CHANGE THROUGH CULTURE

Promoting the well-being of women, children and adolescents by building on the roles and cultural values of communities

Involving communities, catalyzing dialogue, empowering leaders and groups to drive their own development

GRANDMOTHER PROJECT CHANGE THROUGH CULTURE
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The Pillars of the Approach

- Build on the roles and cultural values of communities
- Acknowledge and actively involve elders, especially grandmothers
- Reinforce communication between 3 generations and between sexes
- Reinforce the self-confidence and the knowledge of the community leaders of all three generations and of both sexes
- Use communication approaches based on dialogue and consensus – building

« The different community meetings have strengthened our role as coaches for young people. Now, we spend a lot of time talking with them about issues like the physical and psychological changes that teenagers go through. By listening to them, we have developed their self-confidence so that they can avoid problems such as teen pregnancy. »

Grand-mere, Mama Badiara
GRANDMOTHERS
An abundant and under-utilized resource to promote change in social norms and behavior

Areas of Intervention
- Maternal and child health and nutrition
- Reproductive health
- Early childhood development
- Health and well-being of adolescents
- Child marriage, teen pregnancy and female genital mutilation/cutting

Grandmother Project’s Strategy
- Community action – research implemented in Velingara Department, Kolda Region, Senegal
- Training and support to other NGOs on the Change through Culture approach in Senegal and elsewhere in Africa

Results of the Grandmother-Inclusive Approach

Sierra Leone with World Vision • Maternal Nutrition: where grandmothers were involved, pregnant women had much greater dietary diversity and meal frequency; and their babies had higher birth weights (2017).

Senegal with ChildFund • Infant Nutrition: 94% of grandmothers involved in the project recommended exclusive breastfeeding to women with newborns and young children (2003).

Mali with Helen Keller International • Prenatal visits: Number of average prenatal visits increased to 4.2 where grandmothers were involved compared to 3.5 in areas where they were not involved (2004).

Senegal with World Vision • Child Marriage: baseline assessment 15.6 years (2008), final assessment 17.3 years (2010).
GMP is an American and Senegalese NGO established in 2005. Its mission is to promote the health and well-being of women and children, especially girls, in the Global South. GMP builds the capacity of other NGOs to use a Change through Culture approach by providing:

- Training to NGO staff on the design/development of programs and projects
- Assisting other NGOs to develop programs that include and empower grandmothers
- Assisting other NGOs to develop communication and educational tools that promote the collective change of social norms
- Training of field staff in the adult education dialogical approach to communication/education
- Technical support for conducting studies and evaluations

Our Partners

- British Embassy in Senegal
- Canadian Embassy in Senegal
- Dutch Embassy in Senegal
- UNICEF
- UNFPA
- Nando Peretti Foundation
- Tavola Valdese Foundation
- Rockdale Foundation
- Dining for Women
- Institute for Reproductive Health, Georgetown University
- Ecole Nationale d’Economie Appliquee, Dakar
- Ecole Nationale des Travailleurs Sociaux Specialises, Dakar
- Institut de Population, Developpement et Sante de la Reproduxtion, Dakar