



## **SaveHer Initiative**

### **Narrative Report – Youth-Led FGM Street Advocacy Campaign**

**Date:** 5 August 2026

**Location:** Taleex, Hodan District, Mogadishu, Somalia

**Implemented by:** EmpowerRise Hub

**Volunteers:** 10 youth volunteers

### **Campaign Overview**

On **5 August 2026**, EmpowerRise Hub, through its **SaveHer Initiative**, conducted a youth-led street advocacy campaign in **Taleex, Hodan District, Mogadishu**, to raise awareness on FGM and encourage young people, particularly young men, to become active allies in ending the practice.

The campaign engaged approximately **10 youth volunteers** who conducted community-based advocacy using visible and accessible campaign materials.

### **Campaign Materials**

- **50 advocacy stickers/decals** distributed and displayed in community spaces.
- **24 Bajaj payment decals** designed to carry FGM prevention messages while providing space for drivers' EVC Plus numbers.

### **Key Message**

The campaign promoted positive messages encouraging brotherhood, protection, and collective responsibility in ending FGM, including the message:

**“Brotherhood means ending FGM to protect her safety and smiles.”**

### **Outcome**

The campaign provided a practical platform for young people to take an active role in FGM prevention and brought advocacy messages into everyday community and public transport spaces. It also highlighted the importance of engaging **young men as allies** in efforts to end FGM.

The activity contributed to the broader **SaveHer Initiative** goal of supporting community action toward ending FGM by 2030.





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