



The groups of girls and adolescents are the fundamental pillars that breathe life into the decrees, laws, and conventions because they are ultimately the beneficiaries and they best know their own needs and reality. They lend credibility to the implementation of public policy that arises from a truly felt need that is expressed directly by the beneficiary population.

Juany García Perez, 2009
LGL Fellow



LGL GUIDE TO GIRL-CENTERED ADVOCACY



LET GIRLS LEAD

[Let Girls Lead](#) is building a global movement of Champions who empower girls to attend school, stay healthy, escape poverty, and overcome violence. Let Girls Lead empowers girls and their allies to lead social change through advocacy, education, storytelling, economic empowerment, and strategic partnerships.

Let Girls Lead invests in leaders and organizations working to improve girls' lives, providing them with the resources, skills, and funding to take their innovative strategies to scale. The UN Foundation commissioned an independent evaluation demonstrating that Let Girls Lead's flagship program, the Adolescent Girls Advocacy and Leadership Initiative, has improved the health, education, livelihoods, and rights of 3 million girls since 2009. Results include the passage of national laws, implementation of programs, and distribution of funds to ensure girls' access to quality healthcare, education, and economic opportunity.

Let Girls Lead has achieved the following impacts:

- **Reducing child marriage in Malawi** by empowering girls to advocate with village chiefs and supporting a national campaign to increase the legal age of marriage
- **Improving girls' education and health in Liberia** through passage and implementation of the national Children's Law
- **Increasing girls' rights and protection in Guatemala** through national policies focused on violence prevention and treatment for victims of sexual violence
- **Building a global network of over 100 leaders and organizations** advocating for girl-friendly laws, policies, and funding
- **Launching the Global Girls' Conversation Video Contest** enabling 142 girls from 26 countries to share their inspiring stories, in partnership with the Huffington Post
- **Producing PODER, a powerful film** capturing how Mayan girl leaders are fighting for girls' rights in Guatemala

Let Girls Lead's sister initiative, [Champions for Change \(C4C\)](#), leverages this proven model to save the lives of women, newborns, and children by investing in Nigerian leaders and organizations advocating for reproductive, maternal, newborn, and child health. LGL and C4C are based at the [Public Health Institute](#), a leader in global health and development.

LET GIRLS LEAD METHODOLOGY AND LEARNING PHILOSOPHY

Let Girls Lead originally created this curriculum as part of the flagship program, the Adolescent Girls. Let Girls Lead's AGALI program included a week-long workshop with civil society leaders and advocates working with and for girls in Guatemala, Honduras, Malawi, Liberia, and Ethiopia. Let Girls Lead has implemented AGALI since 2009 in Latin America and Africa, refining the methodology and curriculum in both Spanish and English.

The heart of Let Girls Lead's approach includes a focus on social justice values, a human rights framework, and a gender-focused lens that is integrated into participants' learning process. Successful workshop activities are transformational processes where the knowledge and skills of all participants are maximized and channeled to advocate for improved girl-focused laws, policies, programs, and funding.

Our capacity-building approach builds on a foundation of participants' existing expertise and commitment to improving girls' lives. For our workshops, Let Girls Lead intentionally selects participants representing a broad range of fields including civil society, media, and government representatives working on the spectrum of issues affecting girls. The diversity of the participants' personal and professional backgrounds is critical to the learning process — what participants learn from one another is of tremendous value, in addition to what they learn from the formal methodology.

Let Girls Lead values constructive peer feedback both as a learning tool and as a basic communication tool that can help foster collaboration and resolve conflicts in professional and personal contexts. Providing time for personal reflection during the workshop is a key component that allows participants to capture their ideas before entering into dialog-based learning activities with their fellow participants.

THE LET GIRLS LEAD WORKSHOP GUIDE

This Let Girls Lead workshop guide is based on experiential learning, connecting participants more deeply to one another and deepening their knowledge of new concepts presented during the workshop. It provides opportunities for participants to collaboratively incorporate new information in a safe setting where they can try out new skills and knowledge and integrate constructive feedback from peers and colleagues.

The guide is structured to help facilitators adapt the sessions to the needs of diverse audiences. Each session is designed around a key advocacy topic, with specific instructions for facilitators on how to present the information and facilitate an interactive session. Each Facilitator's Guide is followed by a Participant's Guide, which is designed to be copied and given to participants during the workshop. The Participant's Guide helps participants reinforce their learning by outlining the major activities in the session and allowing visual learners to see the scope of the session at a glance. The Participant's Guide also helps participants to recall the session in greater detail once the workshop is over. Each session topic also contains all of the training tools used throughout the session, including PowerPoint presentations, worksheets, and handouts with key information. These resources can all be adapted as needed to different audiences, or they can be copied out of the guide directly for the facilitator's use.

In addition, the Let Girls Lead guide is focused on immediate application of new skills and knowledge in advocacy. Our model is one of hands-on learning, enabling participants to transform abstract concepts into real-world application. Beyond the capacity-building component of Let Girls Lead, the program provides participants with grant funding and technical assistance to apply the skills they have learned during the workshops to the creation and implementation of their own girl-centered advocacy strategies.

This guide reflects a strong collaboration with the Youth Leadership in Sexual and Reproductive Health Program ([GOJoven](#)), a youth-centered leadership development fellowship that has graduated over 190 youth in Central America. GOJoven's critical pedagogy and community-organizing principles inform Let Girls Lead's approach to creating a learner-focused workshop space. The technical information on advocacy included in the guide is informed by two sources: International Planned Parenthood's *Handbook for Advocacy Planning* and Save the Children's *Advocacy Matters: Helping Children Change Their World*. Let Girls Lead integrates technical aspects of these and other resources into this curriculum to support a girl-centered approach to advocacy.

WHO IS THIS GUIDE FOR ?

Let Girls Lead designed this guide for civil society partners and colleagues who have a good understanding of advocacy and may have experience facilitating workshops. We intend for this guide to serve a range of participants and levels of experience in advocacy, from adolescent girls to senior-level professionals. We hope that advocates, facilitators, and organizations around the world can use this guide to implement girl-centered advocacy workshops for civil society leaders, professionals, and adolescent girls themselves.

This guide provides a set of “girl glasses” through which to design and implement advocacy initiatives that not only work to improve the lives of girls around the world, but also engage and empower girls in realizing these changes.