

BWAMI/CHIMWEMWE  
CLUB

THEORY OF CHANGE

# PROBLEM BEING SOLVED

- Child marriage
- Poor menstrual hygiene/lack of sanitary towels
- Harmful traditional and cultural practices
- All forms of gender discrimination
- Lack of a grounded cultural identity as a Zambian and an African
- Rape/Sexual harassment

# AUDIENCE

- Young girls
- Young boys
- Traditional leaders (chiefs, marriage rights teachers)
- Parents
- School teachers
- All Zambians

# ENTRY POINT

- Schools (Primary Schools and High Schools)
- Social media
- Universities

# STEPS NEEDED TO BRING CHANGE

- Resocialize both the older and younger generation to change their mindset on who a girl is and who she is to become
- Put traditional leaders at the forefront of change
- Teach all girls in all Zambian schools how to make reusable sanitary towels
- Mentor young boys to shape them into men who value the empowerment and success of women just as much as they value their own
- Encourage cultural reappropriation
- Encourage boys and men to keep other boys and men accountable for what they think, say and do

# MEASURABLE IMPACT

- Eradication of child brides
- Increased number of girls going to school, completing and going to Universities
- Eradication of all harmful traditional practices
- Change in mindset
- Resocialization
- Improved menstrual hygiene

# WIDER BENEFITS

- It is pro-active
- Creates an entire new generation of gender equality advocates
- Improves education system
- Helps achieve vision 2030

# LONG-TERM CHANGE

- Gender equality
- Nation wide menstrual health and hygiene
- Cultural Reappropriation
- More Male gender equality advocates/feminists
- Complete change in social and cultural norms
- Empowerment of all Zambians