



Promoting behaviour change



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

Ideas for Behaviour Change Activities
Kerstin Nacke



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Ideas

For Change Agents who start to raise awareness about FGM in their community

- Use the first Activity for trust-building
- Start by discussing less sensitive topics like children/cooking/being a woman or man with immigrant background
- Start with harmless/daily activities like watching a movie/sports
- Don't expect too much on the first activity
- Don't force the participants to open up about FGM if they are not ready
- Change Agents that already hold a respected position or know the targeted group of people/community well could start with FGM-related topics



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Ideas

Recommendations of activities for Change Agents involving the topic FGM

- Imam talking about FGM during Friday prayer
- Mother inviting other mothers for dinner and talking about FGM
Watching a movie like Moolaadé and discussing the content regarding FGM
- Artistic/creative activities to express associations with FGM such as drawing etc.
- Young people organizing a fashion show
- Cultural evening for youth - preparing food/wearing clothes from ones culture and discussing how culture shows
- Organizing a short play about the topic FGM
- Use dates like November 25th „International day for the elimination of violence against women“ or February 6th “International day against FGM”

Example: Young people organizing a fashion show in Ireland

- Organized by Ifrah Ahmed and her organisation United Youth of Ireland
- Activity to reach youth and public



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Thank you for your attention!

Your additional ideas and suggestions are
welcome