



CONCEPT NOTE SAVEHER INITIATIVE

Youth-Led GBV Prevention Movement (Special Focus on FGM & Child Marriage)

Community Engagement • Digital Advocacy • Youth Leadership

1. Background

Somalia continues to face high prevalence of female genital mutilation (FGM) and early/forced marriage **with FGM prevalence estimated at 99% among women aged 15-49** practices that deeply affect girls' physical health, emotional well-being, education opportunities, and long-term futures. These practices are often sustained by social pressure, misinformation, harmful norms, and limited awareness both offline and online.

While significant GBV efforts exist, there remains a gap in continuous, youth-led initiatives rooted inside schools, families and communities, combined with digital outreach that reaches wider audiences in a language youth understand.

SaveHer responds to this gap.

SaveHer is a youth-led GBV prevention movement with special focus on ending FGM and child marriage through:

- trained youth ambassadors in schools and universities (**including young men as allies**)
- respectful family and community dialogue
- digital storytelling and campaigns
- pledge-based commitments that encourage visible behavior change

SaveHer operates under EmpowerRise Hub and is designed to grow into a structured national youth network that protects girls' dignity, safety and future.

2. Goal



To build a sustainable, youth-driven movement that prevents FGM and child marriage across Somalia by equipping young leaders to influence peers, families, communities, and digital audiences through knowledge, advocacy and positive engagement.

3. Specific Objectives

1. Train youth leaders as Trainers of Trainers (TOT) on GBV prevention, with special focus on FGM and child marriage.
2. Establish and support active SaveHer Ambassador Clubs in schools and universities. Facilitate respectful, culturally-sensitive dialogue among parents, teachers, faith leaders and communities.
3. **Engage boys and men as partners in advocacy to challenge harmful traditional norms.**
4. Implement continuous digital advocacy campaigns that spread accurate, youth-friendly information nationwide.
5. Introduce SaveHer Pledge Campaigns to encourage public commitments to protect girls.
6. **Strengthen linkages with child-protection and formal referral systems (health/legal) to ensure girls at risk are safely supported.**
7. Scale gradually toward a national youth-led network through phased expansion.

4. Target Groups

Direct participants

- primary & secondary students
- university students and youth leaders
- SaveHer Ambassadors and youth trainers (**aiming for a 50/50 gender balance**)

Indirect beneficiaries

- parents and caregivers
- teachers and school leadership
- community and faith leaders
- online youth communities across Somalia

Particular attention is given to younger girls (ages 5–15) who face highest risk of FGM and early marriage.



5. Approach & Activities

Phase 1 Training of Trainers (Pilot)

Select 30 gender-balanced youth leaders from schools and universities. Training modules include:

- GBV, FGM & child-marriage prevention
- facilitation and communication
- **Ethics, Safeguarding & Risk Mitigation (to protect volunteers from backlash)**
- community engagement strategies
- digital advocacy and content creation
- **Standard Operating Procedures (SOPs) for safe referrals**

Graduates serve as Master Trainers supporting ambassadors.

Phase 2 Save Her Ambassador Clubs (Schools & Universities)

Ambassador clubs (10–15 students per institution) organize:

- awareness sessions and dialogues
- storytelling, debates and mentorship activities
- parent & community engagement events
- collaboration with school leadership

They also implement community visibility actions such as:

SaveHer street stickers placed in approved public areas with positive messages on dignity, protection and alternatives to harmful practices.

Ambassadors focus on education and prevention, not case-handling. All identified risks are referred to professional partners.

Phase 3 Digital Advocacy

SaveHer produces youth-friendly digital campaigns:



- short videos, graphics & audio messages
- Somali-language awareness posts and radio spots
- campaign weeks and hashtag challenges
- mobilization of influencers, youth creators and local role models to share content responsibly
- online–offline coordination linking digital posts with events and street sticker campaigns

Purpose: reach communities beyond physical program locations (**targeting a reach of 50,000+ online users**).

Phase 4 Expansion & National Network

Gradual rollout through Regional Youth Hubs. Master Trainers mentor new cohorts, building a structured:

SaveHer National Youth Network capable of sustained advocacy across regions.

6. SaveHer Pledge Campaign

Parents, youth, schools, teachers and allies sign pledges committing to:

- protecting girls from FGM and child marriage
- supporting girls' education, dignity and safety
- choosing informed, healthy decisions over harmful pressure

Pledges collected at schools, events and digitally provide visible indicators of attitude change.

7. Previous Experience

SaveHer has piloted youth-led awareness and advocacy activities with support from partners including **UNFPA Somalia**. These pilots demonstrated strong demand from youth, schools and communities, and confirmed the need for a structured model combining school engagement, pledges and digital outreach. Lessons from these pilots inform the expansion strategy outlined in this concept note.

8. Partnership Opportunities



SaveHer welcomes collaboration with UN agencies, INGOs, national organizations, ministries and local partners. Possible areas of partnership may include:

- technical guidance on GBV, FGM and child protection
- participation in TOT and ambassador training
- mentorship and youth leadership strengthening
- joint digital advocacy and content amplification
- **safeguarding, risk management, and referral coordination**
- provision of training materials or venues
- monitoring, evaluation and shared learning
- funding support to implement and scale youth-led SaveHer activities

9. Expected Results

- I. 30 trained youth Master Trainers (pilot phase).
- II. SaveHer Ambassador Clubs active in target institutions.
- III. Measurable increase in awareness (target: 70% of participants) on FGM and child marriage.
- IV. Improved community and family dialogue through inclusive male engagement.
- V. Stronger links to protection and referral systems.
- VI. Consistent digital advocacy reaching national audiences.
- VII. 1,000+ visible pledge commitments across communities.
- VIII. Foundation for a national youth-led movement.

10. Monitoring & Learning

Monitoring will include:

- attendance & training records



- ambassador activity logs
- pledge tracking
- digital analytics (reach, engagement, interactions)
- feedback meetings with trainers and schools
- **safeguarding audits to ensure "Do No Harm"**
- documentation of referrals where appropriate

11. Sustainability

SaveHer is designed to be:

- youth-led and community-owned
- low-cost and scalable
- strengthened through digital tools
- institutionalized through clubs and trainer networks

As cohorts grow, trained youth become trainers themselves ensuring continuity beyond single funding cycles.

12. Invitation to Partner

We welcome the opportunity to present SaveHer in greater detail and explore how your organization can help empower youth and protect girls across Somalia both in communities and online.

Contact

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