



Promoting behaviour change



Promoting behaviour change towards the eradication of FGM
in practicing communities across the EU

Prevention in print -
a brochure to protect girls from FGM

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Promoting behaviour change



Change the majority

Behavioural change has to happen not only within certain communities but in the whole society.

Knowledge about FGM among key professionals

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Protection of the girls at risk and support for the women concerned



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Knowledge to go

Benefits of a brochure:

- cheap in production, easy to handle, can be used and shared by everybody
- imparts a basic knowledge about FGM
- advocates for a certain vocabulary and view on FGM and the people involved
- can be used as a guidebook on possible actions against FGM
- can be used as a tool to start an exchange of knowledge among professionals
- advertisement for our organisations



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Target group

- key professionals in each partner country of CHANGE
 - teachers/nursery staff
 - social service employees
 - gynecologists
 - pediatrists
 - ...
- not conceived as a guide/manual/help for people concerned



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Our message

“How to contribute to end FGM”

- sensitise key professionals to recognize girls at risk
- encourage and support the key professionals to take action
- prepare the key professionals for a “first encounter” with women concerned in order to react well-informed, polite and trustworthy
- raise awareness beyond - encourage to support a **behaviour change** by using their profession to spread information about FGM among other professionals and the public



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Structure - a suggestion

Introduction:

- What is FGM? types, regions, historical information
- § & % worldwide and **country-specific**

Argumentation:

- reasons for FGM: tradition, patriarchy, social pressure
- consequences: medical, social, psychological

Specific information for key professionals:

- how to recognise girls/women at risk (**checklist/indicators**)
- how to talk to girls/parents/institutions
- presentations of projects, aims, and ways to support anti-FGM-politics
- country-specific contact details of CHANGE partner organisations
 - further information and contact details to support girls and women at risk should be listed on each partners website



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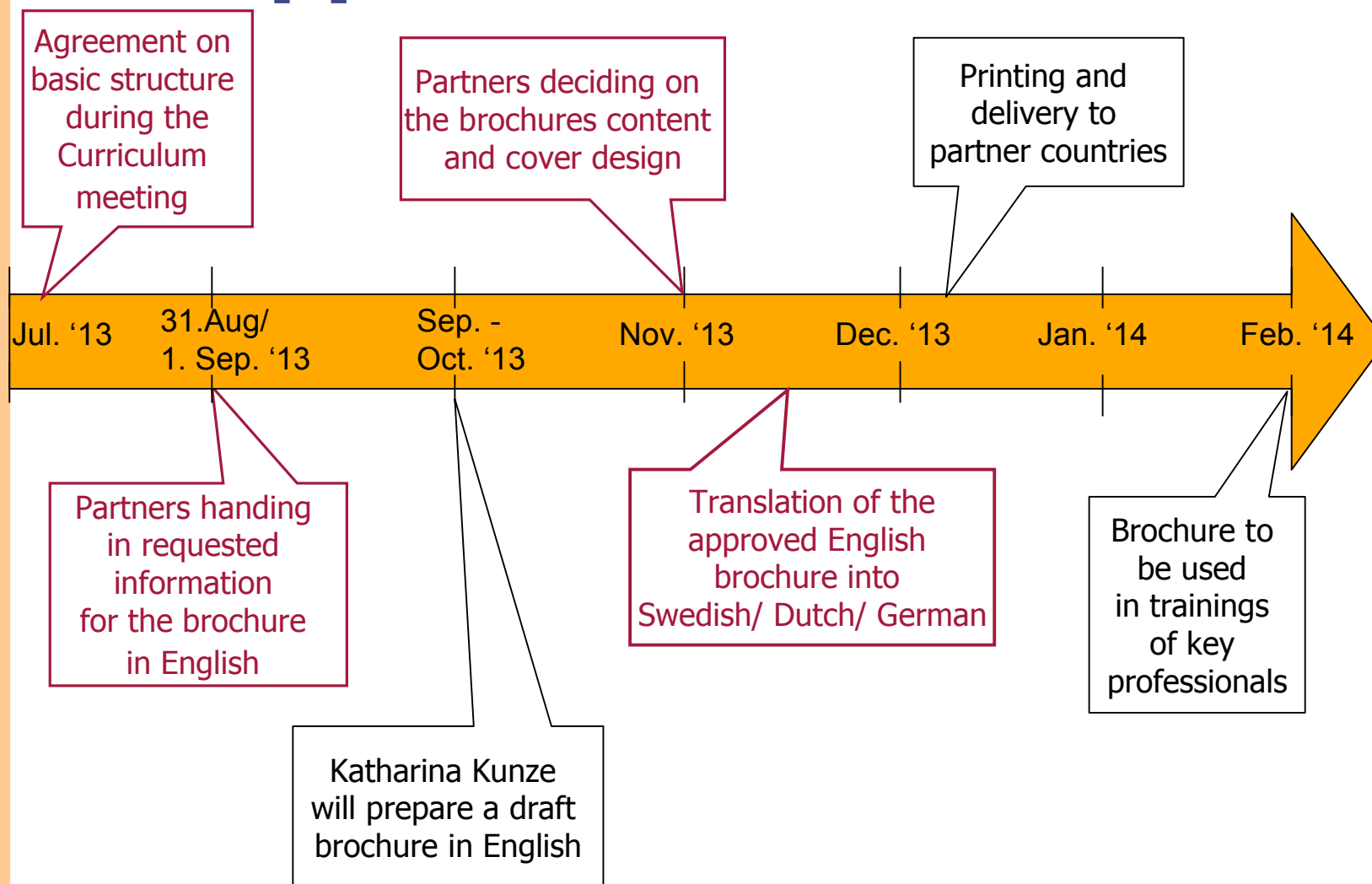
General Framework

- brochure will be published in the four national languages of the CHANGE partners
- politically correct, sensitive, empowering language
- about 8 pages, colour print, paper of good quality
- Illustration/Photos?
- “food for thought” at the end of each page?
(Example: Is it insulting to ask parents about their opinion on FGM?)
- other suggestions?

Approximate Timeline



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■ Red highlighted fields indicate the contribution of the CHANGE partners