

HELLO I AM

...ending child marriage হিয়া

What is Hello, I Am?

Hello, I Am is a multi-component programme aiming to end child marriage, teenage pregnancy and school drop-out.



Through a series of media and face-to-face programmes in Bangladesh, *Hello, I Am* empowers young men and women to take action against child marriage and encourages parents and community leaders to become more supportive of girls' aspirations.

BBC Media Action Bangladesh develops and broadcasts national television and radio edutainment shows and training materials.

Implementation partners Population Services and Training Center (PSTC), RHSTEP and Dustha Shasthya Kendra (DSK) deliver face-to-face interventions in six *upazilas* (sub-districts).

Rutgers provides grant management and technical advice on youth and parent interventions, and carries out operational research and evaluations. The four-year programme, running from 2017 to 2020, is funded by the IKEA Foundation.

Highlights

2017 and 2018

EDUTAINMENT

BBC Media Action produced 13 episodes of the *Hello Check!* television programme for *Hello, I Am*. The show includes real-life stories, celebrity guests and discussions about gender equality, sexual harassment, school drop-out, early marriage and pregnancy. In 2018, the *Hello Check!* TV show reached 7.24 million people aged 15+.

BBC Media Action's accompanying radio programme – also called *Hello Check!* – is a half-hour live show broadcast across the nation on Dhaka FM every Friday at 9pm, reaching thousands of young people each week.

In 2018, the *Hello Check!* radio show received **3,000** text messages during live shows



Hello, I Am TV and radio content posted on the *Hello Check!* Facebook received



47,932 likes



2,731 shares

2,154 Comments

YOUTH AND PARENT GROUPS

Youth and parent groups were established in each intervention area. Using video clips and exercises based on the *Hello Check!* TV programmes and Rutgers training materials, the groups discuss a range of issues relating to child marriage, teenage pregnancy and school drop-out.

Between January 2017 and December 2018:



2,518 young people took part in youth groups

2,506 parents took part in parent groups





Results of the youth and parent groups:

- Increased knowledge about child marriage, teenage pregnancy and school drop-out.
- Increased family dialogue about child marriage decisions.
- Contributed to movement-building within communities to end child marriage.



COMMUNITY OUTREACH

Community outreach activities include campaigns, drama shows developed by young people, dialogue events bringing together three generations and large community fairs.

Between January 2017 and December 2018, these community activities reached a total of:



15,918
young people

11,489 adults

Information, education and communication materials, including leaflets about the risks of child marriage, reached an estimated

28,304
people in 2017 and 2018



In each *upazila*, community networks are taking forward learning from the youth and parent groups. In 2017 and 2018, a total of 324 young people and parents who had taken part in the groups went on to form adolescent and parent networks. The networks undertook 58 actions, with many more planned.

ENGAGING COMMUNITY LEADERS

Hello, I Am engages community leaders, aiming to gain their support for changing social norms around child marriage, teenage pregnancy and school drop-out.

Between January 2017 and December 2018, 486 community leaders participated in dialogues and meetings, leading to increased collaboration with local governments.

NATIONAL AWARENESS-RAISING

- In 2018, national events included a seminar 'Ending child marriage is critical to achieve the SDGs' and an awareness-raising event to mark '16 days of activities to end violence against women'. These drew attention to the issue of child marriage in national newspapers and TV.
- A 'Best Fatherhood' campaign in Chittagong also received coverage on national TV.



Looking forward

In 2019 and 2020:

- *Hello Check!* television content will be shown in community screenings in the six implementing areas.
- 50 episodes of the *Hello Check!* radio show will be broadcast on Dhaka FM with national coverage.
- Using a 'positive deviance approach', families who have successfully resisted child marriage will be involved in tackling social norms in their communities.
- Income-generating activities will provide livelihood opportunities for girls, helping them to delay marriage.
- Community networks will implement local action plans, spreading messages about ending child marriage, teenage pregnancy and school drop-out.
- A new website for young people informing them about puberty and how to cope with changing bodies, minds, feelings and emotions.



Do you want to know more about *Hello, I Am*? Go to:

www.rutgers.international/programmes/hello-i-am

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