

Reaching girls in different age groups: lessons learned from **SPRING**



SPRING was an accelerator programme that helped businesses develop products and services to improve girls' lives.

SPRING businesses targeted girls aged 10-19 in nine countries. In order to understand what works to reach girls, we carried out in-depth case studies with 28 businesses. This showed that girls have different needs, challenges, and interests based on their age. This diversity should be reflected in any girl-focused intervention.



How did **SPRING** businesses adapt?

There were many barriers (including legal ones) to reaching girls below 16. By the end of **SPRING**, most businesses focused on reaching older adolescents and many changed their target to also reach young women up to 24. **Older girls were more 'tech savvy', were more mature and had a clearer vision of the future. They also had their own money**, making it easier to reach them with commercial products.

Businesses worked through schools to reach younger adolescents.

According to four case studies, **businesses were able to reach girls below the age of 16 by working in health, education and safety.** Younger girls were seen as being open to new ideas, able to learn new information quickly, and easy to reach in larger numbers in school.

NEPAL

Paritran offered self-defense training to girls in school to empower them against the risk of gender-based violence.

www.fightbacknepal.com

PAKISTAN

Dot and Line offered after-class tutoring in math and science to boys and girls in primary school.

www.dotandlinelearning.com/



Most businesses reached older girls through technology, work opportunities, and financial education.

Most businesses decided to reach girls older than 16 for practical and legal reasons, such as being able to hire them.

Older girls can also be important role models, but reaching them was not always easy. Engaging with girls' families (parents, in-laws or husbands) was more important than expected.



MYANMAR

Pan Ka Lay provided menstrual health education to girls using online campaigns. By engaging with mothers and older sisters, it tackled harmful social norms and supported younger girls, helping to break the stigma surrounding periods.

www.pankalay.org

BANGLADESH

Maya used technology to overcome cultural barriers, offering sexual and reproductive health education through an anonymous app.

www.maya.com.bd/EN



Girls at 14-16: an age of 'transition'

Around 14 to 16, girls face key challenges, especially early marriage and school drop-out before secondary school.

This made this group of girls particularly hard to engage with. Getting married often stops young adolescents from continuing their education and it affects their health and emotional wellbeing. This makes it much harder to reach them. Businesses tried to raise awareness among girls and their families, but child marriage is still a widespread issue because of both cultural and economic factors.

Key lessons and recommendations



There are legal and social barriers to reaching younger girls, but they can be reached in school or through their families. Older girls have more in common with young women and are easier to reach directly.



Focusing on young girls can help change behaviours and social norms, and reduce risk of school drop-out later on. Older girls can be role models and help spread awareness and share information among younger ones.



Engaging with girls' families, communities and other important people in their lives is key. It's important to keep in mind family and broader social dynamics for girls of all ages.