

# Minimalizing Early marriage campaign

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# Problem statement

early marriage



has lifelong consequences

Early marriage thwarts girls' chance  
at education

Endangers their health i.e. Maternal health,  
death in pregnancy

Cuts their personal growth and  
development

# Possible causes

To protect economic well-being

Girls are viewed as an economic burden and marrying them off is viewed as a way to alleviate household expenses

Community customs regarding gender roles

minimalizin

g  
EARLY MARRIAGE  
CAMPAIGN



To teach Indonesian girls right to know that they have options to choose what they wanted to be;, that they have options to develop their talents.

# Activities



online  
campaign



direct  
campaign

different targets, different  
tasks



online  
campaign

Target Prioritized :  
people who can access the internet

Methods :  
providing data about number of early marriage in Indonesia, information about the disadvantages of early marriage, collect photos and testimonies from famous people who also want to minimize early marriage

Indicator :  
At least 200 likes on facebook a year  
At least 40 info updates in one year



direct  
campaign

Target Prioritized :

Secondary school students and teachers in Bandung suburbs area

Method :

Visit different secondary schools to hold seminar about the disadvantages of early marriage

Indicator:

At least 10 secondary schools were visited @150 students & people ~ 1500





## Budget for the 11 direct campaigns

Materials copy	USD 600
Transports	USD 350
Speakers fee	USD 360
Souvenirs i.e pin / t-shirt	USD 240
Total	USD 1550

Obstacles :

- Misunderstanding which can lead to further difficulties i.e. hard to find sponsors, permission issues

a girl has the POWER to choose her  
world

We have the POWER to help her do it

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