The Grandmother Project is an American and Senegalese non-profit organization. Its overarching goal is to promote the health and well-being of women and children, especially girls, using its Change through Culture approach.

**ACHIEVEMENTS**

According to 2019 qualitative and quantitative research on GHD by the Georgetown University’s Institute of Reproductive Health with funding from USAID.

Parents who ask their daughter’s opinion in decision-making about her marriage
- 78% in VILLAGES WITH GHD PROGRAM
- 47% in VILLAGES WITHOUT GHD PROGRAM

Adolescent girls who say that parents ask their opinion about marriage
- 86% in VILLAGES WITH GHD PROGRAM
- 63% in VILLAGES WITHOUT GHD PROGRAM

Girls who ask grandmothers’ advice about marriage
- 42% in VILLAGES WITH GHD PROGRAM
- 10% in VILLAGES WITHOUT GHD PROGRAM

Grandmothers who advise families to wait until girls are 18 before marrying them
- 70% in VILLAGES WITH GHD PROGRAM
- 60% in VILLAGES WITHOUT GHD PROGRAM

Girls who hope they are able to complete secondary school
- 32% in VILLAGES WITH GHD PROGRAM
- 14% in VILLAGES WITHOUT GHD PROGRAM

Girls who ask grandmothers’ advice about their education
- 61% in VILLAGES WITH GHD PROGRAM
- 22% in VILLAGES WITHOUT GHD PROGRAM

Girls’ opinion about education is taken into consideration by the family
- 86% in VILLAGES WITH GHD PROGRAM
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Adolescent girls who seek advice on pregnancy from grandmothers
- 28% in VILLAGES WITH GHD PROGRAM
- 5% in VILLAGES WITHOUT GHD PROGRAM

Parents who plan to cut their daughters in the future
- 18% in VILLAGES WITH GHD PROGRAM
- 44% in VILLAGES WITHOUT GHD PROGRAM

Grandmothers who advise families not to cut their daughters
- 71% in VILLAGES WITH GHD PROGRAM
- 49% in VILLAGES WITHOUT GHD PROGRAM

**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

**GIRLS’ HOLISTIC DEVELOPMENT APPROACH**

- Addresses girls’ education, child marriage, teen pregnancy, and female genital mutilation (FGM) at the community level
- Facilitates intergenerational dialogue
- Trains grandmothers as community leaders
- Builds community consensus for change in attitudes and norms to support girls as they develop

**TRADITIONAL APPROACHES TO GIRLS’ EMPOWERMENT**

- Focus solely on girls ignoring that they are embedded in family, community, and cultural systems
- Address single issues, e.g., child marriage
- Prioritize international priorities over local concerns
- Do not address multiple concerns of African families for girls’ development

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www.grandmotherproject.org

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