	Refreshments Teaching Materials Venue	UGX 200,000
WEEK 3	HANGOUTS	CLUB LEADERS conduct the hang outs on their own	Refreshments & Venues	UGX 200,000
	WORKSHOP	Afternoon Event we will be recognizing the clubs with Certificates for club leaders, Award for the best clubs & Grand Prize	Venue/Hall PA SYSTEM SET UP CERTIFICATES AWARDS THE GRAND PRIZE	2,900,000
	TEAMS FACILITATION	Facilitation in terms of transportation to club hangouts, and wages	Transport & Wages	UGX 2,700,000



MORNITORING & EVALUATION

To assess the impact and effectiveness of this project, we will implement a comprehensive Monitoring and Evaluation (M&E) framework. Key metrics include:

- **Baseline and Endline Surveys:** To measure changes in community attitudes and behaviors regarding teenage pregnancy and gender norms.
- **Success Metrics:**
 - Reduction in teenage pregnancy rates in participating communities.
 - Increased number of families committed to keeping girls in school.
 - Success stories from business initiatives showing economic improvement.
- **Quarterly Reviews:** Regular assessment meetings to ensure progress toward objectives and to make necessary adjustments to the program.

TEAM

