

Context → UN, African Union and Kenyan Government opposition is growing to this ancient practice still prevalent among particular ethnic groups, especially Maasai where it is perceived as a way of life and a social norm. Community-level engagement is required to help shift this norm. An American NGO has just completed a project in your target villages. Recent research has shown how intractable the FGM problem is.

Theory of Change → If we develop alternative initiation ceremonies, identify ambassadors against FGM and provide awareness-raising programmes that challenge social norms on FGM then we will work successfully towards our long-term desired outcome of ending FGM in one generation in four Kenyan villages

Activities → Develop awareness-raising campaign
Prepare alternative initiation ceremonies
Identify anti-FGM ambassadors

Interventions appropriate and welcome in local context

Outputs → 3x training courses attended by 60% of villagers
Ceremony attended by 50% of uncut girls (2-14)
10 ambassadors appointed

Courses delivered effectively.
Ambassadors volunteer in good faith

Short-term Outcomes → Increased local understanding of FGM dangers
Girl ambassadors empowered and more confident

Social space exists for girls to act as ambassadors

Medium-term Outcomes → Community members will get together and agree on declaration to end FGM
Other girls will be inspired to refuse FGM or to seek refuge

Social space exists for girls to act as ambassadors

Long-term Outcomes → Village or community-level engagement to halt FGM and the emergence of new social norms

Community acting in good faith

Key: Verified using Quantitative methods Verified using Qualitative methods Assumptions/Risks