During Phase 1 of the Tipping Point project, CARE Bangladesh explored ways in which adolescents could express themselves and communicate their issues comfortably to a wider audience. One of the methods explored was art, a powerful communicative tool that requires no words, allowing the product to transcend physical and metaphorical boundaries. Tipping Point paired five nationally-renowned artists with adolescent girls from the project’s girls’ groups in Sunamganj. The national artists were led by the renowned Bangladeshi artist Rokeya Sultana. Together, they brainstormed and designed posters that depicted what the adolescents wanted to say on five different themes:

- The benefits of delayed marriage;
- Imagining equal relationships without dowry;
- Girls’ equal participation in society and the community;
- Investing in girls’ potential; and
- Girls’ sexuality: creating a culture that values a girl’s choice.

The adolescent-artist pairs presented their posters at an event led by CARE Bangladesh on October 25, 2017 at the EMK Center in Dhanmondi. The launch targeted youth with a goal to raise awareness on the root causes of child marriage and to stimulate youth to act together to reduce child marriage. Zia Choudhury, Country Director for CARE Bangladesh, commenced by welcoming peer organizations, the media, and adolescents from the community; Humaira Aziz, CARE Bangladesh Director for Gender and Women’s Empowerment, followed to introduce the project and speak about the paintings. Nationally-renowned writers, actors, and singers joined the artists and the adolescent girls to speak about each topic and launch each topical poster, such as actress, entrepreneur, and social activist, Sara Zaker, and novelist, dramatist, and journalist, Anisul Hoque. Engaging celebrities in the process served dual purposes: it helped to engage the media in the launch event, and it tied their famous names to the issues of child marriage and girls’ rights. The posters and the girls and women behind them were well-received, sparking an article in The Daily Ittefaq, one of the largest circulating Bengali newspapers. Tipping Point has received several requests throughout the community for copies of the posters.