Rotary

SERVE TO CHANGE LIVES

EMPOWERING GIRLS



OUR GOAL

This initiative focuses on the empowerment of girls through club and district events and service activities, as well as through RI-sponsored events such as the Rotary International Convention, Rotary Day at the United Nations, presidential conferences, and Rotary Days of Service. Our purpose is to:

- Prioritize girls in one or more areas of focus to improve their well-being and allow them to make greater contributions to their communities
- Raise awareness of the need to empower girls and work to close the youth gender gap across Rotary activities
- Inspire clubs and districts to carry out service projects that aim to empower girls

WHAT WE IN ROTARY CAN DO

Clubs and districts can emphasize the empowerment of girls in events such as Rotary Days of Service, Rotary institutes, community-based projects, district events such as photo or essay awards, other service activities, and through communications such as social media and messages from Rotary leaders. Use the service activities and resources in this brochure to help you prioritize the empowerment of girls.

Post your service activities, projects, and programs that empower girls to the Rotary Showcase Empowering Girls campaign using the tags EmpoweringGirls2021 or EG2021.

View all of the initiatives at my.rotary.org/en/news-media/office-president/presidential-initiatives.

SUGGESTIONS AND ACTIVITIES



IDEAS YOU CAN START WITH

- Consider planning events and activities related to 11 October, the International Day of the Girl Child.
- Plan Rotary Days of Service activities that highlight or focus on the empowerment of girls.
- Think about how you can apply the principles of diversity, equity, and inclusion in projects and programs that emphasize gender equity and empower girls.
- Contact Rotary Action Groups to find resources, guidance, and project ideas for empowering girls in each of their areas of expertise.
- Advise clubs to use the tags EmpoweringGirls2021 or EG2021 on their project posts to the Rotary Showcase Empowering Girls campaign.
- Work with Rotary partners such as ShelterBox, Habitat for Humanity International, or Mediators Beyond Borders International on projects to empower girls in ways related to their expertise, such as disaster response, affordable and safe housing, or peacebuilding and mediation.



PROGRAMS FOR YOUNG LEADERS IDEAS

- Encourage Interact clubs to take part in the Interact Awards and submit videos, photos, and essays that are about empowering girls.
- Support the creation of new Interact clubs, either at traditional or all-girl schools, to help empower girls through leadership development and community service.
- Consider events and activities related to Global Youth Service Day, which is 29 April to 1 May 2022, to emphasize how youth service can empower girls.
- Use your Rotary Youth Leadership Awards (and virtual RYLA events) to empower girls through leadership development activities.
- Encourage members to submit session ideas for the Youth Exchange Officers Preconvention that are about supporting and empowering girls.
- Start using the service-learning materials for adult advisers and youth participants in the Learning Center to plan projects that empower girls through service and address the needs of girls in each community.



- Highlight in club and district communications the benefits for girls of participating in Rotary Youth Exchange.
- Feature stories about girls who found leadership opportunities through Interact.

ROTARACT IDEAS

- Develop projects that focus on empowering girls and submit them to the Rotaract Outstanding Project Awards, which showcase innovative, sustainable service activities aligned with our areas of focus.
- Encourage members to submit session ideas for the Rotaract Preconvention that are about supporting and empowering girls.
- Establish near-peer mentor relationships between Rotaract and Interact members with a focus on mentoring girls.

SUGGESTED ACTIVITIES FOR EACH AREA OF FOCUS





BASIC EDUCATION AND LITERACY





- Consider projects that include an investment in training female teachers.
- Work to create or improve the teaching of science, technology, engineering, arts, and math for girls as part of a school curriculum or in an after-school program.
- Set up after-school mentoring and tutoring programs for girls.
- Include adult literacy programs for mothers in your education projects.
- Facilitate professional development opportunities for teachers on gender-sensitive topics.
- Find ways to increase the conversation opportunities for boys about cultural and societal practices that affect girls.
- Contact government leaders to advocate that they invest in girls' educational opportunities and establish stricter laws against child labor, female genital mutilation, and early marriage.
- Provide menstrual hygiene education to boys and girls in the community.



DISEASE PREVENTION AND TREATMENT



MATERNAL AND CHILD HEALTH

- Support programs that provide sexual and adolescent health care, including reproductive care services.
- Facilitate education about preventing and treating sexually transmitted diseases, such as HIV and HPV.
- Promote vaccinations that prevent the transmission of HPV and hepatitis B and C.
- Contact Rotary Action Groups that support these areas of focus, such as the Rotary Action Group for Reproductive, Maternal, and Child Health, which has an interest in adolescent health, gender equality, and the empowerment of girls.
- Advocate for mental health services specific to young girls and teens, such as those that focus on preventing suicide and dealing with substance abuse and addiction.
- Support early prevention and treatment services focused on teen pregnancies and fetal alcohol syndrome.
- Consider projects that work to prevent and treat adolescent-onset diabetes.



PEACEBUILDING AND CONFLICT PREVENTION





- Support projects that educate people about how to protect young women from being trafficked.
- Facilitate the education and engagement of young women in peacebuilding processes.
- Promote rehabilitative services programs for victims of domestic violence.
- Advocate for refugee programs aimed at young girls.
- Work to promote health education throughout a girl's school years.
- Contact peace fellows who work with female-led organizations that are making positive social change.
- Focus stories from your club or district on how COVID-19 has affected women and girls.

COMMUNITY ECONOMIC DEVELOPMENT



- Develop projects to support families' livelihoods and protect them from external economic shocks, because when families are desperate, children — especially girls — are often the first to suffer.
- Facilitate projects that provide skills and experience to girls so they can improve their future access to jobs.
- Support projects to ensure that girls have access to a reliable food supply and high-quality nutrition.
- Promote projects that empower women, which create more role models and mentors for girls and set precedents for girls having learning opportunities.



WATER, SANITATION, AND HYGIENE





- Develop projects that improve water, sanitation, and hygiene services at schools so that girls can safely manage their menstrual hygiene without sacrificing their education. This would include, among other things, gender-specific toilets, access to sanitary napkins, and convenient and environmentally safe waste disposal.
- Support initiatives that provide women with the skills and experience to be become entrepreneurs and start businesses or cooperatives that make and sell sanitation and menstrual hygiene products, such as menstrual hygiene kits, reusable pads, and undergarments.
- Work with groups that ensure that sanitation initiatives in schools include gender-specific toilet facilities.
- Participate in projects to develop menstrual hygiene management plans and resources, including safely managed water and sanitary systems, sanitary napkins, and programs to address cultural taboos.
- Promote projects that encourage girls to assume leadership positions in hygiene promotion programs, such as the creation and implementation of school health clubs.

ENVIRONMENT





- Promote the use of traditional and Indigenous knowledge to empower girls in natural resource management practices and understand how it affects their lives.
- Educate girls about the importance of sustainable agricultural methods to improve food security, reduce food waste, and increase access to fresh, healthy food.
- Support activities that educate and empower girls to influence family decisions about food security, family nutrition, and health.
- Develop environmental projects that have economic, educational, and health benefits for girls.
- Educate girls about the disproportionate impact of climate change on them and their futures.
- Improve access to education for girls so they can make informed choices later about issues that can have an environmental impact, from family planning to sanitation to food security.

ROTARY RESOURCES



ROTARY PEACE FELLOWSHIP ALUMNI

Write to alumni@rotary.org about working with these and other alumni on initiatives to empower women and girls.

Victoria Anderson is the director of philanthropy and enterprise at Anglicare WA in Perth, Australia, and is on the board of directors of the group 100 Women. Anderson previously founded Children United, a nonprofit that works with grassroots organizations to fight the sexual exploitation of children.

Hilary Jo Caldis is the founder and CEO of The Female Voice, an online resource and community space designed for women around the world to express themselves freely and authentically.

ElsaMarie D'Silva is CEO and founder of the Red Dot Foundation, a platform that crowdsources personal experiences of sexual violence and abuse in public spaces.

Sarah Oxford is a lecturer at Victoria University in Melbourne, Australia, who is completing her PhD there, focusing on how sports programs aimed at girls in developing countries can alter gender relations in the community.

Ana Cutter Patel is a Rotary Representative to UN Women, a member of the board at the group Girl Be Heard, and a former executive director of the Outward Bound Center for Peacebuilding. She's working with RI Director Peter Kyle and NewGen Peacebuilders Executive Director Patricia Shafer on implementing the project Youth & Peace in Action: Engaging Young Community Peacebuilders.

Rosa Singer is the senior director for strategic partnerships and alliances for CARE, managing the organization's partnerships with Fortune 100 corporations and focusing on projects that empower girls.

Noelle Volin is an attorney and consultant for Do Justice Consulting, working to increase awareness about sex trafficking and other forms of sexual exploitation. Volin helps build the capacity of advocates and service providers, criminal justice system professionals, churches, and communities to serve victims and end sexual exploitation.

THE CADRE OF TECHNICAL ADVISERS

The Rotary Foundation Cadre of Technical Advisers is made up of members who use their professional skills and technical expertise to advise Rotary members. Scan the QR code to find an adviser who can help with initiatives to empower women and girls.