

INVESTING IN WOMEN & GIRLS

5
STEPS
TO ADVANCE
THE MOVEMENT



EVERY YEAR, 10 MILLION GIRLS BECOME CHILD BRIDES

Learn how innovative partnerships are **creating positive change for adolescent girls** and putting a stop to harmful practices like child marriage

PHOTO: RICHARD E. ROBBINS/IOXIOACT.ORG

Microfinance
Gaining access
to financial
resources



Geena Davis
Eliminating gender
stereotypes in
the media



Education now
Engaging girls
through STEM
education

CHALLENGES



A VOICE FOR CHANGE
Secretary of State Hillary Rodham Clinton speaks at the Asia-Pacific Economic Cooperation (APEC) High-Level Policy Dialogue on Women and the Economy in San Francisco, California.
PHOTO: DEPARTMENT OF STATE

The participation age

On September 16, 2011, Secretary of State **Hillary Rodham Clinton** chaired the first-ever Asia-Pacific Economic Cooperation (APEC) High-Level Policy Dialogue on Women and the Economy in San Francisco, California. Hosted by the United States, hundreds of private sector leaders and government officials gathered that week to discuss the inclusion of women as an economic growth strategy and to recommend concrete policies to increase women's economic participation in the region.

The inclusion of women

"The big challenge we face in these early years of 21st century is how to grow our economies and ensure shared prosperity for all nations and all people. We want to give every one of our citizens, men and women alike, young and old alike, greater opportunity to find work, to save and spend money, to pursue happiness; ultimately to live up to their own God-given potentials.

That is a clear and simple vision to state. But to make it real, to achieve the economic expansion we all seek, we need to unlock a vital source of growth that can power our economies in the decades to come. And that vital source of growth is women. With economic models straining in every corner of the world, none of us can afford to perpetuate the barriers facing women in the workforce. Because by increasing women's participation in the economy and enhancing their efficiency and productivity, we can bring about a dramatic impact on the competitiveness and growth of our economies. Because when everyone has a chance to participate in the economic life of a nation, we can all be richer. More of us can contribute to the global GDP. And the gap between the developed and the developing countries would narrow significantly as productivity rises in economies from Haiti to Papua New Guinea.

But that great, global dream cannot be realized by tinkering around the edges of reform. Nor, candidly, can it be secured though any singular commitment on the part of us here. It requires, rather, a fundamental



Hillary Rodham Clinton
Secretary of State

"... to achieve the economic expansion we all seek, we need to unlock a vital source of growth that can power our economies in the decades to come. And that vital source of growth is women."

transformation, a paradigm shift in how governments make and enforce laws and policies, how businesses invest and operate, how people make choices in the marketplace. The transformational nature of this undertaking that lies ahead is, in my view, not unlike other momentous shifts in the economic history of our world. In the 19th century, many nations began moving from an agricultural to an industrial economy. Then the inventions and mass productions of that era gave rise in the 20th century to the information age and the knowledge economy, with an unprecedented rise in innovation and prosperity. As information transcends borders and creates opportunities for farmers to bank on mobile phones and children in distant villages to learn remotely, I believe that here, at the beginning of the 21st century, we are entering the participation age, where every individual, regardless of gender or other characteristics is poised to be a contributing and valued member of the global marketplace."

HILLARY RODHAM CLINTON
editorial@mediaplanet.com

The source of a powerful ripple effect

Mathare is one of Nairobi's worst slums. A crowded neighborhood of makeshift shacks connected by muddy and unpaved paths, the smell of human waste always hangs thick in the air.

Life is hard for everyone in Mathare, but it's hardest for young girls who are often expected to forgo school to care for their siblings or elderly relatives. Others end up walking the slum's dangerous streets to sell anything they can to earn money for their families, including their own bodies. Against all odds, many still manage to succeed in lifting themselves out of the grim circumstances into which they were born. One act of generosity—one open door—can help these smart, determined girls not only change their own lives for the better, but lead others to better lives as well. One such young leader is Peninah Nthenya Musyimi. As a child, she worried that the only jobs she could



Dr. Auma Obama is technical advisor to CARE's Sport for Social Change Initiative, which uses sports to help young women overcome poverty. She is based in Nairobi.

ever have were to sell illegal brew or work as a prostitute. Determined from a very early age not to settle for a life she didn't want, Peninah poured all her energy into her education. In her gut, she knew what study after study has shown: that education is a pathway to empowerment. Unable to afford secondary school tuition, she found a scholarship offer from a school three hours from her house. There was only one catch: the scholarship was for basketball—a sport she had never played. Unde-

terred, Peninah taught herself to play in the month before school started. As usual, Peninah didn't just get by. She excelled. She became a star player who eventually got a basketball scholarship to college. In 2000, she made Kenya's national basketball team. More importantly, she became a lawyer and went on to found Safe Spaces, a sports and leadership organization helping young girls from Nairobi's poorest slums. The people who offered Peninah a basketball scholarship didn't just open a door for Peninah. They opened doors for the hundreds of young girls Peninah now helps every day.

Helping hundreds

The story of how helping Peninah ended up helping hundreds of other people is remarkable, but it's hardly one of a kind. Economic empowerment programs like CARE's Village Savings & Loan Associations don't succeed because they teach millions of women to better manage their money and give them access to

small business loans. They succeed because they keep kids in school by giving their mothers the means to pay tuition. They succeed because their savings keep entire villages fed during times of drought and skyrocketing food prices. And when you invest in a maternal health program to save the lives of mothers and newborns, you're also rescuing the rest of her family from the intensified poverty that often follows the death of a mother in already poor communities. In every country where CARE works, we see that when you empower a girl or a woman, you don't just help her; you create a powerful ripple effect that helps entire communities. With the world's population surpassing 7 billion by the end of the year, we simply cannot afford to keep girls and women on the sidelines anymore. The strength, ingenuity and generosity of people like Peninah needs to be nurtured. Everyone will benefit.

DR. AUMA OBAMA
editorial@mediaplanet.com

WE RECOMMEND

Luis Ubiñas
President of the Ford Foundation, discusses the issue of child marriage.

PAGE 8

"It is simply unacceptable for 10 million girls a year—200 million girls over a generation—to be pulled out of modern society and their educational, economic, and social opportunities foreclosed."

Women and agriculture p. 11
Breaking the cycle of hunger by empowering rural women

Engaging men and boys p. 16
The constructive involvement of men is a pivotal lever for change

MEDIA PLANET

INVESTING IN WOMEN & GIRLS
3RD EDITION, OCTOBER 2011

Publisher: Janel Gallucci
janel.gallucci@mediaplanet.com
Business Developer: Mandy Wilczynski
mandy.wilczynski@mediaplanet.com
Designer: Missy Kayko
missy.kayko@mediaplanet.com
Editorial Manager: Luciana Colapinto
luciana.colapinto@mediaplanet.com
Managing Director: Eric Alexander
eric.alexander@mediaplanet.com

Contributors: Martha Adams, Hillary Rodham Clinton, Gary M. Cohen, Geena Davis, Sharon D'Agostino, Abigail E. Disney, Matt Flannery, Leymah Gbowee, Ali Goldstein, Margaret Hempel, Avery Hurt, Ilze Melngailis, Cynthia Miller, Juliet Musabeyezu, Radha Muthiah, Dr. Auma Obama, Zainab Salbi, Premal Shah, Ritu Sharma, Michel Sidibé, Donna Stokes, Wendy Taylor, Archbishop Desmond Tutu, Gretchen Zucker.

Distributed within:
USA Today, October 2011
This section was created by Mediaplanet and did not involve USA Today or its Editorial Departments.

FOLLOW US ON FACEBOOK & TWITTER!
[facebook.com/MediaplanetUSA](https://www.facebook.com/MediaplanetUSA)
twitter.com/MediaplanetUSA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.

↓

FACT

Aid programs that provide women opportunities to better their health, education, and well-being have effects far beyond a single individual. A woman multiplies the impact of an investment made in her future by extending benefits to the world around her, creating a better life for her family and building a strong community.

SOURCE: USAID

Thrive WOMEN
WORLDWIDE
www.WomenThrive.org

Be a voice that ends violence and hunger in women's lives.
Join us and help women thrive.

DOMESTIC VIOLENCE AFFECTS **1 IN 4** WOMEN IN THEIR LIFETIME

It shouldn't be a secret.




Visit [PURPLE PURSE.COM](https://purplepurse.com)
Start talking about domestic violence

With PurplePurse.com, The Allstate Foundation is determined to raise awareness about domestic violence. Designed to be as engaging as a fashion magazine, PurplePurse.com brings you easy-to-use and important information about how to spot abuse, what to say to help a friend in need and where to turn for more guidance and resources.


An Allstate Foundation Project



NEWS



QUESTION
& ANSWERS



Michel Sidibé, Executive Director of the Joint United Nations Programme on HIV/AIDS (UNAIDS) and Under-Secretary-General of the United Nations

What can be done to prevent mother-to-child transmission of HIV?

In low- and middle-income countries, too few women are receiving services to protect themselves or their children against HIV. Whereas in high-income countries, where women do have access to family planning and HIV services, new HIV infections in children are virtually zero. This inequality must change. The life of a child and a mother has the same value, irrespective of where she or he is born and lives.

Without access to services, as many as 45 percent of children born to HIV positive mothers will be born with the virus. Without access to care and treatment, about one third of children born with HIV will die by their first birthday, 50 percent by the age of two years, and 80 percent by five years. This is morally wrong.

It is for these reasons that in June this year UNAIDS and our partners launched a global plan to end new HIV infections among children by 2015. The plan will initially focus on 22 priority countries which are home to nearly 90 percent of pregnant women living with HIV. The plan will engage leaders, encourage smart investments and save lives. This will need extraordinary leadership, and I personally will be fully engaged in ensuring our collective goals are reached and a new generation is born free from HIV.



DON'T MISS!



Collective hope

A young woman has been walking for over an hour under the intense heat of the mid-day sun. She is seven months pregnant with her first child, yet she has never seen a nurse or doctor or skilled birth attendant. The health clinic is many kilometers from her small village in Africa, but she decided yesterday that she needs to make this visit. Her unborn baby kicks and the woman reflexively moves her hand to rub her belly. In that moment she joins every mother and mother-to-be around the world, united in their collective hope that their child, their children, will be born healthy and strong. This woman does not yet know that she carries the HIV virus but when she learns that she does, her hopes and dreams for her child will be shattered. They do not have to be.

For the first time, the global community has committed to a goal that by 2015 no baby will be born with HIV. We enthusiastically embrace this goal. Johnson & Johnson has been committed to the health of women and children for over a century and since 2003 we have worked with organizations such as mothers2mothers and the Elizabeth Glaser Pediatric AIDS Foundation because we share the dream of a world in which every baby everywhere is born HIV-free. Our programs have already reached over two million pregnant women in countries where HIV/AIDS claims many lives. In June, we joined UNAIDS, PEPFAR, governments, foundations, corporations, NGOs and others by reaffirming our commitment to reach pregnant women and new mothers living with HIV and their babies.

A world where no child is born with HIV is possible. You can help fulfill the hope of all mothers that their children will be born healthy. Let's work together to deliver the promise of an HIV-free beginning for every baby, no matter where he or she is born.

SHARON D'AGOSTINO
editorial@mediaplanet.com



CHILD DEVELOPMENT. TOP LEFT: A home-based HIV counselor administers an HIV test to children in a home in Kisumu, Kenya. The children are being tested as a matter of procedure after their mother tested positive. RIGHT: Nora Coghlan, Senior Policy Manager for ONE, holds an 8 day old baby in Lwak, Kenya. This baby and her mother are part of a birth outcomes study by the CDC/KEMRI research station monitoring their growth and development and the health of the mother post-delivery. PHOTOS: KAREN WALROND

A global plan to eliminate mother-to-child transmission

■ **Question:** How can we eliminate new HIV infections among children by 2015?

■ **Answer:** By making sure all women and their children have access to HIV prevention and treatment.

“This new global plan is realistic, it is achievable,” says **Michel Sidibé**, Executive Director of UNAIDS. At the heart of the plan is making sure all women, especially pregnant women, have access to HIV prevention and treatment for themselves and their children, treatment that is both simple and available.

In developed countries, voluntary testing and access to antiretroviral therapy has virtually eliminated mother-to-child transmission of HIV. Yet in Africa, one thousand babies are born HIV-positive every day. A new global plan, launched at the United Nations in June of this year, aims to eliminate new HIV infections among children by 2015.

Current approaches to preventing mother-to-child HIV transmission are 98 percent effective.



Moms helping moms

While the therapy may be simple, the solution is more complex. “Lack of information, stigma, and discrimination are obstacles to getting women tested and treated,” says **Gene Falk**, CEO of mothers2mothers. One of the most effective means of getting beyond these obstacles is calling on the power of moms. mothers2mothers hires and trains HIV-positive mothers to work alongside health-care workers to make sure HIV-positive pregnant women know how they can stay healthy and their babies can be born HIV-free, a message that is much easier to understand coming from a fellow HIV-mother whose own baby was born HIV-free.

Moms on the other side of the world are helping too. Last fall, the advocacy group ONE, sent 10 mom-bloggers from to Kenya to connect with moms there and share their experiences with followers of their blogs. **Karen Walrond**, one of the bloggers, was along on a home-health care visit when the mother



A HEALTHY SMILE. Amy Graff, blogger for BabyCenter and ONE Mom, holds a baby girl outside a home in Kisumu, Kenya. Graff was visiting the family as part of a day shadowing home-based HIV counselors. PHOTO: KAREN WALROND

tested positive for HIV, along with two of her children. This was certainly distressing, but “I also saw it as hopeful,” says Walrond. “Once they found out, then something could be done.”

As Walrond and her fellow bloggers shared their experiences, the Kenyan mothers became more than statistics or case studies. To those who followed the blogs, they became friends of friends, creating a world-wide family of support, emotional as well as financial. “We are all family on this earth,” says Walrond, “and we need to take care of each other.”

It’s easy to help reach the goals of the global plan, without going

to Africa. The organization (RED) partners with familiar brands to see that a portion of their profits goes directly to the Global Fund to fight AIDS, malaria, and tuberculosis. Simply choosing a product with the (RED) logo puts much needed funds where they are most needed.

Eradicating HIV/AIDS is within our reach. “What we choose to do can affect someone on the other side of the planet,” says **Deborah Dugan**, CEO of (RED). “We have tremendous power. This is the beginning of the end of AIDS.”

AVERY HURT
editorial@mediaplanet.com

Getting a second chance at life

In Malawi, 60 percent of people living with HIV are women, putting pregnant women at risk of transmitting the virus to their unborn children. But for Agness Mkweu this was not an option.

Agness Mkweu, 39, is an expert when it comes to having children. As a mother of five, there’s not a lot she doesn’t know about being pregnant, giving birth and being a mother. But nothing could prepare her for the news she received the day she found out she was pregnant with her fifth child. Agness was told she was HIV-positive...in front of a room full of people. She was shocked and confused. Knowing very little about HIV, she left the clinic feeling anxious about the fate of her unborn child.

Luckily for Agness, her local clinic

had a prevention of mother-to-child transmission of HIV (PMTCT) program available that she was able to enroll in. While attending her prenatal clinic, she came across a job advert for mothers2mothers (m2m), an NGO that works to prevent mother-to-child transmission of HIV through peer education and support. Wanting to share her own experiences living with HIV, Agness decided to apply for the advertised position as a “Mentor Mother”—a woman living with HIV who works alongside doctors and nurses offering critical information and support to other women. Successful in her application, she became one of the first women to start mothers2mothers at Kawale Health Centre.

A life-changing experience

Soon thereafter, Agness gave birth to a healthy HIV-negative baby girl. Together with her new job, this was a



SUPPORT GROUP. mothers2mothers Mentor Mother holding a support group in Malawi. PHOTO: MOTHERS2MOTHERS

life-changing experience for Agness. In fact, she was so happy she named her daughter “Mwai” which means chance, as it was because of her that Agness got a second chance at life. Agness felt empowered, and it didn’t go unnoticed. “I am a role model to many, when they see me they are encouraged to take a stand and fight,

they get motivation in living positive lives. All that fulfills me.”

As a Mentor Mother, Agness runs support groups that provide education and support for pregnant women to ensure babies are born HIV-free, teaching them about available medicines, living positively, infant feeding and other issues the women require support for. “I am happy to be part of a such an innovative program. We use what we have, HIV-positive women. It’s a simple way of reaching big goals.”

Since joining m2m Agness has gone back to school and is currently studying HIV/AIDS management. “When I met mothers2mothers, I was still fragile and raw. mother-2mothers has given me strength to look forward to life. I have been empowered to think further than today.”

MAYA KULYCKY
editorial@mediaplanet.com

NEWS

Question: Do you feel that maternal and childhood mortality is too complex to tackle?
Answer: Solutions can be as uncomplicated as a cell phone or a bar of soap.



Inexpensive interventions

Fifteen percent of all pregnancies—one out of seven women—experience complications ranging from preeclampsia to cesarean births.

Cause for concern in the United States, these issues often become deadly in areas lacking essentials such as transportation, sterilization and secured blood supplies.

The U.N. Millennium Development Goals levied the challenge to reduce the maternal mortality rate by three-quarters. While progressing too slowly for the 2015 target, midwife access and topics Americans consider simple hold great promise.

“Of course we’re glad to see that there is more attention to young women—who are and aren’t pregnant—but there is a tremendously long way to go because the attention has just started in the last few years,” Ellen Israel, senior technical advisor for reproductive health at Pathfinder International said.

Sanitation

Simple hand washing remains a challenge. Iron-deficient anemia accounts for 100,000 maternal and 600,000 perinatal deaths annually. Often associated with hookworms, these deaths rest with poor sanitation and absence of soap when washing.

“About two-million people worldwide lack sanitation, so it’s far more of the world’s population than those who lack access to potable water,” Martha Newsome, global director of



WEIGHING IN. Stunting, low height for age, affects an estimated 195 million children around the world. Children who are stunted are often chronically short and underdeveloped, which leads to long-term development and health problems. Good nutrition, and monitoring through local health facilities like this one in Kenya, in a child’s first 1,000 days prevents stunting.

PHOTO: TIM FRECCIA/WORLD VISION

Health & Nutrition; Water, Sanitation, and Hygiene at World Vision said. “It’s far more of the world’s poor who actually lack access to sanitation.”

Vaccine concerns

The loss of lives due to vaccine-preventable concerns continues to frustrate advocates. Currently, maternal and newborn tetanus are endemic in 39 countries. At approximately 20 cents a dose, the vaccine

proves one of the most cost-efficient efforts.

“When women give birth at home on a dirt floor and the umbilical cord is infected because the cord is cut with a knife that hasn’t been sterilized, that can lead to tetanus death,” Peg Willingham, executive director for the United Nations Foundation Shots@Life campaign said. “And yet, there is this inexpensive, wonderful intervention.”

Critical text

From Indonesia to Rwanda and throughout South America, cell phones are improving communication among limited health facilitators and supporting programs such as prenatal care texts.

“The addition of mobile technology is reducing the distance and sometimes facilitating the transportation needs of women that face challenges,” said Mary Beth Powers, chief of Save the Children’s GoodGoes.org campaign. “That’s been a huge improvement and it’s widely available in most countries where we are front-line health workers.”

Lives and the bottom line

If humanitarian interests alone don’t place a higher priority on maternal mortality goals, the global economic crisis now becomes a second call-to-action. Every year, maternal and newborn deaths trigger a \$15 billion loss in productivity.

“When you save women’s lives, you’re really making an economic investment not just in a family, but in the whole community and the nation,” Jill Sheffield, executive director of Women Deliver said. “It’s in everybody’s interest. Everybody wins when you save those lives.”

WENDY TAYLOR

editorial@mediaplanet.com



FACTS

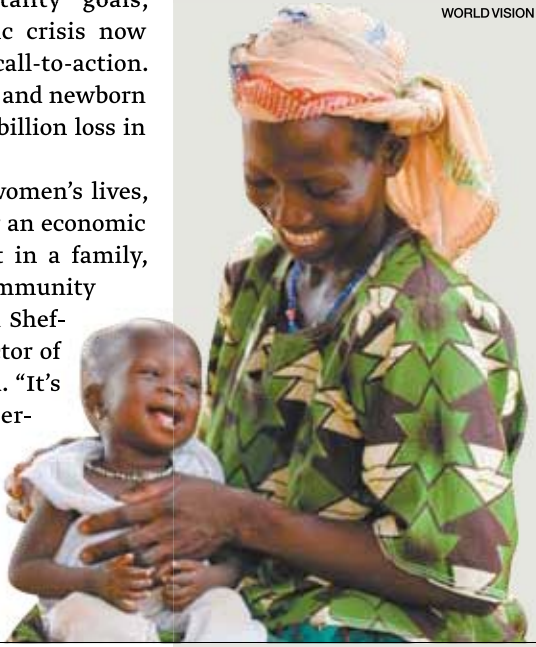
A look at the numbers

- Every year, approximately 350,000 girls and women die from pregnancy-related causes. Almost all of these deaths (99 percent) occur in the developing world.
- 3.3 million newborn babies die every year, also from causes that are mainly preventable and typically linked to the mother’s health.
- 1 in 11 Afghan women will die from complications of pregnancy and childbirth, and 1 in 16 in Niger.
- 1 in 2,100 women will die of these causes in the U.S., and 1 in 11,400 in Sweden.

SOURCE: WOMEN DELIVER

PROACTIVE MEASURES. Adama Sow is 15 months old and weighs just six kilograms. Eager to learn what she could do to reduce her child’s malnutrition, Adama’s mother Mariama Konare attended nutrition training for mothers.

PHOTO: JUSTIN DOUGLASS/WORLD VISION



shot
@life

a shot at playdates

This year, more than 1.7 million children will die in developing countries of diseases that can be prevented by a vaccine.

These children seem a world away, but they aren’t much different than the children in our own lives. By giving them access to childhood vaccines, we can give them a shot at childhood experiences that Americans routinely celebrate—and a lifetime of immunity from deadly disease.

Your voice, your time and your support can change a child’s life forever.

Go to ShotatLife.org to learn more.

NEWS



DON'T MISS!



Gary M Cohen is the founder of Together for Girls, a partnership to address sexual violence against girls. He is also Executive Vice President of BD (Becton, Dickinson and Company).

Setting a national priority

■ Sexual violence against girls is an underlying driver of many of the world’s most intractable problems. It contributes to spread of HIV/AIDS and other infectious diseases, to teenage pregnancy, to teen mothers dying in childbirth, and to children being born orphaned and highly vulnerable. It undermines overall economic development of countries, because girls who are protected and educated contribute disproportionately back to their communities and societies, advancing overall economic growth, but girls who are sexually violated are more likely to drop out of school. It is a linchpin to all these problems. There are studies and data demonstrating all of this.

A tolerated injustice

This is over and above the simple fact that sexual violence against girls is a gross injustice and human rights violation. After being subjected to sexual violence, girls are more likely to engage in substance abuse and high risk sexual behaviors, to suffer from depression, and to contemplate suicide. They are sent down a distorted life path that they may never recover from. In some places, it takes their life away entirely. We would never tolerate this if it were happening to our own daughters or granddaughters. Never. But the world tolerates this happening to 150 million girls annually, most of whom haven’t even reached their 15th birthday.

Agent of change

Ending sexual violence against girls must be pursued as a national priority in countries throughout the world. This is why we formed Together for Girls. As progress is made, you’ll see more girls reaching their individual potential... enabling their families, communities and societies to reach their collective potential. You’ll see HIV transmission rates going down, maternal mortality declining, negatives turning to positives... because girls will be learning, contributing, and thriving. Ideas, driven by collective consciousness, are the most powerful agent of change in the world. This is an idea that’s time has come.

5x more likely

■ Girls who experience sexual violence are three times more likely to have an unwanted pregnancy, and girls ages 10 to 14 who are pregnant are five times more likely to die in childbirth than women ages 20 to 24. SOURCE: WHO (2007)



HIDING. A 12-year-old girl hides her face behind a doll in Jhonupolli Para, the brothel area in the town of Potuakhali in Potuakhali District, Bangladesh. PHOTO: UNICEF/NYHQ2007-2048/SHEHZAD NOORANI

STEP
2
USE YOUR VOICE

Speaking of secrets: Gender-based violence

When U.S. Secretary of State Hillary Rodham Clinton said, “violence against women is not cultural; it’s criminal,” she spoke of crimes committed against more than half the world’s female population. Six out of ten women experience some form of physical and/or sexual violence in their lifetime.

“Worldwide, women and girls suffer sexual violence, often at the hands of people they think they can trust,” **Michelle Bachelet**, executive director of UNWomen said. “This is a global pandemic.”

Although the issue affects women and girls globally, it remains extremely widespread in the developing world. A World Health Organization study found the prevalence of violence against women varied greatly by location, from 15 percent in urban Japan to 71 percent in rural Ethiopia. Boys are also not immune, although the rates are lower.

Worldwide, up to 50 percent of sexual assaults are committed against girls under 16.



Barrier to progress

For women and girls aged 16 to 44, violence is a major contributor to disability and death. Research established strong links between gender-based violence and sexually transmitted diseases, including HIV. An estimated fifty percent of the world’s sexual assaults victimize girls younger than 16. Young sexual violence survivors have three times more unplanned pregnancies. Because of their age they are at greater risk of maternal death.

Beyond physical harm, abuse, stigma and intimidation frequently affects a girl’s mental health and school performance, leading to a higher dropout rate among survivors. In turn, the lack of education creates barriers for higher-paying employment, leading women to poverty. Violence and abuse is a vicious cycle, as a child who has been exposed to violence is more likely to experience violence as an adult as well as, potentially, become a perpetrator.

Common sense solutions

Simple preventive measures often make huge differences. Providing additional lighting in poor neighborhoods and at refugee camps where women and girls cross to latrines or fetch water and securing transportation for pedestrians in questionable areas reduce the potential for harm. Parenting and early childhood education programs can also help break the cycle. In addition, training of law enforcement spreads efforts into the streets where crimes occur and work with the justice system ensures that perpetrators are punished. “Prevention is a huge part of this story. It might not be the one that attracts the big headlines in the



HOW TO SAY NO. A student opens an information booklet entitled ‘How To Say No to Sex’, during a group discussion on HIV/AIDS awareness and prevention, at Zogbeli Junior Secondary School in the city of Tamale, capital of Northern Region. PHOTO: UNICEF/NYHQ2007-0982/OLIVIER ASSELIN

media, but it’s so fundamental to breaking this cycle,” **Susan Bissell**, Chief of child protection, UNICEF said. “Put simplistically, prevention means that we address underlying causes, attitudes, systems and behaviors so that eventually we don’t have victims and survivors.”

Engaging men and boys

Much like the fight against the HIV epidemic, advocates feel a wider network must be established for progress. Often, communities affected by gender-based violence face adjustments of social norms in order to address problems. Engaging communities, including men and boys, is central to the response. “Social norms and accepted behavior and practices all change from within a community, they don’t change because someone tells you something is wrong,” Bissell said. **Michele Moloney-Kitts**, seconded from UNAIDS to serve as Managing Director of Together for Girls, a pub-

lic-private partnership dedicated to the elimination of sexual violence against children with a focus on girls, supports implementation of evidence-based prevention programs and services for survivors of sexual violence. She cites efforts in Tanzania as a recent success. The newly released Government of Tanzania national survey on violence against children brought together government ministers, children’s organizations and other community groups to commit to a national action plan to reduce violence against children and support survivors. “A lot of people feel as though this issue is so difficult you’ll never be able to overcome it, but actually a growing body of evidence shows that in fact there are strategies for prevention and things that really do reduce the amount of violence,” she said.

WENDY TAYLOR
editorial@mediaplanet.com

She has dreams and is a child in danger

She is a child growing up in Tanzania. She loves stories and songs.

She likes to dance. Her favorite food is vitumbua, especially in the afternoons after school.

Like most little girls, she dreams of growing up and having children of her own. She walks to school each day—a long walk on sometimes isolated roads.

Yet she is in danger at home, on the way to school, at school. According to the 2009 Tanzania Violence Against Children study, almost three in ten Tanzanian females have experienced sexual violence before the age of 18. The

incidents most commonly took place on the way to or from school, at school, or in someone’s house—often a friend or neighbor. She is not safe anywhere. Any violence toward children is unacceptable, but sexual violence is particularly devastating because it not only leads to poor mental health in later life, but often results in pregnancy and transmission of HIV. The consequences of sexual violence to children are far-reaching. As stated in the report detailing the results of the study, “We will not achieve quality primary and secondary education unless children are safe in school. The spread of HIV/AIDS will not be halted until we stop sexual violence that helps to fuel the pandemic.”

Commitment
The Tanzanian government was

the first country in Africa to undertake a national study of violence against children, measuring all forms of violence: sexual, physical, and emotional. The study was coordinated by UNICEF Tanzania in cooperation with the Division of Violence Prevention of the Centers for Disease Control, and Muhimbili University of Health and Allied Sciences (MUHAS). “We were worried at first that there would be an attempt to suppress the results of this study. In fact, just the opposite happened,” says **Andrew Brooks**, UNICEF’s Chief of Child Protection in Tanzania, and one of the authors of the study. “Politicians at the highest level—ministers of several agencies in the government—have responded with a clear commitment to address this problem.”

Commitments that include, among other things, ensuring that police officers are trained in child-sensitive interviews, teachers are held accountable for violence and professional misconduct, and all children exposed to violence are provided with health and psychosocial services. “I must acknowledge the Tanzanian government for what they’ve done. They really went after this,” says Brooks. “But we must keep up the pressure and the support.”

She likes to sing.
She has dreams.
She’s a child.
And now somebody’s got her back.

AVERY HURT
editorial@mediaplanet.com



Working together with national governments, civil society and the private sector, Together for Girls mobilizes action to address the global problem of sexual violence against children, particularly girls. For more information please visit www.togetherforgirls.org.



Helping all people
live healthy lives

Partners against sexual violence

Sexual violence is a global human rights violation. Together for Girls represents the first global effort to correct this destructive social pattern. Ten international organizations from the public, private and nonprofit sectors – including five UN agencies led by UNICEF, the U.S. President's Emergency Plan for AIDS Relief, Centers for Disease Control and Prevention, BD and other partners – are working to mitigate the devastating health and human consequences of gender-based violence.

Together for Girls addresses the systemic and societal foundations of sexual violence against children by supporting governments and civil society to implement national surveys, mobilize prevention and protection programs and change social norms through broad-based advocacy.

Research indicates that sexual violence against girls is a direct and indirect driver of HIV/AIDS spread and other adverse health and social consequences. Fortunately, positive actions are being taken. Legal and policy reforms and improved services for children who experience sexual violence support the ultimate goal to end this global outrage.

Named one of the *World's Most Admired Companies*¹ and one of the *World's Most Ethical Companies*², BD is dedicated to serving the global community's most important health needs.

BD – *Helping all people live healthy lives.*

¹FORTUNE, March 2011, ²Ethisphere™ Magazine, April 2011

NEWS



Archbishop Desmond Tutu
Chair, The Elders

QUESTION & ANSWERS

Why is child marriage an issue we as Americans should care about?

This practice is a gross violation of human rights, and a major challenge in the fight against poverty and ill-health. I don't think enough people know that. I didn't know it!

When I first learned that 10 million girls are married under the age of 18 every year around the world, I was devastated. That's more than 25,000 girls every day.

Girls under 15 are five times more likely to die in childbirth than women in their 20s. Most girls have to drop out of school when they get married, which makes it harder for them to lift themselves out of poverty. Poverty, education, gender equality, maternal and child health, HIV: child marriage hinders the realisation of six of the eight Millennium Development Goals.

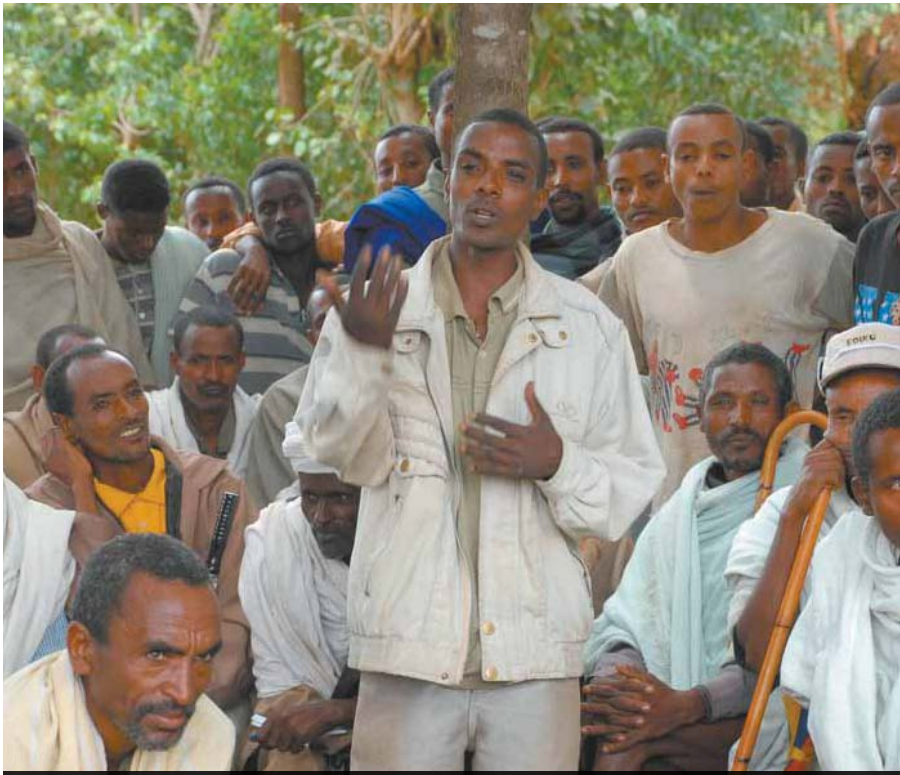
Yet, child marriage is confined to the margins of development debates and child brides are still among the most vulnerable, unseen people on our planet. It is time for that to change.

FACTS

LOCAL GIRLS. Pooja and Jyoti discuss the issue of child marriage with Mabel van Oranje, CEO of The Elders in Delhi, India. PHOTO: GRAHAM CROUCH/THE ELDERS

Child marriage affects 10 million girls

- One in three girls in the developing world is estimated to be married before the age of 18.
- At current rates, 100 million girls will be married before the age of 18 in the next decade.
- Girls under 15 are five times more likely to die in childbirth than women in their 20s. Girls aged 15-19 are twice as likely to die.
- The children of child brides are 60 percent more likely to die before their first birthday than the children of mothers who are over 19.
- Child brides usually drop out of school. They are deprived of the education and economic opportunities to lift themselves and their children out of poverty.
- Girls from poor families are nearly twice as likely to marry before 18 than girls from wealthier families.
- Child marriage hinders the achievement of 6 of the 8 Millennium Development Goals.
- Child marriage occurs around the world. 46 percent of girls under 18 are married in sub-Saharan Africa; 38 percent in South Asia; 21 percent in Latin America and the Caribbean; 18 percent in the Middle East and North Africa.
- Niger has the highest rate of girls married before the age of 18 (75 percent).
- More than a third of child brides live in India.
- Yemen is one of the few countries with no legal minimum age of marriage.



COMMUNITY. LEFT: Men in Ambo Meske village in Amhara, northern Ethiopia, discussing gender equality. RIGHT: Girls in Bonli and Hanuta villages in rural Rajasthan, India, that have been made aware of the dangers of child marriage. Villagers say that no child marriages have taken place in the community since. PHOTO:(LEFT) ASHENAFI TIBEBE/THE ELDERS, (RIGHT) GRAHAM CROUCH/THE ELDERS



Every year, an estimated **10 million girls worldwide are married before they turn 18**, usually with no say in when or whom they marry. Child marriage almost always cuts girls' education short, trapping them and their children in poverty. It often leads to early pregnancy and childbirth, putting girls' lives and health at risk.

Old enough to marry?

■ **Question:** How can we end child marriage in one generation?
■ **Answer:** With continued education at local levels.

Cultural ties
Although many governments—including India where an estimated 40 percent of child marriages take place — currently outlaw such practices, many ignore restrictions, siding instead with customs. Cultural ties run deep with legacies such as the Yemni expression, “Give me a girl of eight, and I can give you a guarantee” for a good marriage. Others look to the complex root causes of the practice, like the economic factors at work, including poverty.

“Child marriage occurs because we men allow it,” Archbishop **Desmond Tutu**, who currently chairs The Elders, a group of individual leaders working for peace and human rights, said. “Village chiefs, religious leaders, decision-makers—most are male. In order for this harmful practice to end, we need to enlist the support

1 in 7

girls will marry before she turns 15 in the developing world

of all the men who know this is wrong, and then work together to persuade all those who don't.”

Arguments for improved health and education
Once married, girls' roles often turn to proving fertility. Complications from early pregnancies kill more girls aged 15 to 19 than any other threat. Young girls have high rates of obstructed labor, and common cases of anemia cause excessive post-partum bleeding. Premature childbirth in young girls also leads to on-going physical issues such as fistula, which causes chronic incontinence and affects 100,000 new girls each year.

“Once they're married, they are considered like adult married women,” **Ellen Israel**, senior technical advisor for reproductive health at Pathfinder International said. “If they are adolescents and they marry, they need adolescent care. They're still young, and they still have all the issues of other adolescents.”

Education and economic devel-

opment hold keys to ending the practice. Girls allowed a secondary education are six times less likely to marry young. Education also increases earning potential for girls, making them an asset and not a burden to impoverished families.

“Women's rights start with protecting girls,” Ford Foundation President **Luis Ubiñas** said. “It's a very human issue, one at the center of a wide range of challenges girls and women still face. We don't think we can work on reproductive health, women's rights, girls' education, or women's economic empowerment without addressing a widespread and fundamental issue like this one.”

With continued education at local levels, many believe the practice can indeed end.

“I believe firmly that if we work together, like apartheid, slavery and foot-binding, we can end child marriage in one generation,” Tutu said.

WENDY TAYLOR
editorial@mediaplanet.com



SOURCE: USAID

New support measures are saving girls

Babalu, 15, lives with her family in a small village in rural Rajasthan. She was 13 when her community decided she should be married. “I did not want to get married,” she said. “I thought my life would be completely ruined.”

Child marriage is illegal in India, but in poor regions, such as the north-western state of Rajasthan, there is enormous social and economic pressure to defy the law. More than half of girls here are married by age 18—often setting up a lifetime of health and social problems for these young women and their children.

A disempowered girl
“Child marriage is against child rights,” said UNICEF Child Protection Specialist **Sulagna Roy**. “It influences children's and mother's health. It continues a cycle of poverty. It leaves behind a



A NEWLY EMPOWERED GIRL. Savitha, from a village in Andhra Pradesh, was pulled out of education and forced to marry her sister's husband because her sister could not bear children. When her husband died when Savitha was pregnant, her local village youth club took up her cause, and convinced her sister and parents to let Savitha continue her education. They allowed her to resume her studies and she rejoined school. She passed 10th grade at the top of her class.

PHOTO: PLAN

disempowered girl.”

Babalu's father, **Buma Ram**, said community pressure led the family to agree to the early marriage. But new support structures for adolescent girls are arriving in Rajasthan. Babalu's aunt Durga—a village health-care worker—is part of a program supported by the European Commission and

UNICEF to give strength to families who decide not to marry their daughters young.

“When discussing these issues, we are not here to lecture but to support [communities] in finding solutions to these problems,” said European Commission Representative to India **Daniele Smadja**.

Through such discussions, Mr.

Ram became convinced that it was in his family's best interest to let Babalu continue her studies. “I get out of the house, I attend Durga's meetings,” he said. “I now realize that one should not get married so soon.”

Inspiring others
Babalu is grateful for her father's change of heart. She says she would have killed herself if she had been forced to marry. She is now determined to stay in school and help save others from the fate she avoided.

Her example has already inspired wider change. Hearing about Babalu, five girls in nearby villages stopped their own marriages.

And Babalu remains committed to standing up for any girl who refuses marriage. “I will not let any young girls marry,” she said. “I will take legal action. I want to become somebody.”

UNICEF
editorial@mediaplanet.com

We support the campaign
to end child marriage.

You can too.

Visit GirlsNotBrides.org



FORD FOUNDATION

Joined by The Elders, The Nike Foundation,
The NoVo Foundation, The Open Society Foundations
and the United Nations Foundation

INSPIRATION

CREATING A GLOBAL COMMUNITY

■ **Question:** How can you create sustainable change?

■ **Answer:** Invest in women.

Although women are the most marginalized by poverty, experience has proven that women are also an excellent investment in the fight for sustainable change. Research shows that when a woman is able to contribute to her family's income, the majority of her earnings go toward creating a better future for herself and her children. And yet, women in the developing world continue to face significant barriers to accessing the financial resources they need to start businesses and independently participate in their local economies.

Decades of hard work have shown that there is no silver bullet for enabling women to realize their full potential. But one thing is certain, it is a collective problem. Secretary of State Clinton, during a recent talk at the APEC global conference, referred to the 21st century as the "Participation Age," and cited figures indicating that unlocking the potential of women by narrowing the gender gap could lead to a 14 percent rise in per capita incomes by the year 2020. "When it comes to the enormous challenge of our time—to

systematically and relentlessly pursue more economic opportunity in our lands—we don't have a person to waste and we certainly don't have a gender to waste," Clinton said. "Here, at the beginning of the 21st century, we are entering the Participation Age, where every individual, regardless of gender or other characteristics, is poised to be a contributing and valued member of the global marketplace."

A productive partnership

Whether we realize it or not, we all have a relationship with people living in poverty all over the world. Often this relationship is fueled by third party story telling with the intention of eliciting guilt and resulting in a disconnected donor-recipient relationship. There is a growing movement, however, to make this relationship a productive partnership. A partnership that validates the dignity of everyone involved by going beyond the numbers and statistics and concentrating on the stories of real people. This partnership is fueled more by mutual respect than guilt, and allows people who are otherwise incredibly isolated, especially women, to tell their own story

about their desire to work hard and change their lives for the better.

Global dreamers

Zongty is a traditional Cambodian silk weaver, a craft that has been passed down by the women of her family for generations. But the world is changing, and Zongty holds big dreams for her daughters. Like millions of other women in the world, it is not easy to access the financial resources to start or grow a business, and craft a better future for oneself and one's children. Through the power of the internet, and with the help of a local microfinance institution, Zongty was able to share her story with a global community of online micro-lenders who could contribute as little as \$25 each to invest in Zongty's dreams. Three years later, Zongty beams with pride when she tells about the opportunities her two daughters have because she was able to grow her business and pay for their college education. With a college degree, her eldest now has a job in the tourism sector, and her younger daughter is studying to be an accountant. Both occupations have brighter prospects than silk weaving by hand in an industrial age. Zongty's dreams for a better future connected her with an online community of global dreamers and doers who could use technology to help Zongty create new opportunities. And a new generation of dreams is born. This is the virtuous cycle of a connected and empowered world.

PREMAL SHAH

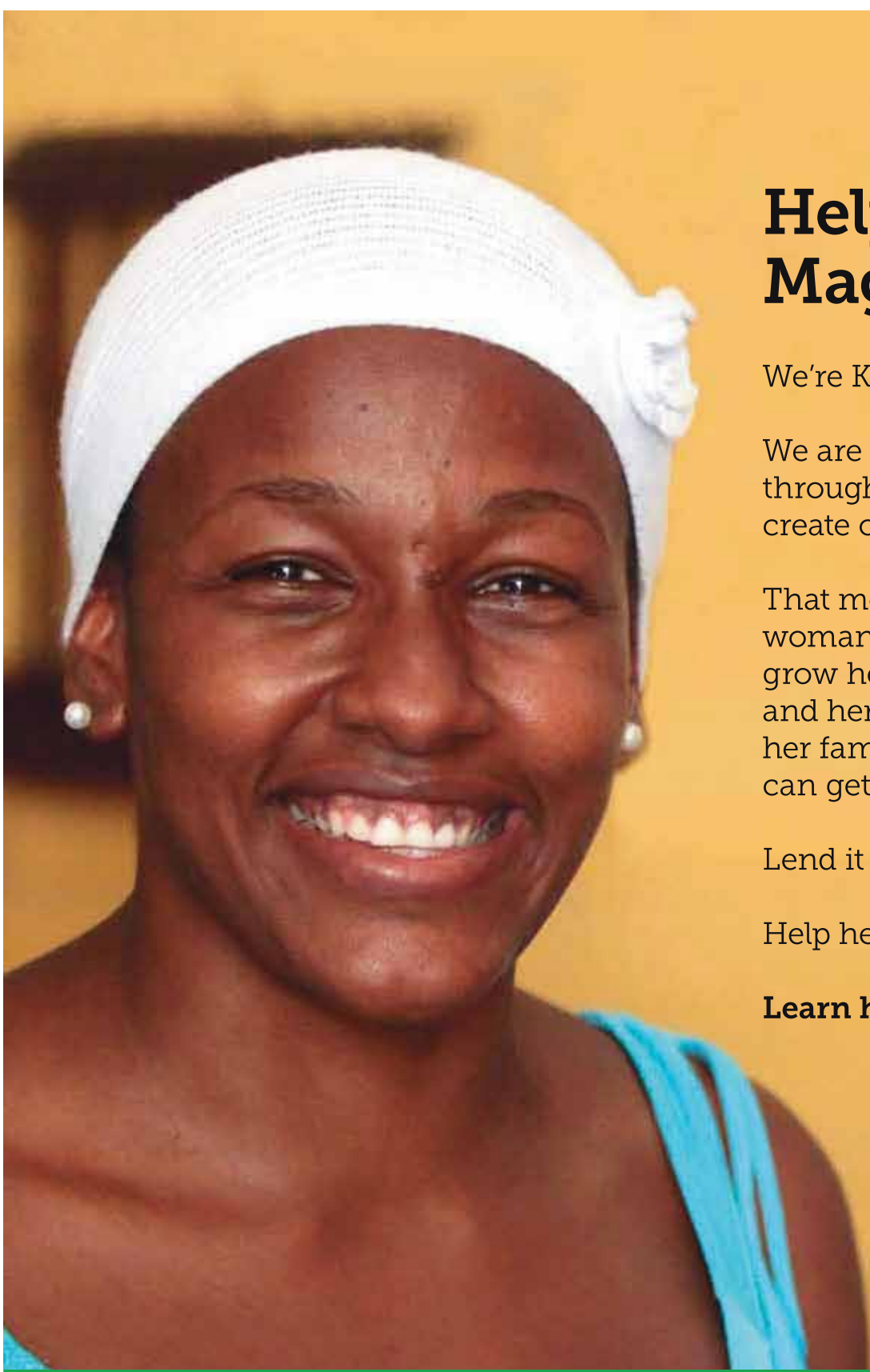
editorial@mediaplanet.com



FINANCE. Rita paid back her initial loan and took another to make her first big investment: a dairy cow.
PHOTO: CHRIS BAKER, KIVA FELLOW



CONSTRUCTION. Mandira Bote, her one-year-old daughter Basha and son Sanam, age seven, look through the windows of her new brick home under construction in Sarlahi, Nepal.
PHOTO: GEOFF OLIVER BUGBEE



Help a self-starter like Magalis get started.

We're Kiva and we are not just a charity.

We are in the business of connecting people, through the power of micro-lending, to create opportunities that alleviate poverty.

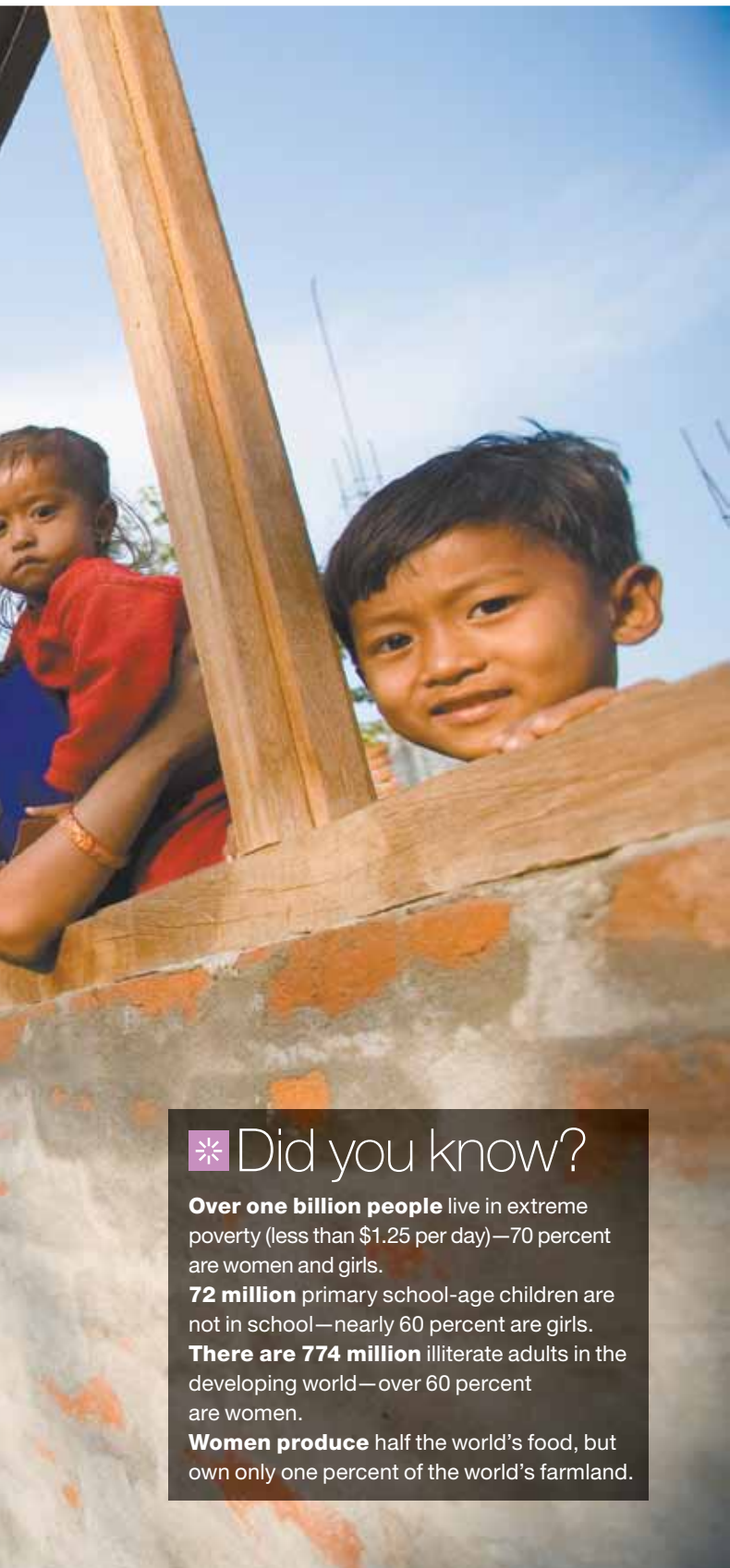
That means with a \$25 loan, you help a woman like Magalis start a business that can grow her financial security, her confidence, and her ability to create a brighter future for her family. And when she is successful, you can get paid back.

Lend it again and the change continues.

Help her get started today.

Learn how at Kiva.org/women

INSPIRATION



Transformation in Nepal

Mandira Bote lives in Sarlahi, near the Bagmati River in southern Nepal. She and others in her community belong to a marginalized, nearly extinct caste of landless fishermen.

Mandira grew up knowing she would probably not ever get an education. Any money for school was always spent on the boys.

Yet Mandira still dreamed of going to school and becoming a teacher.

The women in her community suffered greatly. Their husbands drank away their earnings, leaving the women to feed their children by working in a nearby quarry crushing stones. Their huts were small, and leaked. The women tried to raise animals, but didn't know how, and their hard-earned money was lost when the animals died.

The goat project

In Nepal, as in other parts of the developing world, a majority of women work in agriculture. Yet they have lower incomes, are less likely to own their own land, and have less access to credit.

If women had the same access to resources as men, according to a UN report, they could increase yields on their farms 20-30 percent.

In 2006, the women of Sarlahi learned of an organization that offered hardy livestock to improve nutrition and create income. It also provided values-based agricultural training for those willing to work hard. The women



Mandira Bote, with son Sanam, cradles a goat in front of the new brick home she is building with income from the women's goat project she joined five years ago. PHOTO: GEOFF OLIVER BUGBEE

trained for months in how to work together, save money, and care for the animals.

Today, several years into the women's goat project, Mandira stands boldly in front of a community meeting and beams with pride when she is lauded as the very first woman of her village to finish high school.

"Now with the goat project, I finally have the resources to educate my children and myself," Mandira said, nodding at her 7-year-old son. She plans to go to college. The training helped her see that she was strong enough and smart enough to achieve her dreams, a lesson she plans to pass on to her infant daughter.

"I am more determined to send her to college than my son," Mandira said. "I want to give my daughter the same chance as the boys."

DONNA STOKES

editorial@mediaplanet.com



Hadja Kingui Balkissa of FOREDEN NGO, is a WFP cooperating partner who helps give training and guidance. PHOTO: WFP/JANE HOWARD

Empower rural women, change the world

This is a story that can change the world. It begins with a woman. She lives in northern Cameroon on the edge of the Sahel where families struggle to feed themselves. Her family owns two acres of land and she has the impossible task of producing enough food to nourish her family all year round. When the lean season hits—the hungry time before the harvest comes in—she cannot feed her family, her husband or herself.

Now imagine with us that this story can be different. There's another woman who lives in northern Cameroon. She runs a community granary, along with other women in her village.

Knowing that Sahel communities like hers are prone to drought, the U.N. World Food Programme (WFP) helped set up village granaries so that families can pool resources during the lean season instead of depending on outside help. WFP empowered women by teaching them about food storage management and accounting. There are now 410 granaries and 90 percent of them are managed by women.

A cycle of hunger broken and a community made stronger and more resilient, all because we empowered rural women. When you empower a woman, you feed her family, and nourish her community. With your help we can change the world.

ALI GOLDSTEIN

editorial@mediaplanet.com

IF YOU WANT TO CHANGE THE WORLD, DON'T GIVE. INVEST.



Trilottama Gyawali and the other members of her women's group in the Bhairavsthan village of Nepal are breaking the chain of hunger and poverty thanks to Heifer's involvement in their community.

Heifer International doesn't give women a handout; we give them a way out... out of hunger, poverty and desperation. For more than 65 years, in more than 125 countries including the U.S., we've turned hardworking but hungry families into entrepreneurs by supplying livestock and training in Earth-friendly agriculture. Communities are able to feed, clothe, educate and care for their families. The families agree to Pass on the Gift of livestock and training, creating a sustainable circle of hope and self-reliance. And that's the kind of return we can all appreciate.



Visit Heifer.org/Women

NEWS



QUESTIONNAIRE

What was your original motivation for wanting to work for peace?



Leymah Gbowee
Nobel Peace Prize winner and author of *Mighty Be Our Powers*

■ Children were virtually dying from hunger. Kids would be sitting outside different embassies just looking up and imagining that someone would give them food. Or you would see mothers bringing their babies and just leaving them there to die, hoping that people would give them food instead of allowing them to die. I felt I had to do something. So gradually I started, from working with little girls in the community, moving on to working with ex-child-soldiers, then to working with women in internally displaced shelters, and later on, to peacebuilding. I had to do something to ease some of the pain. I was taking out some of the anger that I felt—not just sitting back and complaining and crying.

What inspired you to get involved in the women and girls movement?



Abigail E. Disney
Executive Producer of *Women, War & Peace*

■ Having worked with grassroots organizations both domestically and overseas, I have come to realize that women leaders have strikingly similar approaches to social problems whether they are working in Afghanistan or Brooklyn. When women fight to be involved in processes they do not ask for changes that address their own “special interests.” Rather, they fight for things that strengthen whole communities: food, shelter, clean water, education, access to healthcare.

Women live and work at the centers of vital webs of relationships that bind communities together. And so when you strengthen women, you strengthen the world.



Zainab Salbi
Founder, Women for Women International

■ I grew up during the Iran-Iraq war, and at a very young age, I learned that many neglect to see the roles of women in war—not only as victims but also as the major agents who keep life going.

I later moved to the United States and founded Women for Women International because of the war in Bosnia and Herzegovina. I realized that the pattern of only seeing war from the male perspective remained consistent and so very limiting when seeking positive solutions for sustainable peace.

Ever since, I have decided to encourage women to speak out. Through a sponsorship program at Women for Women International, a war survivor is connected to an American woman for a year to exchange support. We also focus on providing opportunities for women to earn a sustainable income as they try to rebuild their lives and those of their families. On the journey, I learned that women reinvest 90 percent of their income on their families compared to men, who reinvest 30-40 percent. I learned that there isn't a more efficient and morally right thing to do than the simple investment in women in conflict and post-conflict areas. They are our hope for peace.

STEP

4

EMPOWER
THROUGH
TECHNOLOGY



SOLAR POWER. Shop-owner Preeti Gupta with her solar cooler.
PHOTO: THE COCA-COLA COMPANY

Preeti Gupta lives in rural India, 15 km outside the city of Agra, where the dusty roads of her village are filled with children playing, horses pulling bullock carts and motorbikes zipping by.

Innovations in technology turn the power back on

Often, Preeti Gupta and her family have been without power for days at a time with no warning, as electricity in the area is very limited and undependable.

Like many women in her village, Preeti was expected to remain at home and care for her family after having children. But, Preeti was determined to give her children a chance at a better life. She needed to generate additional income to support these dreams, so she and her husband took out loans to open a small shop in their living room where today she sells grains, snacks and beverages as well as many other household goods. Living and working with only intermittent electricity proved challenging, but the recent addition of a solar-powered cooler provided by The Coca-Cola Company has quietly begun to change Preeti and her family's lives.

A small idea shines bright

How exactly can a cooler have such an impact? The device chills two cases of beverages at a time and also has outside ports on to charge a solar lantern and a mobile phone—forming a literal line to the outside in developing nations and rural communities. Now, Preeti can offer her customers



“I feel good that I am running this shop along with my husband. I have also gained respect in my family. I desire for my children to go to a good school and make something of themselves.”

cold beverages—a bit of a novelty to a community “off the grid”—and she can keep her shop open after the sun sets and the other shops have closed. Perhaps the most important benefit

is that her children can study at night as they pursue an education and better life.

In Preeti's case, something as simple as a beverage cooler is mak-

ing her dreams a reality. Income and quality of life for Preeti and her family have increased since getting the cooler, with Coca-Cola beverage sales providing approximately 15-20 percent of their earnings depending on season. This income means Preeti can invest in needs many others consider basic: healthcare for her family and an education for her children. They now have an opportunity to get ahead.

A beacon of hope

“The most important moment in my life was when I started my own shop. We struggled a lot to open the shop. We took a loan from our relatives, the banks and mortgaged our personal belongings... Coca-Cola has made a huge contribution to us. The solar cooler, along with the cell phone charger, has benefited me a lot. Customers come here to charge their mobiles... Customers come to our shop and see the light when other shops are out of electricity... I feel good that I am running this shop along with my husband. I have also gained respect in my family. I desire for my children to go to a good school and make something of themselves.”

APRIL JORDIN

editorial@mediaplanet.com

PROFILE

Preeti Gupta

■ **Position:** Rural shopkeeper
■ **Location:** Agra, India
■ **Her life:** Preeti's story is unique, yet she is one of many women whose lives are being transformed by Coca-Cola's global initiative called 5 BY 20 that aims to enable the economic empowerment of 5 million women entrepreneurs by 2020. In India, specifically, the solar cooler is an example of how the company is deploying innovations to help make a difference in women's lives. There are many programs

within 5 BY 20 that are being developed to help remove common barriers to women's success by increasing access to financing, business skills training, and networks of peers or mentors. Each of the women receiving support from these programs touches the company in some way—from mango farmers in Kenya to shop keepers in India to recycling collectors in Brazil. As 5 BY 20 empowers women economically, it also empowers their families and communities, turning dreams into realities.

Taking measures to stop a silent killer

When you think of one of the most dangerous activities for a woman in a developing country, does preparing a meal for her family come to mind?

Cooking shouldn't kill, but 2 million people around the world die each year from diseases caused by toxic smoke emitted from rudimentary cookstoves and open fires. These victims are part of the nearly 3 billion people who rely on solid fuel for cooking every day. When burned, these fuels fill households that often have little or no ventilation, and cause chronic diseases such as cancer, lung disease, pneumonia and tuberculosis.

Women and children bear the vast majority of the death, illness and injury associated with household air pollution, which the World Health Organization classifies as the fifth

biggest health risk in the developing countries. Before women and girls can even begin cooking, however, many of them spend hours a day—sometimes at great risk to their personal safety—searching for fuel.

Clean cooking

The Global Alliance for Clean Cookstoves was launched last year to save lives, improve livelihoods, empower women and combat climate change by creating a thriving global market for clean cookstoves and fuels. The Alliance is an innovative public-private partnership led by the United Nations Foundation with an ambitious but achievable 100 by '20 goal: 100 million households adopting clean cooking solutions by 2020.

One hundred by '20 is reachable because of the Alliance's unique, transformative approach, including: ■ Convening and integrating the work of more than 175 public, pri-



WOMAN MAKING STOVE. Clean cookstoves and other clean cooking solutions save lives, empower women, and improve livelihoods. PHOTO: SNV

vate and nonprofit partners from six continents, all dedicated to stopping a silent killer and each bringing its own expertise to provide opportunities for women and children to lead healthy and productive lives.

■ Placing a premium on innovation and technology as key components of creating the change necessary to reduce these preventable deaths. Stove design, fuel type, monitoring emissions and carbon financing are just some of the energy-specific

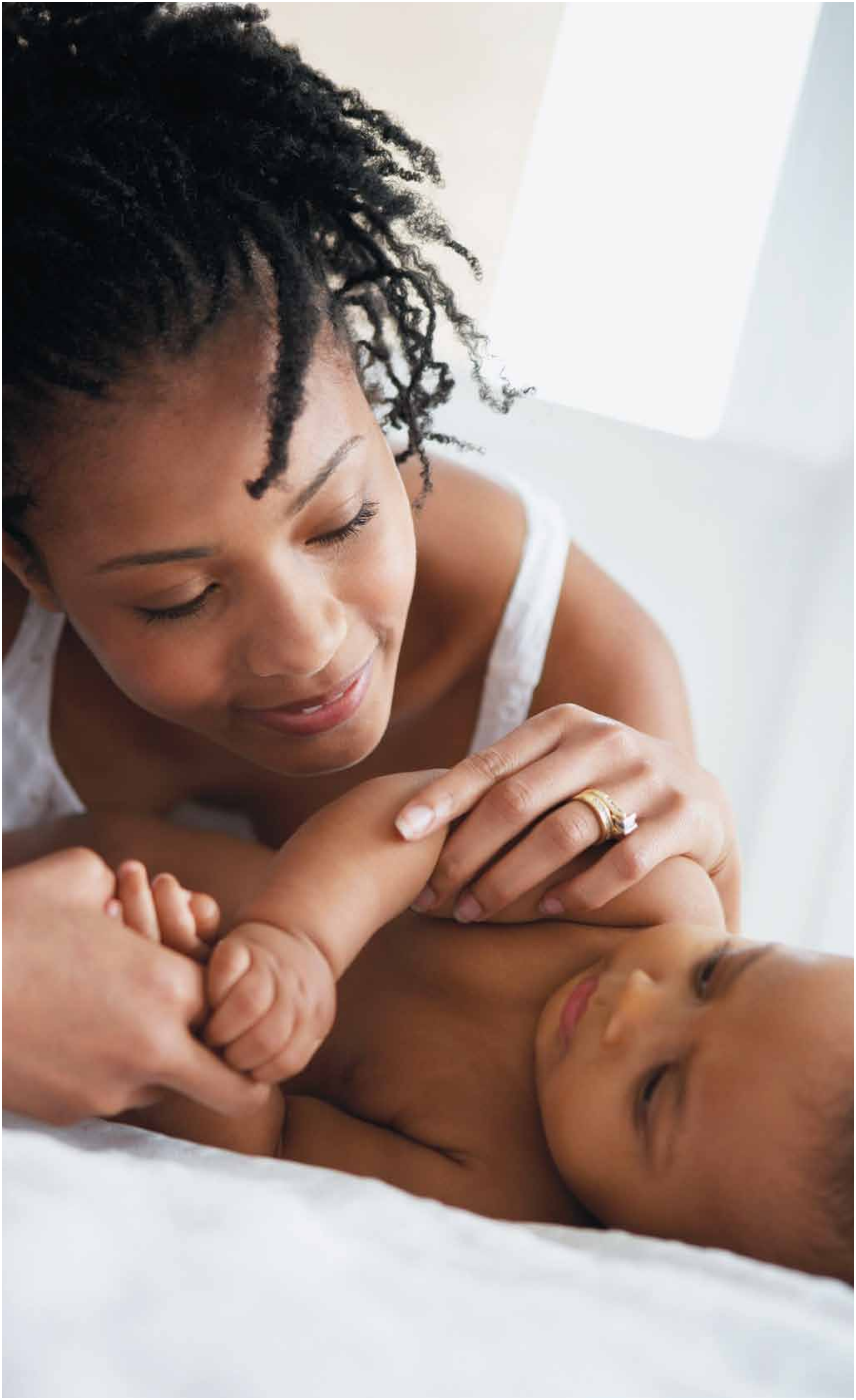
metrics—combined with the Alliance's health and economic empowerment efforts—that will help the Alliance measure progress and reach its goal.

■ Prioritizing a market-based solution to this problem over traditional charity or aid. The Alliance is working with its partners and the broader cookstove sector in order to scale up and bring an affordable, accessible and culturally-appropriate market and product to the end-consumer—a woman providing nourishment for herself and her family.

By involving women at every step of the process, from product design to manufacturing and distribution, the Alliance is making an important contribution to the universal maxim that empowered women are fundamental to a better world.

RADHA MUTHIAH

editorial@mediaplanet.com



Your ob-gyn is your partner in health.

Ob-gyns are dedicated to helping you have a healthy and successful pregnancy and a positive birth experience. We provide comprehensive health care and see you through every phase of life—from adolescence, through the reproductive years, and into menopause and beyond.

We're here to keep you healthy for a lifetime.

ACOG

The American Congress of
Obstetricians & Gynecologists

www.acog.org

INSIGHT



DON'T MISS!



Eden is from Canada, an Ashoka Youth Venturer, Staples Youth Social Entrepreneur Finalist, a 20 Under 20 Thiel Fellow, and crew coxswain.

Empowering women though clean technology

Eden Full, 20, knows first-hand how clean technology can make a difference in people's lives. Frustrated by the inefficiency of solar panels, Eden invented SunSaluter, a solar panel that rotates with the sun, increasing efficiency by 40 percent. Last summer, Eden traveled to Kenya and installed her new system in two villages without access to electricity. Just a few days before, a woman collecting firewood at night had been killed by a buffalo. Eden's solar technology is now changing lives with its ability to power the villages at night. Eden has moved to Silicon Valley, competing in a field traditionally dominated by men, to bring SunSaluter to the world and to pave the way for other young women. She is a finalist in the Staples Youth Social Entrepreneurship competition, hoping to present her venture to the world's tech leaders at the Techonomy conference in November.

GRETCHEN ZUCKER
editorial@mediaplanet.com



IN THE CLASSROOM. LEFT: Sopatt being interviewed by 10x10 Producer Martha Adams, with Nead Bunna Sos-ehak, with Room to Read, translating. RIGHT: Sopatt, 15, says that going to school and access to books are essential to the future of her village. PHOTOS: RICHARD E. ROBBINS, 10X10ACT.ORG



A vision for her village

There was something about Sopatt's crooked toothed smile and her mischievous look that stood out immediately. Some special spark. We were in Cambodia interviewing girls for 10x10, a film and social action campaign about the power of educating girls in poor countries. We had arrived at Sopatt's school with Room to Read, an NGO that is improving literacy for children and helping girls in the developing world stay in school. For weeks we had been asking girls across the country about the challenges they face. About their hopes and dreams. About a single wish.

Sopatt thought for a minute. "A box of books for the villagers."

That was her wish. As in "you can have one wish. ANY wish"—

and that was her answer. Here we were in one of Cambodia's poorest provinces, and Sopatt, the teenage daughter of poor rice farmers, tells us that she dreams of books?! She has never known life with a desk lamp, let alone electricity or running water. Just getting to school requires trudging a mile through knee-high murky waters filled with leeches. Her family struggles to feed their children. They live a stark, difficult life. And yet, Sopatt dreams of books for her village.

Family pride

She told us how she races home from school each day, rushing to finish her chores so there's time to read to her mom, not from books but from old scraps of magazines and newspapers. So we followed her home through the rice paddies to meet her proud parents. They

"A box of books for the villagers. That was her wish. As in 'you can have one wish. ANY wish'—and that was her answer."



Martha Adams
Producer, 10x10

beamed with pride at their daughter, the student. The reader.

A wish come true

As we said goodbye to her parents, Sopatt and I lagged behind, giggling nonstop as we slipped and sloshed our way across the mud walls of the rice fields. She held my hand the entire way. I thought, "now what?"

But already we were scheming to make this girl's simple wish come true. A few weeks later, home in Los Angeles, a simple message arrived from Room to Read: I am happy to inform you about Sopatt's case...that we delivered books to her school library. How I wish I had been there to see her smile that day.

MARTHA ADAMS
editorial@mediaplanet.com



AN EDUCATED GIRL WILL

- STAY HEALTHY.
- SAVE MONEY.
- BUILD A BUSINESS.
- EMPOWER HER COMMUNITY.
- LIFT HER COUNTRY.

CHANGE THE WORLD.



10x10 is a global campaign to improve the lives of girls.
10x10 is harnessing the power of media to inform, engage and mobilize.
10x10 is driving action.
WHEN YOU CHANGE A GIRL'S LIFE, YOU BEGIN TO CHANGE THE WORLD.
TAKE ACTION. LEARN MORE. JOIN US.
10x10act.org | facebook.com/10x10act

INTEL IS PROUD TO BE A 10x10 PARTNER as part of our long-term commitment to empowering girls and women through education, technology and economic opportunity. Learn more about Intel's programs for Girls and Women at www.intel.com/shewill



INSIGHT

Juliet Musabeyezu

Education: Currently attending Harvard University studying human developmental and regenerative biology.
Passion: Juliet is motivated to empower adolescent girls and is determined to be a strong advocate for girls and their potential to shape their own future, families and communities.



CHANGE

Making noise for girls—a page from Juliet’s diary. Juliet attended the 2011 Clinton Global Initiative—a premier gathering of heads of state, private sector and civil society, and had the opportunity to elevate girls’ voices.

Unleash the girl effect

Hi, I’m Juliet. I’m a 17-year-old girl from Rwanda, a beautiful country where there are many girls just like me with great hopes, dreams and aspirations for the future.

Too often in developing countries, girls are not even counted as part of the population. We are silent. And too often, the developed world looks at us as if we are only invisible victims. Truth is, we are actually the invisible solution to ending global poverty. Not everyone knows it yet, so we need people to “make noise” for us and we need to learn to “make noise” for ourselves.

This is why I was excited to have the opportunity to speak at this year’s Clinton Global Initiative meeting in New York City—a 17-year-old girl from Rwanda on a global stage...no wonder I was excited! I made noise for girls and gave a voice to millions of girls just like me, highlighting the incredible contributions we have to offer.

I met some incredible people attending this conference that seems to gather some of the most powerful movers and shakers in the world:

Bill Clinton himself pointed out that the role of women and girls is critical. Archbishop Desmond Tutu was there to announce this new incredible global partnership to end child marriage—“Girls Not Brides.” He reminded people that too often child marriage is hidden behind a statistic, but in reality it’s not about a figure, it’s about a person—real flesh and blood.

A world of difference

I was there not only as a speaker, but also as a reporter for a new magazine that will soon be coming out in Rwanda—a magazine for girls, by girls. I interviewed an amazing couple, Peter and Jennifer Buffett, who are great advocates for girls. I interviewed celebrity Mandy Moore, who shared with me her experience as a teenage girl. She decided to dream big, just like Jennifer Buffett, and

“I made noise for girls and gave a voice to millions of girls just like me...”

went for it. They both represent women who actually managed to climb over the first barrier facing girls: the need to dream and have a vision for oneself.

This is key: I want people to understand that as girls, we are the one solution that hasn’t been tried yet but could actually work, but I also want people to realize that while intervention on our behalf is critical, it should be considered a bonus. We need to pave our own way as well. Change starts with a girl.

We have a name for this girl in Rwanda. She is called “nyampinga.” She is hard working, determined, well rounded and beautiful both inside and out. She is a girl who makes good decisions, dreams big and is proud of what she has accomplished. She is a girl that will unleash the power of the girl effect. If we invest in her and help her move forward, we’ll move a whole nation forward, and eventually make a world of difference. I want girls to know they can do that.

JULIET MUSABEYEZU
editorial@mediaplanet.com



DON'T MISS!

Why every leader’s goal should be to cultivate more leaders

In 2005, at age 10, **Talia Leman** had her first big idea: she would mobilize kids at Halloween to trick-or-treat for spare change to help victims of Hurricane Katrina. With a start from Youth Venture, Talia and her team eventually mobilized 12 million young people and over \$10 million for Katrina victims. Now at age 16, Talia’s big idea has evolved into something much bigger: what if the entire youth population could be mobilized, not only to take part in a cause, but also to unlock within themselves the power and ideas for changing their own lives and the world? Through Talia’s global platform, randomkid.org, she is supporting young people everywhere to start their own social enterprises



Talia Leman with Bill Gates at Techonomy 2010 in Lake Tahoe.

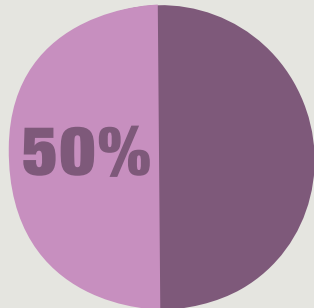
and connect into larger causes. When young people see that their ideas and entrepreneurship can have impact on others, they are transformed. The more leaders she enables, the more Talia achieves her dreams of changing the world.

GRETCHEN ZUCKER
editorial@mediaplanet.com

\$383 billion

■ In India, adolescent pregnancy costs the economy \$383 billion over the span of an average life time. That’s about the same amount as all of the world’s 2009 development aid.

- Healthier and better-educated girls who have access to labor markets translate to trillions of dollars added to GDP in the poorest countries.
- In Kenya, a girl who does not delay her first childbirth will lose \$44,000 in future earnings on average.
- If older girls were in the job market at the same rate as boys in 12 developing countries, they’d inject \$283 billion into their economies in a single year. That amount exceeds the GDP of 160 countries.



■ **Girls are 50 percent** of the youth population (aged 15-24) of the developing world.

SOURCE: “MEASURING THE ECONOMIC GAIN OF INVESTING IN GIRLS: THE GIRL EFFECT DIVIDEND.”

TR3S BLING

interactive magnetic jewelry

by UNO Magnetic

I am a changemaker

Substantially all net profits from the sale of this product will be donated to Ashoka's Youth Venture.



To support young people creating change, please visit unomagnetic.com

uno magnetic

by luis pons

tr3s

EDEN is passionate about designing efficient solar panels.

Through her idea she is transforming villages in AFRICA

She is 19 years old.

Eden is a CHANGEMAKER!

What are YOU passionate about?

www.ashokayouthcompetition.org

youth venture

STAPLES

the Leman Foundation

NEWS



DON'T MISS!



Ritu Sharma is co-founder and president of Women Thrive Worldwide, the leading organization advocating for women and girls worldwide in Washington D.C.

Your voice: worth as much as your dollar

You may be feeling a little overwhelmed reading these pages. Women’s advancement truly is the greatest challenge of the 21st Century.

You may be feeling inspired and hopeful. Helping women helps families leave poverty, makes economies grow, and stabilizes war-torn countries.

You may be feeling impatient. How can we ensure that baby girls born today will have a better future than their mothers?

The way to get there is to scale up what works and do it fast. The best news is that you can make that happen.

There is something very powerful you—and only you—can do: influence what our own government does overseas through its global policy and international assistance programs to support women. Our country is one of the most critical donor nations worldwide.

Be an advocate

Women in the Horn of Africa’s famine, for example, are suffering from hunger and struggling to feed their children, but are also facing epidemic violence. If the assistance dollars we are sending to Africa take women’s realities into account by, for example, ensuring camps set up protection programs for women, it will make a difference in hundreds of thousands of lives.

If all the health, education and democracy-building programs that we’re investing in worldwide truly include women and girls, it could be a game-changer.

You should care because these are your tax dollars, and you have a say in how they are spent. In addition to being generous, be an advocate. Your representatives in Washington almost never hear from voters on these issues—when they do, they take notice. A personal letter saying you want them to stand with women worldwide goes to the Member’s desk. Questions at town hall meetings get answered.

RITU SHARMA
editorial@mediaplanet.com



The other half of the dialogue

■ **Question:** How can we end violence against women when we only expect half of the world’s population to take a stand?

■ **Answer:** Include men and boys in the conversation.

No society is free from the various intolerable forms of abuse faced by women: domestic violence, sexual violence, human trafficking and forced marriage. Perpetrators of violence against women are predominantly men, but the majority of men are not violent. For this reason, men must become more involved in developing innovative solutions to overcome the scourge of violence that not only threatens individual victims, but jeopardizes the well-being of entire communities.

In 2010, Vital Voices Global Partnership, the Avon Foundation for Women, and the U.S. State Department launched the Global Partnership to End Violence Against Women. The Partnership brings together stakeholders across sectors to build sustainable public-private partnerships to end violence against women. Two of these stakeholders are the Kant brothers, Rishi and Ravi.

They were compelled to act because they observed that women were the most neglected in their society. “We were exposed to suffering of women from small villages to large urban slums,” they remember, “we realized that access to justice was very dismal.”

“Thousands of years of subjugation can only be removed through education, awareness, sensitization, stringent laws and their implementation,” they explain.

The Kant brothers launched an anti-trafficking agency, Shakti Vahini, to work directly with and advocate for survivors of violence in India. Shakti Vahini, meaning the vehicle of power, works from G B Road, the heart of the brothel district in New Delhi, to educate, counsel and provide health services to victims of commercial sexual exploitation.

For over a decade, the Kants have embraced every opportunity to raise awareness about the harmful practices that some accept as part of everyday life. “If women can be empowered, they have the capacity to change their homes, villages, and society.”

By drafting legislation, demanding that laws be enforced, enhancing

access to quality services and empowering victims to take action against their perpetrators, Shakti Vahini is having an impact on women and children’s lives and on the system of justice that protects their interests. While human trafficking victimizes people of all ages, genders and nationalities, women and girls are often the most vulnerable population.

“We are seeing pockets of change,” say Rishi and Ravi. “At Shakti Vahini, we believe that we have to be a catalyst of this change.”

One of Shakti Vahini’s greatest strengths is its cooperation with law enforcement. The organization assists the police with the rescue of trafficking victims and connects victims with rehabilitation services, repatriation to their home states and offers legal counsel. To ensure successful collaboration, Shakti Vahini’s program includes training for police officers and other first responders who are likely to come in contact with victims.

Men and women around the world have a vital role to play in the fight to end human trafficking at home and overseas.

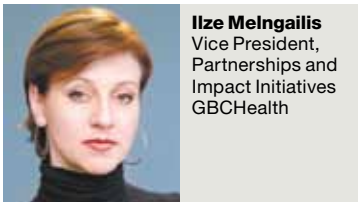
8 POINT ACTION PLAN: EDUCATE, CAMPAIGN, LEGISLATE

- Achieving true gender equality comes from changing human behavior and gender equitable attitudes. To advance gender equality, men and boys must take the lead in ensuring successful and sustainable transformation of gender norms through deliberate action.
- 1. Start young—pre-school education should promote equality between girls and boys and involve parents.
- 2. Transform school curricula to challenge stereotypes and acknowledge difference.
- 3. Support girls’ and boys’ participation in the creation of policies to improve sex education.
- 4. Make schools safe for girls and boys.

- 5. Launch campaigns that challenge discrimination and engage men and boys.
 - 6. Pass laws that enable both parents to take an active part in raising children.
 - 7. Enforce legislation to end violence against women and girls.
 - 8. Legislate for equal opportunities.
- SOURCE: PLAN USA INTERNATIONAL

Highlighting an untapped resource

Governmental, business and civil society leaders are responding to the growing recognition of the detrimental impact that gender-based inequalities have on economic development, public health and the creation of a stable society.



Ilze Melngailis
Vice President,
Partnerships and
Impact Initiatives
GBCHealth

and health education programs, they learn the restrictiveness of gender stereotypes that, when pressed, they realize they don’t even believe in at heart. They gain a greater understanding of basic health knowledge and take better control of their own health, while also promoting healthy behaviors among their family members, friends and co-workers. In societies where the biggest obstacle to a woman or girl’s access to essential health services is often still a man, these results represent critical progress.

Next steps

What is needed? Keep up the messaging aimed at those in power at the highest levels of government (particularly now while these are largely

still men), as well as to the laborer in a remote village, to help men understand that progress for women is progress for their societies, and their own lives. And in the corporate realm, we must continue hailing corporate leaders who promote gender equity in the workplace—although the business gains these decisions bring their companies are proving to be incentives themselves.

Powerful opportunity

And consider this: companies have reach to hundreds of thousands of male employees, presenting a powerful opportunity to engage men on the issues facing women and girls. The new workplace campaign *moMENtum*—a program led by GBCHealth’s Health Women, Healthy Economies initiative—working in tandem with the handful of community programs addressing gender issues, is enabling companies to add gender education to their existing workplace education programs. These companies are

helping shape a generation of men with more progressive and supportive gender attitudes, accelerating reductions in HIV, gender-based violence, and improved maternal and family health. And the companies, in turn, benefit from healthier workers and communities.

Shifting power dynamics and changing centuries of ingrained behavior is not an easy task. But it is a task for which effective tools exist, and compelling benefits are documented. When asked, economic and social benefits are the first reasons progressive male leaders cite for why they have taken action for women and girls. But then they, and the men and boys who have completed gender workshops all say the same thing—I am grateful to the women in my life who have nurtured me, and I want the same safety, rights, health and opportunity for women everywhere that my mother, wife, and sister have.

ILZE MELNGAILIS
editorial@mediaplanet.com



planusa.org/girlreports

Because I am a Girl – Promise me a Future!

Plan’s Global *Because I am a Girl* Initiative fights gender inequality and works to secure a brighter future for girls and women around the world. When a girl is educated, nourished and protected, she has the power to change the future of her community. This year’s *Because I am a Girl* report – **So, what about boys?** – finds that fathers, brothers, boyfriends, and husbands all play an essential role in creating true and lasting gender equality.

“The world is changing, soon everybody will understand that we should not treat girls in a different way than boys.”
–Father from Benin, Africa



PANEL OF EXPERTS

	<div><div>Sharon D'Agostino</div><div>Vice President, Worldwide Corporate Contributions & Community Relations, Johnson & Johnson</div></div>	<div><div>Matt Flannery</div><div>Co-founder and CEO, Kiva</div></div>	<div><div>Margaret Hempel</div><div>Director for Sexuality, and Reproductive Health and Rights (SRHR), Ford Foundation</div></div>
<div><div>Question 1:</div><div>What is the biggest challenge facing women and girls around the world?</div></div>	<div><div>Women and girls face many challenges</div>, but the most significant is having their voices heard when decisions are made about them. We work with many organizations who listen to women and girls in developing the programs addressing their most significant health challenges. One powerful voice is Sarah Omega's, a Kenyan community educator and maternal health advocate who raises awareness of fistula, an injury resulting from severe complications of childbirth. In sharing her own story about her renewed life following fistula surgery, Sarah Omega speaks for millions of other women whose voices have not yet been heard.</div> 	<div><div>Exclusion.</div> Consider the fact that nearly 3 billion people in the world lack access to basic banking services like a checking or savings account. The majority are women. And throughout the world, there are still laws and customs that prevent women from owning land or other productive assets, from getting loans or credit, or from having the right to inheritance or to own their home. In far too many places, women have no assets to leverage for economic stability and cannot invest in their own or their children's futures.</div>	<div><div>Women work two-thirds</div> of the world's working hours and produce half of the world's food. Yet, they earn only 10 percent of the world's income and own less than one percent of the world's property. Among the poorest and most at risk, women and girls encounter an uphill struggle to realize their human rights to equality and dignity. One of the starkest challenges facing girls and leading to a lifetime of marginalization and poverty is child marriage. Nearly 10 million girls are married every year—a practice that robs them of their childhood, denies their rights to health, education, and security, and closes off countless life opportunities.</div>
<div><div>Question 2:</div><div>What influence do women and girls have in creating social change?</div></div>	<div><div>When women and girls</div> join together, they have the power to transform their communities and their lives.</div>	<div><div>Women and girls</div> are both influential in, and essential to, creating social change. Research has proven that when women have the opportunity to earn an income, the majority of their earnings go toward improving their children's future. We see the same cycle at Kiva. Women get access to a small loan never before available to them. They start a business, and for the first time can contribute to the family's income. Now they have a newfound voice in how the money is spent, and most of the time it is to send their children, often their daughters, to school. The cycle of change begins.</div>	<div><div>In many countries around the world,</div> we have seen that when girls are given an education, access to information and reproductive health care, and the tools to lead, they emerge as leaders in their communities. Girls who delay marriage and childbearing and stay in school increase their earning power and are more likely to invest in their families. Girls who have more opportunities are also more likely to be involved in local civic life and to lead efforts that create social change. But in order to change others' lives for the better, women and girls need to be able to have agency and control over their own lives.</div>
<div><div>Question 3:</div><div>What can readers do to advance the women and girls movement?</div></div>	<div><div>There has never been</div> a better time to get involved. The Million Moms Challenge has a goal of achieving a one-million-member-strong movement of Americans committed to helping mothers and children around the world. You do not have to be a mom to get involved. Each of us has the power to make this world a better place for all, including girls and women.</div>	<div><div>Take action!</div> I think people get caught up in thinking the problem is so big that they don't know where to start. There is no silver bullet, so the answer is to just start somewhere. Pick a country or issue that interests you, then find an organization that inspires you and act. It really can be that easy.</div>	<div><div>Letting your elected officials know that you believe</div> we should continue to support HIV prevention, access to health services, and empowerment programs for girls is critical. Donating to Girls Not Brides or their NGO partners is a great way to support girls programming overseas, where every dollar counts. Supporting the campaign to end child marriage is a very targeted way to make a big difference in millions of girls' lives, diverting them from poverty and marginalization to paths that offer them education, health, security, and the opportunity to build better futures for themselves and for their children.</div>

Organizations supporting the women and girls movement:



Join My Village is committed to help lift women and girls out of poverty through education, health and economic empowerment projects. "Like" us on Facebook today!

www.facebook.com/joinmyvillage



We're not asking for your money. We're asking for your voice.

www.ONE.org



A unique alliance of US charities making a difference in Africa. Our African Girls Education Fund helps girls go to school and succeed in life.

www.aidforafrica.org/girls



Advancing women's human rights since 1987.

www.globalfundforwomen.org



Working to empower women, advance gender equality and fight poverty in the developing world for 35 years.

www.icrw.org



Creating lasting change for children in need in the United States and around the world.

www.savethechildren.org



Breaking through Barriers for Women and Girls.

www.aauw.org/investinginwomen



Inequality for women and girls is a lifelong experience. We can change this. It's the right thing to do. And it's smart economics.

<http://thinkequal.worldbank.org>



Pathfinder International has delivered vital reproductive health programs that expand opportunities for women, men, and young people in developing countries or more than 50 years.

www.pathfinder.org



An innovative, public-private partnership led by the UN Foundation to save lives, improve livelihoods, empower women and combat climate change by creating a thriving global market for clean household cooking solutions.

www.cleancookstoves.org



An ordinary act of kindness will make an extraordinary difference in the world.

By giving to Global Impact and its 58 U.S.-based international charities through your workplace giving campaign, you will make a real difference in the lives of individuals and communities in need.

From education and healthcare to programs for women and children, we ensure that your donation goes to the international causes that matter most to you.

Member charities include:



GLOBAL
IMPACT

www.charity.org

NEWS



QUESTION & ANSWER



Geena Davis,
Academy Award
winning Actor
and Founder,
the Geena Davis
Institute of Gender
in Media

What are some of the long-term consequences of the ways that women and girls are often portrayed in TV and film?

We have amassed the largest body of research on gender prevalence in media and entertainment targeting children 11 and under spanning 20 years. To date, there has been no meaningful change. There is still approximately a 3:1 ratio of male to female character. And, the female characters that are depicted, very often serve as eye candy. Female characters are six times as likely to be shown in sexually revealing clothing and three times as likely to be shown partially naked.

We judge our value in society by seeing ourselves reflected in the culture. I see myself, there I am, I must matter. But what message are both little boys and girls getting about girls if female characters are one dimensional, sidelined or simply not there at all? The message is that women and girls' value in our society is less than that of men and boys' value. And the message is sinking in because our kids are consuming more hours of media then any other activity.

↓ DON'T MISS!



LAND OWNER.
Aissata Konaté in her field. PHOTO: USAID

Agriculture-led growth

In this era of international reform and instability, high unemployment, and fiscal constraints, investing in women isn't just the right thing to do; it's an economic and security imperative.

In Mali, women do more than one-third of the farm work, and nearly 68 percent of the population is considered poor. Increasing opportunities for women can have a powerful impact on productivity and agriculture-led growth. **Aïssata Konaté**, is president of a women's group in Mali and she now supplies many other women farmers with high-yielding seeds. Her increased income allowed her to build a new house for her family. "This has changed my status in the village," said Konaté. "Here housing is normally the responsibility of men. Now the community can see how women can provide for their families, too."

In key development areas such as combating maternal and child mortality, addressing climate change, promoting democracy and good governance, and coping with humanitarian disasters, women must be front and center as planners, implementers and beneficiaries. It is imperative that women's economic empowerment not be just a catch phrase, but a living, world-wide commitment that infuses all of our DNA.

AMBASSADOR DONALD STEINBERG
editorial@mediaplanet.com

Domestic violence is a complex issue that affects people from all walks of life. Survivors suffer both physical and mental abuse.

Build financial strength.
Move ahead. Leave
abuse behind.

■ **Question:** How can we decrease the instances of domestic violence?
■ **Answer:** By providing financial tools and strategies to ensure safe futures.

Nearly one in four women experience domestic violence during their lifetime. Behind fear, domestic violence victims frequently cite income, employment and financial stability as the strongest, most immediate deterrents to leaving abusive situations. And research shows that lacking financial knowledge and resources are the main reasons why victims of domestic violence return to or remain in relationships with their abusers. The devastation of leaving a home, income, benefits and economic security behind are scenarios that all victims of domestic violence must overcome, regardless of their education, job skills and personal earning potential. Personal financial empowerment is imperative if they are to care for their families and live safer, securer lives. "What many people don't real-



"... it's okay to talk about domestic and financial abuse—in fact, please do."

Michele Mayes
Allstate Executive Vice President
& General Counsel

ize is that abuse can be financial in nature such as withholding banking information or controlling a partner's money or mis-

FACTS

■ Domestic violence is a national crisis that threatens the safety and security of survivors and their families, communities and businesses. All cultural, religious, socioeconomic and ethnic backgrounds are affected by domestic violence.
■ The financial impact of domestic violence can last for 10-20 years while the survivor works to repair or build credit, build assets and secure housing, childcare

and transportation.
■ Fifty-seven percent of cities cite domestic violence against women and children as the top cause of homelessness.
■ Over \$5.8 billion each year is spent on health-related costs of domestic violence.
■ Nearly 8 million days of paid work each year is lost due to domestic violence issues—the equivalent of more than 32,000 full-time jobs.

Allstate executive vice president & general counsel. Victims and survivors of domestic violence struggle for economic empowerment in every community in this nation. Survivors and current victims of domestic violence are over-represented in the welfare population, and many women and children are homeless because of domestic violence.

Addressing challenges
Survivors of domestic violence need specialized tools and strategies to address financial challenges and plan for safe, secure futures. However, few resources exist to assist survivors with the economic challenges they face. "We are working to convey the message that it's okay to talk about domestic and financial abuse—in fact, please do," says Mayes. A national dialogue is indeed necessary to ensure that progress is made.

NELLY NITRAM
itorial@mediaplanet.com

Horn of Africa: Lives hang in the balance

On September 5, the United Nations declared famine in another region of southern Somalia, bringing the total number of regions experiencing famine to six.

As of today, an estimated 4 million Somalis (53 percent of the population) are in food crisis, up from 3.7 million one month ago. Of those 4 million, 3.3 million are in need of lifesaving assistance. "The declaration of famine is an urgent plea for these people. It is the most critical thing I've seen in 22 years of field experience. Everyone I met had the same message: 'Please tell the world for us that we need help, and that we need it now. We cannot last much longer,'" says CARE Humanitarian Director **Barbara Jackson**.

Humanitarian crisis
The worst humanitarian crisis the world has seen this century continues to escalate in the Horn of Africa, where 13.3 million people are currently in urgent need of lifesaving humanitarian assistance. Women and children in Ethiopia, Kenya and Somalia have been particularly hit hard. An estimated 2.23 million children are acutely malnourished and some 564,220 children are considered to be suffering from severe acute malnutrition. Of the people in need of humanitarian



LUCKY ONES. MAIN: Little Dekalu from drought-stricken Somalia is one of the lucky ones. Braving dangerous roads, hunger and scorching heat for days on end, she made it safely to a refugee camp where she gets nutritious meals from Save the Children. **RIGHT:** Beka is fighting for her granddaughter's life. Baby Haway's mother is ill and cannot nurse; their cows have all died and there is no milk. PHOTO: PENNY CRUMP / SAVE THE CHILDREN

assistance, an estimated 360,000 are pregnant women. One in five women of reproductive age in Somalia—where six regions have reached famine levels—is acutely malnourished, compromising a mother's own health during pregnancy and contributing to the high

prevalence of low birth weight of children. The crisis is a combined result of two consecutive years of drought, increasing food prices, underdevelopment, and—especially in Somalia—poor governance, conflict, insecurity and limited humanitarian access.

Your role
Despite important progress made over recent years to help communities cope with recurrent shocks and in the development of early warning mechanisms for drought and crisis in the Horn of Africa, initial calls for support went largely

unanswered, leaving organizations operating in the region without sufficient funds to prevent the situation from escalating to a humanitarian emergency. Yet, the House Appropriations Committee will soon consider a bill that proposes to cut nearly 20 percent in funding for critical development and disaster assistance programs in places like the Horn of Africa. To make a change, advocate against these cuts and support people who are struggling for survival in the Horn of Africa.

CARE
editorial@mediaplanet.com

INSIGHT

Cynthia Miller has been writing about the need for more American students to pursue careers in science, technology, engineering, and math (STEM) for several years, and like many others who are passionate about solving this problem, she is convinced that we need to do much more. Science, engineering, and technology are vital to our economic growth and innovation, but growth and innovation both depend on a highly educated workforce.



Improving our education

Despite improvements in some areas, U.S. students score in the middle of the pack on international science and math assessments, and girls and students of color—who will make up more of the workforce in the future—remain underrepresented in STEM. It's not a pretty picture, but thanks in part to the current administration's launch of several major STEM education initiatives and to industry's efforts in sending out an SOS to students and parents, STEM education has become a hot topic in education circles.

The largest employer of STEM professionals in the United States is the federal government, particularly the military. Because of the high demand for qualified employees who are U.S. citizens—a requirement for projects requiring a security clearance—it is not surprising that the government has made STEM education a priority.

In November 2009, the Obama administration launched the Educate to Innovate campaign, a \$260 million effort to increase students' STEM literacy and encourage participation in STEM, especially among underrepresented groups such as women and girls. Less than a year later, the business community

responded to the call to action and formed Change the Equation. Led by CEOs of Fortune 100 companies, this organization focuses on improving STEM teaching at all grade levels and inspiring learners—especially girls and students of color—to study in the STEM fields. Scores of other national, regional, state, local, corporate, and association initiatives and programs have since followed the launch of these two major national campaigns.

Making progress

While women have made dramatic progress in historically male fields like medicine and law, female employment remains low in certain STEM fields, especially at the upper levels of these professions. In 2010, AAUW examined this issue in the report "Why So Few? Women in Science, Technology, Engineering, and Mathematics" and concluded that social and environmental factors, including stereotypes, the learning environment, and bias continue to limit girls' and women's progress in STEM.

One of the most important findings from our report is that girls' ability is not an issue. The rapid increase in the number of girls achieving very high scores on math tests once thought to measure innate ability suggests that cultural factors are at work. The cultural expectations we often set for girls and boys play a big role in the gen-

"The cultural expectations we often set for girls and boys play a big role in the gender gap in STEM. Think about how you communicate expectations for performance, goals, dreams, desires, and success to the girls and young women in your life."



Cynthia Miller
Chief, Marketing & Communications
The American Association of University Women

der gap in STEM. Think about how you communicate expectations for performance, goals, dreams, desires, and success to the girls and young women in your life. How often have you said, "Oh, I was never really good at math either, so don't worry about it?" (I used to be guilty of that one!) Or, if you are a STEM professional yourself, how often have you seen women in your field lose out on mentoring and advancement opportunities and done nothing about it?

I am often asked what can be done to help turn kids—and especially girls—on to STEM. Of course, mentoring and participating in educational programs in schools and communities are steps in the right direction, but there are many simple things that anyone can do. Ask your daughter or granddaughter or niece to help you solve a technical problem with your computer or smart phone. Encourage young girls to draw, play with blocks or other construction toys, and take things apart and put them back together. Tell all the girls and young women in your life that math and science are the coolest subjects on Earth. Try out these simple ideas yourself—and watch how your interest sparks the next generation of STEM leaders!

CYNTHIA MILLER
editorial@mediaplanet.com



DON'T MISS!



Dr. Trisha Andrew
Organic chemist,
Massachusetts
Institute of
Technology

A shift in curriculum

Trisha is an organic chemist in the field of organic electronics. During college, Trisha realized that she loved Organic Chemistry, both for the everyday routine of a synthetic organic chemist and for the ability to logically explain natural phenomena based on the chemical reactivity of molecules.

L'Oréal USA Fellowships For Women In Science recently announced their 2011 Fellows, and Trisha was selected from a pool of candidates by an interdisciplinary review panel and a distinguished jury of six eminent scientists and engineers.

The L'Oréal USA Fellowships For Women In Science award will help Trisha investigate the interaction of organic chromophores with interesting optoelectronic materials known as "quantum dots" and fabricate unique light-emitting diodes and solar cells from these composite materials.

In regard to how science is taught today, Trisha believes that we need a shift in curriculum, and wishes that there were more mentors and science outreach available to middle school and high school students. She volunteers her time to speak to young students about her work, and to hopefully encourage them to pursue careers in science.

L'ORÉAL SUPPORTS THE
WOMEN WHO ARE MAKING
"What if's..." POSSIBLE.

MEET THE 2011 FELLOWSHIP WINNERS

DISCOVER MORE AT
LOREALUSA.COM/FORWOMENINSCIENCE



Dr. Sasha Devore



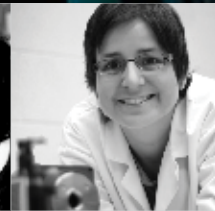
Dr. R. Blythe Towal



Dr. Karlin Bark



Dr. Trisha Andrew



Dr. Tijana Ivanovic

Each year, the L'Oréal USA Fellowships For Women In Science

are awarded to the women scientists whose advancements are reinventing what's possible in the world of science, engineering and math. Our Fellowships allow these amazing women to continue their research on a post-doctorate level. And from there....the possibilities are endless.

FACEBOOK.COM/FORWOMENINSCIENCE

FOR WOMEN IN SCIENCE



L'ORÉAL
USA





World Vision®

A child's first 1,000 days

determine the
course of her life.

Without the right **food and nutrients**, their little bodies and minds suffer life long damage. Common **childhood illnesses** that confine our kids to bed for a day or two can send **these children** to the grave.

But the opposite also holds true. Proper nutrition in the first 1,000 days can provide children born in the poorest communities with the best start in life.

Together, we can end the deaths of these children with simple, existing measures. Will we turn away? Or will we take responsibility for the consequences—and act?

Stand up for **child health now!**



Act now — www.childhealthnow.org