"Now I can ride a bicycle. With the bicycle, I can roam around the village. Before, others used to say, ‘girls shouldn't ride bicycles,’ but now they are changing their minds."

In a culture where adolescents are encouraged to dress, speak, and act conservatively, traditional methods of evaluation, such as interviews and focus groups, can prove difficult. The Tipping Point team utilized an innovative form of evaluation called PhotoVoice to document social change from the first phase of programming, which ended in June 2017. PhotoVoice enables the primary beneficiaries and community members to document changes that they have personally seen with a photo and a caption. The Tipping Point team worked with Madeo, a digital consulting agency based out of New York, to design a double-sided twenty-foot display, documenting a representative sample of the photos and captions received. This display is now being used at CARE events nationwide to present a visual testimonial of the work Tipping Point has accomplished to date.

On October 18, 2017, the CARE Advocacy Network hosted an International Day of the Girl celebration in Cincinnati, Ohio featuring local women leaders in STEM. More than 80 attendees came to view the PhotoVoice exhibit, hear from local STEM leaders, and learn how to be engaged in CARE’s advocacy work in Ohio.
On the evening of November 1, 2017, the Chicago Women’s Network hosted a VIP reception for Julia Kent, CARE’s Director of Strategic Partnerships for the Middle East North Africa region at the historical and prestigious Women’s Athletic Club of Chicago. Over 40 people attended this event including CARE donors, supporters, CARE advocates, and prospects. Julia delivered a fantastic presentation on CARE’s work and strategy in the MENA region, including successful programming around early and child marriage. CARE displayed the PhotoVoice Exhibit to further educate attendees on CARE’s work to combat child marriage. The audience was left with stories from the field as well as tools and next steps for them get involved and continue supporting CARE.