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Update on the context and situation of children

In 2019 Egypt continued to benefit from **overall political, economic and fiscal stability**. The country's GDP is expected to grow by 5.5% in 2019 and is forecasted to continue growing at a similar pace in the coming quinquennium. Recent data on the prevalence of poverty (HIECS 2017-18) indicates that economic growth is not benefiting different segments of the population equally. The percentage of people living below the **national monetary poverty line** (1,5\$ per day) continued to increase: one in three people (32.5%) living in Egypt, equivalent to 33 million individuals, is now estimated to be living in poverty, compared to 28% in 2015-16.

Monetary poverty is often compounded by challenges in accessing basic services. According to the latest available estimates (MODA 2017), over nine million children in Egypt live in conditions of **multiple deprivations** related to lack of access to basic services and support mechanisms.

The population of Egypt is growing at 2.6% per year and is forecasted to reach 120 million by 2030 (UN Population), when **Egypt will be home to 24 million adolescents**. Such rapid demographic expansion poses increasing challenges to the country's ambitions to expand the provision of quality basic services and reduce poverty.

The **Government of Egypt recognises these challenges** and the ongoing **revision of the National Sustainable Development Strategy 2030 (SDS)** places the improvement of Egyptians' living standards as one of its goals. Indeed, the first and second targets of the SDS are the reduction of multidimensional poverty and the provision of social protection. Key Government initiatives include the establishment of universal health insurance and the Takaful and Karama cash transfer programme, that reached some 2 million families and is expected to be expanded to reach 3.5 million families within the next three years. A national social protection strategy addressing inter-generational development challenges is being finalised to serve as a basis for more effective social protection.

The country's **recent structural adjustment** has increased fiscal space and created the conditions for more ambitious investments to decrease poverty and minimise socio-economic disparities in access to quality services.

Under-5 mortality has decreased substantially in Egypt and is estimated to have reached 21 per thousand live births while neo-natal mortality (11 per thousand live births) now accounts for 52% of the overall under-5 mortality (CMEG 2019). Gender and socioeconomic disparities in key child survival, health and nutrition indicators persist and the poorest children are more than twice as likely to die before the age of 5 (DHS 2014).

A triple burden of undernutrition, hidden hunger and overweight constrains the capacity of children in Egypt to grow, develop and learn to their full potential. One in 5 under-five aged children are stunted and some 15% of children under-five and 35% of children and adolescents (5-19 years) are overweight. Based on projections in nutrition indicators and current funding levels, Egypt risks being unable to achieve the SDGs in this area.

Just **28% of pre-primary schoolchildren are enrolled in early childhood education programmes** (EMIS 2018), with the richest children being fourfold more likely than the poorest to attend early childhood education.

The **national policy and legal framework related to child survival and early development** is being completed through the revision of the ECD policy and strategy. The health sector financial allocation in the 2019 **state budget** (EGP 73 billion) is equivalent to just 1.3% of the country's GDP, far below the required level.

With over **21 million students**, the Egyptian education system is the largest in the region. With net enrolment ratios of 97% in primary and 81% in secondary education and virtually no gender gaps, socio-economic and geographical disparities remain the key determinants of access to education in Egypt.

The **quality of education** remains a challenge and contributes to low completion ratios. Just 47% of grade-8 students reach the low benchmark of international learning achievement tests in mathematics and 42% in science (PIRLS, 2015). The relevance of education including curriculum, teacher quality and learning needs to be enhanced to better reflect the market's demand.

In 2019, the Ministry of Education and Technical Education (MoETE) issued an administrative circular stipulating the right of children enrolled in **special education** to transfer to public schools if they meet the criteria for mild disability. This is a positive step forward towards a more inclusive school system.

In recent years Egypt has made **progress in strengthening the legal framework** for the protection of children from violence, abuse and exploitation. Efforts now aim at ensuring full implementation of the legal framework. The 2018

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Strategic Framework on Elimination of Violence Against Children (EVAC) served as basis for the development in 2019 of the National Plan of Action that spells out the responsibilities of the different counterparts between 2019 and 2030 to operationalise the Strategic Framework.

Gender-based violence is prevalent and has high levels of social acceptance. According to a recent survey (IMAGES, 2018), men and women alike reported high rates of men's use of violence against women. **Child marriage** is a concern, with nearly 1 in every 20 girls (4%) aged 15 to 17 years either currently married or previously married (Census 2017). Despite being prohibited by law, **female genital mutilation/cutting** remains prevalent in Egypt, affecting 61% of adolescent girls (DHS2014).

Egypt is a country of transit and destination for refugees and asylum seekers. As of October 2019, 252,570 refugees and asylum seekers were registered in Egypt (39% of whom are children) from 58 nationalities. While Syrians remain the largest group (51%), in 2019 there was an increase of refugees from sub-Saharan Africa, due to conflicts and instability in the East and Horn of Africa.

Specific groups of refugees and asylum seekers face greater economic and protection challenges, particularly unaccompanied and separated children (UASC). In the period January-October 2019, 3,154 unaccompanied children and 1,498 separated children have been registered by UNHCR.

While the protection environment for refugees and asylum seekers in Egypt remains generally conducive, only refugees from Syria and some other nationalities have access to public education and health services at an equal level to Egyptian nationals.

Major contributions and drivers of results

The UNICEF-Egypt Country Programme (CP) falls within the Egypt United Nations Programme Development Framework and sets out a range of interventions to support the country's efforts to tackle its development challenges and progress towards the achievement of the Sustainable Development Goals (SDGs).

2.1 Every child survives and thrives

The *Child survival and early development* Outcome in the 2018-2022 UNICEF-Egypt CP has four pillars: good health, adequate nutrition, opportunities for early learning, and responsive caregiving.

To further reduce child mortality and improve Early Childhood Development (ECD) outcomes, UNICEF supports the Government's Vision 2030, aiming to create a conducive policy environment for children, expand access to quality services, and empower families and communities for optimal development of children.

In 2019, UNICEF supported the National Committee for Childhood and Motherhood (NCCM) in the development of the new national **ECD Strategy**. The strategy, expected to be finalised in March 2020, is a milestone towards making family-friendly early childhood development policies a national priority. UNICEF also supported the development of the National **Early Learning and Development Standards (ELDS)** that pave the way towards a system for the measurement of young children's development and to inform health, nutrition and early learning practices and policies.

The World Bank-UNICEF report on **Scaling Up Nutrition in the Arab Republic of Egypt: Investing in a Healthy Future** was published in 2019. The report serves as a basis for national scaling-up of the most effective interventions, namely, infant and young child feeding and micronutrient supplementation.

The Ministry of Health and Population (MoHP) has identified Universal Health Insurance as a national priority. In this context, UNICEF and WHO support the improvement in utilisation and quality of primary health care. UNICEF increased the capacity of 440 health managers for evidence-based planning, updated the health information system and developed a dashboard to visualize data on child health and nutrition. As part of the *Essential package of maternal and child health care services* initiative implemented in 9 districts within three governorates, in 2019, UNICEF support resulted in 299,430 primary caregivers receiving quality counseling on nutrition, health and ECD. This was achieved through the integration of health, nutrition and care for child development messages into manuals, protocols and guidance for the health workforces and the roll-out of training reaching 1,474 nurses and doctors. In 2019, UNICEF also mobilised 870 community health workers and volunteers, and generated demand for quality health interventions. The UNICEF supported interventions resulted in a **threefold increase in the utilization of maternal and child health services** in the 9 programme districts. According to Government data (HMIS), the percentage of pregnant women receiving four antenatal care visits in programme areas increased from 22% in 2017 to 69% in 2019 – much higher than the national average that in the same period increased from 19% to 25%. The number of growth monitoring visits in the second year of life also increased

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substantially, from 1.7 to 4 – compared to a national average that decreased from 1.2. to 1. A total of 534,374 live births were delivered in health facilities through UNICEF supported programmes.

UNICEF support to planning, coordination and tracking was instrumental to the success of the Ministry of Health and Population (MoHP)'s national school-children malnutrition screening. The initiative was a major public health endeavor with 12 million primary school-aged children screened, and malnourished children referred for case management.

In response to the Government's call for a nutrition campaign to reach caregivers and children, UNICEF established a non-financial partnership with the leading publishing house Nahdet Misr that resulted in the provision of nutrition-related messaging through 14 million children's books throughout the country.

In partnership with the Ministry of Social Solidarity and the Ministry of Youth and Sport (MoYS), UNICEF piloted a **model ECD Voluntary Centre** across the country, serving 730 children age 2-4 years (46% females) and engaging 6,565 parents (77% females) in parenting sessions. It is expected that the Government will take over the management of the centres in mid-2020 and replicate the model nationwide.

UNICEF supports the Government in implementing a **Social and Behavioral Change Model** on positive parenting. In 2019, progress towards implementing the Model included piloting the Toy Making Festival concept and initiating a real-time information service through RapidPro.

The **Toy Making Festival** (TMF), designed and implemented by UNICEF with Government and CSO partners, is a play-based learning programme promoting parents' early stimulation skills and community engagement towards ECD. In 2019, 400 service providers were trained in producing toys with recycled materials for early stimulation, 4,500 parents engaged at the community level, and wide audiences were reached on social media (with a digital reach of 3.3 million). Targeting migrants and host communities, the Festival contributes to enhancing social cohesion through collectively producing toys and playing with children. The programme also contributes to promoting a culture of recycling and respect for the environment.

In 2019 key Government counterparts endorsed the establishment of a real-time information system, using **Rapid-Pro** to support parents from the most vulnerable families. The system engages parents with children under-5 years providing them with custom-tailored information and access to two-way communication with service providers. In 2019, UNICEF led the steering committee established to manage the implementation with the three relevant ministries and the purchasing of relevant equipment in addition to capacity building and coaching for an initial period of 24 months.

UNICEF conducted large-scale awareness-raising initiatives, such as the interactive **Parenting Month** on the importance of parents' interaction with their children and a **breastfeeding campaign** engaging parents in discussion on breastfeeding. The two campaigns had a cumulative social media reach of 15.5 million.

2.2 Every child learns

The UNICEF Education intervention is part of the CP Outcome *Learning and protection*, and has four outputs: service delivery, disadvantaged children, adolescent participation and ECD.

In 2019 UNICEF continued supporting the operationalisation of the national education reform using the Life Skills and Citizenship Education (LSCE) Framework as foundational concept. A key achievement in 2019 was the **development of the grade-level curriculum framework, teacher training and assessment framework for primary 2 and 3**. UNICEF supported capacity development of 35 curriculum development experts on means to integrate life-skills into learning outcomes. The new curricula were rolled-out nationwide reaching 6 million pupils from pre-primary to primary grade 2. Grade 3 curriculum will be rolled-out in September 2020.

The Government renewed its commitment to decrease the number of out-of-school children through **Community Based Education** (CBE). In 2019, UNICEF supported the review of the CBE model; the results of the review informed a ministerial decree on the new CBE model. At the service provision level, together with national partners, UNICEF support resulted in 60,000 children (46,620 female) in poor and rural communities, including those out-of-school and/or at risk of dropping out, benefiting from improved quality of teaching and learning in 3,000 community-based schools.

MoETE and UNICEF have a longstanding partnership supporting **inclusive schools** for children with disabilities, and UNICEF supports MoETE's objective to extend the implementation of the education reform to these schools. In 2019 UNICEF supported the introduction of the new curriculum design, approaches and teachers' competencies to inclusive and special education. This included the development of Curriculum Frameworks for special education from pre-primary to primary grade 3; the development of Guidelines on the adaptation and accommodation of learning materials to address the needs of children with disabilities in inclusive schools, and a teachers' guide on inclusive education.

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UNICEF in partnership with MoETE implements the Inclusive Education Model which enables children with minor disabilities to join the mainstream public-school system. In 2019, the implementation of the model resulted in 4,510 children with minor disabilities (1,498 female) gaining access to primary schools. In addition, the model benefited some 75,000 pupils overall, through improved teachers' capacity that caters to each child's specific learning needs.

UNICEF, in partnership with national and local authorities, implements a **programme that aims at restoration of basic services in the Sinai Peninsula, including North Sinai** - one of the most destitute and hard-to-reach areas of the country, where UNICEF is the only UN agency implementing interventions at scale. In 2019, 167,560 pupils (82,257 female) in 524 primary schools in the Sinai Peninsula and Ismailia benefited from teaching and learning supplies. The supplies package supports teachers and students in the roll-out of the new curriculum. In the programme areas, UNICEF also supported development and piloting of an extra-curricular LSCE training package to strengthen core skills.

In 2019, the Meshwary programme, implemented by Ministry of Youth and Sports (MoYS) with the support of UNICEF, increased the LSCE-based foundational life and employability skills and career development opportunities of 19,968 (11,903 female) socially and economically-excluded young people (aged 13-24). In 2019 Meshwary was expanded to North Sinai making it now available in 12 governorates. UNICEF is supporting the Government to redefine the Meshwary model in the framework of the global Generation Unlimited initiative and by harnessing the power of a fast-expanding private sector.

UNICEF's also supported MoYS in scaling up of the Civic Education and Student Unions programme, implemented jointly with the student unions of MoETE. In 2019, 12,732 (6,241 females) adolescents and youth increased their capacity for civic engagement and participation. Out of the total number of young people reached, 6,446 young people designed more than 10,000 adolescent-and youth-led initiatives.

2.3 Every child is protected from violence and exploitation

The UNICEF Child protection (CP) intervention is part of the *Learning and protection* Outcome of the CP, contributing to two outputs: CP system strengthening and enhanced CP services.

In 2019 UNICEF continued supporting the Government in EVAC, advocating its prioritisation in the national agenda. Building on the establishment in 2018 of the National EVAC Framework, UNICEF supported the development of the **national EVAC Plan of Action**: a crucial tool to identify the roles and responsibilities of the different actors working on EVAC. MoETE and UNICEF developed a package for addressing violence in schools that will be piloted in 2020.

In the course of 2019, the national CP system managed by NCCM and partners provided support through combined case management (CM) to 28,731 children - a 4% increase compared to 2018. UNICEF contributed to this result through strengthening the Child Help Line (CHL) through a digital switchboard and call registration with a data system that captures the full CM process, and the monitoring system; as well strengthening capacity of CHL's workers resulting in a system able to respond to a higher number of calls. In addition, UNICEF supported the establishment of Child Protection Units (CPU) in more than half of the CPCs in 16 governorates, resulting in an increased availability of social workers and overall increased capacity of the CP system.

UNICEF also supports the Ministry of Social Solidarity (MoSS) in the **development of its internal CM system for services**. The system was piloted in five governorates in 2019 and a ministerial decree was issued to regulate its national scaling up.

UNICEF continued supporting national authorities in the **implementation of national legislation and international standards** related to justice for children. Milestones towards this included the issuance and dissemination of a circular by the Public Prosecutor on the activation of the Child Protection Committees (CPCs) and the reform of the criminal justice system for children and the guidelines on the rights of child victims and witnesses of crimes. UNICEF also supported the provision of legal and social services to 1,246 children in contact with the law.

UNICEF supported the new **National Committee for the Eradication of FGM** which leads national efforts to address FGM. Jointly with partners, UNICEF supported the National FGM eradication campaign with the theme #EndFGM with a digital reach of 3 million. The campaign resulted in a large increase in the number of calls received by the CHL totaling 1,581 calls specifically on FGM in 2019.

UNICEF supported capacity building of 2,686 service providers to address harmful practices including law enforcement officials, judges, prosecutors, social workers, police officers and members of the CPCs. Through the Joint Programme on FGM with UNFPA, an estimated 2,633,303 were reached through FGM National Committee's activities, namely: awareness-raising through sports clubs, docudrama, and participation in community-based public declarations against FGM (2,429,317

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through the FGM National Committee, 162,650 directly through UNICEF, and 41,336 through UNFPA). In 2019, UNICEF also contributed towards establishing a national qualified, accountable and more responsive **social workforce to support EVAC**. To this end, UNICEF supported the development of a costed proposal for an accreditation scheme for social workforce and a capacity-building package for the accreditation scheme.

Following the 2018 campaign addressing bullying, in 2019 UNICEF and partners conducted an **EVAC campaign against violence inside and outside school** focusing on encouraging to recognize the negative consequences of violent discipline and corporal punishment. On TV, radio, digital platforms and billboards, the campaign was complemented by on-ground activations in retail stores (Carrefour supermarkets, Vox cinemas, etc.) reaching an estimated 6.2 million people; in addition, the campaign had a social media reach of 84 million and an engagement of 3 million.

2.4 Every child lives in a safe and clean environment

UNICEF engagement in this area focuses on **hygiene promotion in schools and communities**. As part of a partnership with UNILEVER, 338,000 primary-school children increased their knowledge and awareness on key issues related to proper hygiene, nutrition and water conservation. This was achieved through training of 1,800 teachers from 360 primary schools; as part of the training, each teacher developed a plan to support awareness activities of pupils and implemented the plan through the students' project groups. As part of the same partnership, 70,000 community members increased their knowledge on hygiene and nutrition through interactive communication activities.

2.5 Every child has an equitable chance in life

UNICEF through its Social Policy Monitoring and Evaluation programme, contributes to national efforts to fight extreme poverty, exclusion and other barriers holding back children from their full development.

UNICEF's long-standing partnership with MOSS has focused on the national social protection reform. The year 2019 was crucial as UNICEF supported MoSS in **developing the new national Social Protection (SP) Strategy** through the provision of specialised technical assistance. Three sets of stakeholders' dialogues were held to develop an inclusive SP Strategy with strong buy-in from national counterparts. The Strategy, whose draft was completed in December, sets out the long-term vision towards the expansion of social protection to protect the rights of destitute families and children. It defines the goals and principles of social protection in Egypt and identifies the roles and responsibilities of stakeholders. The Strategy also provides the conceptual basis to guide legislative and policy reforms. Following a life-cycle approach, the Strategy identifies children as priority beneficiary of SP. To achieve the above result, UNICEF leveraged financial support from the private sector through a three-year partnership with insurance company Allianz.

2.6 Providing Children on the Move with Protection, Education and Health

UNICEF played an active role in the functioning of the national Children on the Move Taskforce which in 2019 produced two main outcomes, namely the 'National SOPs on the Protection and Assistance of Child Asylum-Seekers, Refugees, Smuggled Migrants and Victims Trafficking in Persons' and the Child Helpline (CHL) victim identification indicators for children on the move. These two outcomes are turning points towards ensuring universal access to services for children on the move, including provisions alternative to detention.

In 2019, UNICEF in partnership with MoHP provided 80,364 **children, adolescents, and young adults who are migrants, refugees, and children from host communities with psychosocial support**, 21,729 parents with positive parenting sessions, and 6,083 migrant, refugee, and host community children with multi-sectoral case management through a partnership with the MoHP using PHUs as access points for child protection services.

UNICEF supported refugee and migrant children to access quality education. To overcome financial barriers, UNICEF provided education grants partially covering the direct and indirect costs of education for 11,575 children from different nationalities. In addition, 59,737 children (of which 28,968 female) received school supplies.

UNICEF also contributed to improve the education services through the renovation of 26 school facilities and provision of WASH facilities in 6 schools, benefiting 33,535 children from different nationalities. Furthermore, 46,163 (23,621 female) refugees and host community children were equipped with a set of skills enhancing their resilience and supporting social cohesion through camps, workshops, and LEGO-play activities.

UNICEF strengthened the capacity of 2,290 education personnel (1422 female) to deal with school administration, class management and psychosocial support to students. Also, 493 (290 female) education actors were equipped with the knowledge and skills to support refugee and migrant children in schools through training on school admission rules for refugee and migrant children and on how to provide support for the admission process.

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UNICEF support resulted in 27,095 refugee children receiving immunisation and accessing growth monitoring as well as 15,493 refugee women receiving antenatal and post-natal health services. This was achieved through the identification, training and deployment of community health workers from Syrian communities and the provision of essential commodities.

2.7 Using the power of evidence to drive change for children

UNICEF has progressively established itself as a knowledge-hub for children in Egypt by producing high-quality **analysis and publications on key child-rights topics** and using them to foster and shape evidence-based stakeholders' dialogue and ultimately positively influence policy and budgetary decisions related to children's rights.

In 2019 UNICEF expanded its partnership with government institutions, academia and research agencies towards generating evidence on child rights issues, including on state budget allocation. Ongoing partnerships include NCCM, Ministry of Finance, Ministry of Planning, CAPMAS, J-Pal, and University of Cairo. In 2019 UNICEF developed 24 knowledge products (including studies, researches, policy briefs and data snapshots) and 18 seminars and events with national and international experts which contributed to increase the prominence of children's rights in the policy debate. FGM was among the topics in focus in 2019, with a UNICEF publication and ensuing dialogue casting light on this subject and contributing to promote a national refocus of action to fight FGM in Egypt. A milestone agreement was reached in 2019 by the Government and UNICEF to develop a new child multidimensional poverty index to be regularly included in the national statistics agenda.

Lessons Learned and Innovations

This paragraph outlines two interventions employing innovative approaches to overcome specific challenges faced by the programme. The first intervention is related to the provision of child protection services to refugees and migrants living in host communities. The second intervention focuses on tackling practices harmful to children in a context of entrenched gender-related social norms constraining progress in key child protection areas.

3.1 Delivering child protection services through the public health system: a model for reaching children in need

The provision of child protection (CP) services to migrants and refugees poses major challenges; the fact that refugees live within local communities, rather than in camps, makes it difficult to locate them. The limited availability in the country of social work force for the provision of CP services is also a constraining factor.

In an attempt to overcome these challenges, UNICEF in partnership with the MoHP, designed an intervention that uses the Primary Health Units (PHUs) as an entry point for the provision of CP services to migrants, refugees and host communities.

The intervention began in 2017 in 40 PHUs where capacity of health personnel and community volunteers was developed to provide psycho-social support and other services to children and parents. A needs assessment conducted in 2018 showed that beneficiaries required additional services. Accordingly, the array of services provided was expanded to include positive parenting sessions, recreational programmes, life skills training, case management and specialised services to children with disabilities, among other services.

The implementation of the intervention has proved effective in overcoming the contextual challenges. Since all children in Egypt, irrespective of their nationality, are entitled to free vaccinations and other basic health services in the PHUs, migrant and refugee families often approach the PHUs. This makes the PHUs an effective point to reach migrants, which would otherwise be difficult to locate within the communities where they live.

Since the PHUs are government institutions, they do not require security clearance; this significantly facilitate the intervention, as civil society organizations are required to obtain security clearance to receive foreign funding and implement interventions. Another element that has proven important for the model's success is the presence of PHUs throughout the country and the proximity to the communities. The model has also demonstrated to be effective in reducing operating costs as it relies on MoHP's structure and personnel.

Building on the successful experience, the model was expanded in 2019 to 80 PHUs across 19 governorates. UNICEF is working with MoHP to expand the coverage to additional districts and progressively reach all the country's governorates, within the context of the national health system transformative agenda. For a summary of the results achieved through this model, refer to paragraph 2.6.

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3.2 Dawwie: innovative programming to create an ecosystem that empowers girls and contributes to tackling harmful societal practices

Egypt faces a high prevalence of harmful practices such as FGM and gender disparities. UNICEF supported NCCM in the design and implementation of a national girls' empowerment initiative, called Dawwie. The initiative has a distinctive innovative feature as, rather than attempting to address the specific practices harmful to children, it aims at tackling gender inequality as a root cause of such practices, thus contributing to establish the foundations of a long-term gender norms transformation.

The programme recognises that individual behaviors have complex and interconnected determinants and aims at creating a conducive ecosystem to tackle harmful social norms by building a community of institutions and people in supporting girls to fulfill their full potential. Based on the *Organized Diffusion of Innovation theory*, Dawwie employs social marketing, community dialogue and media advocacy techniques to engaging individuals, communities, and policymakers. Conceptualised to empower boys and girls, the initiative builds on storytelling to connect children and adolescents with communities and policymakers in addition to enhancing institutional support to foster children's and adolescents' access to services, skills, and information contributing to gender equality. Based on a mix of interventions that goes from individual and community level to digital and media engagement, the programme focuses on giving visibility to the voices of girls and boys at individual and community levels to facilitate a change in social expectations, through interactive community theater, intergenerational dialogues, digital platforms, edutainment, campaigning, etc.

Two elements of the programme that have proved crucial for its success are the national participatory branding strategy and the open-source toolkits. Together they were instrumental in ensuring a strong organic replicability and scalability allowing institutions and groups such as ministries, schools, NGOs, civil society organisations and individuals to start their own localised Dawwie-branded activities. The Initiative's innovative model and design feature has allowed it to effectively adapt itself to the Egyptian context. The initiative has strong institutional support, with six ministries, two national councils, civil society, national and international organizations actively involved in its implementation.

In 2019, UNICEF supported training of 5,000 youth on digital literacy, engaged 7,000 youth through Dawwie storytelling Circles and Road Show community engagement as positive gender socialisation opportunity for the most vulnerable. In addition, Dawwie had a reach of 2 million on social media (with 8% engagement rate). Formally endorsed by the Minister of Education, the rollout of Dawwie package in schools organically reached 33,732 girls, 12,968 boys and 4,877 parents in 3,603 schools in just the last quarter of 2019.

Dawwie's inception phase showed that investment in building a coalition of supporters involved in the initiative's design was crucial in ensuring ownership and commitment in organically implementing activities thus promoting sustainability and high return of investment.

Capitalising on the initiative's rapid and organic expansion, the Government and UNICEF will support the strengthening of Dawwie's coordination mechanisms to further promote the organic expansion of the programme. This will include setting up a national monitoring and evaluation systems to assess the programme impact on changing social expectations as well as behaviors harmful to children, especially girls.