

# GIRLS, YOUTH, WOMEN AND FEMINIST MOVEMENTS AGAINST FEMALE GENITAL MUTILATION

A Practical Guide for Frontliners





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UNFPA is committed to supporting and amplifying the work of feminist and girl-/women-leds organizations, youth movement-builders and others on the front lines of change. UNFPA has centred this commitment within its strategies including: the Strategic Plan (2022-2025), Strategy for Engagement with Civil Society Organizations and Parliamentarians (2022-2025) and the Strategy for Promoting Gender Equality and the Rights of Women and Adolescent Girls (2022-2025). Further, UNFPA's internal guidance note on working with women-led organizations (2021) and value proposition on strengthening support and partnership with women-led organizations and social and feminist movements (2023) guide implementation of these strategies.

UNFPA wishes to acknowledge the experiences and knowledge generated from these movements, which contributed to developing this guide on movement-building, including in partnership with the UNFPA-UNICEF Joint Programme on the Elimination of Female Genital Mutilation. Special thanks for technical contributions go to Dr. Wisal Ahmed, Dawit Girma, Meltem Agduk, Berhanu Legesse, Paulin Tra and Fahmia Al Fotih. The guide was made possible by generous contributions from the governments of Belgium, Canada, France, Germany, Iceland, Italy, Luxembourg, Norway, Spain, Sweden, the United Kingdom and the United States of America as well as the European Union.

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# INTRODUCTION

Female genital mutilation (FGM) comprises a range of practices that remove or injure external genitalia. It is performed mostly during childhood by traditional practitioners and health workers. The majority of the estimated 230 million affected girls and women live in Africa and Asia.<sup>1</sup> Deeply ingrained social norms drive the practice, which leads to myriad health complications costing an estimated \$1.4 billion per year to treat.<sup>2</sup>

**FGM is recognized internationally as a violation of several human rights, namely, the rights of the child, and the rights to: health, physical and mental integrity, life, freedom from torture and inhumane treatment, privacy and a life without discrimination.<sup>3</sup>**

Most countries have ratified agreements stipulating the human rights violated by FGM and made commitments to the global goal to eliminate the practice by 2030.

One critical intervention to end FGM centres on advancing social norms changes through movements led by girls, women, feminists and youth. Women and youth represent a significant share of societies; women and people under age 25, for example, constitute 50 and 60 per cent of Africa's total population, respectively.<sup>4</sup> Using their lived experiences, girls and women fuel and champion social change, including in allyship with boys and men. Spaces for social movements have continually evolved, including in the growing digital realm, which should be harnessed to scale up movements.

1 UNICEF (United Nations Children's Fund), 2024. Female Genital Mutilation: A Global Concern. 2024 update.

2 WHO (World Health Organization), 2020. Female Genital Mutilation Cost Calculator. Website: <https://srhr.org/fgmcost/cost-calculator/>.

3 UNFPA (United Nations Population Fund) and UNICEF (United Nations Children's Fund), 2023. Technical Note: Developing Anti-FGM Laws Aligned with Human Rights.

4 UNFPA (United Nations Population Fund), 2024. World Population Dashboard. Website: <https://www.unfpa.org/data/world-population-dashboard>.

Social movements specifically to end FGM, however, have been mostly fragmented, short-term and vulnerable to organized countermovements. Practitioners involved in FGM abandonment in over 17 countries where the practice is prevalent have made increasing calls for practical tips and tools to better initiate and build grass-roots movements and proactively address countermovements. Both issues are essential to ending FGM by 2030.

Existing resources on social movements in general and specifically those linked to FGM are scarce and not fit for purpose for frontliners' needs. The resources focus primarily on the political arena and theoretical principles,<sup>5</sup> with less attention to practical, user-friendly guidance.<sup>6</sup> Current tools cover general concepts, provide a compendium of information on movement-building<sup>7</sup> and assess FGM social movements at the country level.<sup>8</sup> But there is no one-stop,

simple, practical guide that translates concepts and learnings on FGM-related social movements into usable tools for grass-roots and smaller organizations.

This guide aims to close the resource gap and respond to needs raised by frontliners. It was developed in three stages, starting with a desk review of existing literature and guidance on movement-building concepts, best practices and lessons from social movements. This was followed by a review of FGM movement-building approaches and results from annual and evaluation reports from 2008 to 2023, based on the UNFPA-UNICEF Joint Programme on the Elimination of Female Genital Mutilation, the largest global programme of its kind. After technical consultations, a draft of the guide was piloted by Joint Programme staff from 22 countries and 4 regions to fine-tune content.

5 L. Yates and others, 2024. *Foregrounding Social Movement Futures: Collective Action, Imagination, and Methodology*. *Social Movement Studies* 23(4): 429-445.

6 Tearfund, 2018. *Step-by-Step Guide to Movement Building*. See also the Movement Strategy Center. Website: <https://movementstrategy.org>.

7 UNICEF (United Nations Children's Fund), 2022. [Building Movements, Building Power: Eliminating Female Genital Mutilation by 2030 Through Social Movements](#).

8 The Girl Generation, 2018. *Tracking Trends in Social Movements: Scorecard and Design*.



# ABOUT THIS GUIDE

## PURPOSE

This guide aims to provide grass-roots advocates and movement-builders with simple guidance and tools to systematically nurture youth-, girl- and women-led movements and/or feminist movements working on FGM abandonment.

### The objectives are to:

- 1 BUILD** common understanding of key concepts and processes for movements and movement-building
- 2 PROVIDE** a template and tools to help systematically build movements to end FGM and proactively address countermovements
- 3 OFFER** tools to track progress and impacts and guide reflections on movement-building

## TARGET USERS

The guidance is meant for all stakeholders involved in advocacy and building social movements, especially activists, change agents and practitioners working in grass-roots organizations, civil society, women- and youth-led organizations, and government and non-governmental organizations.

## CONTENT OVERVIEW

The guide starts by familiarizing users with movement-building terminologies. A “movement-building passport” follows, offering five tools to plan, manage, partner, monitor and reflect on next steps.

# MOVEMENT-BUILDING

## Breaking down the jargon



Movement-building jargon is common. Let's break down what some terms mean (see also the annex).

- ✦ **MOVEMENTS** are broad social or cultural phenomena aimed at objectives such as FGM abandonment or gender equality. They bring together people with the same values or goals to advocate for change at the grass-roots, subnational, national, regional and global levels.
- ✦ **MOVEMENT-BUILDING** refers to organizing individuals and groups, often through collective action or advocacy around a shared cause or set of values to effect social, political or cultural change.

- ✦ **BUILDING MOVEMENTS** refers to taking on additional values or goals within existing movements. This would be the case, for instance, if groups working on women's development added a zero tolerance agenda on FGM.
- ✦ **COUNTERMOVEMENTS** oppose and aim to stop or slow the progress of movements perceived to threaten existing norms, ways of life, values or interests.



Approaches that feed into and support movement-building include:

- ✦ **ADVOCACY**, as the act of persuading or arguing in support of a specific cause, policy, idea or set of values. It includes approaches to build support, persuasion and influence at the community, subnational, national, regional and global levels.
- ✦ **ACTIVISM** uses direct and noticeable actions for a political and social result. Actions include direct methods such as protests and indirect ones such as education and lobbying exchanges of experiences, strategies and resources, and the amplification of messages.
- ✦ **CAMPAIGNS** involve focused, short-term, strategic efforts aimed at targeted outcomes.



## WHAT ARE YOUTH AND FEMINIST OR WOMEN'S MOVEMENTS?

**YOUTH MOVEMENTS** are organized, conscious attempts by young people to bring about or resist societal change. They tend to be less hierarchical and more decentralized, and may involve a wide array of individuals, groups and organizations with varying levels of coordination.

**FEMINIST/WOMEN'S/GIRLS'** movements seek to improve the lives of girls and women by advocating for their rights, resisting gender inequality and injustice, and challenging and demanding an end to gender discrimination. Feminist movements tend to work mostly with and for women, including girls, but may also work with men and boys. Women's movements encompass various movements organized around different issues, identities, nationalities and/or regions.



## WHAT ARE FEMINIST AND YOUTH-, GIRL- AND WOMEN-LED ORGANIZATIONS?

**YOUTH-LED ORGANIZATION:** An organization/association considered "adolescent- and youth-led" needs to have an executive board composed of individuals whereby at least 50 per cent are below the age of 24. The management should be fully led by adolescents and youth (except professionals hired by the organization).

**WOMEN- AND GIRL-LED ORGANIZATION:** An organization with a development and/or mission that is 1) governed or directed by women and girls; or 2) whose leadership is principally made up of girls and women, demonstrated by 50 percent or more occupying senior leadership positions.

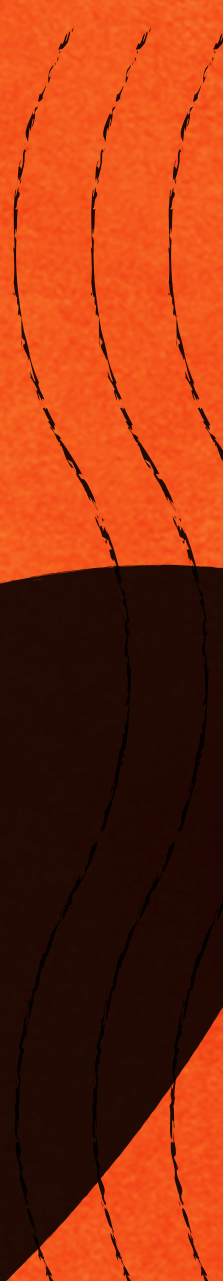
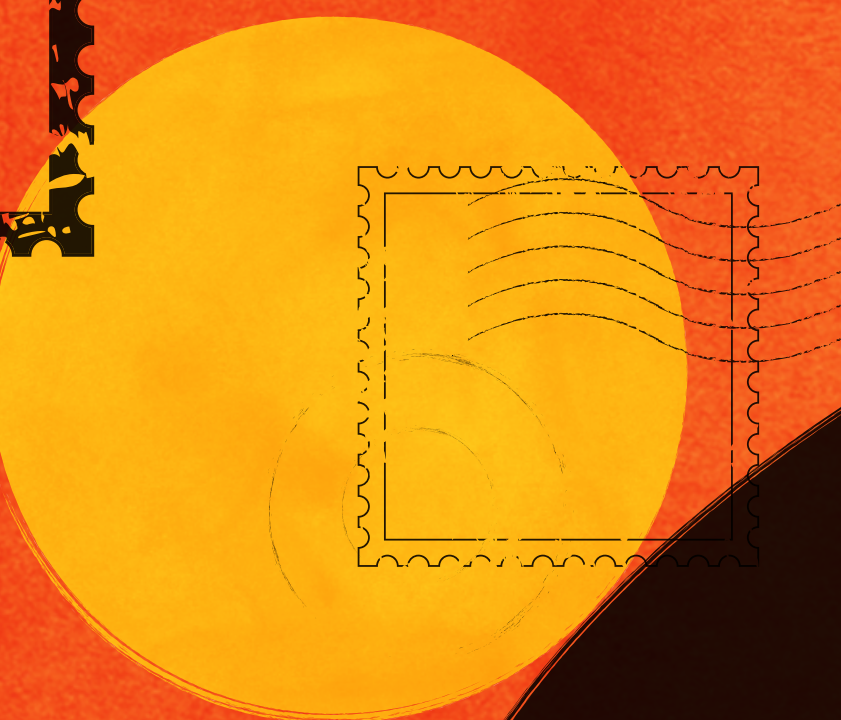
**FEMINIST ORGANIZATION:** A feminist organization is one that works for gender-equality and equity with feminist principles.

# BUILDING FRONTLINER PASSPORT:

WHERE ARE YOU?  
HOW WILL YOU MOVE FORWARD?

## TOOL 1

Data and steps for planning  
and managing movements



This first tool aids frontliners in defining their preparedness and getting ready to build movements.



Steps	Guidance
<p><b>Biodata: determining the profile and intentions of movements</b></p>	<p>Refer to the section on movement terminology jargon to determine the status of a movement</p> <p><b>Identity:</b></p> <ul style="list-style-type: none"> <li>• Youth-led organization <input type="radio"/></li> <li>• Women-led organization <input type="radio"/></li> <li>• Girl-led organization <input type="radio"/></li> <li>• Activist group <input type="radio"/></li> </ul> <p><b>Type of movement:</b></p> <ul style="list-style-type: none"> <li>• Youth-related movement <input type="radio"/></li> <li>• Feminist-related movement <input type="radio"/></li> <li>• FGM abandonment movement <input type="radio"/></li> <li>• Other movement <input type="radio"/> Specify _____</li> </ul> <p><b>Intends to:</b></p> <ul style="list-style-type: none"> <li>• Initiate an FGM abandonment movement <input type="radio"/></li> <li>• Strengthen an existing FGM abandonment movement <input type="radio"/></li> <li>• Build FGM abandonment within an existing movement <input type="radio"/></li> </ul> <p><b>Do you have what it takes to “take off”?</b></p> <ul style="list-style-type: none"> <li>• Commitment, drive and results with limited resources <input type="radio"/></li> <li>• Skills for activism (negotiation, public opinion shaping, lobbying, campaigning, media, partnerships, experience in movement-building) <input type="radio"/></li> <li>• Resources and communications needed (specify) _____</li> <li>• Responsible leadership <input type="radio"/></li> </ul>
<p><b>Defining the movement-building stage</b></p>	<p>Refer to Tools 2 and 4 to determine the FGM abandonment movement stage in a targeted community or region.</p> <ul style="list-style-type: none"> <li>• <b>Stage 1:</b> Business as usual <input type="radio"/></li> <li>• <b>Stage 2:</b> Building allies, coalitions and movements <input type="radio"/></li> <li>• <b>Stage 3:</b> Broadening the movement base and impact <input type="radio"/></li> <li>• <b>Stage 4:</b> Building a new normal <input type="radio"/></li> </ul>
<p><b>Sorting out stakeholders, approaches and timing</b></p>	<p>Refer to Tool 3 on the structures of power/authority and how to use them to effect change.</p>
<p><b>Setting goals</b></p>	<p>Refer to the actions and results in Tools 3 and 4 to set specific and measurable goals.</p>



## Steps

## Guidance

### Anticipating risks

- Prepare for opponents based on Tool 3 and possible triggers that could advance the movement and/or reduce the influence of countermovements.
- Possible triggers can include a death related to FGM, the prosecution of FGM practitioners, a political/religious leadership change with a possible risk of FGM being used as a lobbying tool, and substantive increases in FGM discussions in public discourse – a high risk when the practice is widely prevalent or prevalent among minorities.
- Preparations to mitigate risks could include creating a large pool of influential allies among religious, community, social media, political and governmental influencers with many followers.

### Taking action

- Apply diversified and intensified strategies, e.g., protests, public opinion shaping and/or advocacy strategies such as lobbying, negotiating, campaigning, media outreach, partnerships to mobilize people or organizing events.
- Be persistent and adaptable.
- Be bold and visible and occupy the digital space.
- Ensure the characteristics of movements are met; refer to the annex.

### Evaluate/ reflect, celebrate results and set the next goal

- Pause, evaluate progress (refer to Tool 4) and reflect (Tool 5), and take note of changes in the movement you built.
- Celebrate successes and acknowledge those who contributed as well as lessons learned.
- Use results and reflections to set a new goal.
- Ensure changes and gains are sustained.



# THE FOUR STAGES OF MOVEMENTS TO END FGM

## TOOL 2

Features of the four stages



Supporting and building any movement calls for catalysing social discourse and changing the values and social norms that drive the practice. FGM is propelled by social norms or unwritten/informal rules<sup>9</sup> that social movements strive to change. A critical mass of at least 30 per cent of individuals in a society or community should embrace norm change, known as a “tipping point”, when the majority follow and accelerate the adoption of new norms.<sup>10</sup>

There is wide consensus on the four stages of social movements. These can be simplified as follows.

**THE FIRST STAGE, “BUSINESS AS USUAL”**, is ground zero, where existing norms and positive values supporting FGM dominate and go unchallenged.

In **THE SECOND STAGE, “BUILDING ALLIES, COALITIONS AND MOMENTUM”**, an uprising occurs and momentum is gained through allyship among activists and grass-roots organizations and influencers. They challenge the status quo and aim to reach the “tipping point”.

In **THE THIRD STAGE, “BROADENING THE MOVEMENT BASE AND IMPACT”**, the movement grows in scale, and changes in norms and practice are rapid following the attainment of the tipping point/critical mass in the previous phase.

**“BECOMING A NEW NORMAL”, THE FINAL STAGE**, is when a whole society embraces the changes. At this point, a process of institutionalization should start to sustain the new normal.

See the next page for more details.




9 UNFPA (United Nations Population Fund), UNICEF (United Nations Children’s Fund) and Drexel University, 2020. The ACT Framework: Towards a New M&E Model for Measuring Social Norms Change Around FGM.

10 D. Centola and others, 2018. Experimental Evidence for Tipping Points in Social Convention. Science 360: 1116-1119.

## Tool 2: Features of the four stages of FGM movements



	<b>Business as usual</b>	<b>Building allies, coalitions and momentum</b>	<b>Broadening the movement base and impact</b>	<b>Becoming a new normal</b>
<b>SETTING</b>	Existing norms supporting FGM dominate, with the practice not recognized as a human rights violation, or accepted/supported with positive values, or no initiatives question the status quo.	Increasing awareness of the harmful effects of FGM and its human rights violations, and the questioning of values/beliefs driving the practice. Countermovements of individuals and communities promoting FGM continuation and rallying against abandonment may become public.	At least 30 per cent of individuals and affected communities publicly oppose the practice, including by reporting/surveillance of those at risk. Countermovements may still promote FGM continuation and rally against abandonment.	Newly established predominant values and norms on FGM as a violation of human rights, harmful and a negative norm.
<b>MARKERS</b>	FGM prevalence and attitudes remain unchanged.	Shifts in attitudes reach 30 per cent of the targeted population.	At least 30 per cent of the targeted population has the desired attitudinal stance in ending FGM. A decline of to 30 per cent in the practice may be observed.	Continued decline in FGM practice/risk, moving towards elimination.
<b>ACTION</b>	No active initiatives to address FGM elimination in place.	Advocacy, campaigns and media outreach through different players; partnerships and abandonment efforts gain recognition.	Activists and organizations forge wide connections to broaden the movement's base and unify stakeholders around zero tolerance.	Solidifying and institutionalizing the "new normal" through sustained lobbying, and nurturing generations with new values through education, the media, and the legal and health sectors, ensuring outreach to marginalized and remote populations.
	 <p><b>Be on the watch and prepare for events/triggers that bring FGM into wide social and political discourse. These triggers can fuel the abandonment movement or countermovements.</b></p>	<p><b>Continue to keep alert for events/triggers that bring FGM into wide social and political discourse to prepare appropriately to advance movements or mitigate countermovements.</b></p>	<p><b>Keep up preparations to respond to countermovements or triggers that may challenge the new normal.</b></p>	

# STAKEHOLDER ANALYSIS AND STOCKTAKING

Irrespective of the stage of building a movement, and given how contexts and positions may change, regular stakeholder analysis and stocktaking are important for planning and strengthening movements, and mitigating the risks and effects of countermovements.

## TOOL 3

### Stakeholder analysis and stocktaking



## Tool 3: Stocktaking and planning stakeholder engagement



Influencers and movements in community/region	Level of influence	Position towards FGM abandonment	Proposed activities	Duration	Expected result
<b>Governmental institution</b>					
E.g., social welfare department	Moderate	Not clear	Advocacy, lobbying	2 years	Issuance of policy on FGM in social services
Health department					
Other (specify)					
<b>Influencers</b>					
E.g., a political party leader	High	Supportive	Parliamentary discussions	1 year	Parliament votes favourably on law/policy on FGM
Media					
Other (specify)					
<b>Allies to partner with</b>					
E.g., a human rights activist	High	Supportive	Build knowledge on FGM & linkage to resources to amplify activism	1 year	Garner public attention to topic
Coalition of women-led organizations					
Other (specify)					
<b>Opponents to address</b>					
E.g., particular religious leader or group	High	Not clear	Facilitate dialogue with peers who have a clear stance against FGM and share resources that delink FGM from religion	6 months	Active advocates for FGM abandonment to reach 30 per cent of target community
Other (specify)					
<b>Movements to build on</b>					
E.g., particular feminist movement	Low	Not clear	Build capacity on FGM	2 years	Take up FGM agenda in their movement
Other (specify)					
<b>Countermovements to address</b>					
E.g., culture preservation	Low	Not supportive	High media coverage, positive messages, allies involvement	6 months	Mitigate negative impact
Other (specify)					

# MONITORING MOVEMENT- BUILDING

## TOOL 4

Guidance and indicators to track  
progress and impacts

In addition to regular stakeholder analysis and stocktaking, monitoring progress by movements is essential. It helps to define appropriate activities to meet goals, keep plans on track and advance from one stage to another.

Data for monitoring may be obtained from governmental institutions, non-governmental organizations and civil society. The data sources can include demographic and health surveys, research, programmatic evaluations or social media analysis.

If existing sources do not provide current data or are not available,

cost-effective methods to gather data may include integrating FGM data within existing health, social, judiciary and education information systems or generating new data through digital platforms, if applicable.

Grass-roots activists and organizations can also reach out to their peers and other partners to better understand FGM data sources, or if these are not available, to define indicators or identify feasible and inexpensive solutions to generate reliable data.



### What are process and impact indicators?

A process indicator is defined as an indicator that measures whether planned activities took place.<sup>11</sup> Examples include holding meetings, conducting training courses, and the development and testing of interventions. The purpose of a process indicator is to inform the implementer that an operation is in progress as planned and to make any necessary adjustments.

An impact indicator is defined as a measurable variable or metric to evaluate whether an intervention achieved its intended goal or impact. It provides quantitative or qualitative evidence of the changes resulting from the intervention(s). Measuring impact is commonly conducted less frequently to allow time for an intervention to realize a goal.

Tool 4 provides guidance and indicators to track movement progress and impact.

11 WHO (World Health Organization), 2024. Child Health and Development. Website: <https://www.emro.who.int/child-health/research-and-evaluation/indicators/Type-of-indicators.html>.

## KEY POINTS TO KEEP IN MIND

- ✦ It is important to establish baselines and goals for all process and impact indicators for each stage of movement-building – and determine the frequency of monitoring.
- ✦ All the indicators listed for each stage of movement-building need to be monitored throughout movement-building.

The specific process indicators listed for each stage are key to determine the stage of the movement.



## GUIDANCE ON PROCESS INDICATORS

- Grass-roots organizations should know the size of their targeted community/population to plan and monitor progress.
- Monitoring requires first determining:
  - A** The total number of grass-roots/community-based organizations, networks, and youth, feminist, girls' and women's action groups in a targeted area, based on any existing government directory or by collating this information directly
  - B** The total number of people (broken down by girls aged 0–14 years and women aged 15–49) and the number of marginalized/hard-to-reach people (e.g., those living with a disability, as nomads, etc.) in a targeted area, based on data from national/subnational statistical offices
  - C** The total number of communities in a targeted area based on information from community health committees or departments
  - D** The total number of primary and secondary schools; universities; medical and paramedical schools; and health, legal and social services, including workers and beneficiaries in a targeted area, based on official records from ministries of higher/education, health, social affairs and justice
- Establishing the target or goal indicator follows the 30 per cent rule as the tipping point for social change.
- The frequency of data collection for each process indicator will depend on when the change is expected to occur and the feasibility of data collection.
- The process indicators listed in Stage 4, “becoming the new normal”, should be compiled/collated from relevant ministries. If indicators are not available, frontliners should lobby to integrate them into the information systems of relevant ministries/sectors to generate data and reporting over the long run.



## Tool 4: Process indicators for the four stages of FGM movement



Business as usual	Building allies, coalitions and momentum	Broadening the movement base and impact	Becoming a new normal
Baseline for all 10 process Indicators	Process indicators to determine the stage	Process indicators to determine the stage	Process indicators to determine the stage
<p>List the baseline figures for all 10 process indicators here</p>	<ol style="list-style-type: none"> <li>1. Proportion of grass-roots/community-based organizations and action groups that are integrated within coalitions and networks that work on the elimination of FGM</li> <li>2. Proportion of women and girls who have initiated conversations on FGM elimination and/or advocated for abandonment of the practice</li> <li>3. Proportion of girls and young women actively participating in social and behaviour change programmes that integrate FGM, such as comprehensive sexuality education, health courses and life skills training, in and out of school</li> </ol>	<ol style="list-style-type: none"> <li>4. Proportion of communities that made a public declaration of the abandonment of FGM</li> <li>5. Proportion of people engaged in a public declaration within a community or targeted population that they will abandon the practice of FGM</li> </ol>	<ol style="list-style-type: none"> <li>6. Proportion of health services where at least one health worker is trained on FGM prevention, protection and care</li> <li>7. Proportion of health, social and legal services that have mainstreamed FGM prevention and protection information and management</li> <li>8. Proportion of medical and paramedical schools (public and non-public) that have mainstreamed FGM into their curricula and/or continuous professional development programme</li> <li>9. Proportion of primary/secondary and non-formal schools that have mainstreamed FGM within their curricula and related programmes, e.g., comprehensive sexuality education, health courses and/or life skills training</li> <li>10. Proportion of law enforcement staff (police, judges, lawyers, prosecutors) trained on the application of FGM law and provisions/legal processes</li> </ol>







# GUIDANCE ON IMPACT INDICATORS

Impact indicators determine the status of movement stages. The three impact indicators include:

- A** FGM prevalence by age group (0–14, 15–19 and 40–49) can be used to compare and determine whether FGM practice is changing. FGM prevalence in younger age groups can be a proxy indicator for the “incidence” of FGM.
  - B** Prevalence of FGM type/practitioners in the first two and last two surveys to determine if there any changes in persons involved or practice.
  - C** Attitudinal stances (select any of three indicators to track): i) percentages of females and males aged 15–19 and 40–49 years who believe that FGM should be eliminated, ii) percentages of women/men aged 15–19 and 40–49 who believe FGM should continue, or iii) percentages of women/men aged 15–19 and 15–40 who believe FGM is required by religion.
- The data sources for impact indicators will mostly be FGM modules in population surveys, such as demographic and health surveys, multiple indicator cluster surveys and national household surveys. If these data are not available, they may be found in research on the targeted population or within health information systems, or they can be collected from quick digital polls.
  - The data collection source and the frequency of collection of impact indicators that are proxy to “FGM incidence” will depend on the most common age at which FGM is performed and feasibility on where to collect these data. If FGM is performed in the first year, then data could be collected more frequently and monitored through immunization services. If it takes place at ages 5–7, consider collecting less frequent data at five-year intervals, or using population surveys or school health programme data to allow time for social movements to mature and change the practice of FGM. Attitudinal data could be collected every three or five years; population surveys or studies with appropriate sampling methods may be the most appropriate source of such data.

## Tool 4: Impact indicators for the four stages of FGM movement

			
Business as usual	Building allies, coalitions and momentum	Broadening the movement base and impact	Becoming a new normal
Expected change from baseline is non-substantive changes in FGM prevalence and attitudes	Expected change from baseline/previous stage	Expected change from baseline/previous stage	Expected change from baseline/previous stage
0 per cent change in attitudinal stances or FGM prevalence	Attitudinal indicators shift is less than 30 per cent; no substantive shift in FGM prevalence	<ul style="list-style-type: none"> <li>• At least 30 per cent shift in attitudinal stances from the baseline</li> <li>• 30 per cent change (decrease) in FGM practice OR a 30 per cent increase in the proportion of girls at risk protected from undergoing FGM</li> </ul> <p>The method to calculate the proportion of girls at risk is as follows:</p> <p>Number of girls aged 0–14 protected from undergoing FGM in a targeted area/region, divided by the total number of girls aged 0–14 years at risk from FGM in a targeted area/region</p> <p>Girls at risk is calculated by multiplying FGM prevalence to the estimated number of girls (0–14) in the targeted area/region</p>	<p>At least 60 per cent shift in proxy indicators for FGM incidence (e.g., FGM prevalence at ages 0–14 and 15–19)</p> <p>At least 60 per cent increase in the proportion of girls at risk protected from undergoing FGM</p>

# CELEBRATING SUCCESSSES AND REFLECTING ON THE NEXT GOAL

Celebrating the successes of a movement is crucial to keeping momentum going and inspiring others. Movement-building is a continuous process that can go through stages of growth and gains as well as setbacks, including due to countermovements as well as demotivation.

It is important to mark achievements and prepare for the next challenges or goals through reflecting on past experiences, sharing and learning among peers, and documenting success stories, obstacles, good practices and overall lessons.

## TOOL 5

### Questions for reflection








## TOOL 5: REFLECTION QUESTIONS

- ✦ **HAS THE MOVEMENT INFLUENCED ANY POLICIES**, strategies or decisions related to FGM?
- ✦ **IS THERE A SHIFT IN PUBLIC OPINION** and social norms related to FGM?
- ✦ **HAS THE GOAL BEEN ACHIEVED?** If the movement's core objective has been met, then a natural conclusion might be for the movement to disband. Celebrate the victory and find ways to preserve the gains.
- ✦ **IS THE MOVEMENT NO LONGER VIABLE?** Circumstances may have changed, making the movement's goals irrelevant. In this case, an honest assessment and communication with supporters is key.
- ✦ **IS THERE A NEED TO REFOCUS?** Sometimes, movements can lose momentum or direction. Consider discussing whether a new focus or strategy can revitalize it.



# ANNEX

## Key attributes of advocacy, activism, campaigns and movements

					
Dimension	Advocacy	Activism	Campaign	Movement	
FOCUS	Advocacy should be oriented around the issue/ programme, and focused on fostering policies that support solutions	Actions to realize changes in issues impacting individuals, groups or society at large	Individual actions or initiatives to raise awareness, advocate for a cause or directly resist injustice	Creating a collective force by mobilizing and empowering individuals to work towards a shared vision and goals	
SCALE	May be conducted on various levels, from local to global, and may involve different agents and targets	Rooted in local contexts, activism increasingly connects to global networks, facilitating exchanges of experiences, strategies and resources, and amplifying voices on an international scale	Smaller in size, driven by passion and the initiative of individuals and/ or smaller groups	Larger in size, with a coordinated structure and strategy	
IMPACT	Advocacy is the public support of a particular cause, policy or position, and can take many forms, from raising awareness online to lobbying directly for change within government or other institutions	Activism is profound, driving social change, holding power-holders accountable, and empowering individuals to advocate for justice and equality	Can be effective in raising awareness, influencing individual decisions and putting pressure on specific issues	Can create systemic changes, influence policies and achieve broader progress on complex issues	
DURATION	Can be a long-term process, requiring careful planning of activities and outreach efforts	Depending on the cause, the duration can be short or long.	Short-lived, usually carried out in less than a few months	Longer in duration, usually beyond two to five years	



## CHARACTERISTICS OF MOVEMENTS

- ✧ Mobilization is based on a constituency.
- ✧ A collective of formal and informal organizations.
- ✧ Have a clear agenda based on a shared analysis.
- ✧ Use collective actions/activities aimed to realize movement goals.
- ✧ Apply diversified strategies, ranging from confrontational protests to public opinion building or advocacy.
- ✧ Have clear internal and external targets in the change process.

## YOUTH MOVEMENT CHARACTERISTICS

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- ✧ Youth make up the constituency base or membership that is mobilized and collectivized.
- ✧ Youth members are collectivized in either formal or informal organizations.
- ✧ A clear agenda for youth, based on a shared analysis of social/structural conditions that have disempowered them and the changes they seek in these structures.
- ✧ Collective actions and activities are in pursuit of the youth movement's goals.

## FEMINIST MOVEMENT CHARACTERISTICS

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- ✧ Women form a critical mass of the movement's membership or constituency.
- ✧ Systematically built and centred on women's leadership; systems and structures consciously address the distribution of power and responsibilities across roles.
- ✧ The agenda draws on a gendered analysis of the problem or situation the movement is confronting or seeking to change.
- ✧ Espouse feminist values and ideology; include gender equality, social and economic equality, the full body of human rights, etc.
- ✧ Goals are gendered, aimed at changes that privilege women's interests and transform both gender and social power relations.
- ✧ Use gendered strategies and methods that build on women's own mobilizing and negotiating capacities and involve women at every stage.

Source: Based on Association for Women's Rights in Development, 2012. *Changing Their World: Concepts and Practices of Women's Movements*.

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