



MORE THAN BRIDES ALLIANCE



WHO DECIDES?

Influencing decision making processes on child marriage in rural Pakistan

PROBLEM



In Pakistan, among females 20-24 years of age, **21% were married as children**

Globally, 110 million child marriages are expected in the next 10 years (UNICEF, 2021).



Men are the dominant decision-makers in **households** and **communities**.



The More than Brides Alliance (MTBA) implemented a five-year program to end child marriages in **rural Pakistani communities**.



INTERVENTION



Mobile Cinema sessions were hosted by the community and NGO's Bedari and Indus Resource Center.



They demonstrated **costs and benefits of delaying marriage** and **pathways to discuss it**.



Films were followed by **a facilitated discussion**.



METHOD

Randomized Control Trial

- Sample 5061 individuals, boys or girls aged 14-17, plus primary caregivers.
- Total 177 villages

Village-level marriage data via monthly visits by our teams and school registration/attendance data for adolescent boys and girls from November 2018 to March 2021.

44 VILLAGES

- Control Group

44 VILLAGES

- Intervention to MEN only

45 VILLAGES

- Intervention to WOMEN only

44 VILLAGES

- Intervention to MEN and WOMEN jointly



RESULTS



Significant reductions in child marriage in short and long run

No reductions in child marriage

Significant reduction in child marriage in the long run only



No changes in child marriages in the long run

Sustained significant changes in child marriage in the long run when females are treated, either alone or jointly

4 Data

Endline



CONCLUSIONS

- Targeting men only, or men and women jointly reduces child marriages in targeted households in the long run
- Targeting women only, or men and women jointly reduces child marriages at village-level.
- Only targeting men and women jointly leads to reductions at the village level as well as the targeted household level.



BENEFITS

- Relatively inexpensive
- Easily replicated
- Helps facilitate village-level coordination on a norm of delayed age of marriage

