

GIRLS' HOLISTIC DEVELOPMENT PROGRAM

in southern Senegal

CHANGE THROUGH CULTURE APPROACH

- Builds on cultural roles and values
- Involves elders, especially grandmothers
- Strengthens intergenerational communication
- Increases confidence and capacity of local leaders
- Encourages dialogue for critical reflection and consensus-building

WHAT IS GIRLS' HOLISTIC DEVELOPMENT (GHD)?

GHD addresses girls' education, child marriage, teen pregnancy, and female genital mutilation (FGM) at the community level. The program facilitates inter-generational dialogue, trains grandmothers as community leaders, and builds community consensus for change in attitudes and norms to provide more support to girls as they develop.

TRADITIONAL APPROACHES TO GIRLS' EMPOWERMENT

- Focus solely on girls ignoring that they are embedded in family, community, and cultural systems
- Single issue programs, e.g., child marriage or teen pregnancy that do not reflect the multiple concerns African families have for their daughters
- Prioritize international priorities over local concerns

GIRLS' HOLISTIC DEVELOPMENT APPROACH

- Recognize girls' rights and development are constrained by community social norms and create enabling environment for them to flourish
- Use integrated, holistic approach to address girls' full well-being
- Address global and local priorities for girls, including spiritual, cultural, emotional, and moral development

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COMMUNITIES IMPLEMENTED GIRLS HOLISTIC DEVELOPMENT

2,000

GRANDMOTHERS MOBILIZED

10,000

GIRLS & BOYS PARTICIPATED

ACHIEVEMENTS

According to 2019 *qualitative* and *quantitative* research studies of GHD conducted by Georgetown University's Institute of Reproductive Health with funding from USAID



- Significantly shifted deep-rooted social norms and practices related to girls' education, child marriage, teen pregnancy, and FGM
- Increased social cohesion, strengthening ties between family and community members and improving communication between generations
- Reinforced relationships between girls and grandmothers and increased girls' self-confidence to approach and discuss issues with grandmothers
- Strengthened relationships between schools and communities with families more motivated to keep girls in school

	VILLAGES WITH GHD PROGRAM	VILLAGES WITHOUT GHD PROGRAM
Parents who ask their daughter's opinion in decision-making about her marriage	78%	47%
Adolescent girls who say that parents ask their opinion about marriage	86%	63%
Girls who ask grandmothers advice about marriage	42%	10%
Grandmothers who advise families to wait until girls are 18 before marrying them	70%	60%
Girls who hope they are able to complete secondary school	32%	14%
Girls who ask grandmothers' advice about their education	61%	22%
Girls' opinion about education taken into consideration by the family	86%	62%
Adolescent girls who seek advice on pregnancy from grandmothers	28%	5%
Parents who plan to cut their daughters in the future	18%	44%
Grandmothers who advise families not to cut their daughters	71%	49%