



Effectiveness of Tipping Point: A girls' empowerment and social norm intervention in reducing child marriage

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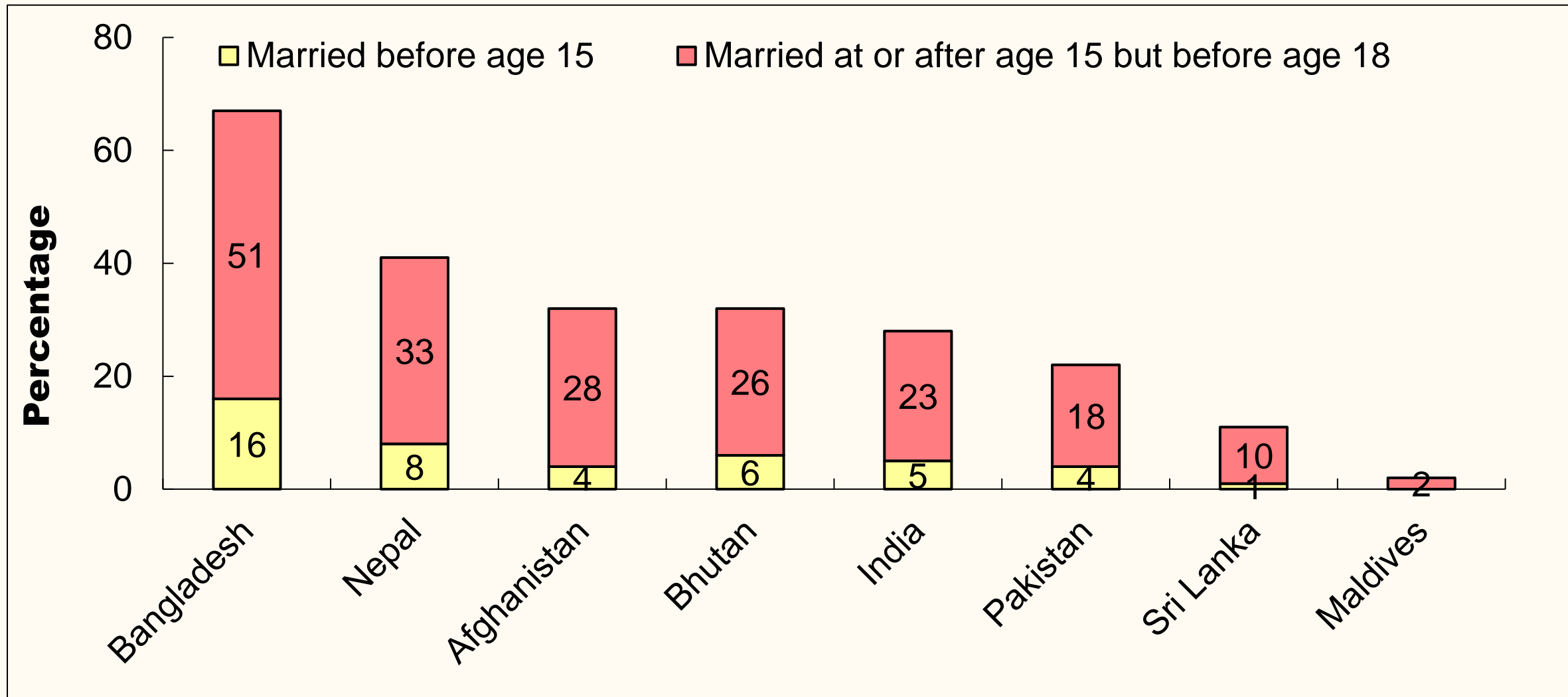
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Child Marriage (CM)

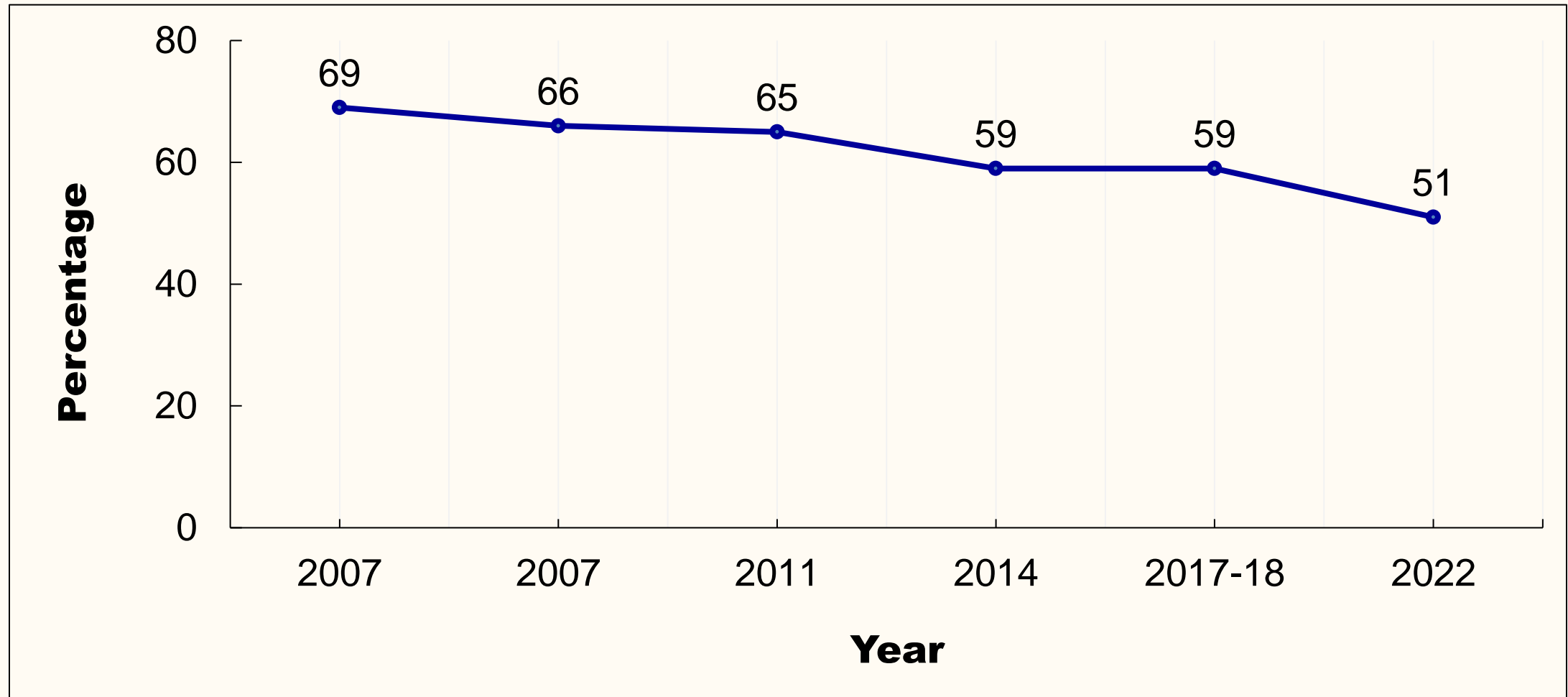
- Globally, 19% girls are married before age 18, and South Asia contributes to 29% of the global burden (*UNICEF, 2023*)
- Child marriage has adverse implications on the lives and well-being of girls, their families, communities and the nation at large
- Elimination of child marriage features as one of the SDGs

Prevalence of child marriage in South Asia



Source: UNICEF, 2023

Trend in child marriage, Bangladesh



Source: BDHS 2022

Operational definitions



Empowerment: The expansion and safeguarding of girls' ability to:

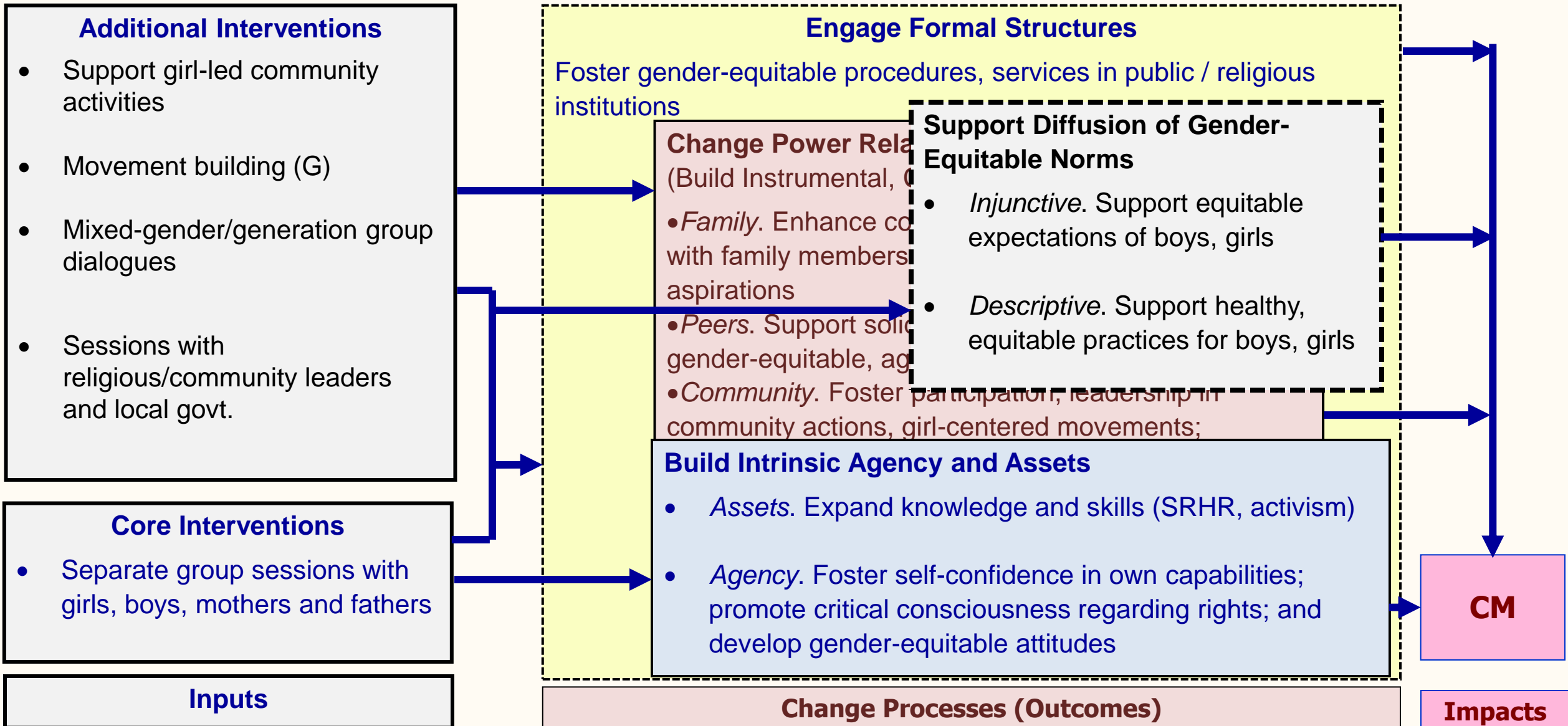
- make strategic life choices and
- act on those choices to reach self-determined or collective goals.

Social norm: A rule about what is appropriate in a given group. It is governed by:

- the belief, what most people do and approve or disapprove
- the sanctions or rewards for non-compliance or compliance to the norm

Some people in the community influence others' decisions regarding their practice making it is critical to engage with them for social norm change

The Tipping Point Theory of Change

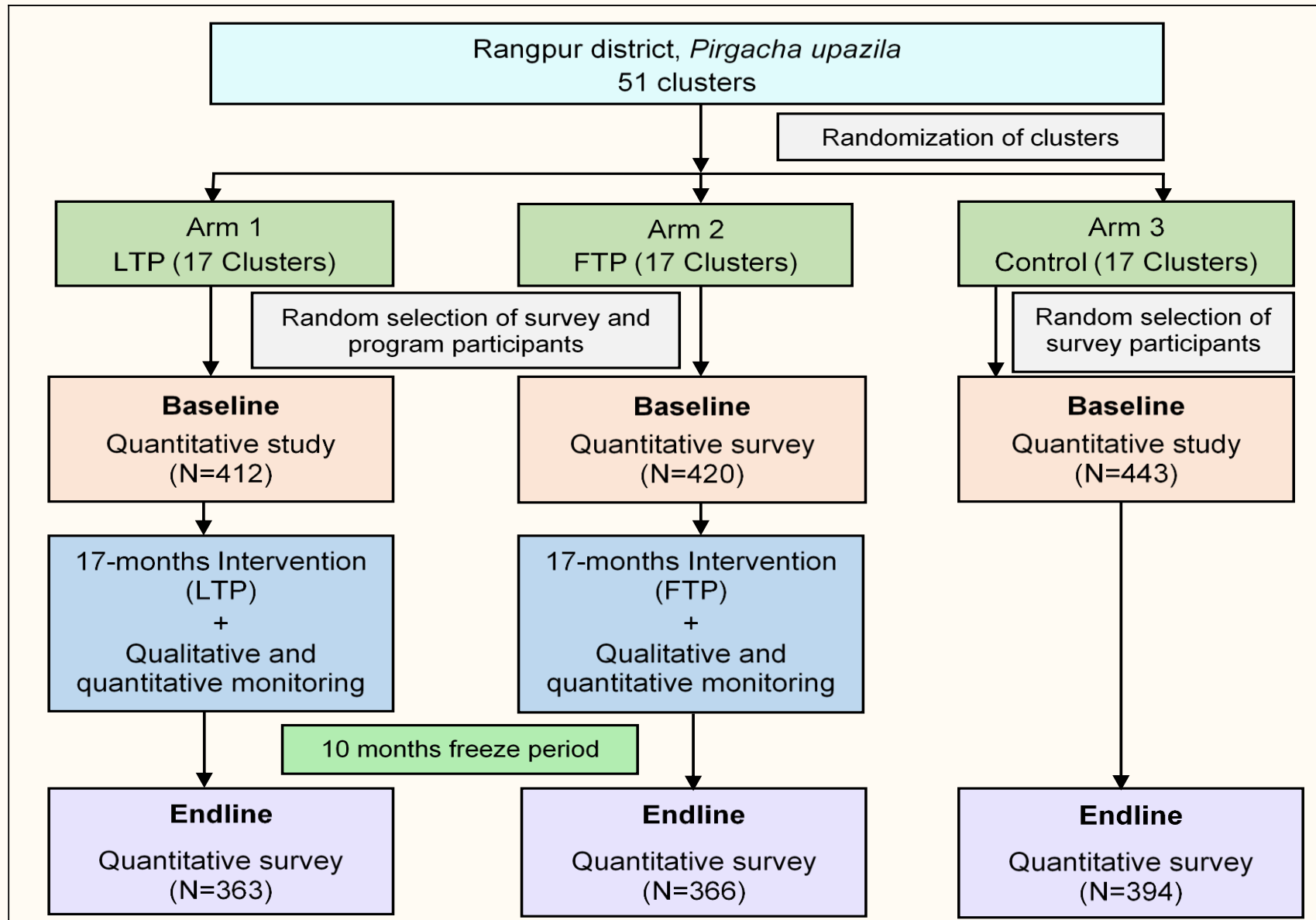


Tipping Point intervention (original plan)

PARTICIPANT GROUPS		SESSIONS	CORE SESSIONS/TRAININGS		
CORE PARTICIPANT GROUPS	Adolescent GIRLS	45 weekly sessions	<ul style="list-style-type: none"> • Social norms [all groups] • Access to alternatives [girls' groups] • ASRHR [all groups] • Girls-centered movement building [girls' groups] 	GIRL-LED ACTIVITIES	JOINT SESSIONS
	Adolescent BOYS	45 weekly sessions			
	MOTHERS Group	18 monthly sessions		Organized and lead by adolescent girls' groups	Facilitated by TP staff
	FATHERS Group	18 monthly sessions			
OTHER PARTICIPANTS	Religious leaders	Intensive trainings	Activist Training [selected boys, fathers, mothers] Activist Training [selected girl leaders]	4 Activist-led activities	Created, organized and lead by network of activist girls
	Local government				
	Influential people	Follow-up meetings			

Note: Text on orange background shows additional components in FTP

Tipping Point evaluation design



Data analyses

- Intention-to-treat analysis
- Multilevel parametric survival analysis
- Dose-response analysis (by number of sessions attended)
- Potential individual- and cluster-level covariates were adjusted



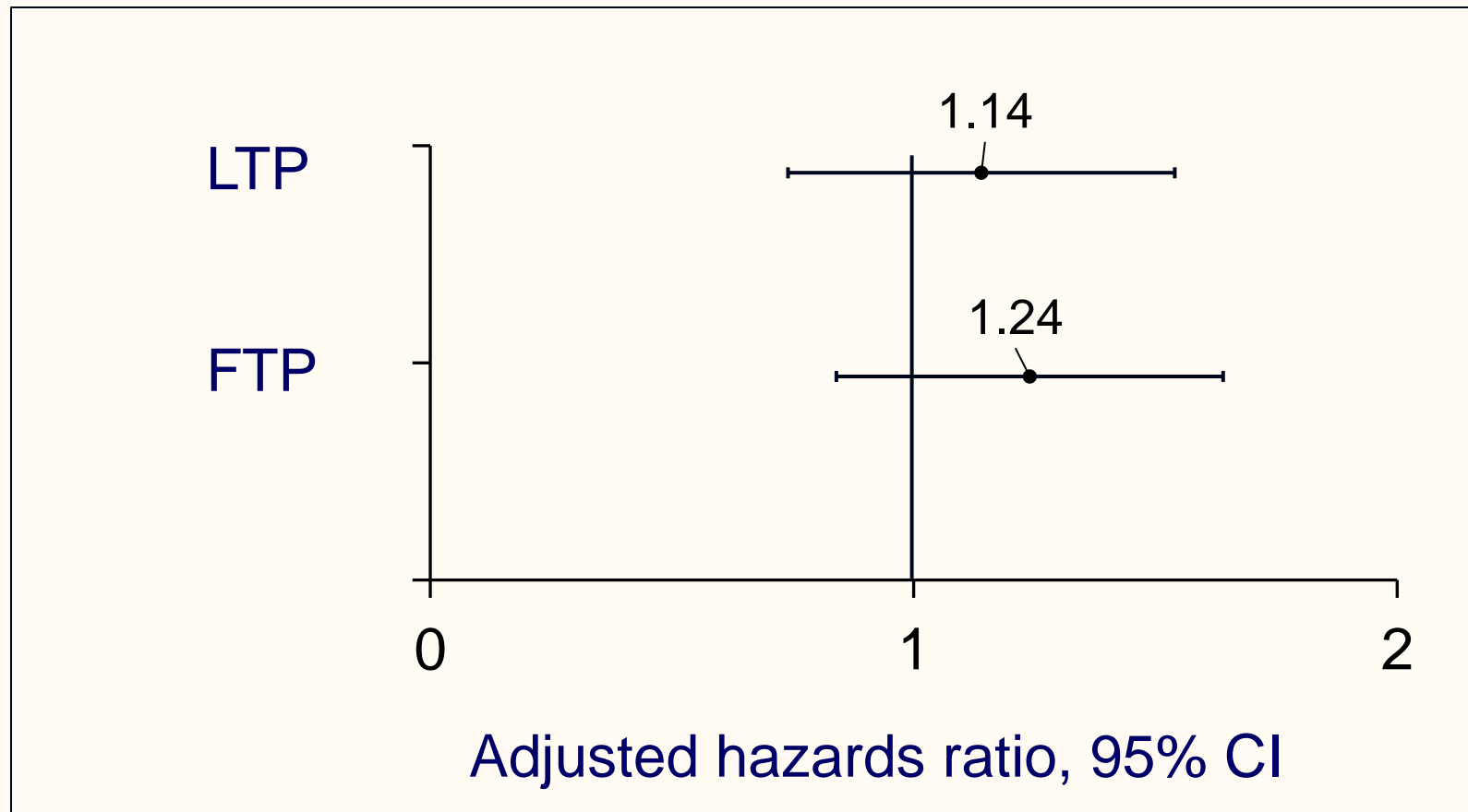
Baseline characteristics of the sample

Characteristics	Control (n = 394)	TPP (n = 363)	TPP+ (n = 366)
Age in year, mean (SD)	13.50 (1.08)	13.50 (1.09)	13.60 (1.08)
Education in year, mean (SD)	6.80 (1.55)	6.60 (1.50)	6.70 (1.50)
Religion, %			
Muslim	87	94	93
Hindu	13	6	7
Wealth index, %			
Lowest	20	20	21
Second	22	21	19
Middle	20	14	23
Fourth	22	23	22
Highest	17	22	15

Session attendance in Tipping Point

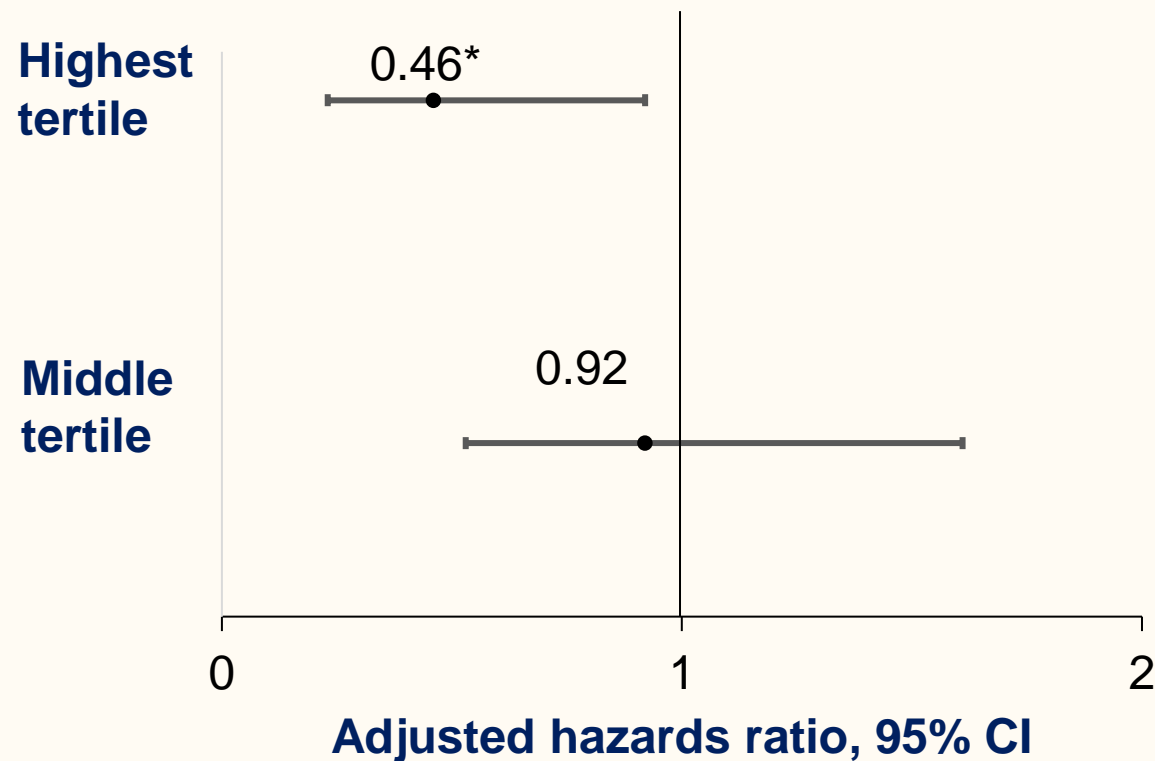
Activity	LTP	FTP
Girls' sessions attendance, average (range, SD)	28 (0-40, 11)	29 (0-40, 12)
Girls' sessions attendance, Tertiles, %		
Lowest (2-27)	37	33
Middle (28-35)	33	34
Highest (36-40)	30	32

Impact of Tipping Point in reducing child marriage

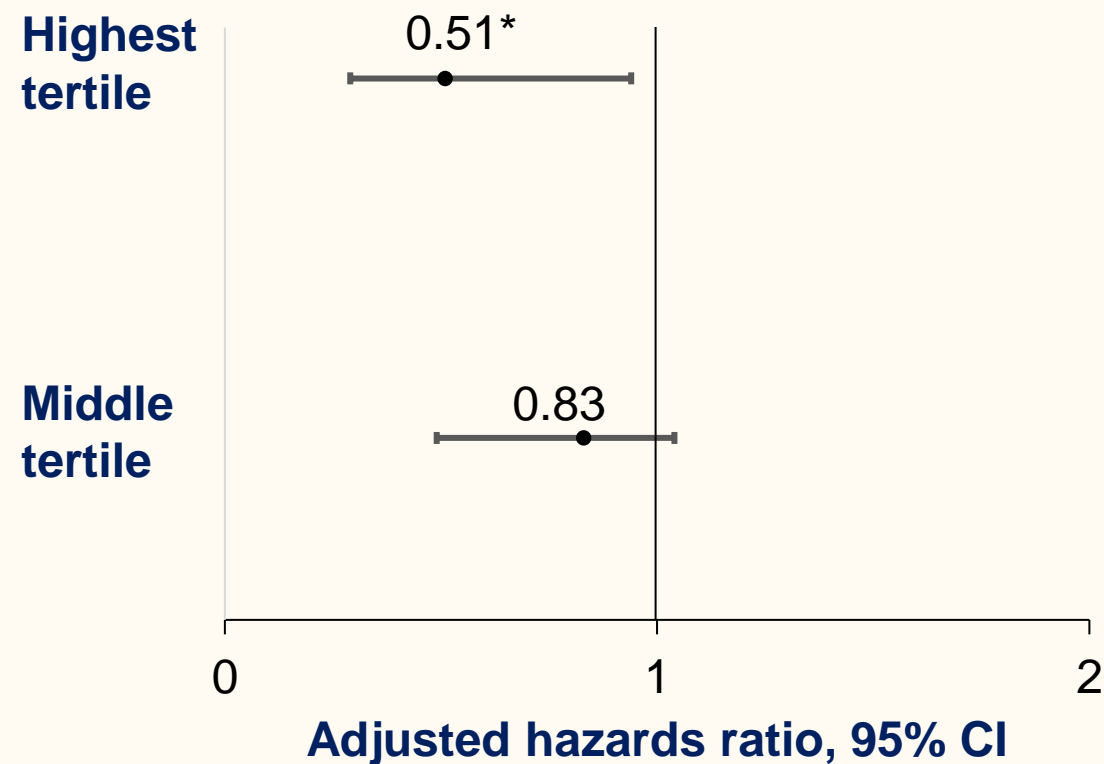


Impact of Tipping Point by session attendance

Impact of number of session attended, LTP



Impact of number of session attended, LTP



*p<0.05

Discussion

- None of the TP intervention arms had an effect on CM.
- However, within each intervention arm highest tertile of session attendance reduced CM.
- Despite COVID-19, the magnitude of this effect is quite large and not achieved in any previous intervention in the country or elsewhere.

Discussion

- To our knowledge, this is the first study to present evidence on the dose-response effect of empowerment and social norm interventions on CM.
- The findings highlight the importance of offering a high number of sessions (36 or more) and ensure participation of the girls.
- The dose-response effect was achieved among girls aged 16-18, where reducing CM is particularly challenging.

Conclusion and recommendations

- TP seems to hold some promise in reducing child marriage
- However, it is important to take additional measures to promote session attendance up to 36 or more in similar interventions
- TP needs to be implemented properly in non-pandemic situation to allow assessment of its full potential
- Social norm change takes time. Therefore, long-term impact evaluation is absolutely necessary to assess such interventions

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