

HIGH FIVE CLUB

changing lives, £5 at a time

Strong
Girls
Can
Change
The World!

International Day
of the Girl Child
October 11



Respect Girls Campaign, Zambia

Girls in rural Africa face a number of unique cultural challenges. One of the biggest is struggling to finish their education because of community and family expectations. When a girl drops out of school she is denied her right to an education and the ability to develop the skills and knowledge needed to live a healthy, fulfilling life and one where she can earn an income and contribute to her family and community.

Girls tend to drop out of school in the preparatory time before marriage or shortly afterwards or because parents don't see the value of education for their daughters. Once a girl is out of school, she is more vulnerable to child marriage and early pregnancy.

One of our long-standing partners in Zambia, the **Chipembele Wildlife Education Trust**, last year held a 3-day **RESPECT GIRLS** workshop in the wildlife-rich Luangwa Valley with girls who are members of the Chipembele Girls Club, along with health, education and development professionals.

The aim was to produce a series of posters specifically about 'Girls Issues', the themes of which had been proposed by the girls themselves, and to distribute and display these widely in the local community. They also held a session entirely with boys to sensitise them to the issues



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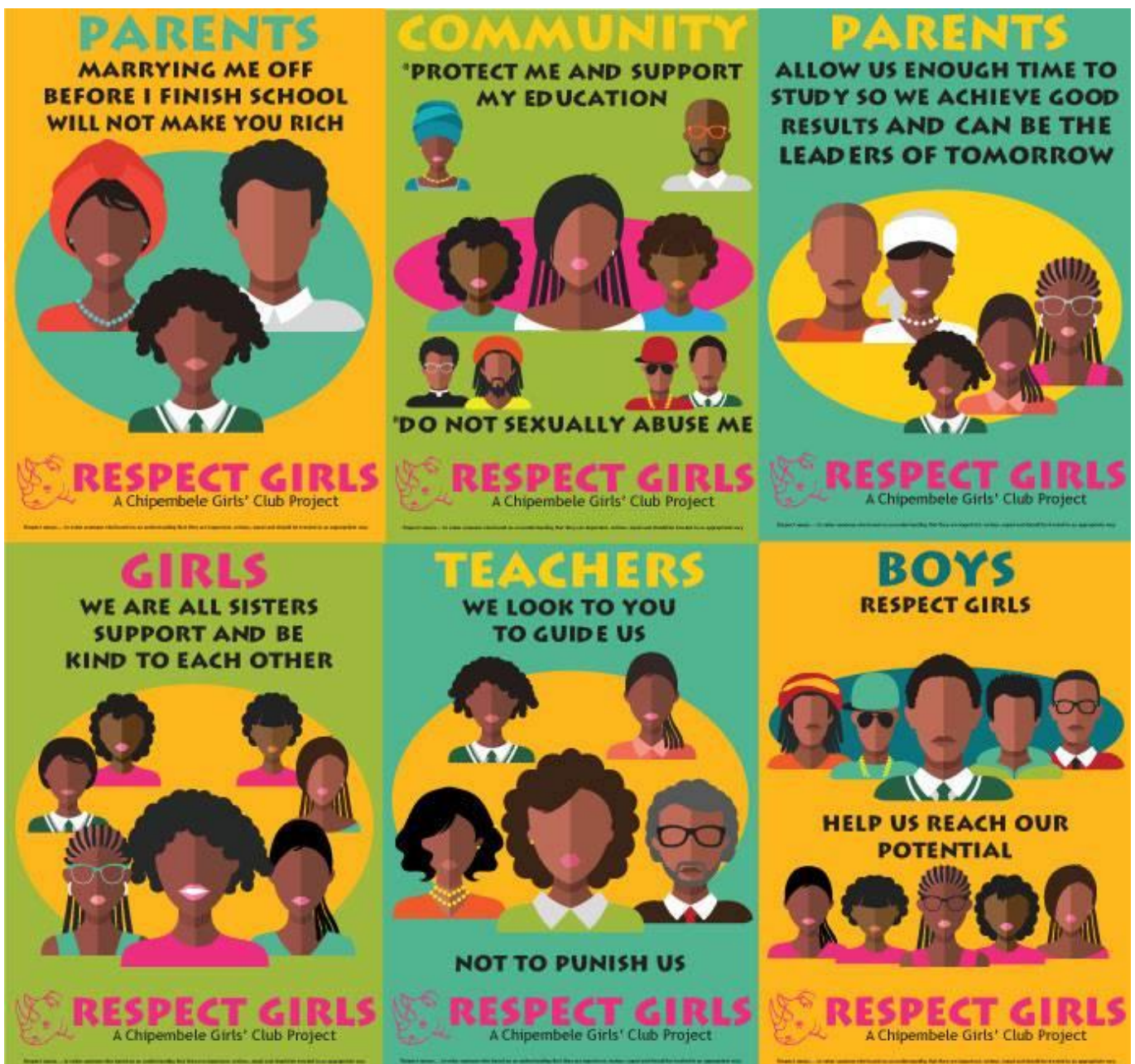
the girls had raised and later with boys and girls together to open up discussions. They hoped that this would help bring about social change.

High Five Club Support

The girls selected 5 main messages they really wanted their families, teachers, communities and male school mates to hear. Girls deserve encouragement, support, safety and equal opportunities. Underpinning all of these is respect. Chipembele added in one last message aimed at the girls themselves encouraging them to support and be kind to each other.

These six messages were then made into 6 individual vibrant posters and 60 of each (half in English and half in the local language Nyanja) were printed and displayed in schools, churches, health clinics, the Chipembele resource centre, shopping centres and in other community venues around the Luangwa Valley.

The suite of 6 RESPECT GIRLS posters in English



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High Five Club members contributed £210 towards the printing and distribution of the posters.

We hope that this innovative and culturally sensitive campaign creates social change for the girl child in rural Zambia so that they become confident, strong and responsible young women for the benefit of their communities and wildlife.

For further information contact Dr Cheryl Mvula on Cheryl@highfiveclub.co.uk

