

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).



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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 Reproduction, Dakar

GRANDMOTHER PROJECT - CHANGE THROUGH CULTURE

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