



THE EQUALITY EFFECT'S PUBLIC LEGAL EDUCATION PROGRAM

MAKING GIRLS' RIGHTS REAL



WHO WE ARE: THE EQUALITY EFFECT AND 160 GIRLS

The equality effect is an international NGO that uses the law to make girls' and women's rights real, so that they are safe from sexual violence, can attend school, and can live healthy lives.

In 2012 the equality effect filed a Constitutional claim inspired by 160 Girls, all rape victims between the ages of 3 and 17, who had been denied access to justice by the police. The Kenya High Court decided in favor of the girls.

WHAT WE DID: THE PLE PROGRAM

Among other projects to enforce the High Court decision, *The equality effect* launched the Public Legal Education Program (PLE), a large communication campaign including billboards, videos, the 160 Girls anthem, social media campaign, 160 Girls app (a first), and workshops for schools and community leaders.



The PLE had two main objectives:

- 1) To teach the community about the significance of the "160 Girls" decision and provide the legal knowledge necessary to hold the police accountable for effectively investigating defilement claims.
- 2) To send a message to would-be perpetrators that the climate of impunity for defilement has come to an end.

To measure the impact of the PLE, questionnaires were administered pre and post campaign in markets across 4 counties: Kakamega, Meru, Mombasa and Nairobi.

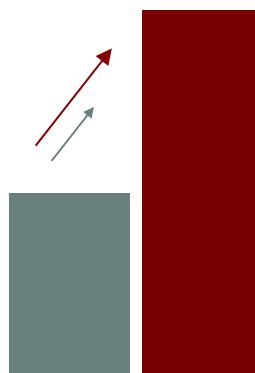
PRE VS. POST CAMPAIGN: OUR IMPACT

57% of Kenyans are now aware of court decisions pertaining to child rape.

+7% vs. pre campaign

83% of Kenyans now believe a child would be taken to the police following a defilement.

+6% vs. pre campaign



31% of Kenyans are now aware of the 160 Girls court decision.

+23% vs. pre-campaign

23% of Kenyans now believe constitutional rights are always upheld in cases of defilement.

+7% vs. pre-campaign

Kenyans also feel significantly better about the police propensity to **treat victims with dignity, investigate quickly, accompany the victim to the hospital, and collect evidence from the victim.**

WHAT YOU CAN DO

[Learn about *the equality effect*](#)

[Watch the 160 Girls Video](#)

[Contribute! Donate or Volunteer](#)