

# WOMEN & GIRLS

## LEAD GLOBAL

# BANGLADESH

### CAMPAIGN

The “Best Schools for Girls” campaign promotes girl-friendly educational environments in communities with high child marriage rates. The campaign targets students, parents, educators and government officials. More than 100 schools are competing for “Best Schools” certification.



### CEC

**Mahmud Hasan**

### REGIONAL COVERAGE

**Patnitala, Gangni, Sathkhira Sadar, Tala, Kaliganj, Syamnagar, Assasuni, Kulaura, Sariakandi, Khulna City Corporation**

### ALLIANCE LIAISONS

#### USAID

**Mahmuda Khan**

Program Officer

#### CARE

**Humaira Aziz**

Director, Women’s Empowerment Program

### BROADCAST PARTNER

#### BTB

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# 68

Number of screenings

# 4,945

Total audience

### NGO AND MEDIA PARTNERS

#### National Girl Child Advocacy Forum—

A network of government ministries, NGOs, schools, and media groups that works to promote investment in better health, education and nutrition for girls.

**BRAC**—Provides mentoring, livelihood, and skills development training to improve the mainstream secondary education system.

**PLAN**—Supports disadvantaged children and their families to become active citizens in communities, with a focus on education.

**Dnet**—Promotes social and technology innovation for poverty alleviation and peace-building, including a program that equips rural women with laptops and bicycles.

**Agrogoti Sangstha**—Empowers communities and institutions to ensure good governance and human rights for all.

**World Vision**—Promotes equal opportunities for girls and boys, child protection and child-friendly spaces, education, and early marriage prevention.

**Association for Realisation of Basic Needs**—Participatory model promotes democratic values, human rights, and gender equality.



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# INDIA

### CAMPAIGN

The “Hero Project” campaign supports the movement growing against gender-based violence in the wake of the 2012 Delhi gang rape. The campaign challenges damaging conceptions of masculinity, helping organizations use media to redefine gender roles and champion safer public spaces for girls and women.



### CEC

**Abhishek Srivastava**

### REGIONAL COVERAGE

**Delhi, Noida, Mumbai, Beed, Cage, Kalahandi, Kandhamal**

### ALLIANCE LIAISONS

#### USAID

**Erin Wroblewski**

Project Development Officer

#### FORD

**Vanita Mukherjee**

Program Officer, Reproductive Health and Rights

#### CARE

**Saibol Baroi**

Head of Advocacy

### BROADCAST PARTNER

**Doordarshan**

[www.ddindia.gov.in](http://www.ddindia.gov.in)

# 14

Number of screenings

# 1,035

Total audience

### NGO AND MEDIA PARTNERS

**Centre for Health and Social Justice—** Strengthens citizens’ claims to health-related legal rights, including gender equality work with men and boys.

**International Center for Research on Women/Parivartan Plus program—**

Aims to reduce gender-based violence by working with coaches and young athletes, with a focus on role modeling and self-esteem building.

**Magic Bus—** Mentors children in the slums from childhood to livelihood via activities and games that raise awareness about education, gender, and health.

**CNN-IBN—** A top national news channel and CNN affiliate.

**International Association of Women in Radio and Television—** The India chapter supports the international organization’s mission to champion women in the media and organizes an annual Asian Women’s Film Festival, showcasing women directors.



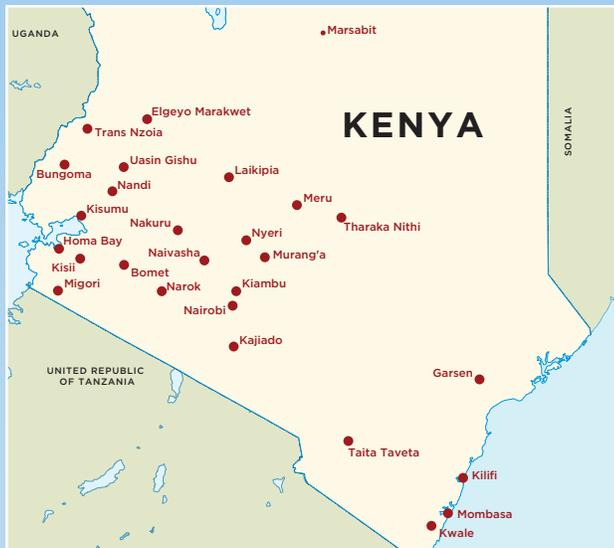
# WOMEN & GIRLS

## LEAD GLOBAL

# KENYA

### CAMPAIGN

The “Women in the Red” campaign boosts efforts to realize the promise of the 2010 constitution, which mandated a larger role for women in civil society. The campaign provides the inspiration, conversations and calls-to-action to empower the next generation of Kenyan leaders.



# 32

Number of screenings

# 2,229

Total audience

### NGO AND MEDIA PARTNERS

**Akili Dada** — Award-winning leadership incubator nurturing a generation of young African women from underprivileged backgrounds.

**Sauti Ya Wanawake Pwani** — Works with over 6,500 women in Kenya's Coast province to advocate for women's and children's rights, with a focus on governance, health, and education.

**Peace Initiative Kenya** — Focuses on risks facing women in conflict and gender roles in peacebuilding.

**Hatua Trust** — Works with women of faith and church leadership to promote women's leadership, civic engagement, and political participation.

**Rural Women Peace Link** — Strengthens women's peace efforts for sustainable development and upholding of basic human rights. Formed by Kenyan women in 1992.

**Moving the Goalposts Kenya** — Uses football to develop confidence, leadership, and other essential life skills of vulnerable young women.

**North Rift Women's Voices** — A network of women's rights organizations in the northern region of Rift Valley, focusing on social and economic empowerment in the quest to tackle female genital mutilation and poverty.

**Centre for Rights Education and Awareness** — Seeks to eradicate sexual and gender-based violence, promote women's rights, and sustain the national peace-building process.

**African Woman And Child Feature Service** — Works to increase voices of women and children in mainstream media through media training and research.

**Association of Media Women in Kenya** — Membership organization for women journalists that uses media to promote a gender-responsive society.

**Media Development in Africa** — Trains poor young people to make popular public interest television and radio programs, mostly for the East African market.

**Well-Told Story** — Creates innovative media to spur positive social change, while advising public and private organizations to increase impact through communication.

### CEC

Josephine Karianjahi

### REGIONAL COVERAGE

Nairobi, Kisumu, Mombasa, Kilifi, Homa Bay, Marsabit, Uasin Gishu, Elgeyo Marakwet, Migori, Kisii, Kajiado, Narok, Bomet, Nakuru, Naivasha, Nandi, Murang'a, Nyeri, Tharaka Nithi, Kiambu, Meru, Taita Taveta, Garsen, Kilifi, Mombasa, Kwale

### ALLIANCE LIAISONS

#### USAID

Robin Johnson

Senior Development and Communications Specialist

Betty Mugo

M&E/Gender Specialist

#### FORD

Monica Aleman

Cunningham

Program Officer, Gender

Rosemary Okello-Orlale

Program Officer, Media

#### CARE

Reshma Khan

Advocacy and Communications Officer

### BROADCAST PARTNER

Kenya Broadcasting Corporation (KBC)

[www.kbc.co.ke](http://www.kbc.co.ke)



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## LEAD GLOBAL

# JORDAN

### CAMPAIGN

The “I Have a Story” campaign encourages Jordanian communities to broaden their understanding of gender-based violence, to strengthen support systems for survivors, and to reduce the acceptance of GBV in homes and in public. The campaign uses “Film Clubs” to build trust among audience members, as well as media partnerships to promote attitude change and education.



### CEC

**Mays Zaneh**

### REGIONAL COVERAGE

**Amman, Irbid, Jerash, Quweira, Aqaba City Center**

### ALLIANCE LIAISONS

#### USAID

**Kenana Amin**

Program Development Specialist

#### CARE

**Fadwa Abdulqader**

Project Manager and Gender Specialist

### BROADCAST PARTNER

**Ro'ya TV**

[www.roya.tv](http://www.roya.tv)

# 8

**Number of screenings**

# 222

**Total audience**

### NGO AND MEDIA PARTNERS

**Jordanian Hashemite Fund for Human Development (JOHUD)**—An advocacy NGO dedicated to promoting rights-based sustainable human development. Through a network of 50 community development centers, JOHUD works with and advocates for Jordan’s most vulnerable populations.

**National Council for Family Affairs (NCFA)**—An umbrella organization overseen by Queen Rania Al-Abdullah that supports, coordinates and facilitates the work of its partners and relevant institutions involved in family affairs. Areas of focus include family empowerment, child development, prevention of domestic violence, research, and data resource management.

**National Centre for Human Rights**—An independent national institution which works to protect human rights, provide legal consultation and assistance, and monitor and observe human rights violations.

**Jordan University, Women’s Studies Center**—A distinguished research center that offers higher education degrees in women’s studies. The center specializes in local and regional women’s affairs.



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# PERU

### CAMPAIGN

The “Now is the Time!” campaign focuses on adolescent access to reproductive health information, working to reduce teen pregnancy and increase school enrollment. The campaign combines policy advocacy, grassroots community engagement, and partnerships with local schools and health centers, focusing on marginalized populations in the Amazon and Andes regions.



### CEC

**Kathrin Pfeiffer**

### REGIONAL COVERAGE

**Lima, Pucallpa, Sepahua, Masisea, Juliaca, Unocolla, Acora**

### ALLIANCE LIAISONS

#### USAID

**Magali Ugarte**

Development Outreach and Communications Specialist

#### CARE

**Tatiana Farfán**

Gender Department Coordinator

### BROADCAST PARTNER

**TV Perú**

[www.tvperu.gob.pe](http://www.tvperu.gob.pe)

# 17

**Number of screenings**

# 645

**Total audience**

### NGO AND MEDIA PARTNERS

#### Centro de la Mujer Peruana Flora Tristán—

Fights structural inequalities that limit women’s citizenship, with a focus on political participation, policy, capacity building for change agents, research, and public education.

**Ministerio de Educación**—Peru’s ministry of education directs, implements, monitors and evaluates policy in education, science and technology, culture, and sports.

**Consejo Regional de Adolescentes y Jóvenes de Ucayali para la Prevención del Embarazo en Adolescentes**—A regional youth council that lobbies the regional government to implement legislation promoting youth access to sexual health and education services.

**PCI Media Impact**—Uses the power of storytelling and creative communications to promote enduring change, including trainings in the use of “Entertainment-Education” and “Communication for Social Change”.

**Docuperú**—An independent documentary production organization that promotes dialogue, expression, and empowerment through documentary film with the aim of fostering intercultural understanding and community development across Peru.

**UN Population Fund (UNFPA)**—International development agency that supports countries in using data for policies and programs to reduce poverty, fight HIV/AIDS, and protect human rights.

**Peace Corps**—The U.S.’ preeminent international service organization, Peru’s office focuses on youth, community development, health, and environment, and maintains a Gender Equality and Women’s Empowerment Committee.

**Instituto Peruano de Paternidad Responsable (INPPARES)**—A private institution providing medical and educational services in sexual and reproductive health.

