



**GIRLS NOT BRIDES**

The Global Partnership  
to End Child Marriage

# BEYOND THE USUAL DATA: USING ALTERNATIVE SOURCES OF EVIDENCE TO ADDRESS CHILD MARRIAGE



Learning Series 8 May 2025

# INTERPRETATION

**ENGLISH** - This session will have presentations in English and Hindi. To access simultaneous interpretation, please click on the globe icon at the bottom bar of your screen and select your preferred language (English, Spanish, French, Portuguese, Hindi, Bangla, Nepali or no interpretation).

**FRANÇAIS** - Cette session comprendra des présentations en anglais et hindi. Pour accéder aux services d'interprétation simultanée, veuillez cliquer sur l'icône globe que vous trouverez dans la barre inférieure de votre écran, et sélectionnez la langue de préférence

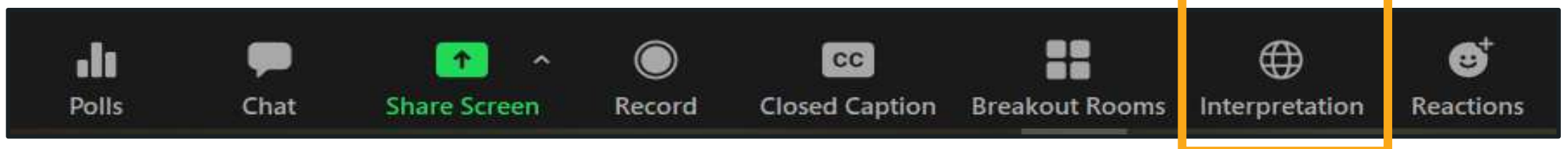
**ESPAÑOL** - Esta sesión tendrá presentaciones en inglés e hindi. Para acceder a los servicios de interpretación simultánea, por favor haga clic en el icono del globo que encontrará en la barra inferior de su pantalla, y seleccione su idioma de preferencia

**PORTUGUÊS** - Esta sessão terá apresentações em inglês e hindi. Para aceder à interpretação simultânea, clique no ícone do globo na barra inferior do seu ecrã e selecione a sua língua preferida

यह सत्र अंग्रेजी में प्रस्तुत किया जाएगा। अपनी सुविधा अनुसार अनुवाद सुनने के लिए, कृपया अपनी स्क्रीन के नीचे दिए गए ग्लोब आइकन पर क्लिक करें और अपनी पसंदीदा भाषा चुनें — अंग्रेजी, स्पेनिश, फ्रेंच, हिंदी, बांग्ला या विकल्प "कोई अनुवाद नहीं"।

এই সেশনটি ইংরেজিতে পরিচালিত হবে। আপনি যদি নিজের সুবিধামতো অনুবাদ শুনতে চান, তাহলে স্ক্রিনের নিচে থাকা গ্লোব আইকনে ক্লিক করুন এবং আপনার পছন্দের ভাষা নির্বাচন করুন — ইংরেজি, স্প্যানিশ, ফরাসি, হিন্দি, বাংলা অথবা “কোনও অনুবাদ নয়”।

यस सत्रमा अंग्रेजीमा प्रस्तुतिहरू हुनेछन्। एकसाथ व्याख्या पहुँच गर्न, कृपया आफ्नो स्क्रिनको तलको पट्टीमा रहेको ग्लोब आइकनमा क्लिक गर्नुहोस् र आफ्नो मनपर्ने भाषा चयन गर्नुहोस्।



# Beyond the usual data: Using alternative sources of evidence to address child marriage

## Why this matters

- Reliable data is key to understanding and ending child marriage.
- But access, interpretation, and application remain big challenges—especially without DHS and other large-scale sources.
- Grassroots and program-level data are becoming increasingly vital.
- This session is about using that alternatives more powerfully: for advocacy, programming, and progress.



Members of the Girls Not Brides Uganda sharing evidence, experience and ideas to co-create collective action to end child marriage, 2023 - Girls Not Brides/Amos Ariyo



# We'll explore:

- Usual vs. alternative data sources
- Peer/Member experiences
- Filling gaps with localised data
- Using data for advocacy & influence
- Practical tools
- Q&A



Members of the Girls Not Brides Uganda sharing evidence, experience and ideas to co-create collective action to end child marriage, 2023 - Girls Not Brides/Amos Ariyo

# MEET THE SPEAKERS

## THE PANEL

**MODERATOR**



**RACHAEL HONGO**

Senior Officer, Data,  
Evidence and Policy,  
Girls Not Brides

**SPEAKER**



**MOUSUMI SARKAR**

CEO and Founder,  
Well World Solutions, LLC

**SPEAKER**



**ASHOK KUMAR SINGH**

Founder-Secretary,  
Savera Foundation

**SPEAKER**



**SALLY WUODI**

Executive Director,  
Rural Women Peace Link

**SPEAKER**



**PRIYANKA PAUL**

Project Manager,  
Savera Foundation



**Prompt:** How working with data makes you feel?



**Activity:** Participants write responses in the chat



# Mousumi Sarkar



Seasoned research leader with over 20 years of experience working alongside civil society groups, community organizations, and advocacy campaigns to generate meaningful, actionable data. Her work focuses on turning complex evidence into real-world solutions across areas like child health, environmental justice, early education, labor rights, and women's leadership. She brings deep expertise in participatory research methods, multi-cultural data collection, and coaching grassroots teams to use data for change. From local communities to global platforms, her passion lies in helping movements tell stronger stories through evidence. Mousumi is fluent in English and also speaks Bengali, Hindi, and some German, further enhancing her ability to work across diverse cultural contexts.



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# The DHS is Gone – Now What? Alternative Data Sources

*For:*  
**Girls Not Brides**  
*May 8, 2025*





# Agenda

- Reasons for Child Marriage
- Girls Not Brides' ToC to Reduce Child Marriage
- Metrics of Interest
- The Current Problem
- Alternative Sources of Data
- What Next?



**Assumption: Child Marriage is bad.** Many studies have shown that over the years, including the 2017 World Bank's [Economic Impact of Child Marriage: Global Synthesis Report](#).

# Reasons for Child Marriage

- **Social Norms:** existing social norms that impede girls and women's empowerment include:
  - Age of Marriage; Decision-making; Freedom of Movement; Attitudes on women's involvement in the economic, political and social spheres
- **Gender Inequality: discrimination** in the following areas often contribute to child marriage:
  - Ownership of assets; Control over incomes and assets; Engagement in productive labor (work for wage, trade, self-employment); Access to education (de-prioritization of girls' education); Dowry/Bride price

These **data are usually not available** nationally or sub-nationally. There is a need to collect data on these metrics to help inform strategy. UN's [Gender Social Norms Index](#) provides some data, but lacks details. .



# Reasons for Child Marriage

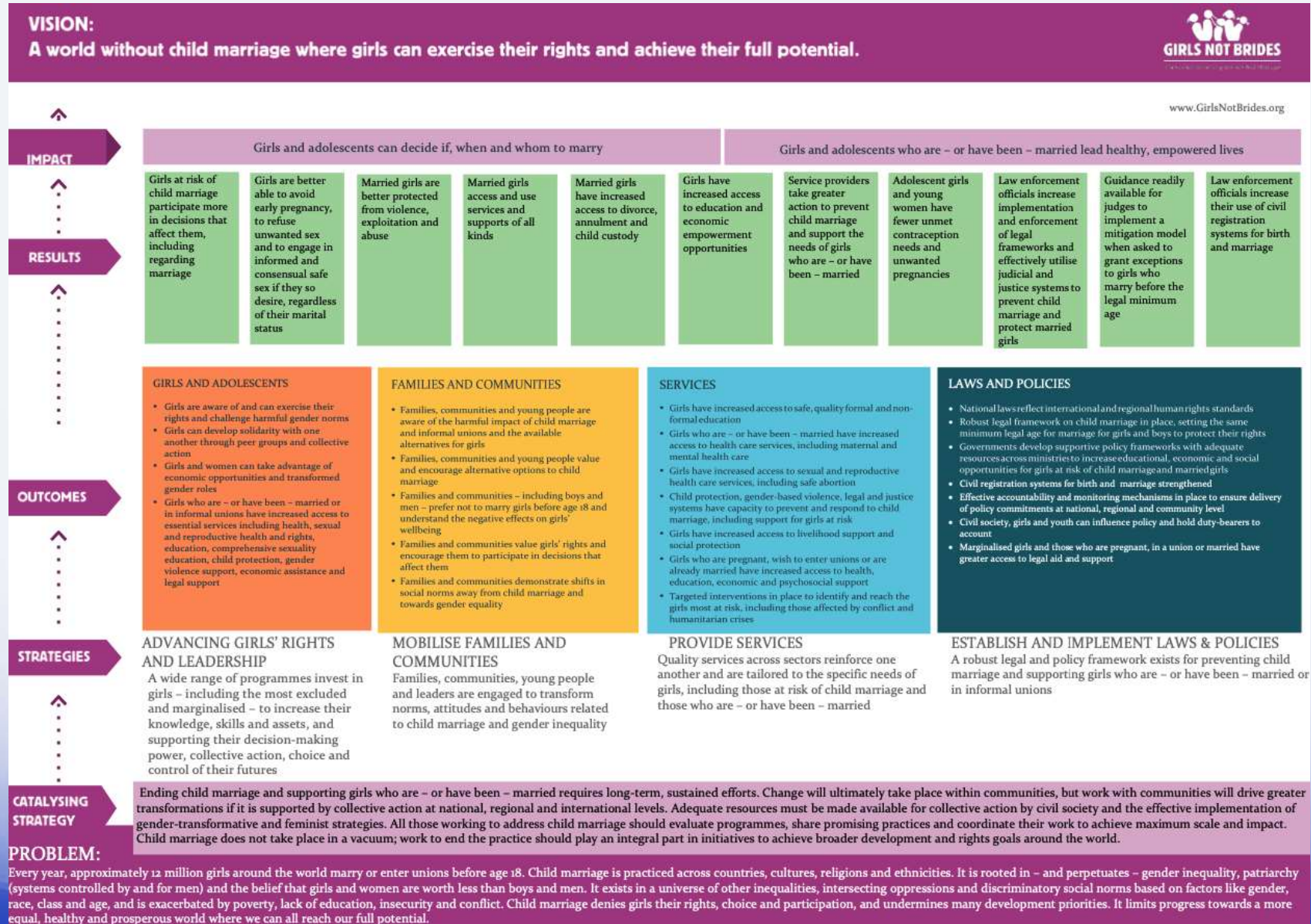
- **Poverty and Shocks:** in hard economic times or during shocks, girls and women's empowerment often declines and violence against them often increases.
- **Lack of Education:** Due to **de-prioritization of girls' education**, girls and women often have few resources to fall back on.

While DHS has been used in the past to track education and other relevant indicators, **tracking poverty has always been more complex** and few global datasets provide national or sub-national data tracking this information regularly – the [UN's Global Multidimensional Poverty Index](#) is one source to consider for national-level statistics.





# Theory of Change





# Drivers of Change

- **Drivers of change are contextual** and **vary** across regions, nations and often also differing sub-nationally
- **Changes in societal norms**, especially around **gender roles**, often drive changes in child marriage rates
- **Economic growth** can **relieve livelihood pressures** and can allow for more girls and women to partake in the fruits of such growth with expanded educational and economic opportunities which can lead to declines in child marriage rates



# Metrics of Interest: Impact Indicators

- Percentage of Girls 15-19 Years Currently Married or in a Union
- Percentage of Women 20-49 Years First Married or in Union by:
  - Age 15 Years
  - Age 18 Years

*Note: Typically measured for women 20-24 years of age.*

- Percentage of Women Currently in Polygynous Unions
- Spousal Age Difference
- Percentage of Women Directly Involved in Choice of First Spouse or Partner

**Need More Real-time Data: Tracking new cases** of marriage before age 18 years, but prevalence remains the more commonly used data.



# Metrics of Interest: Outcome Indicators



- **Empowerment:** Girls are **aware of their rights** and are able to take advantage of them
- **Norms:** Families/Communities/Men are **aware of harmful impacts** of child marriage, are increasingly against it, and **favor greater gender equality**
- **Education and Access to Support Services:** Girls have **increased access** to education, health care and other necessary services
- **Economic Opportunities:** Girls/women are able to **earn income and own assets**
- **Violence Against Women:** **Reduction in familial and societal violence** against women, physical, emotional, mental, financial and social
- **Laws and Regulations:** **Changes in laws and regulations that leads to greater gender equality** and allow women to obtain education, earn incomes, own assets, marry at a later age, hold public or political office, and have access to legal representation



# Data Sources

- **Program Data: Beneficiary data** can be used to track changes in attitudes, opinions, norms, and in access to educational and economic opportunities, and access to healthcare and other services. Tracking these data allows for the continual assessment of impact on child marriage rates
- **Population-based Surveys: National and global population-based surveys** (such as the former DHS) often provide data on both the impact and outcomes metrics of interest and can be used to track changes in these indicators
- **Administrative Data: Data from national and global programs** can provide relevant data, such as child protection information services





# Data Sources: UN Surveys

- **UNICEF's Multiple Indicators Cluster Surveys:** [MICS](#) has collected **household data** in 123 countries on the welfare of women and children. Includes data on education, marriage, fertility/birth, healthcare, sexual health, gender-based violence, maternal mortality, mental health, etc.
- **FAO's 50X2030 Surveys:** Focused on rural populations, these agricultural surveys are being planned and implemented with households in about 35 countries currently. Surveys are supposed to collect data regularly (potentially annually) and provide information on **marriage, education, labor force participation, income** and other key indicators of interest. A module of questions to measure **women's empowerment** is increasingly being included in these surveys.

# Data Sources: World Bank Surveys

- **Living Standards Measurement Survey – Integrated Surveys on Agriculture:** [LSMS-ISA](#) collected rostered data nationally every 3-4 years using a longitudinal panel in 8 African countries (Burkina Faso, Ethiopia, Malawi, Mali, Niger, Nigeria, Tanzania and Uganda). The roster asks about the **marital status of each person over 15, the age at which they first got married, who the spouse(s) is/are**, and if they live in the household. Survey also asks about **education, labor force participation and income**.
- **Resilient Futures:** LSMS-ISA is transitioning to [Resilient Futures](#). National longitudinal sample, rostered, omnibus survey collecting **all of the above information PLUS data on women's empowerment and other topics** on a rotating basis. **In-person data collection every 3 years with quarterly phone data** collection for selected key indicators. **Expanding from 8 to 16 countries** – new countries are Ghana, Kenya, Nepal, Bangladesh, Cambodia, Indonesia, Honduras and Jamaica.

Find all WB, Country and DHS data at:  
<https://microdata.worldbank.org/index.php/home>

**World Bank is looking for additional ways to fund data collection!**

# Data Sources: Norms Surveys

- **Barometers:** These national, cross-sectional, population-based surveys provide **data on opinions, attitudes and norms, including on gender issues**. Also includes demographic information on the respondent, including education, and on household assets. Barometers include:
  - 1) [Americas Barometer](#)
  - 2) [Latinobarometro](#)
  - 3) [Asian Barometer](#)
  - 4) [Afrobarometer](#)
  - 5) [Arab Barometer](#)
  - 6) [Caucasus Barometer](#)
  - 7) [Eurobarometer](#)
  - 8) [Global Barometer](#)
  - 9) [World Values Survey](#)
  - 10) Data also available from [Gallup World Poll](#) and [Pew Global Attitudes Survey](#)

# Data Sources: Other Surveys

- **National Census and Other Data Collection Efforts:**  
Many countries conduct national censuses, usually every 10 years, and sometimes engage in interim data collection efforts to measure **key indicators of well-being** such as poverty levels, education, labor force participation, among others.
- **Equal Measures 2030:** Tracks the [SDG Gender Index](#) in 139 countries.



# Data Sources: Administrative Data

- **Child Protection Services:** Enforcement data from national child protection services, sometimes compiled by organizations such as the [UNICEF](#), [UNHCR](#) or [Save the Children](#) and other NGOs, can potentially provide tracking data.
- **Child Trafficking Data:** These [data sources](#), which also track sexual trafficking/exploitation could also be used to track changes in key metrics.
- **National Birth and Marriage Registers:** Data from these sources can help track key indicators of age at marriage.

# Data Sources: Laws and Regulations

- In order to reduce child marriage, another key route of interventions are enacting laws that will help level the playing field for girls and women. Data on these include:
  - [World Bank's Women, Business and Law Data](#)
  - [UN Women Global Gender Equality Constitutional Database](#)
  - [UN Women's Transparency Portal](#)
  - [FAO'S Gender-Lex](#)
  - [Women's Rights, Recommendations and Compliance Database](#)
  - [OECD's Social Institutions and Gender Index](#) (laws, social norms and practices in 179 countries)
  - [Our World in Data](#) on women's rights

# Questions

**THANK YOU!!!**

**Contact:**

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**Prompt: What type/s  
of data do you  
currently use in your  
work**

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Let us know in the chat



# Sally Wuodi



Sally is the Executive Director of Rural Women Peace Link, a women-led NGO that envisions a well-informed, gender-sensitive society that promotes peaceful co-existence. Rural Women Peace Link is a member of Girls Not Brides, the global partnership to end child marriage.

Sally has over eight years of experience at the intersection of data-driven programming and social impact. A development professional who thrives on transforming raw data into actionable strategies, Sally is dedicated to uplifting women, girls, and vulnerable communities. Her work centers on harnessing the power of data analytics, visualization, and programming tools to design, measure, and scale interventions that drive equitable change. Whether automating reports to track program efficacy, analyzing trends to inform resource allocation, or translating datasets into compelling narratives for stakeholders, she bridges the technical and the human, ensuring insights lead to tangible, inclusive outcomes.

As a panellist, she brings a unique perspective on how data can amplify impact, from ethical collection practices to the strategic use of technology in solving systemic challenges. Her leadership is rooted in collaboration, innovation, and a commitment to ensuring marginalized voices shape the algorithms and policies that affect them. Having secured funding, built partnerships, and led teams to deliver high-impact programs, she is passionate about empowering the next generation of leaders to leverage data not just as numbers, but as a force for justice and resilience.

# Enhancing Data Utilization in Programming

Insights, Challenges, and Solutions

Sally Wuodi, Rural Women Peace Link

Date: [May 8, 2025]

# Introduction to Our Organisation

Rural Women Peace Link (RWPL) is an NGO operating across 8 counties in Kenya: Uasin Gishu, Nandi, West Pokot, Elgeiyo-Marakwet, Baringo, Laikipia, Trans-Nzoia, and Bungoma.

Our programs focus on 5 thematic pillars:

- Peacebuilding and Conflict Mitigation
- Women's Economic Empowerment
- Women's Human Rights
- Leadership and Governance
- Girl-Education Support and Mentorship

RWPL uses data as a backbone for informed decision-making, advocacy, and community-driven solutions.



# Identifying Data Gaps

While traditional data sources like KDHS and national reports have been valuable, RWPL identified several gaps:

- Delays in data updates limit timely action.
- Limited granularity; often no county- or ward-level breakdowns.
- Overlooked informal data systems (e.g., traditional justice structures).
- Lack of contextual nuance to capture lived realities of marginalized women and girls.

We recognized these gaps through program reviews, community feedback, and implementation challenges.





# Alternative Sources & Their Impact

To bridge data gaps, RWPL tapped into diverse sources:

- Citizen-Generated Data (mobile-based surveys, community scorecards)
- Local Administrative Data (health, police, school records)
- Participatory Rural Appraisals (community mapping, barazas)
- Traditional & Religious Councils (informal justice mechanisms)

Impact:

- Strengthened advocacy with real-time, community-owned data.
- Enhanced program targeting and responsiveness.
- Fostered deeper trust and ownership within communities.



# Suggestions for Strengthening Data Work

Key ideas to improve future data work:

- Broaden partnerships for data triangulation (gov't, academia, CSOs).
- Train local champions to lead data collection and validation.
- Strengthen data protection policies and ethical standards.
- Invest in tech-driven tools (e.g., mobile apps, digital records).
- Regularly review and refine data frameworks to stay responsive to emerging needs.



# Let's Build a Smarter Program Together

"Data is not just numbers. It's stories, voices, and power."

# Mr. Ashok Kumar Singh



Mr. Ashok is the Founder-Secretary of Savera Foundation, a grassroots organization committed to the upliftment of tribal and Dalit communities in Jharkhand. Formerly a community mobiliser inspired by the vision of Bharat Ratna Lok Nayak Jay Prakash Narayan, he spent over two decades living and working with marginalized groups in the forests of Giridih and Koderma. When Bihar was bifurcated in 2000, the area he served fell into Jharkhand, prompting him to establish Savera Foundation on June 22, 2006, to continue addressing the region's pressing needs. Under his leadership, Savera has championed education, ecological sustainability, food sovereignty, and community-led development. From creches and libraries to women's self-help groups and youth skill-building, Mr. Singh has fostered a culture of resilience, volunteerism, and self-reliance. His unwavering dedication continues to inspire collective action and sustainable change across some of Jharkhand's most underserved areas.



# Priyanka Paul



Priyanka Paul is a development professional with over eight years of experience in program management, specializing in training, stakeholder engagement, and government liaison. Her work is deeply rooted in advocacy for women and child welfare, with a particular emphasis on adolescent reproductive health.

She holds a Master's degree in Social Work from Assam Don Bosco University and brings a strong blend of academic grounding and field-based experience. Through her fellowship at Orikalankini, Priyanka deepened her expertise in gender issues and menstrual health. Her impactful menstrual health campaign received national attention and was featured by News18.

Currently a Health Policy and Systems Research Fellow at HSTP, Priyanka is contributing to policy discourse and research in adolescent health. Her commitment to creating positive, community-level change continues to guide her efforts in improving access to health and social services for vulnerable populations, while ensuring an enabling environment for children and upholding the principles of social justice and dignity for every individual.



# Beyond the Usual Data: Using Alternative Sources of Evidence To Address Child Marriage



Insights from Savera Foundation, Jharkhand  
Girls Not Brides Panel Discussion

# Introduction

- **Founded** on 22<sup>nd</sup> June, 2006
- **Founder**- Mr. Ashok Kumar
- **Mission** - Envisaging in establishing a society free from injustice, and exploitation where Dalits, Tribal and deprived can live their lives peacefully and in harmony with nature
- **Geographical presence**- Koderma, Giridih and Jamshedpur districts, of Jharkhand
- **Our Thematic focus** -



Child Protection



Education



Environment



Livelihood



Health & Nutrition



Skill Development



# The Data Challenge – Systemic Gaps

- **Lack of localized data:** Most available data (e.g., NFHS, UNICEF) is only at state or district level
- **No institutional records:** In remote villages, people rarely access hospitals or formal schooling, making institutional data scarce or non-existent
- **Unreliable sources:** Frontline workers like ASHAs may collect adolescent data, but it's often not verified or disaggregated
- **Lack of updated secondary data** on adolescents, child marriage, and SRHR access
- **Underreporting** due to social stigma and normalization of child marriage





# Savera's Alternative Data Strategy

- **Own Survey and Mapping:** Conducting village level surveys for primary data collection
- **Case Record-Based Evidence:** Use case data from CWC and police reports as verified evidence
- **Community Knowledge:** Build data from lived experiences and participatory tools
- **Local Collaboration:** Collaborate with CSOs for shared learning and evidence building.



# Recommendation

- Support localized, gender-disaggregated data systems at panchayat/block levels
- Recognize grassroots case records as valid evidence
- Create shared data platforms for civil society collaboration
- Invest in adolescent leadership and peer research models
- Ensure data convergence across child protection, education, and health systems



# THANK YOU



# What Data topics would you most like to see covered extensively

- 
- ☐ How to generate your own data
  - ☐ Using programme data for advocacy
  - ☐ Understanding national survey data (like DHS/MICS)
  - ☐ Identifying data gaps and filling them
  - ☐ Community-led or citizen-generated data
  - ☐ Low-cost or tech-based data collection tools
  - ☐ Other, specify







# KEY RESOURCES

Access more resources by Visiting the Girls Not Brides Learning and Resource Centre

- Learning Series: <https://www.girlsnotbrides.org/learning-resources/events/>  
Séminaires d'apprentissage : <https://www.girlsnotbrides.es/aprendizaje-recursos/events/>  
Sesiones de aprendizaje: <https://www.girlsnotbrides.es/aprendizaje-recursos/events/>
- Resource Centre: <https://www.girlsnotbrides.org/learning-resources/resource-centre/>  
Centre de Ressources : <https://www.fillespasepouses.org/apprentissage-ressources/centre-de-ressources/>  
Centro de Recursos : <https://www.girlsnotbrides.es/aprendizaje-recursos/centro-de-recursos/>

And sign up to our [newsletter](#), Voices, to keep up to date with the news, stories, resources and opportunities from the Partnership

# KEY RESOURCES Cont'

- [Intro to virtual training for Civil Society on how to access, understand, and use International Aid Transparency Initiative \(IATI\) data](#) to strengthen decision-making and accountability.
- [Civil registration and vital statistics \(CRVS\)](#)
- [Asia and the Pacific SDG Progress Report 2025: engaging communities to close the evidence gap | ESCAP](#)
- <https://www.trocaire.org/wp-content/uploads/2020/10/CSO-training-tool-on-research-techniques-and-evidence-based-advocacy..pdf>
- [https://dataforgovernance.africa/wp-content/uploads/2023/08/data-for-governance-alliance-advocacy-manual\\_pdf.pdf](https://dataforgovernance.africa/wp-content/uploads/2023/08/data-for-governance-alliance-advocacy-manual_pdf.pdf)
- [A practitioner's guide to working with parents to end child marriage](#)
- [10 Step Guide to Conducting Youth-led Research](#)

# KEY RESOURCES Cont'

- [10 Step Guide to Conducting Youth-led Research](#)
- [Knowledge is power: Youth-led research to address power dynamics in knowledge and advocacy processes to end child marriage and promote girls' education in West Africa](#)
- [Girls' empowerment interventions to address child marriage and support married girls](#)
- [Child Marriage Atlas](#)
- [Sustainable Development Goals 5](#)
- [The Sustainable Development Goals and child marriage](#)
- [Safeguarding Global Health Data: The Urgent Need to Sustain Population Surveys](#)
- [\*\*Leveraging Citizen Data to Improve Public Services and Measure Progress Toward Sustainable Development Goal 16\*\*](#)
- [Harnessing the Power of Data to End Harmful Practices](#)



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THANK YOU!

<https://www.girlsnotbrides.org/>