

# THE GIRLS' EDUCATION COMMUNICATION CAMPAIGN



## We need to be bold, daring and courageous—for girls

Progress on the Millennium Development Goals (MDGs) and the Education for All (EFA) objectives has stalled, and many countries missed the 2005 MDG target to get as many girls into primary and secondary education as boys. The world community has not fulfilled its commitments to out-of-school children, since 115 million children worldwide are still out of primary school. The majority of these children are girls, and the number of orphans and vulnerable children is on the rise.

The world's promises to out-of-school children must be kept. We need to deliver results now – rapidly and boldly. Many countries, especially in sub-Saharan Africa and South Asia, are so far off track they will need special measures to realize the MDGs and EFA goals.

UNICEF is committed to scaling up and accelerating progress to help these countries meet the Millennium Development Goals, fulfil the aim of Education for All and get every girl and boy into school by 2015 – country by country. Through its leadership of the United Nations Girls' Education Initiative (UNGEI), UNICEF continues to pursue targets for gender parity and equality and to strengthen partnerships with other global initiatives.

Bold policies by governments and partners are needed to boost enrolment and address the main disparities (especially gender) and establish and protect the right of all children to free, quality basic education. Momentum in hope and urgency is growing around 'bold initiatives' that aim to provide a quantum leap to the rate of progress.



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The Girls' Education Communication Campaign supports UNICEF through a focus on four key areas; and support to UNGEI is primarily focused on mobilizing social and political action needed to ensure that every child goes to school.

## Who are we?

The Girls' Education Communication Campaign is a 14-member Multimedia Communication Team in UNICEF's Division of Communication dedicated exclusively to supporting UNICEF's priorities in education and UNGEI. Team leader: Patricia Moccia. Core team members: Nisha Rizvi (Project Manager), Sonia Yeo (Project Officer), Mouni Chouban (Assistant Communication Officer), Malli Kamimura (Web Editor) and Gertrude Kitaburaza (Executive Assistant); Internet Broadcast and Image Section (IBIS): Olga Chambers, Tanya Turkovich, Rachel Warden; Media Section: Kate Donovan; Director's Office: Frances Rice; Design: Steven Bornholtz; Research: Justine Chao.

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The Girls' Education Communication Campaign supports UNICEF's Education Programme in four priority areas:

The *School Fee Abolition Initiative* aims to make a breakthrough in access to quality basic education. UNICEF and the World Bank are leading this partnership, which is gaining momentum with other key development partners and constituencies. The goal is to accompany countries in planning and implementing a policy of abolishing school fees, securing rapid external assistance in the short and medium term and ensuring long-term sustainability of a country's education system. At the heart of the Initiative is ensuring that the most vulnerable, marginalized and excluded children, including girls, are targeted by special measures. (see link: [www.ungei.org/infobycountry/247\\_712.html](http://www.ungei.org/infobycountry/247_712.html))

Determined at the country level, an *Essential Learning Package* contains those supplies and services that are essential for developing child-friendly schools (CFS). The goal is to ensure that more children enrol in school, attend regularly and complete a programme of worthwhile learning.

With the goal of making schools one-stop centres for delivering a broad range of essential services *Learning Plus* focuses on an intersectoral approach. Interventions in many sectors facilitate and strengthen quality basic education, while work in education contributes to progress in other sectors – particularly HIV and AIDS, nutrition, early childhood development, water and sanitation, and child protection.

*Education in Emergencies*: UNICEF's experience in responding to complex emergencies – including the Indian Ocean tsunami, earthquakes in India (Gujarat), Iran (Bam) and Pakistan, and the aftermath of armed conflict in such countries as Afghanistan, Angola and Liberia – has intensified its expertise in restoring schooling in post-crisis situations. This knowledge can help provide the urgent support services required by countries facing emergencies and post-crisis transitions.



The Girls' Education Communication Campaign also supports UNGEI, the flagship of the EFA movement that focuses on girls' education. UNGEI is a global partnership committed to accelerating action and mobilizing social and high-level political groups to ensure that

every girl and boy completes a quality basic education. To achieve this, citizens will need to mobilize key decision-makers to live up to their commitments with concrete steps forward.

The UNGEI partnership embraces the United Nations system, governments, donor countries, non-governmental organizations, civil society, the private sector, communities and families. UNGEI provides stakeholders with a platform for action and galvanizes their efforts on behalf of girls.

A Global Advisory Committee composed of key partners shares in UNGEI's planning, decision-making, guidance and accountability. UNGEI Focal Points in different regions facilitate the coordination of girls' education strategies and interventions at the country level.

Under the larger umbrella of promoting gender equality, UNGEI works to remove barriers to learning, such as school fees and other education costs, and to provide access to education in emergency situations. It promotes strategies that give priority to the needs of the most disadvantaged, including girls and women, in education policies, plans and budgets. It advocates for a cross-sectoral holistic approach with balanced investment in education across the life cycle, addressing early childhood development and education for children of poor families as well as literacy and the empowerment of women and young people.

*GirlsEd-Net* is an online knowledge network on girls' education that facilitates dialogue and information-sharing among UNGEI partners and a broad range of constituencies at global, regional and national levels. This network's main activities include a monthly online newsletter, information-sharing announcements and eDiscussions.

For more information on UNGEI and to sign up for *GirlsEd-Net*, visit [www.ungei.org](http://www.ungei.org).