

GIRLS HELPS THEIR COMMUNITIES STAY SAFE

Children advocating, mobilizing, raising awareness,
informing and communicating.

Sub-Saharan Africa: Malawi

'Zathu', Girl Effect's Malawian youth brand uniting girls and boys which is consumed by 4.5 million people - 700,000 girls aged 10-19 - through music, a radio show and youth clubs. Social media posts featuring COVID-19 messaging for Zathu's Facebook pages share how young people and their friends can prevent the spread and protect themselves.

