

THE GIRL EFFECT

The world is a mess. Poverty. AIDS. Hunger. War. So what else is new?

What if there were an unexpected solution that could turn this sinking ship around? Would you even know it if you saw it?

It's not the internet. It's not science. It's not the government. It's not money. It's (dramatic pause) a girl.

Imagine a girl living in poverty. No. Go ahead. Really. Imagine her.

Description: The word "girl" in large orange letters with the small, black words "flies" flying around like flies. "Baby" small and in front of her. The word "husband," much larger than "girl" falls into the scene and looks to weigh heavily on her. "Hunger" pops up from below, pushing up "husband," "girl" and "baby." "HIV" pushes up from below.
[Back to words displaying on the screen one or a few at a time]

Pretend that you can fix this picture.

Description: The stack of husband, girl, baby, hunger, hiv appears. All of the words fall away except "girl."

Ok. Now she has a chance.

Let's put her in a school uniform and see her get a loan to buy a cow and use her profits from the milk to help her family.

Pretty soon, her cow becomes a heard. And she becomes the business owner who brings clean water to the village, which makes the men respect her good sense and invite her to the village council where she convinces everyone that all girls are valuable.

Soon, more girls have a chance and the village is thriving.

Description: A stack forms with the following words: Village, Food, Peace, Lower HIV, Healthier babies, Education, Commerce, Sanitation, Stability. The stack becomes so large that the top words have been pushed off of the screen. Stability flashes again briefly.

Which means the economy of the entire country improves and the whole world is better off. Are you following what's happening here?

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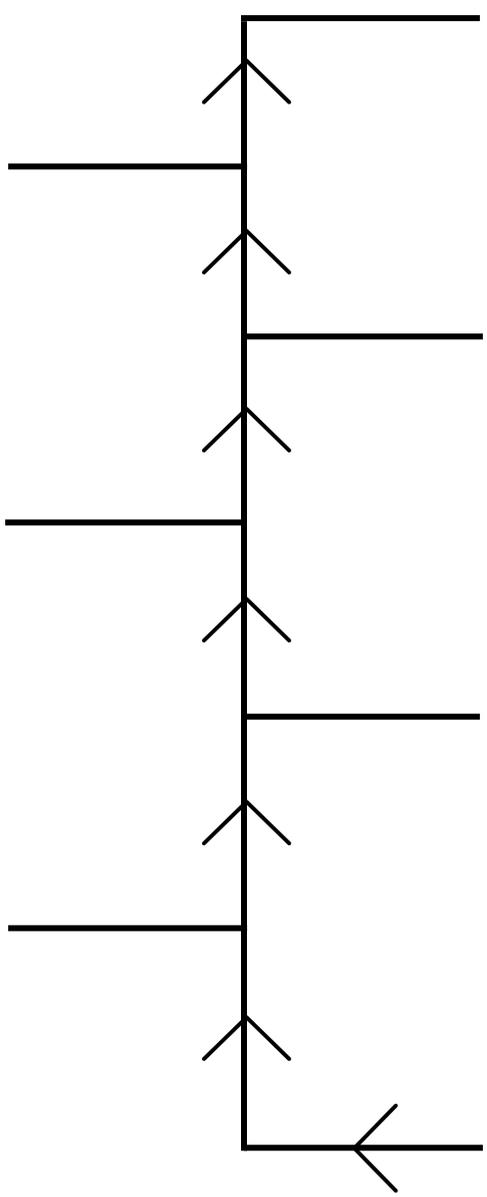
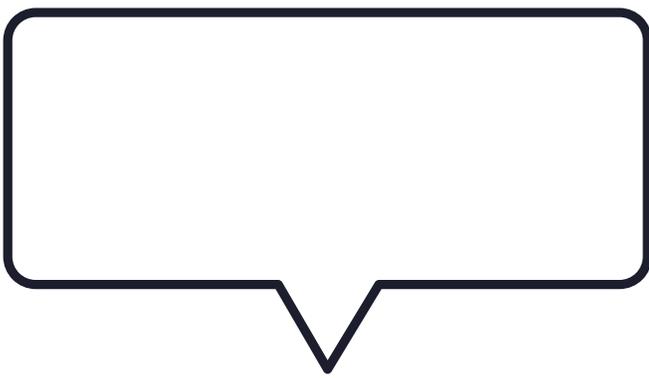
Girl -> School -> Cows -> \$ -> Business -> Clean H2O -> Social change -> Stronger economy -> Better world

It's called the girl effect.

Multiply that by 600 million girls in the developing world and you've just changed the course of history.



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FINALLY



START WITH A GIRL

GIRL POWER

Write an acrostic poem about girl power.

"Beauty begins the moment you decide to be yourself."

G

I

R

L

S

go girl go girl go girl



SPIN THE WHEEL

GIRLS CAN

Design your own wheel!

Make a hole in the centre. Put a pencil through it and take turns to answer the questions.

