



SUPPORT FOR SURVIVORS

- Support is available and accessible for women in every region of London
- Ensure our support has a positive impact on 100% of women who access it
- Ensure every woman is able to receive the support she needs, personalised to her

We will measure our success through

- How many women access our support in London
- How many support groups and individual support opportunities are held across London
- Women's self-reported personal development, satisfaction and feedback



COMMUNITY EDUCATION AND EMPOWERMENT

- Deliver post-therapy empowerment sessions and offer every woman the opportunity to become a Dahlia Ambassador, to influence and lead change
- Develop and deliver community workshops and opportunities for communities to influence and lead change

We will measure our success through

- Attendance at post-therapy empowerment sessions
- Women's self-reported satisfaction with the Dahlia Ambassador role
- How many people we, and ambassadors, reach through community workshops, and the demographic of diverse communities
- How many community organisations we deliver training to



RAISING AWARENESS AND SUPPORT

- Engage with and participate in a range of press and media
- Create and share our own content
- Enhance our social media presence to reach the public, affected communities, policymakers and frontline professionals
- Hold our own conferences and events

We will measure our success through

- Development and delivery of a Dahlia communications strategy to maximise awareness and support
- Audience reach through our press and media work and Dahlia content
- Our social media reach and engagement
- Attendance and feedback for our conferences and events



INFLUENCING POLICY AND PRACTICE

- Ensure FGM training is mandatory for all frontline professionals working with women and children
- Deliver training to therapists and frontline professionals so that all services are equipped to identify survivors, those at risk, and provide support
- Develop the Dahlia Pledge to ensure policymakers and frontline professionals prioritise ending FGM and supporting survivors
- Develop and publish resources to inform best practice and bring about policy change
- Work in partnership to enhance best practice and maximise our impact

We will measure our success through

- How many
 - » Therapists and frontline professionals we deliver training to
 - » Individuals and organisations sign up to the Dahlia Pledge
 - » Individuals and organisations access and use our published resources
 - » Partners we work with
- Undertaking and publishing an evaluation of the Dahlia Project model

Our Mission

We will work to end to Female Genital Mutilation (FGM) by creating safe spaces to support individuals and societies affected by FGM, protect children from harm and empower communities to lead change.



DAHLIA PROJECT STRATEGY 2019 – 2024