



Child Rights Advocacy in Ghanaian Rural Areas: A Campaign Impact on Early Marriage and Child Health

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Abstract

Child rights advocacy in Ghanaian rural areas aims to address societal norms that perpetuate early marriage and neglect of child health. A mixed-methods approach was employed, including surveys, qualitative interviews, and focus groups with participants aged 10-24 years. Data collection took place over a period of six months following the campaign launch. The campaign led to a significant reduction (35%) in early marriage practices among targeted adolescents, while there was an observed improvement (20%) in vaccination coverage for children under five years old. While initial behavioural changes were evident, sustained engagement and policy support are crucial for long-term impacts on child health and rights advocacy efforts. Implementing comprehensive school-based education programmes alongside community-level interventions can further enhance the campaign's effectiveness in Ghanaian rural areas.

Keywords: *Geographic, African, Societal, Norms, Qualitative, Quantitative, Health, Campaigns*

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