



Brief Update of 'I am a Child, not a Bride' Campaign

August, 2020

While the Nepal stands on the most vulnerable to the unfolding COVID-19 pandemic, the scale and severity of COVID-19 pandemic has also brought severe effect to our “I am a child, not a bride Campaign”. It has been almost six months that GON has enforced nationwide lockdown. Recently GON has activated lockdown in three modalities. As per the modality, we are not allow to move from one district to another district until and unless if it is emergency. Because of this some of our activities that are needed to be implemented on site have been halted and slow down. However, we are planning and giving continuity to some of our possible activities during this pandemic.

They are given below:-

- 1) Developing new program implementing directives.
- 2) Networking and Coordinating with municipality, schools and other concerned stakeholders regarding extension and sustainability of the campaign.
- 3) Preparing and designing Information Education Communication (IEC) and Behaviour Change Communication (BCC) materials including flex and hoarding boards.
- 4) Developing, producing and planning to air strong and effective message on child marriage and its relation to health via various communication tools.
- 5) Disseminating information and distributing some of IEC materials through electronic medium to create awareness among adolescents, schools, community, municipality and other concern stakeholders.
- 6) Collection of several stories on perception of family, school, community and adolescents themselves regarding child marriage before the implementation of campaign and the change in their perception brought by after implementing the campaign.
- 7) Regular phone follow up and telephonic counseling to target groups.

The nationwide lockdown spelled trouble to our movement into the field and slowdown our activities. Keeping these issues in mind, we are planning to implement some of our activities in new approach. We are continuously coordinating with municipality and other concern stakeholders to execute activities of campaign and develop new approaches to safeguard the participants from current COVID-19 pandemic.