

#EndChildMarriage



Until we are all equal

Youth Toolkit

International Day of the Girl 2025



#EndChildMarriage

Globally, 12 million girls are married before their 18th birthday each year – that's one girl every three seconds.

No girl should ever have to marry as a child. Child marriage stops girls from attending school, puts them at risk of violence and has profound consequences for their mental and physical health. It also limits girls' independence and their ability to make choices about their lives, including if and when to have children.

This International Day of the Girl, Plan International is launching a brand new global campaign to #EndChildMarriage.

We are standing with girls and calling for action on child marriage and unions. This is urgent. Around the world, there are incredible girls who are leading the way, rallying families, communities and boys, to prevent and resist child marriage. By standing with them, together, we can break down the deep-rooted beliefs and social norms that lead to child marriage, so that all girls choose their own future.



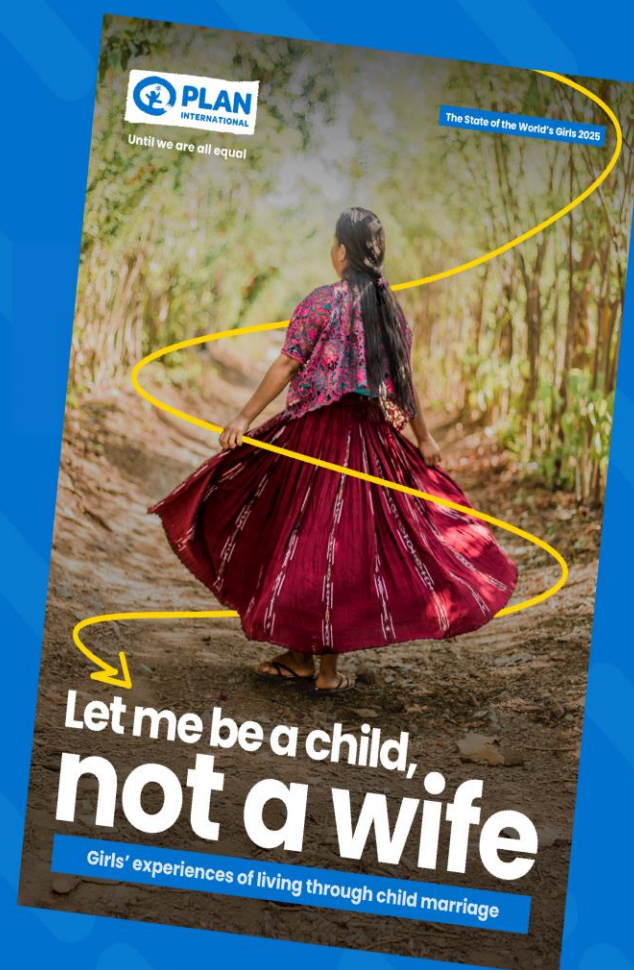
#EndChildMarriage campaign will run from October 2025 – September 2026.



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Read the report and learn
more at the link below



plan-international.org/child-not-wife

New Research!

Let me be a child, not a wife: *Girls' experiences of living through child marriage*

#EndChildMarriage is supported by first-hand research from Plan International's flagship annual State of the World's Girls report: 'Let me be a child not a wife', a practice that despite large scale policy action and legislative reform, remains widespread. The study comes from the experiences of survivors of child marriage in their own words. It tells us that, at a time when there is a global pushback against girls' and women's rights, confronting the persistent rights violation that is child marriage is increasingly urgent.

The research is based on in-depth detailed conversations with 251 girls and young women – all of whom are, or had been, married or in a union – across 15 countries: Bangladesh, Cambodia, Indonesia, Nepal, Ethiopia, Mozambique, Uganda, Zambia, Colombia, Dominican Republic, Guatemala, Ecuador, Nigeria, Niger, and Togo. We also conducted an online survey with 244 young child marriage activists from the same countries.

Launching on the 1st of October!

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1

Challenge harmful beliefs that push girls into early marriage

Laurita is part of a new wave of Indigenous young women in Ecuador rejecting early marriage



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2

Support access to knowledge for married girls about their rights and ways to build their own futures

“There are so many negative impacts of child marriage, firstly, the couple will have to drop out of school and will not be able to go on to higher education or achieve their dreams. Secondly, if they marry young, they may be in an emotionally unstable state, making them vulnerable to domestic violence.” Venta, 18, Indonesia



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3

Focus on the most vulnerable girls living in conflict zones, climate disasters, and extreme poverty

From early marriage struggles to independence, Rathanaty, 18, from Cambodia is now a proud provider for her family.



#EndChildMarriage Recommendations

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4

Create strong laws that prevent child marriage and help married girls find justice

With paint and power, Priyanka, 18, challenges child marriage in Nepal.



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5

Elevate and fund girl leaders who are already fighting child marriage in their communities



Join us this IDG!

Show your support for the **#EndChildMarriage** campaign and share online

Globally, 12 million girls are married before the age of 18 each year – that's one girl every three seconds. Child marriage stops girls from attending school, puts them at risk of violence and has profound consequences for their mental and physical health. This International Day of the Girl, we're standing with @PlanGlobal and calling for action to #EndChildMarriage. The time for change is now!



@PlanInternational launch brand new report, Let me be a child, not a wife, looks at the devastating impact of child marriage on girls' lives and highlights the voices of young women who were married as children. As we approach the #DayOfTheGirl, we're standing in solidarity with girls to #EndChildMarriage. Read the report [here](#)!

Across the  child marriage robs girls of their childhood. This #IDG2025, we're standing with girls and @PlanGlobal to #EndChildMarriage. Click here for more [here](#)!

Raise Your Voice: Inspire Change Through **Storytelling**

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This year, we're using the power of **storytelling** to spark change.

We'll be amplifying the voices of girls and young women who've experienced child marriage and unions — and spotlighting young activists who are leading the way forward.

✦ **Want to take action?**

Use the **Youth Campaigner Toolkit** to help you plan your activities, speak out, and mobilise others. It's packed with tips, tools, and ideas to help you make an impact.

Let's raise our voices together.

Use **#EndChildMarriage** to join the movement — and let the world hear your activism story, your power, and your vision for change.

Want to engage more in the Campaign?

Here are some ideas to get you started

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Creative Content & Storytelling

Poetry, Art, and Short Videos

Share personal or fictional stories, poems, or artwork that reflect the impact of child marriage or envision solutions.

Photo Messages

Take a photo holding a banner or paper with a personal message answering:

- *Have you campaigned on child marriage before? What are you most proud of in this work?*
- *What message do you have for child marriage activists?*

Group Content

Collaborate with Youth groups/networks to create short videos, design visual stories that highlight the consequences of child marriage or showcase solutions and resilience, or other creative formats.

Workshops & Discussions

Storytelling Workshops

Organise or join workshops to develop youth-led content around key campaign questions and/or storytelling. Focus on authentic voices and lived experiences.

Panel Discussions or Webinars

Participate in or host youth-led panels discussing child marriage, social norms, and youth activism.

Safe Space Dialogues

Create forums (online or in-person) where young people can safely discuss pressures around marriage and share ideas for change.

Advocacy & Influence

Open Letters to Decision-Makers

Draft and share youth-authored letters calling for policy change and support for married girls/ in unions.

Campaign Messaging

Use the campaign's key messages to educate peers and communities. Advocate for safe reporting channels and support systems for girls at risk.

Fundraising & Mobilisation

Engage in fundraising efforts to support shelters, education, and youth-led initiatives.



How To Ensure Safety & Inclusion in Campaigning?



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Safety Checklist

Local Coordination

Have you checked with your local Plan International office before organising any public-facing activity?

Risk Assessment

What are the potential risks of this action?
If risks are high, how can the activity be modified to reduce them?

Legal Safety

Avoid any actions that could involve illegal activity or risk arrest.

Privacy Protection

Never use your full name publicly.
Consider how to protect your identity and personal data.

Participant Safety

Ensure the safety of everyone involved.
Never share photos, names, or contact details without consent.

Wellbeing

Prioritise your physical and mental health.
Take breaks and seek support when needed.

Inclusion Checklist

Target Audience

Who is this activity aiming to reach?
Who else could be included to broaden impact?

Barriers to Participation

What might prevent someone from joining?
How can we remove or reduce those barriers?

Representation

Have we considered the needs of nondominant groups (e.g. youth with disabilities, LGBTIQA+ youth, ethnic/racial minorities)?
Are these needs reflected in our planning and risk assessments?

Relevance

Does the activity connect with the lived experiences of the communities we want to engage?
What can we do to make it more relatable?

Communication Channels

Are we using platforms that reach diverse communities?
What other channels could help us engage a wider group?

Accessibility

Is the space (physical or virtual) and language welcoming and inclusive?

Quick Links

#EndChildMarriage • #IDG2025 • #DayOfTheGirl • #InternationalDayOfTheGirl

Use the campaign hashtag: #EndChildMarriage

Stay in touch!  [@planinternational](https://www.instagram.com/planinternational)  [planinternational](https://www.facebook.com/planinternational)  [PlanGlobal](https://twitter.com/PlanGlobal)  [PlanInternational](https://www.linkedin.com/company/PlanInternational)
 [planinternational](https://www.youtube.com/planinternational)  [plan.international](https://www.tiktok.com/plan.international)

Visit our #EndChildMarriage webpage at plan-international.org/campaigns/end-child-marriage

Contact: Bassant Bahaa, Global Campaign Officer, Bassant.Bahaaeldin@plan-international.org

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Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls. We strive for a just world, working together with children, young people, our supporters and partners

Thank you!



Visit Our Website for more
Updates on #EndChildMarriage campaign
plan-international.org/campaigns/end-child-marriage