“This girl stopped her own child marriage. She has her own garden and sells flowers so she can have her own income.”

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 Wednesday, October 25, 2017, CARE USA CEO Michelle Nunn and CARE Country Directors from Bangladesh, Ethiopia, Egypt, Ecuador, and Nigeria met to engage with Atlanta-area donors and stakeholders regarding the reality of working in various countries around the world, as well as the verified and potentially unforeseen challenges and opportunities ahead for the people we stand with. The Tipping Point display served as a focal point and conversation starter for this event, offering insight into CARE’s activities focused on child, early, and forced marriage.