

Ending Violence Against Children: Six Strategies for Action

#ENDviolence



unite for
children

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#ENDVIOLENCE: MAKE THE INVISIBLE VISIBLE

UNICEF launched #ENDviolence in 2013. The initiative builds on growing public consensus that violence against children can no longer be tolerated – and that it can only be stopped by the collective efforts of ordinary citizens, policymakers, governments and international stakeholders.

#ENDviolence objectives

- Raise public awareness that violence against children is everywhere. It happens out of sight as well as in the open because of social and cultural norms.
- Engage the public and mobilize action. Encourage people to join global, national or local movements to end violence, and organize action where none is taking place.
- Strengthen cultural attitudes and social norms that support non-violence.
- Spur innovative new ideas and new thinking to combat violence against children.

Impact to data and momentum

· #ENDviolence has achieved traction worldwide, securing robust digital, print and broadcast media coverage and extensive social media uptake in over 190 countries across all regions. To date, the #ENDviolence hashtag has garnered over 20 million impressions on Facebook alone.

· Some 70 countries from every region of the world have formally joined #ENDviolence, strengthening efforts to identify, track and report violence against children in all its forms – sexual, physical and emotional – at home, in school and in the communities at large.

· Programmes are being strengthened to prevent violence. These range from awareness-raising efforts to protecting children who experience violence with help from one-stop centres, child helplines and counselling and outreach services to support families. The digital portal www.unicef.org/endviolence has generated millions of page views.

**TAKE PART IN THE #ENDVIOLENCE CAMPAIGN VIA
THE HASHTAG AND WWW.UNICEF.ORG/ENDVIOLENCE**

The Goal

This report has a simple and urgent goal: to connect decision-makers and relevant actors with strategies that prevent and respond to violence in the lives of children.

UNICEF’s understanding of violence derives from Article 19 of the Convention on the Rights of the Child (CRC), which defines the scope as “all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child.”¹

The scope of this review includes interventions that address interpersonal violence (emotional, physical and sexual) against children at home, school, work, the community at large and social spaces created by mobile and online technology. The report does not address violence that occurs in the context of natural disasters or armed conflict. Violence in these contexts is specific to humanitarian action and is addressed in other reports.² That said, many of the approaches described here apply in humanitarian situations.

Introduction: Strategies for those with the power to act

We were all children once. This is something we all have in common. Many of us have a child or are involved in the lives of children in some way. We want children to grow up to be happy, healthy, strong and productive. We want them to thrive. Children are both the present and the future. They represent the next wave of parents, grandparents, caregivers, teachers, doctors, police officers, judges, community leaders, faith-based leaders, politicians and decision-makers. How we address the violence affecting children today will have a direct bearing on future families and societies. We need to guard the integrity of childhood now and into the future.

Universality

Violence in the lives of children can take direct and indirect forms. Each exacts a devastating impact. Day after day, children are exposed to domestic violence perpetrated against other family members in their home. **Every year, roughly 6 in 10 children between the ages of 2 and 14, or nearly a billion children worldwide, are regularly subjected to physical punishment by their caregivers.**³ No child is immune. Those at risk cut across all boundaries of age, gender, religion, ethnic origin, disability, socio-economic status, sexual orientation and/or gender identity and expression.

A gender lens

Gender-sensitive approaches are needed to mitigate children's risk of violence and to address specific care and support needs. Gender discrimination is not only a cause of many forms of violence against girls, but also contributes to the broad neglect and acceptance of violence against girls as a social norm. Perpetrators are often not held to account and girls are discouraged from speaking out and seeking care, support and protection. While these problems are pronounced in the lives of girls, many forms of violence against boys also go underreported, often because of issues related to stigma and shame.

The impact

The impact of this violence against children can be lifelong, and even passed from generation to generation. When young people experience violence, the likelihood of their becoming future victims and of acting violently themselves as adults increases.⁴ Victim can become perpetrator. **Yet, violence is not inevitable. We can and must break the cycle.**

Research shows that violence can negatively impact children's educational performance and achievement, which can have long-term economic consequences, including poverty.⁵ Exposure to violence at an early age can impair brain development and is associated with a range of mental health problems.⁶ Violence can lead to acute and long-term problems for children's physical, sexual and reproductive health as well as their psychological well-being.⁷ In all its forms, violence is detrimental; in the worst cases, it can be fatal.

SECRETARY-GENERAL'S
E AGAINST CHILDREN



VIOLENCE
AGAINST
CHILDREN IN
THE WORKPLACE

Across all regions,
violence – physical,
sexual and
psychological – affects
many millions of
children who are
working both legally
and illegally.

UNITED NATIONS
STUDY ON VIOLENCE

...edis (cigarettes) in 24 hours. I didn't
used to beat me up and I was in



“Violence begets violence. We know that a child experiencing abuse is more likely to see violence as normal, even acceptable... and more likely to perpetuate violence against his or her own children in the future. If the trauma for children of societal violence is not addressed, we open the door to problems that can last a lifetime... and spawn negative attitudes that can reverberate across a generation.”⁸

- UNICEF Executive Director Anthony Lake (February 2014).

What can be done

This report focuses on what we can do to address violence, because we all have the power to act. The primary audiences are individuals who possess the power to make a lasting difference on a large scale: policymakers, government officials and funders.

This report features strategies that have been drawn from UNICEF’s decades of experience, informed by key partners, notably, the World Health Organization⁹ and the United Nations Secretary-General’s Study on Violence against Children.¹⁰ The report highlights case studies from around the globe that illustrate the impact that well-crafted prevention and response strategies can have on reducing the prevalence and impact of violence against children. Many have produced significant results in a relatively short period of time.

For more information:

Core Resources (Publications, Tools, Multimedia)

http://www.unicef.org/protection/57929_57987.html UNICEF Child Protection



HIDDEN IN PLAIN SIGHT: A STATISTICAL ANALYSIS OF VIOLENCE AGAINST CHILDREN¹¹

Violence against children: 10 facts

1. In 2012 alone, homicide took the lives of about 95,000 children and adolescents under the age of 20 – almost 1 in 5 of all homicide victims that year.
2. Around 6 in 10 children between the ages of 2 and 14 worldwide (almost a billion) are subjected to physical punishment by their caregivers on a regular basis.
3. Close to 1 in 3 students between the ages of 13 and 15 worldwide report involvement in one or more physical fights in the last year.
4. Slightly more than 1 in 3 students between the ages of 13 and 15 worldwide experience bullying on a regular basis.
5. About 1 in 3 adolescents aged 11 to 15 in Europe and North America admit to having bullied others at school at least once in the past couple of months.
6. Almost one quarter of girls aged 15 to 19 worldwide (almost 70 million) report being victims of some form of physical violence since age 15.
7. Around 120 million girls under the age of 20 (about 1 in 10) have been subjected to forced sexual intercourse or other forced sexual acts at some point in their lives. Boys are also at risk, although a global estimate is unavailable due to the lack of comparable data in most countries.
8. One in 3 adolescent girls aged 15 to 19 worldwide (84 million) have been the victims of any emotional, physical or sexual violence committed by their husbands or partners at some point in their lives.
9. About 3 in 10 adults worldwide believe that physical punishment is necessary to properly raise or educate children.
10. Close to half of all girls aged 15 to 19 worldwide (around 126 million) think a husband is sometimes justified in hitting or beating his wife.

Note: Estimates are based on a subset of countries with available data covering 50 per cent or more of the global population of children or adults within the respective age ranges.

Sources: UNICEF global databases, 2014, based on Demographic and Health Surveys (DHS), Global School-based Student Health Surveys (GSHS), Health Behaviour in School-aged Children (HBSC) study, Multiple Indicator Cluster Surveys (MICS), other national surveys, and relevant studies. Population data are from: United Nations, Department of Economic and Social Affairs, Population Division, *World Population Prospects: The 2012 revision*, CD-ROM edition, United Nations, New York, 2013.

Why now

Following the United Nations Secretary-General's groundbreaking 2006 global Study on Violence against Children,¹² the violence prevention field has begun developing data and collecting information to create a critical mass of evidence. The effects of violence in early childhood may be difficult to reverse and can have a negative impact on children's future productivity and ability to form relationships. Consequently, leaders are particularly attuned to the growing scientific evidence linking exposure to violence and its impact on early brain development. Of related interest is evidence that shows interventions capable of reducing the harm experienced by children, and the strong body of research that points to the enormous costs of not acting.¹³

Evaluating what is working

For the first time, significant investments are being made to evaluate what is working and what is not. But more needs to be done.

The economic costs

Based on a systematic review of existing knowledge of the prevalence of physical, sexual and emotional abuse and its consequences in children's lives, a recent UNICEF study developed a model to estimate the direct and indirect costs of child maltreatment in East Asia and the Pacific. **The study found that the economic burden of child maltreatment in one year (2004) may have totaled \$150 billion to \$160 billion, or about two per cent of the region's GDP.** Compared to other social and health problems, the burden of child maltreatment is thus very significant: there is a strong 'business case' for prevention.¹⁴ Further, a study conducted in the United States found that the total lifetime estimated financial costs associated with just one year of confirmed child maltreatment cases (physical abuse, sexual abuse, psychological abuse and neglect) is approximately \$124 billion.¹⁵

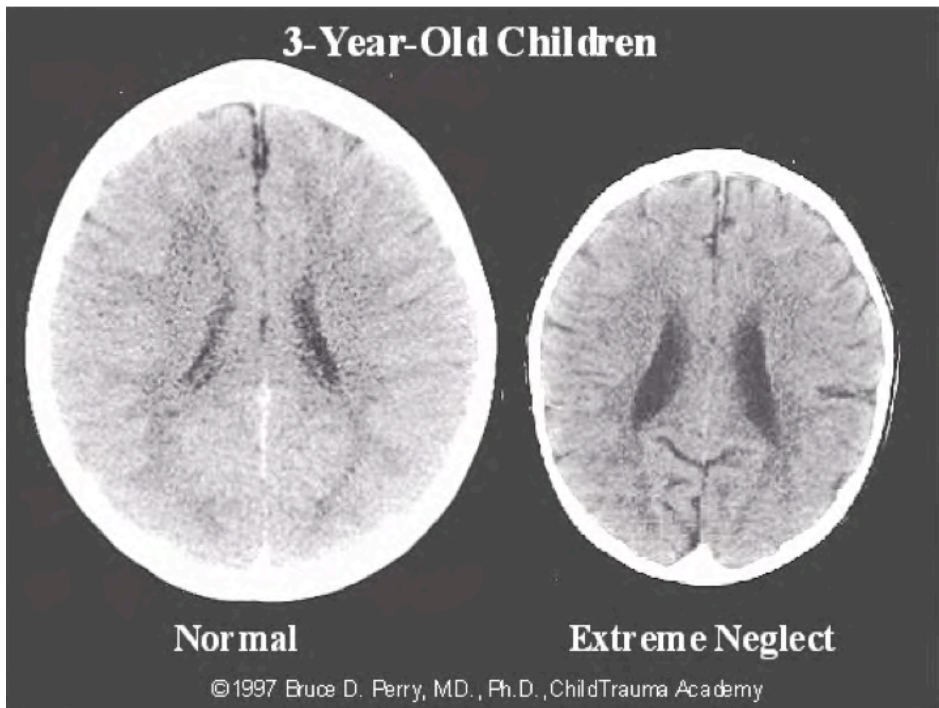
Toxic stress

Toxic stress and exposure to violence and abuse during early childhood have a lifelong impact. Toxic stress is operationalized when an infant or young child experiences violence, abuse, chronic neglect and multiple adversities that disrupts the process of brain development, damaging health, learning and behaviour.¹⁶

"The more adverse experiences in childhood, the greater the likelihood of developmental delays and later health problems, including heart disease, diabetes, substance abuse, and depression. Research also indicates that supportive, responsive relationships with caring adults as early in life as possible can prevent or reverse the damaging effects of toxic stress response."

- Center on the Developing Child, Harvard University.¹⁷

THE IMPACT OF EXTREME NEGLECT ON THE BRAIN



These images illustrate the negative impact of neglect on the developing brain. The Computed Tomography (CT) scan on the left is an image from a healthy 3-year-old with an average head size. The image on the right is from a 3-year-old suffering from severe sensory-deprivation neglect.

The neglected child's brain is significantly smaller than average and has abnormal development of the cortex. These images are from studies conducted by a team of researchers from the Child Trauma Academy led by Bruce D. Perry, M.D., Ph.D. (Reprinted with permission).¹⁸

Act now

Violence is not inevitable. It is possible to break the cycle of violence against children, and it is our moral and human rights imperative to act now. We can prevent violence and we can start today.



Scope: Six strategies for action to prevent and respond to violence against children

UNICEF's approach to preventing and responding to violence, exploitation and abuse is guided by the Child Protection Strategy (2008)¹⁹, approved by UNICEF's Executive Board. The strategy informs and guides the actions of the Member States of the United Nations (UN) and is aligned with the child protection efforts of civil society and other actors. Specifically, UNICEF's strategy aims to strengthen child protection systems as powerful tools to end to violence, exploitation and abuse in their multiple forms and across all contexts (including humanitarian). The strategy also addresses societal factors and social norms that perpetuate violence as well as promotes positive social change and outcomes.

The effectiveness of child protection depends on: laws, policies and standards; services and service delivery mechanisms (comprising promotion, prevention and response actions); human and fiscal resources and management (or capacities); communication and advocacy; collaboration and coordination; and evidence and data for decision-making.

When these actors and components work together attuned to the cultural, social and political environment, they create a child protection system that is better able to protect all children from all forms of violence, exploitation and abuse across all contexts. As mentioned, such a system also addresses societal factors and social norms that perpetuate violence and, by doing so, promotes positive social change and outcomes.²⁰

A systemic approach to addressing violence against children is fundamental to all UNICEF-supported actions. Partners in this work include a range of government agencies (including line ministries and administrative bodies) working in the areas of education, finance, health, home affairs, justice, labour, planning and social welfare as well as in the travel and tourism, and information and communication technology sectors. Additional key partners include non-governmental, community-based and faith-based organizations, the private sector, academics and bilateral and multilateral agencies.

The approaches outlined in this report draw on the UNICEF Child Protection Strategy and provide concrete examples of programmes that have addressed violence against children specifically. These efforts are part of the full spectrum of development that would include improved access to education, health care and social protection beyond child protection issues. The specific focus of this report is on violence prevention and response. However, UNICEF understands the need for a holistic and comprehensive approach to investment into wider services for children and families, to ensure a solid family environment.



Six strategies to prevent and respond to violence against children

Strategy

1

Supporting parents, caregivers and families

Educating families, caregivers and parents on their child's early development increases the likelihood that they will use positive disciplining methods. This reduces the risk of violence within the home.

Strategy

2

Helping children and adolescents manage risks and challenges

Giving children and adolescents the skills to cope and manage risks and challenges without the use of violence and to seek appropriate support when violence does occur is crucial for reducing violence in schools and communities.

Strategy

3

Changing attitudes and social norms that encourage violence and discrimination

Changing the attitudes and social norms that hide violence in plain sight is the surest way to prevent violence from occurring in the first place.

Strategy

4

Promoting and providing support services for children

Encouraging children to seek quality professional support and report incidents of violence helps them to better cope with and resolve experiences of violence.

Strategy

5

Implementing laws and policies that protect children

Implementing and enforcing laws and policies that protect children sends a strong message to society that violence is unacceptable and will be punished.

Strategy

6

Carrying out data collection and research

Knowing about violence – where it occurs, in what forms, and which age groups and communities of children are most affected – is essential to planning and designing intervention strategies, and setting numerical and time-bound targets to monitor progress and end violence.

Selection of programme examples

Over the course of a quarter of a century, UNICEF with its partners have employed a range of approaches to address violence against children. The six strategies in this report draw on this experience. We selected the programme examples (case studies) featured in this document because they have been evaluated and proven effective at reducing violence or they are innovative approaches that are currently being tested and show promise in this field.

It is worth noting that, in surveying the field, there is a general lack of comprehensive baseline and evaluation data in violence prevention and response programmes. Furthermore, many of the programmes judged as effective have yet to be brought to scale. The case studies cover a range of implementing actors, government agencies, civil society organizations and international development partners. Each case study contains links to resources to learn more.

“Governments are increasingly fulfilling their human rights obligations to children. We have more evidence than ever, and this informs an ever-growing number of programmes to prevent and respond to violence. UNICEF has identified six key strategies of ‘what works’ to prevent and respond to violence against children, which have proven to be effective. An idea that infuses our work is that no violence is inevitable; all of it is preventable.”²¹

- Susan Bissell, Chief of Child Protection, UNICEF.



**Violence
is preventable**

Snapshots of success



A parent education programme in Turkey led to a reduction of physical punishment by 73 per cent within two years.²²



A parenting intervention in Liberia led to a decrease in psychological punishment, such as yelling, by 29 per cent over a 15-month period.²³



A home visit programme in the United States of America helped reduce child abuse and neglect by 48 per cent over 15 years.²⁴



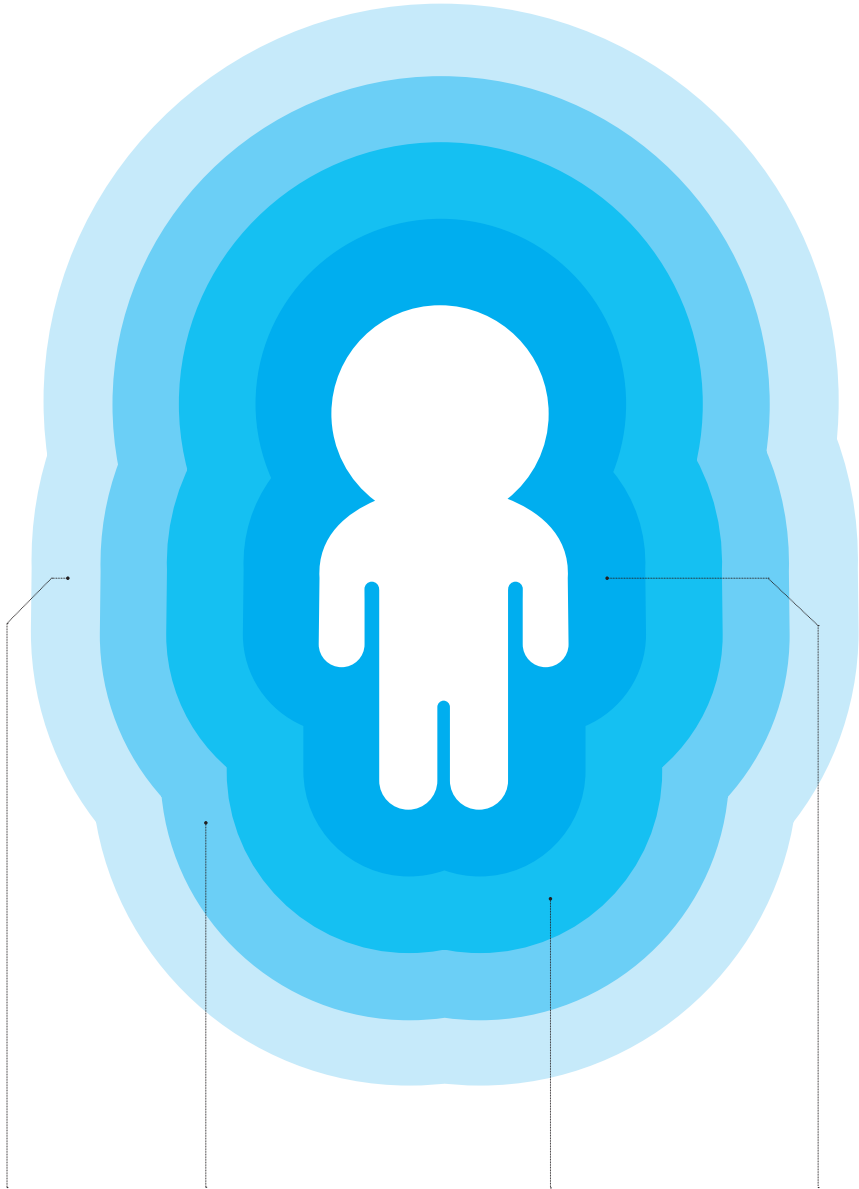
A school-based workshop programme in Croatia led to a reduction in violence (verbal and physical, with a special focus on peer violence, aggression and bullying) in schools by 50 per cent over eight years.²⁵



A law prohibiting corporal punishment in Sweden accompanied by a large-scale education and awareness raising campaign resulted in lowering the number of children hit by adults from 90 per cent to about 10 per cent over a 35-year period.²⁶

For more information:

III. Case Studies: Programmes making a difference



Providing children with an environment that facilitates and nurtures resilience for when violence does occur to help them cope and recover.

Redefining power relationships in age, gender, race, socio-economic status and sexual orientation and/or gender identity and expression.

Listening to children to understand their concerns and circumstances.

Providing all persons who care for children with knowledge and skills so that their care is protective.



Case Studies: Programmes making a difference

Strategy 1

Supporting parents,
caregivers,
and families

Nurse-Family Partnership

(Australia, Canada, Netherlands, United Kingdom and United States)

The Early Enrichment Project: ACEV

(Bahrain, Belgium, Bosnia and Herzegovina, France, Germany, Jordan, Lebanon, Mexico, Netherlands, Saudi Arabia, Switzerland, Turkey and United Kingdom)

Roving Caregivers

(Belize, Dominica, Grenada, Jamaica, Saint Lucia, Saint Vincent and the Grenadines)

Parents Make the Difference

(Liberia)

Parents/Families Matter!

(Botswana, Côte d'Ivoire, Kenya, Mozambique, South Africa, United Republic of Tanzania, United States, Zambia and Zimbabwe)

Strategy 2

Helping children
and adolescents
manage risks and
challenges

Stepping Stones

(South Africa, global)

Projeto Uerê

(Brazil)

Empowerment and Livelihood for Adolescents

(Afghanistan, Bangladesh, Haiti, Sierra Leone, South Sudan, Uganda and United Republic of Tanzania)

Strategy 3

Changing attitudes
and social norms
that encourage
violence and
discrimination

Ma'An – Towards a safe school campaign

(Jordan)

For Safe and Enabling School Environment

(Bulgaria, Croatia, Kazakhstan, Montenegro, Serbia and Slovenia)

Raising Voices

(Uganda)

Soul City

(South Africa)

Strategy 4
Promoting and
providing support
services for children

Child Helpline International
(Global)

INHOPE
(Global)

Family and child protection units
(Sudan)

**A multi-sectoral approach to establishing
a child protection system**
(Malawi)

Strategy 5
Implementing laws
and policies that
protect children

Anti-corporal punishment law and campaign
(Sweden)

Strengthening child protection systems
(Indonesia)

Combating violence in sports
(Australia, Canada, Ireland, Netherlands and United Kingdom)

Strategy 6
Carrying
out data collection
and research

Together for Girls
(Botswana, Cambodia, Côte d'Ivoire, Haiti, Indonesia,
Kenya, Lao People's Democratic Republic, Malawi, Mozambique,
Nigeria, Rwanda, Swaziland, Uganda, United Republic of
Tanzania, Zambia and Zimbabwe)

Survey of child abuse and sexual abuse
(Chile)

**Hidden in Plain Sight:
A statistical analysis of violence against children**
(Global)

Strategy 1

Supporting parents, caregivers, and families

UNICEF is paying greater attention to strengthening the ability of parents and communities to care for their children in ways that promote children's well-being and potential.

This approach seeks to prevent violence and abuse from the outset by reducing the factors that make families vulnerable to violent behaviour and by strengthening parents' and caregivers' child-rearing skills.

Parents and caregivers receive support in a variety of settings, from home visits to community-based centres staffed by nurses, social workers and other trained professionals. Support service institutions, including economic assistance agencies, also do outreach. These programmes have been implemented both at the community level as well as among targeted at-risk populations.²⁷

Home visits and parent education classes are designed to increase parents' and caregivers' knowledge about child development and to promote positive parent-child interactions, including the use of non-violent discipline. The visits and classes combine health care, parenting education, child abuse prevention and early intervention services for infants and toddlers.²⁸

A significant body of evidence suggests that providing parents with child-rearing strategies and techniques as well as economic support can help address a range of individual and family risk factors. Engaging parents and caregivers early on through one-to-one parenting and parent-child programmes and providing education on good child-rearing practices and early child development significantly reduces the incidence of child physical abuse (although not necessarily sexual abuse) and the manifestation of aggressive behaviours in children as they grow into adolescence.²⁹ Evaluations of these programmes also indicate that prevention is less costly than the price tag associated with shouldering the consequences of violence against children.³⁰ "A promising array of prevention and response programmes have great potential to reduce the economic burden of violence against children," according to the US Centers for Disease Control and Prevention.³¹

Similar interventions that target parents of school-age children and that promote parent-child communications have also demonstrated early positive results. Parents reported having more knowledge and improved skills and comfort in communicating with their adolescents about sexuality, HIV prevention, violence and sexual abuse and sexual risk reduction. Though the early evidence for these programmes points to positive change, further work is required to measure the impact over time.³²



NURSE-FAMILY PARTNERSHIP (AUSTRALIA, CANADA, NETHERLANDS, UNITED KINGDOM AND UNITED STATES)



Nurse-Family Partnership (NFP) is founded on the pioneering work of David Olds, professor of pediatrics, psychiatry and preventive medicine at the University of Colorado, Denver. Begun as a research study in 1977, the NFP aims to prevent child abuse and neglect by promoting a safe home environment and encouraging competent caregiving by parents. Central to the model are registered nurses who make home visits to young, first-time, low-income mothers in the first two years of their children's lives. The programme improves material support for families by connecting them to health and social services.

The NFP is now a well-recognized, widely replicated direct service model that reaches more than 20,000 families each year in the US. Other home visiting programmes have been widely promoted as a strategy to prevent violence against children.

Result

The NFP was assessed through three randomized controlled trials conducted over a 30-year period. These studies documented a number of long-term positive outcomes, including improved prenatal health, fewer childhood injuries, fewer undesired pregnancies; and increased maternal employment.³³

The 15 year follow-up to the first trial reported a 48 per cent reduction in child abuse and neglect among families who received the home visit intervention.³⁴

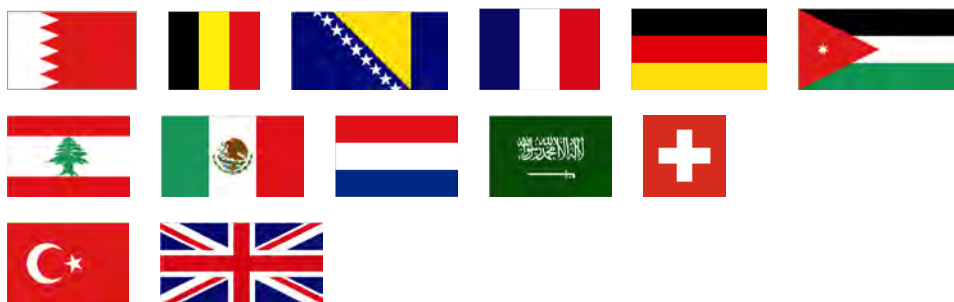
The NFP also proves cost-effective as a preventative measure. In the state of New York, the average cost of the programme per family per year is approximately US \$6,083. A cost-benefit analysis of the programme showed that the **net savings from participating high-risk families was four-fold higher** compared to the programme cost. Savings were attributed to increased employment, reduced crime and reduced expenditures on health and education services.³⁵ The NFP approach is now being implemented in Australia, Canada, Netherlands and United Kingdom. Researchers are now considering how this approach might be successfully applied elsewhere.³⁶

For more information:

Foundations of the Nurse-Family Partnership
http://www.nursefamilypartnership.org/assets/PDF/Policy/NFP_Evidentiary_Foundations.aspx

THE EARLY ENRICHMENT PROJECT: ACEV

(BAHRAIN, BELGIUM, BOSNIA AND HERZEGOVINA, FRANCE, GERMANY, JORDAN, LEBANON, MEXICO, NETHERLANDS, SAUDI ARABIA, SWITZERLAND, TURKEY AND UNITED KINGDOM)



The Early Enrichment Project was a three-year study, carried out from 1983 to 1985 by Dr. Sevda Bekman, Dr. Cigdem Kagitcibasi and Dr. Diane Sunar at Bogazici University, Istanbul. The project, implemented in five low-income districts in Istanbul with families with children aged 3 to 5-years-old, aimed to create a positive family environment for under-privileged mothers and their children. Mothers in the target districts participated in biweekly, one-hour discussions on child development and parenting led by local coordinators. In addition, ‘mother’s aides’ – trained mothers from the same communities – visited participants at home every other week and provided training on child-rearing techniques.

Result

After two years, the evaluation found that mothers were communicating better with their children, and children were exhibiting fewer problem behaviours. Incidences of physical punishment had plummeted by 73 per cent. A 2009 follow-up study found that a majority of the children with mothers who received training or who had attended

educational preschool reported significant gains in educational attainment, career success, age of starting employment, and other indicators of modern integration such as owning a computer, compared to children who did not benefit from either intervention.³⁷

Subsequently, the project was formalized with the establishment of the ‘Mother and Child Education Foundation’ (ACEV), with Aysen Ozyegin as its founding head. In 1993 ACEV partnered with the Turkish Ministry of Education to create the Mother Child Education Programme, drawing on ACEV’s methodology as its foundation.

Since 1993, ACEV has partnered with organizations in 13 countries: Bahrain, Belgium, Bosnia and Herzegovina, France, Germany, Jordan, Lebanon, Mexico, Saudi Arabia, Switzerland, Netherlands, Turkey and United Kingdom. As of 2013, the programme has reached more than 800,000 women and children.

For more information:
Early childhood educational support
<http://www.acev.org/en/>

ROVING CAREGIVERS

(BELIZE, DOMINICA, GRENADA, JAMAICA, SAINT LUCIA,
SAINT VINCENT AND THE GRENADINES)



The Roving Caregivers Program (RCP), which originated in Jamaica as the Teenage Mothers Project (TMP), is a proven model for providing early childhood services to difficult-to-reach communities. In 2000, UNICEF recognized RCP with its highest honor, the Maurice Pate Award.

With the help of roving caregivers ('rovers'), the programme brings services to low-income families' doorsteps, especially those living in distant and hard-to-reach locations. The rovers, trained members of the local community, make weekly visits to families of newborns and toddlers up to 36 months. They work to enhance parenting skills and knowledge by demonstrating activities that stimulate children's cognitive, social and physical development; encourage positive parenting behaviour; and address inappropriate child-rearing practices. Each month, the roving caregivers organize meetings in the community with parents to hone their knowledge of early childhood development strategies, share experiences, and collectively develop income-generating activities.

In the Eastern Caribbean, UNICEF has been partnering with local non-governmental organizations to provide training to rovers to strengthen their knowledge and skills in areas including support for children who have been abused. In 2002, the programme was extended to Belize and four Eastern Caribbean islands: Saint Lucia, Saint Vincent and the Grenadines, Grenada and Dominica.

Result

The Bernard van Leer Foundation conducted impact studies of the RCP in 2004/6 and 2008. The 2004 study in Jamaica concluded that the programme had 'a substantial impact on

the cognitive development of young children after one year of enrolment'.³⁸ In 2008, a comprehensive study was undertaken in Saint Lucia to determine impact in other environments in the region.³⁹ That study concluded that the RCP contributes to greater practical awareness of the value of good parenting practices in the formative years of childhood. It also tracked significant and positive changes in parenting practices in the areas of hygiene, sanitation practices and nutrition.

Further, the 2008 study highlighted positive effects on the cognitive development of children aged 6-18 months, especially in fine motor skills and visual reception. The children of RCP families also had substantially more stimulating interactions. Studies from 2004⁴⁰ and 2010⁴¹ attested to the cost efficiency of the model, with the 2010 study concluding that RCP 'is substantially cheaper than alternative interventions'.

Key principles of the RCP – using home visits to facilitate early childhood stimulation; supporting parents and caregivers in their child-rearing practices; and targeting vulnerable families with little or no access to care services have inspired the development of the more recent Early Childhood Health Outreach programme in Saint Vincent and the Grenadines and the Extended Early Childhood Health Outreach programme in Saint Lucia. Since 2004, the regional replication effort of the RCP in the Eastern Caribbean countries and Belize in particular, has impacted over 10,000 local children.

For more information:
Roving Caregivers
<http://www.fdcchildren.org/>



PARENTS MAKE THE DIFFERENCE (LIBERIA)



In 2012 and 2013, the International Rescue Committee (IRC) implemented the Parents Make the Difference programme in Liberia. Adapted from various evidence-based parenting interventions, the programme uses behavioural skills training to teach positive parenting, child development and malaria prevention for parents of children aged 3-7.

Result

The IRC and Duke University researchers developed and conducted a randomised control trial for 15 months to examine the programme's impact on parenting practices, children's cognitive, social and emotional outcomes, and on malaria prevention behaviour among 270 participating families.

Findings included:

- Caregivers reported significantly reducing their use of physical and psychological punishment by a combined 25.4 per cent. This included decreases in specific forms of violence like beating, whipping and spanking, which declined by 60.3, 56.9 and 50.1 per cent respectively in the last four weeks of trial.⁴²
- The use of psychological punishment, such as yelling, decreased by 29.1 per cent.⁴³
- Children of caregivers reported an average increase of 17.9 per cent in positive parent-child interaction such as receiving praise and spending time together.⁴⁴

· Caregivers reported a significant increase in time spent playing with their child and non-violent methods of discipline, such as asking children who have acted out to sit quietly, rather than resorting to physical and psychological punishment.⁴⁵

Additionally, qualitative findings suggested potential unanticipated positive changes among participants' families and communities, including decreased marital conflict and improved communication and problem-solving within the household. Participants were perceived as role models in the community.

Following the positive evaluation, the government began scaling Parents Make the Difference (PMD II) nationally, starting in May 2014 to ensure sustainability of the programme. PMD II will target 1,000 vulnerable families in five communities who will take part in a three-year randomised control trial. A final research report on Parents Make the Difference will be released in fall 2014.

For more information:

Parents Make the Difference
International Rescue Committee, Research Brief:
'Child and Youth Protection and Development', March 2014
<http://www.rescue.org>
- Direct link not available at the time of publication.

PARENTS/FAMILIES MATTER!

(BOTSWANA, CÔTE D'IVOIRE, KENYA, MOZAMBIQUE, SOUTH AFRICA,
UNITED REPUBLIC OF TANZANIA, UNITED STATES, ZAMBIA AND ZIMBABWE)



The Parents/Families Matter! Program is an evidence-based, parent-focused intervention designed to promote positive parenting practices and effective parent-child communication around issues such as sex, sexuality, sexual risk reduction, HIV prevention, physical and emotional violence and sexual abuse. Parents/Families Matter! aims to heighten parents' awareness of the important role they play in the lives of their children as they reach adolescence, enhance positive parenting skills, and prepare parents to communicate about sex-related issues with their children.

The programme is delivered through community-based, group-level interventions for parents and caregivers of children aged 9-12. The US Centers for Disease Control and Prevention (CDC) developed the Parents Matter! Program in 1999, and adapted and evaluated it in Kenya in 2002-2003. Implementation began in 2004 under the name Families Matter! The programme is currently active in eight African countries – Botswana, Côte d'Ivoire, Kenya, Mozambique, South Africa, United Republic of Tanzania, Zambia and Zimbabwe – with support from CDC and the US President's Emergency Plan for AIDS Relief (PEPFAR).

In 2013, a sixth module on child sexual abuse was added to supplement the existing five-session Families Matter! curriculum. The aim is to increase parents' awareness of child sexual abuse and how they can help prevent and, if necessary, respond to it. Families Matter! materials have been translated into 15 languages.

Result

Pre- and post-test results of Parents Matter! found that parents significantly increased their knowledge, skills, and confidence in communication with their adolescent children about sexuality and sexual risk reduction. An evaluation of the Families Matter! Program in Kenya showed that parents and children each reported significant increases in parental monitoring and improved communications around sexuality and sexual risk-related topics. The evaluation also showed that the intervention was well received by the community.

To date, the Families Matter! Program has reached more than 400,000 families. There has been a 90 per cent retention across programme sessions in all countries. In 2014-2015, an outcome evaluation in Zimbabwe will assess the impact of Families Matter! across a range of measures related to child sexual abuse and physical and emotional violence.

For more information:

Parental/familial guidance and support
<http://www.tmarc.or.tz/ll/projects/families-matter/>

Strategy 2

Helping children and adolescents manage risks and challenges

Many factors can contribute to violence. These include: poverty, struggles with academic achievement, low self-worth and self-discipline, and a lack of information on risks, vulnerabilities, and where to seek help. Providing children and young people with life skills to cope and manage risks and challenges when violence does occur can help reduce the incidence of violence in schools and communities.⁴⁶

Life skills education helps children develop critical thinking, build their self-esteem to communicate effectively, solve problems cooperatively, and protect themselves from violence throughout their lives. For young people who sometimes feel helpless and frustrated, such programmes can show them alternative ways to manage life's risks and challenges other than with violence or other harmful behaviour.⁴⁷

School-based programmes, which may begin as early as preschool, can reduce children's risk of succumbing to violence – physical, emotional or sexual – by helping them stay in school and develop in a safe environment. Recreational and sports activities, academic enrichment programmes and interventions focused on online violence including bullying have all been shown to be effective. Peer support systems can play an important and positive role, too, in both low- and high-income communities.



STEPPING STONES

(SOUTH AFRICA, GLOBAL)



Originally developed as an HIV prevention programme, Stepping Stones is a life skills training intervention that was found to be effective at curbing physical and sexual intimate partner violence among male and female 15- to 26-year-olds. The programme, which has been rigorously evaluated and implemented globally,⁴⁸ encourages participants to reflect on their attitudes and behaviour through role-playing and drama. Designed to improve sexual health by developing stronger, more equal relationships between partners, the programme addresses issues such as gender-based violence, communication about HIV, relationship skills and assertiveness.

Result

The programme has been evaluated in various countries: the most thorough study is a randomised controlled trial in the Eastern Cape province of South Africa, with female and male participants aged 15-26. The findings indicated that, in the two-year period following the intervention, men experienced some reduction in violent and exploitative behaviour.⁴⁹ Compared with the baseline, participants in the intervention were involved in fewer incidences of intimate partner violence,⁵⁰ rape⁵¹ and transactional sex.⁵²

Smaller-scale evaluations of Stepping Stones in many other countries have shown a reduction in male perpetration of intimate partner violence,^{53 54} which further supports the findings of the Eastern Cape study. Stepping Stones stands alone as one of the few interventions to demonstrate effectiveness in reducing men's violence against intimate partners. That the rate of violent behaviour continues to fall among men 24 months after the intervention following a 12-month drop suggests that positive behaviour change strengthens over time.

Further, qualitative research shows that Stepping Stones shifted attitudes, particularly among young men, by educating them on how they can reduce their personal risk to HIV and by encouraging much greater openness in talking about and sharing information about HIV. In the process, the programme appears to have instilled general life skills that made many of the men better partners, friends, family members and citizens.⁵⁵

For more information:

Evaluation of HIV prevention and intervention programming
<http://www.mrc.ac.za/policybriefs/steppingstones.pdf>

PROJETO UERÊ (BRAZIL)



Projeto UERÊ is a model school, founded in 1998 inside Favela da Maré in Rio de Janeiro, Brazil. Children who participate in Projeto UERÊ live in slums where they are constantly exposed to trauma and violence. These social conditions often contribute to learning disabilities, cognitive and other mental and psychosocial problems – which can lead to school truancy, continued poverty and social exclusion. The programme works to reintegrate children into society by offering them a chance to compete in the future labour market and escape exposure to further violence.

Every year the programme educates more than 400 children and youth with its own methodology, the UERÊ-MELLO Pedagogy. UERÊ's ultimate goal is to remove the children from the streets, supplementing their regular academic learning with the help to overcome the cognitive and emotional issues related to violence-induced trauma.

The UERÊ-MELLO Pedagogy uses special exercises that help reconstruct pathways and strengthen brain connections often disrupted in children who have been traumatized by violence. The exercises generate a new way of visualizing, performing tasks, expressing feelings and reducing stress so children are able to overcome learning and cognition blocks. The children and youth attend UERÊ in the mornings and afternoons so they can continue their regular schooling. Monthly cost per child is approximately R\$240,000 (around US\$90.00).

Result

Projeto UERÊ has received international recognition as a model school. Its methodology has become widely recognized by the governments in Rio de Janeiro and Recife and is being adopted by many public schools. It has been selected as a model alternative pedagogy by a partnership between Rio de Janeiro Municipality and UNESCO.

UERÊ-MELLO Pedagogy is being used in more than 150 schools in slums in Rio de Janeiro, more than 50 schools in Recife in northwest Brazil, and 50 additional schools in three smaller cities throughout Brazil. Research has noted improvements in impulse control, attention span, learning capacity, concentration, social skills and behaviour. Case studies show that children who benefit from the UERÊ-MELLO Pedagogy, including children who have been previously engaged in violence, can recuperate and become responsible members of society.

For more information:

Projeto UERÊ
<http://projetoouere.org.br/>
<http://www.empowerweb.org/global-reach/global-grantee-projects/projeto-uere/>

EMPOWERMENT AND LIVELIHOOD FOR ADOLESCENTS

(AFGHANISTAN, BANGLADESH, HAITI, SIERRA LEONE, SOUTH SUDAN, UGANDA AND UNITED REPUBLIC OF TANZANIA)



Empowerment and Livelihood for Adolescents (ELA) is a programme that offers hundreds of thousands of adolescent girls aged 14-20 the opportunity for a better life through mentorship, life skills and microfinance training. Pioneered in Bangladesh by BRAC, an international development organization, and where the programme achieved significant scale, ELA departs from most skills programmes in two respects: the programme combines life and livelihood skills so social empowerment is reinforced by financial empowerment; and training is offered through adolescent clubs rather than in schools.

The clubs help reach students as well as drop-outs and offer a 'safe space' where girls can discuss problems in small groups and build their social networks away from the pressures of family and male-centred society.

Led by peer mentors, the programmes educate girls on their rights, help them resolve conflicts, and train them in health and gender issues, including sexual and reproductive health. The girls learn the importance of staying in school and avoiding early marriage and pregnancy. Peer mentors also coach the girls in basic financial literacy – how to learn, earn and save – along with livelihood skills training, business planning and budget management so they acquire confidence and an entrepreneurial mindset.

Result

The ELA programme has been rigorously tested and shown to have positive impacts in the lives of girls. In 2014 the World Bank conducted an

evaluation of ELA in Uganda, which is home to one of the world's highest rates of young women out of the labour force and where teen pregnancy rates are in the range of 10 per cent to 12 per cent.

The report found that, among ELA participants, compared to adolescent girls who did not participate in the programme:

- Teen pregnancy rates were 26 per cent lower;
- Early entry into marriage/cohabitation fell by 58 per cent;
- Reports of having sex against their will dropped from 14 per cent to almost half that level among the control group; and
- Condom usage increased by 28 per cent.

Additionally, there was a 72 per cent increase in ELA participants' engagement in income-generating activities, almost entirely driven by self-employment. Their participation in the labour market was linked to significant increases in monthly consumer spending. Notably, the evaluation found no reduction in school enrolment rates among ELA participants. In fact, girls who had previously dropped out of school were more likely to want to re-enrol in school, which suggests a positive correlation between the empowerment of girls through vocational and life skills training and their willingness to invest in formal education.

For more information:

Bandiera O et al. (2014) Women's Empowerment in Action: Evidence from a Randomized Control Trial in Africa <http://www.ucl.ac.uk/~uctpimr/research/ELA.pdf>
The World Bank (2014) Gender-Based Violence Prevention: Lessons from World Bank Impact Evaluations http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2014/05/02/000333037_20140502121541/Rendered/PDF/878540BRI0enGE0Box385206B00PUBLIC0.pdf





Strategy 3

Changing attitudes and social norms that encourage violence and discrimination

Preventing violence from occurring in the first place presents different challenges than responding to acts of violence. The same applies to reporting violence, once it does occur. Doing so involves changing deeply ingrained social and cultural norms and behaviours – in particular, the idea that some forms of violence are not only normal, but in some cases even tolerated and justifiable.⁵⁶ An example of this would be a teacher striking a child for talking back in class because corporal punishment is seen as a legitimate form of discipline. Or male peers may coerce younger boys into gang violence and other criminal activities as an acceptable ‘rite of passage’.

These behaviours – possibly learned in childhood, and/or witnessed in the household, schools, communities and media – should never be considered normal. But, too often, they are. Changing behaviour takes time but it does not have to take generations. There is evolving evidence that suggests harmful social norms and attitudes can be changed. We have examples of school and community programmes that have engaged influential, trusted individuals to act as agents of change. When they are supported by mass media/social mobilization campaigns and supportive services, they have successfully encouraged greater reporting and the enactment of new laws and policies that make forms of violence a punishable offence.⁵⁷

The following is a range of proven behaviour change strategies. They are described in more detail in the case studies that follow:

- School-based programmes to help students address different aspects of sexual, physical and emotional violence, including bullying among peers, violence in dating relationships, gang violence and violence through the use of mobile phones or online;
- Training teachers on non-violent discipline approaches;
- Community-based interventions to prevent violence; and
- Comprehensive and sustained mass media awareness-raising campaigns to shift attitudes, behaviour and social norms towards violence and to encourage reporting of violence and other meaningful actions.

MA'AN – TOWARDS A SAFE SCHOOL CAMPAIGN (JORDAN)



In 2009, under the patronage of Queen Rania, the Ma'An or Towards a Safe School campaign was launched by UNICEF and the Ministry of Education in Jordan. The first of its kind, the campaign has helped reverse social norms that condone violence in schools. The campaign incorporates modules on 'perceptions of violence' and classroom management skills within capacity-building programmes for teachers. Core to Ma'An is a social contract among principals, teachers, students and families to promote democracy, participatory classroom approaches and safe schools.

Result

In the years since Ma'An's founding, survey results have shown a significant decrease in the levels and recurrence of physical violence. One year into the campaign, a survey showed an average decline of 28 per cent in physical violence and a 15 per cent decline in verbal violence in schools. Along gender lines, physical violence declined by 15 per cent among boys; for girls the decline was 58 per cent.

A National Ma'An Day is now held in all schools of the Kingdom and the Jordanian Government has extended support to the campaign until 2017. The Ma'An campaign could serve as a model for other countries throughout the region.

For more information:

Strengthening child protection systems
http://www.unicef.org/parmo/files/FA4_child_protection_from_violence_exploitation_and_abuse.pdf



FOR SAFE AND ENABLING SCHOOL ENVIRONMENT (BULGARIA, CROATIA, KAZAKHSTAN, MONTENEGRO, SERBIA AND SLOVENIA)



The 'For Safe and Enabling School Environment' programme in Croatia was implemented by the UNICEF Office for Croatia in partnership with the Croatian Ministry of Science, Education and Sport (MoSES) and Education and Teacher Training Agency (ETTA). UNICEF launched the programme in 2003 and ended its support in 2011 with a handover to MoSES and ETTA. The programme consisted of two parts: the public 'Stop Violence Among Children' campaign and the school prevention programme.

The public campaign aimed to promote social change by informing the public about different types of violence (verbal and physical), with a special focus on peer violence, aggression and bullying in schools. The school programme sought to lower the incidence of peer violence in schools, enhance safe and enabling school environments, and include children in school policy-making and activities against violence. The programme was conceived by violence prevention experts in Croatia and was financed by private, corporate, state and local institutions.

Result

Between 2003 and 2011, 37 per cent of all primary schools in Croatia saw violence in the school reduced by half. In that period, 301 schools (most of them primary schools) implemented the programme, with 163 schools earning the title of 'Violence Free School', and 85 schools managing to renew their title three years into the programme. The programme has been evaluated three times (2005, 2008 and 2012). Over the course of the programme's first five years, the 2008 evaluation revealed encouraging results, including:

- A decrease in the number of children suffering from overall violence. The incidence of frequent bullying was reduced by half, from 10.4 per cent to 4.64 per cent.
- A decrease in the number of children who behaved violently. The number of children who bully others was reduced by one third, from 11.98 per cent to 3.21 per cent.
- More than 55 per cent of children said they always feel safe in school.
- Children reported that 63 per cent of teachers intervene at all times to stop peer violence in school compared to 2004, when children recounted that only 30 per cent of teachers intervened.
- Public opinion following a 2005 evaluation revealed strong familiarity with 'Stop Violence Among Children' (92 per cent of respondents) and evaluated the programme as exceptionally positive (56 per cent gave it the highest possible rating).

Following the results in Croatia, UNICEF and civil society groups launched Violence Free School programmes in Bulgaria, Kazakhstan, Montenegro, Serbia and Slovenia.

For more information:

Evaluating 'For Safe and Enabling School Environment'
http://www.unicef.org/evaldatabase/files/UNICEF_6_12_2_final.pdf
Pregrad et al. (2011) Teacher's Handbook 'For Safe and Enabling School Environment'. UNICEF Office for Croatia (available only in Croatian)

RAISING VOICES (UGANDA)



Raising Voices, a non-profit organization based in Kampala, Uganda, uses community-based interventions to prevent violence against women and children. The programme strives to influence the power dynamics that shape interpersonal relationships by catalyzing social change in communities. As part of its child violence prevention work, Raising Voices has developed two broad programmes:

- National Dialogue on Preventing Violence Against Children: a multimedia campaign in partnership with Uganda's major TV stations, newspapers and 25 radio stations. The campaign combines story-telling, conversations and community-based activist events to sustain a national conversation on creating a more fulfilling relationship with children.

- The Good School Toolkit: a systematic methodology for creating violence-free schools, developed in consultation with schools in Uganda. In six steps, the Toolkit takes schools through a growth process that mirrors the stages of behaviour change, using positive discipline. The strategies deliberately focus on ideas and activities that require commitment and perseverance to succeed rather than dedicated financial resources. The Toolkit is currently being used in approximately 500 schools and is projected to reach 1,000 schools by December 2016.

Result

Raising Voices is reaching a monthly audience of approximately 2 million Ugandans through the National Dialogue campaign. The Good School Toolkit study is currently undergoing a cluster randomized controlled trial. The findings are not yet finalized, but the primary purpose of the research – to assess the effectiveness of the Toolkit at reducing physical violence against children at school – suggests potentially valuable contributions to evidence on what works in preventing and responding to violence.

A secondary analysis will examine the intervention's impact on student learning outcomes at participating schools. Baseline data was collected in June 2012 and post-intervention data in June 2014 to understand the impact of the methodology, including cost implications and whether there is sufficient evidence to advocate for scaling the Good School Toolkit within East Africa. The researchers aim to publish the findings by December 2014, including the costing study.

For more information:

Preventing violence against women and children
<http://raisingvoices.org/>

SOUL CITY
(SOUTH AFRICA)



Soul City Institute for Health and Development Communication is a Non-Governmental Organization (NGO) originally based in South Africa.⁵⁸ In partnership with the National Network on Violence Against Women (NNVAW), Soul City formulated an intervention to reach and teach communities about domestic violence through 'edutainment' – popular types of media such as television and radio. Rather than set up new offices, the programme recruits independent, local NGOs and supports them with training and resources to build a sustainable, self-reliant and locally branded communication platform.

By reaching the individual, community and social environments, Soul City's mutually reinforcing education efforts have proven to be so successful that plans are in motion to expand the model to other countries.⁵⁹ Soul Buddyz, a multimedia project of Soul City, offers television, radio and interactive content that targets children aged 8-12 with potentially life-saving messages before they become sexually active, with strategies for dealing with bullying, racism, violence, sex and HIV/AIDS.

Result

The results of an evaluation of the exposure to Soul City media from 1999 to 2000 revealed that Soul City reached 86 per cent, 25 per cent and 65 per cent of audiences through television, print booklets and radio, respectively. The evaluation also found a demonstrated link between public exposure to Soul City's fourth series, which focused on domestic violence, and increased knowledge of support services: 41 per cent of respondents reported awareness of a South African helpline set up by Soul City.⁶⁰

This is entirely attributed to the fourth series and the joint National Network on Violence Against Women intervention as the line was established specifically for this purpose. Specifically, 16 per cent of people with no exposure to the fourth series compared to 61 per cent of respondents with exposure to a selection of three fourth series media knew about the Helpline.⁶¹

Attitude shifts were also associated with the intervention, with a 10 per cent increase in respondents disagreeing that domestic violence was a private affair. Soul Buddyz was watched at least once by children aged 8-15, according to an assessment.⁶²

For more information:
Sexual and Social health awareness and education
<http://www.soulcity.org.za/>

Strategy 4

Promoting and providing support services for children

To successfully break the cycle of violence in children's lives and help them cope with the consequences, we must provide effective child-focused services and mechanisms for children to seek help, support and care and to report violent incidences. These services can include counseling, information and referrals to other child protection services such as the police, doctors and social welfare workers, and assistance with securing temporary accommodation when necessary.⁶³

The success of such services requires that relevant protection, safety, social welfare, health and other social service providers and government authorities act on referrals and requests. For these services to work well, there must be government-supported safe, child-sensitive, well-publicized, confidential and accessible mechanisms, staffed by specially trained providers, to whom children can report incidents of violence.⁶⁴

This includes hotlines and helplines that children and their families can contact to report violence and seek information and assistance. Children should also receive effective remedies and adequate support to promote healing, recovery and long-lasting reintegration.⁶⁵

Public awareness about the availability of these services is critical, and can be achieved through advocacy and mass media campaigns as well as with the help of educational and sports institutions and after-school programmes.

CHILD HELPLINE INTERNATIONAL (GLOBAL)



Child Helpline International (CHI) supports the creation and strengthening of national toll-free child helplines worldwide. The organization uses child helpline data and knowledge to highlight gaps in child protection systems and advocate for the rights of children. Operated by civil society organizations and governments, child helplines offer emergency help as well as support services for children. Where necessary, child helplines directly intervene, providing shelter, education and legal support. The helplines also reach out to children who may not be able to access support services on their own.

Result

The global network of 178 child helplines in 143 countries (as of January 2014) receives more than 14 million contacts a year from children and young people. Since 2003, abuse and violence have accounted for 17 per cent or one in six contacts. Of these, 32 per cent involved are physical abuse, 28 per cent bullying, 11 per cent emotional abuse and 10 per cent neglect. Girls accounted for 60 per cent of the abuse and violence cases, most of which were committed by an immediate or extended family member.⁶⁶ CHI has developed recommendations for the implementation and sustainability of the helplines.

For more information:

Resources for preventing violence against children
<http://www.childhelplineinternational.org/>

INHOPE (GLOBAL)



INHOPE is a network of hotlines in 43 countries around the world that is fighting child sexual abuse on the Internet. The network enables the public to anonymously report suspected child sexual abuse material. The complaints are then forwarded to law enforcement agencies and Internet service providers.

Result

INHOPE received more than 1.2 million calls in 2013 from 28 European Union countries (except Sweden, which did not participate¹ plus Iceland, Russia, Turkey, Serbia, Bosnia, Herzegovina and North America (Canada and the United States). It forwarded 97 per cent of those calls to law enforcement within one day. In 93 per cent of cases the offending material was removed.⁶⁷

For more information:

Monitoring and reporting child sexual abuse
<http://www.inhope.org/gns/who-we-are/at-a-glance.aspx>

¹As of July 2014, the 28 member states of the European Union are as follows: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.

FAMILY AND CHILD PROTECTION UNITS (SUDAN)



Since 2006, UNICEF has worked closely with the Sudanese police to strengthen child-friendly procedures for children who come in contact with the law. The centerpiece of these efforts is the establishment of family and child protection units (FCPUs) in police stations. Prior to FCPUs, the police force had little capacity to investigate sexual and physical abuse cases against children, nor were they able to offer legal, medical or psychosocial support or care services. Because the system for dealing with abuse and exploitation was so unsupportive of children, many crimes simply went unreported. Since the first FCPU opened in Khartoum in 2007, the unit has provided a 'one-stop shop' of specialist services for child victims of violence, abuse and exploitation and children in conflict with the law. Following the success of the Khartoum pilot, another 18 FCPUs have been established across Sudan.

Result

The FCPUs have significantly increased access to police services for victims of violence and for children in conflict with the law. Since 2007, UNICEF has provided technical and financial support to the majority of FCPUs in Sudan. From 2007 to 2011, the number of cases handled by the Khartoum units went up five-fold, from 1,033 to 5,152 cases.⁶⁸ In 2012, more than 400 police officers and social workers were trained in multi-sectoral support to children, and more than

13,500 children received assistance through family and child protection units.⁶⁹

In addition to raising awareness about sexual and gender-based violence, the FCPUs appear to have increased community trust in the ability of the police to handle these cases, which encourages people to report such crimes. This trend has contributed to growing conviction rates for offences against children. Since 2007, perpetrators of crimes against children have been convicted in roughly half the cases reported to the FCPUs.

In 2009, a free telephone helpline (#9696) was established at the FCPU in Khartoum state, offering advice and immediate assistance 24 hours a day, seven days a week. In its third year of operation, the helpline received around 48,500 calls from children and parents and helped promote public confidence in the police. Collaboration has improved among the police, judiciary and social workers. Information on all cases reported to the FCPUs is collected in a database. Finally, the establishment of the FCPUs is influencing the policy and legislative environment and paving the way for a national comprehensive child protection system. Sudan achieved a major milestone in 2010 with the promulgation of the new Child Act, which incorporated the mandate of the FCPU.

For more information:
Child protection in Sudan
http://www.unicef.org/sudan/Briefing_paper3-CP_Units.pdf

A MULTI-SECTORAL APPROACH TO ESTABLISHING A CHILD PROTECTION SYSTEM (MALAWI)



Malawi has made important strides in developing a comprehensive national child protection system.⁷⁰ In 2010, the country passed the Child Care Protection and Justice Act to provide a strong legal and policy foundation for the protection of children. Malawi successfully established a multi-sectoral approach to child protection that includes legal, police, health, social welfare and education actors. The Ministry of Gender, Children, and Social Welfare has facilitated this work, leveraging its extensive reach at the community level with a network of 1,000 community child protection workers (700 volunteer and 300 salaried).

While there is work to be done to strengthen the capacity of child protection actors to provide high-quality, well-coordinated services, the foundation of an extensive child protection system is in place, anchored by a network of 300 community victim support units, 101 police victim support units, four one-stop centres, 14 child justice courts, two reformatory centres, a social rehabilitation centre, 10,200 community-based child care centres and a social cash transfer programme that reaches 319,000 households.

The Ministry recently established a Child Protection Information Management System and is piloting innovative mobile reporting projects to improve data collection and analysis from the community at district and national levels. However, significant structural

challenges persist. The recently completed Violence Against Children Survey highlights a culture of violence where two-thirds of all children reported having experienced violence before the age of 18.

Result

The architecture and expanded evidence base of the child protection system in Malawi marks a significant achievement, bringing together stakeholders from key ministries including health, police and justice. In 2013, the first national study on the prevalence of violence presented an historic opportunity to implement violence prevention and response programmes based on robust data. In 2013, more than 25,000 cases of violence were brought to established service points (One Stop Centres, Police or Community Victim Support Units). Developments included case management guidelines for use by the police department, a Child Justice Policy and health sector guidelines for dealing with violence. Public/private partnerships have been established with over 50 local and international civil society organizations.

For more information:

Child protection case studies from around the world
http://www.unicef.org/protection/files/CP_Case_Studies_Final.pdf

Strategy 5

Implementing laws and policies that protect children

“The family plays a critical role in violence prevention and in the protection of young children. Family love, affection and supportive advice help children develop trust and confidence; nurture their self-esteem and promote a growing sense of responsibility that give competence to overcome challenges and solve disputes without resorting to violent means. In view of its critical role, the family is entitled to State assistance in the performance of its childrearing responsibilities. Providing a nurturing environment for children in early years, and supporting families and caregivers in their child-rearing responsibilities is critical to child development and protection from violence.”⁷¹

- Marta Santos Pais, the UN Special Representative of the Secretary-General on Violence against Children, (June 2014).

Polymakers play a critical role to protect children. They can ensure that countries have national processes to prevent and respond to violence against children. They can champion legal reform in all settings as well as support community-based prevention programmes and rehabilitation and social reintegration for children in conflict with the law. They can be instrumental in harnessing the political will and funding to support awareness-raising and capacity-building efforts as well as for research and data collection.

Without a supportive policy and legislative environment, programmes addressing violence can never entirely succeed.

Legislation outlawing various forms of violence against children – corporal punishment, child sexual abuse and exploitation, or emotional violence – sends a strong social message that violence is unacceptable and punishable by law. But laws are only effective if they are enforced. Improving the prosecution of perpetrators of violence against children

through specialized prosecutors, police and courts can have a preventative effect.

Additionally, schools, institutions, work places, private sector and sports programmes can do their part by developing codes of conduct that foster healthy, safe and secure environments where violence and exploitation is not tolerated.⁷²

Changing public attitudes toward violence involves two critical factors: the government must establish a solid legal framework that includes implementation and monitoring and every individual must make an effort to collectively drive change on a daily basis.

ANTI-CORPORAL PUNISHMENT LAW AND CAMPAIGN (SWEDEN)



In 1979, the Swedish Parliament adopted an amendment to the Children and Parents Code explicitly banning all forms of physical punishment or other emotionally abusive treatment of children. Sweden became the first country in the world to prohibit parents from using physical violence or emotionally abusive treatment as a means of child-rearing.

While the prohibition in the Children and Parents Code does not itself contain penalties, actions that meet the legal criteria of assault are subject to Chapter 3, Section 5 of the Penal Code, which states that a person who inflicts bodily injury, illness or pain upon another, or renders him or her powerless or in a similar helpless state, shall be sentenced for assault

to imprisonment for a maximum of two years. If the crime is petty, perpetrators are fined or imprisoned for up to six months. If the offence is found to be especially serious, a sentence of up to 10 years may be imposed.⁷³

Effectively, children are given the same rights as adults to protect them from violent and other humiliating treatment. The legislative change, coupled with a national education campaign, was the result of a decades-long process that included the banning of corporal punishment in schools.

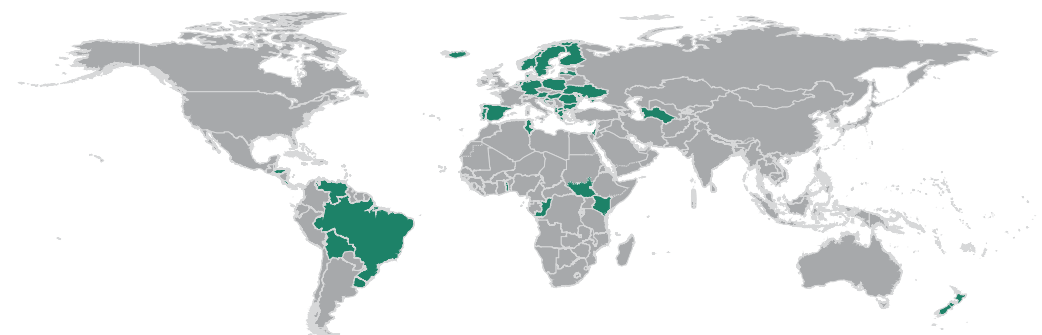
Result

The Swedish effort has had a significant, measurable impact in the lives of children: the number of children who have been hit has decreased from 90 per cent to about 10 per cent over a 35-year period.⁷⁴ Among parents, public support for corporal punishment also decreased from over half to barely 10 per cent.⁷⁵

For more information:
Sweden's abolition of child abuse and corporal punishment <http://www.government.se/content/1/c6/13/23/37/f1e848f8.pdf>

AS OF AUGUST 2014, 39 COUNTRIES HAVE PROHIBITED ALL CORPORAL PUNISHMENT IN ALL SETTINGS, INCLUDING IN THE HOME.⁷⁶

Strategy 5: Implementing laws and policies that protect children
- Prohibition of corporal punishment in all settings, including at home.



- Corporal punishment fully prohibited in all settings, including at home.
- Corporal punishment not fully prohibited in all settings, including at home.

STRENGTHENING CHILD PROTECTION SYSTEMS (INDONESIA)



While Indonesia is classified by the World Bank as a lower middle-income country,⁷⁷ it has the resources to provide systematic and long-term support to vulnerable children. Yet the country has so far lacked a comprehensive approach to child protection. Government agencies have tended to respond to child protection issues on an individual basis rather than systematically assess potential violations of child rights and establish a national protection system to prevent them.

In recent years, that has changed. The government has worked to develop comprehensive laws, policies and regulations to protect children, improve the delivery and quality of services, and strengthen the professional capacities of child protection and related sectors. In 2011, the government led a mapping and assessment exercise to track child protection interventions at the provincial level, along with training for national mid-level staff from line ministries, members of Parliament and civil society representatives.

Result

The 2011 training programme successfully influenced the National Development Planning Agency to address child protection more systematically. Child protection is now defined as a separate pillar in Indonesia's National Medium Term Development Plan, the Rencana Pembangunan Jangka Menengah Nasional (RPJMN) for 2010-2014.

This breakthrough is the clearest indication that momentum for change is building, and that key decision-makers are making a serious political commitment to the issue.

Since the initial training, the government has committed to building a national protection system, including piloting the Governance Indicator Framework for monitoring progress in policies, human resources and budgets for child protection at national and sub-national levels.

At sub-national levels, leading provinces and districts have developed local Child Protection System policies ('Child Protection Perda') and mobilized civil society and academic partnerships. The government is also committed to building a community-based care system that replaces the institutionalisation of the more than half a million abused children by keeping families intact and providing parents with counseling and support services.

In 2014, in collaboration with UNICEF and the US Centers for Disease Control and Prevention (CDC), the government will publish a national survey on violence against children linked to the recent Presidential Instruction to end sexual violence against girls. A national campaign to address child violence is underway, and already has increased public attention and support through social media. These and other efforts have helped highlight the need for long-term government investments in child protection. As a result, child protection remains a top priority in the revised National Strategic Plan 2015-2019, which will be launched by the newly elected President in October 2014.

For more information:

Case studies on programming in child protection
http://www.unicef.org/protection/files/CP_Case_Studies_Final.pdf

COMBATING VIOLENCE IN SPORTS (AUSTRALIA, CANADA, IRELAND, NETHERLANDS AND UNITED KINGDOM)



While most countries have been slow to act on the problem of violence against children in sports, some promising programmes have emerged: Australia and Canada have both promoted ethics and good behaviour in youth sports; Netherlands has invested in policy research and promotional campaigns to combat sexual abuse in sports; Ireland developed new rules for its basketball league; and the United Kingdom has created a dedicated child protection unit to provide best practices to sporting bodies.

Result

Australia's prevention pilot programme significantly reduced the number of sideline

reports, send-offs and cautions issued in division games for youth under 9-, 10- and 11-years old; in Canada, the government provides online information for organizations on how to deal with harassment and abuse, including how to recognize abusive situations and whom to call for help; in Ireland, the Irish Basketball Association's Code of Conduct for Children's Sport (2002) covers policy, principles and values for young players, parents and coaches. The United Kingdom implemented anti-violence standards that all sport organizations must reach to receive government grants.⁷⁸

For more information:

Child protection from violence in sports
http://www.unicef-irc.org/publications/pdf/violence_in_sport.pdf



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Strategy 6

Carrying out data collection and research

Only a small proportion of acts of violence against children are reported.⁷⁹ In 2006, the UN Secretary-General's Study on Violence against Children recommended the improvement of national data collection and information systems to identify vulnerable groups and monitor progress. It also called for the development of national research agendas on violence against children in all settings where it occurs – in the family and home, at school, in care and justice institutions, at work and in the community, including the online community.

Investments in data collection mechanisms and research tools such as national household surveys have been important to increasing the base of available knowledge on violence against children. As shown in the table to the side, national surveys have contributed to an important increase in the availability of data on child protection issues.

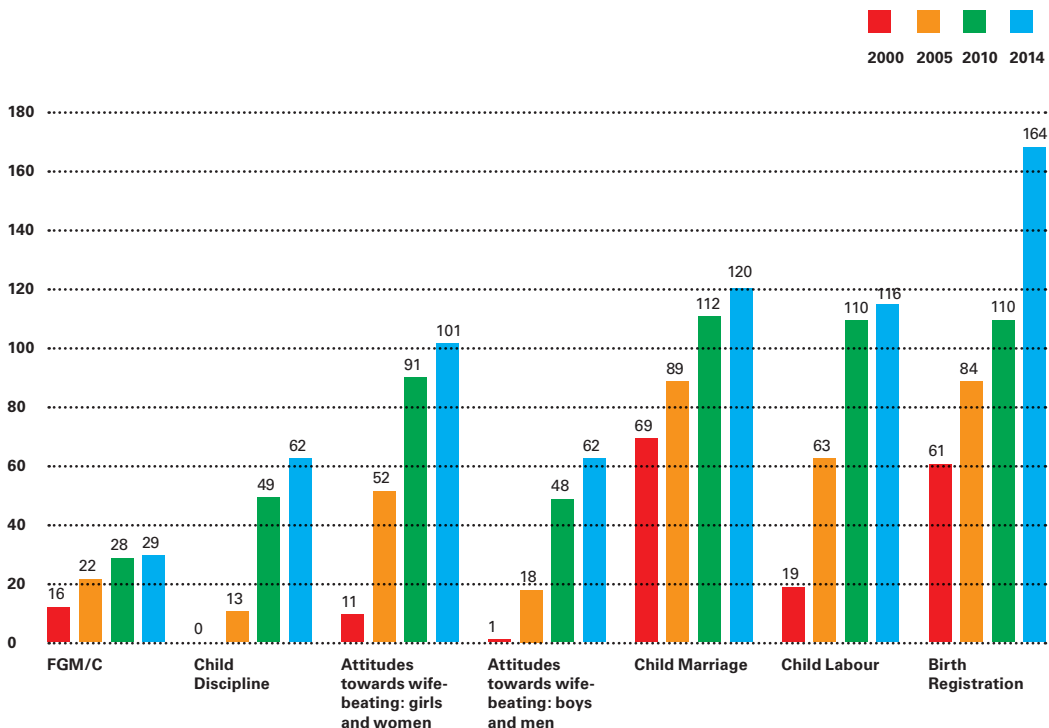
The upsurge in national household survey data should be complemented with greater attention to strengthening routine administrative data and data on specific vulnerable groups, including children with disabilities. Administrative data can help to track violence at local and national levels by effectively collecting reported cases of violence in social service and justice systems.

Disaggregation by age and sex is especially vital to segmenting progress. Additionally, and to the extent feasible, data should be disaggregated by all grounds of discrimination prohibited by international human rights law (including sex, age, race, ethnicity, income, location and disability).⁸⁰

Effective advocacy and programming are grounded in solid evidence. Investments in sustainable data collection and robust research tools must continue if the knowledge base on violence against children is to expand.

UNICEF MAINTAINS UPDATED GLOBAL DATABASES ON KEY CHILD PROTECTION INDICATORS USING NATIONAL LEVEL DATA FROM KEY GLOBAL PARTNERS⁸¹

Number of countries with data available in UNICEF global databases



TOGETHER FOR GIRLS

(BOTSWANA, CAMBODIA, CÔTE D'IVOIRE, HAITI, INDONESIA, KENYA, LAO PEOPLE'S DEMOCRATIC REPUBLIC, MALAWI, MOZAMBIQUE, NIGERIA, RWANDA, SWAZILAND, UGANDA, UNITED REPUBLIC OF TANZANIA, ZAMBIA AND ZIMBABWE)



Together for Girls is a global initiative that aims to mobilize and sustain a worldwide movement to end violence against children, with a particular focus on sexual violence against girls. The initiative is led by a global public-private partnership of five UN agencies (UNICEF, UN Women, UNFPA, UNAIDS and WHO), the US Government (CDC, PEPFAR and the Office of Global Women's Health Issues), and private sector partners (Becton, Dickinson and Company, the Nduna Foundation, the CDC Foundation and Grupo ABC).

Experience has shown that, when government leadership activates participation across multiple social sectors and oversees the collection of statistical evidence on violence generated through rigorous methodologies, the impact is transformative. Not only are such efforts unveiling previously hidden prevalence rates of violence against children, they are also helping to break the silence around the issue and throwing the door open to greater investment in violence prevention and response services.

The initiative supports governments in conducting national household surveys to document the magnitude, nature and consequences of violence against children. The data are then used to mobilize political will to develop and implement policies and programmes to prevent and respond to violence. Key to the work is addressing the underlying drivers of violence against children and ensuring services are available for children who have experienced physical or sexual violence.

The initiative also seeks to fuel awareness and advocacy by sharing and otherwise leveraging evidence. To date, National Violence against Children Surveys (VACS) have been completed in Cambodia, Haiti, Indonesia, Kenya, Malawi, Nigeria, Swaziland, United Republic of Tanzania and Zimbabwe and are being planned or implemented in Botswana, Côte d'Ivoire, Lao People's Democratic Republic, Mozambique, Rwanda, Uganda and Zambia.

Result

Data from the VACS in four of the countries surveyed reveal that approximately one in three females and one in seven males experienced sexual violence prior to age 18, and over half of all children experience physical violence before the age of eighteen. In response to these findings, each country is taking action to develop a holistic approach to prevent and respond to violence.

For example, Swaziland adopted a Children's Policy in 2009, and the Child Protection and Welfare Act has entered into force.⁸² All countries that have published the VACS results have developed or are in the process of developing multi-sectoral action plans for prevention and response. In 2013, the United

Republic of Tanzania launched a three year, multi-sectoral National Plan of Action to Prevent and Respond to Violence against Children. The plan sets out priority-budgeted actions across different sectors such as social welfare, justice, planning, health and education, as well as civil society and faith-based communities.

The government has made a long-term commitment to strengthen its child protection system to effectively address child abuse and a social welfare workforce strategy to respond when abuse does occur.

For more information:
Together for Girls
<http://www.togetherforgirls.org/>



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A SURVEY OF CHILD ABUSE AND SEXUAL ABUSE (CHILE)



In 1994, UNICEF undertook its first study on the prevalence of child abuse in Chile. The findings, informed by a questionnaire administered directly to children, revealed that violence was commonplace within Chilean families: 77.5 per cent of children were the victims of physical or psychological abuse by a parent or caregiver. Since 1994, UNICEF has repeated the study three more times at six year intervals. This 20-year commitment to charting child abuse in a developing country context is an exceptional measure that could be duplicated elsewhere.

Result

The research paved the way to Chile's Intra-Family Violence Act in 1994 (the law was reformulated in 2005). Prior to the study, the physical abuse of children in Chile was largely invisible and accepted as a form of legitimate 'education'. The research has inspired programmes to help abuse victims and a wave of advocacy aimed at dismantling child abuse as a cultural norm and expanding the definition of abuse to include psychological violence as well as physical abuse. The Bachelet government is also running a child abuse prevention and awareness programme and has proposed a constitutional reform that would include an explicit prohibition of all forms of violence against children.

For more information:

Questionnaire results on the prevalence of child abuse
http://www.unicef.org/protection/files/Chile_Study_Child_Abuse.pdf



HIDDEN IN PLAIN SIGHT: A STATISTICAL ANALYSIS OF VIOLENCE AGAINST CHILDREN (GLOBAL)



UNICEF launched a statistical report on violence against children in September 2014 entitled: Hidden in Plain Sight: A statistical analysis of violence against children. The report draws on data from 190 countries and represents the largest compilation of statistics to date on violence against children.

The objective of the report is to use data to make violence against children and its many ramifications more visible, bringing about a fuller understanding of its magnitude and nature and offering clues to its prevention. By examining global patterns of violence as well as attitudes and social norms, it sheds light on an issue that has remained largely undocumented.

The data covers three main types of violence experienced by children and committed by anyone in all possible settings: physical acts of violence (both fatal and non-fatal), emotional violence and sexual violence. The report also explores specific manifestations of these forms of violence: violent discipline in the home, peer violence (including involvement in physical fights and bullying) and intimate partner violence among adolescents. Further, the report examines attitudes towards some forms of violence to provide insights into deeply rooted cultural beliefs that may help to explain their persistence.

The report relies primarily on information gathered through internationally comparable sources (UNICEF-supported Multiple Indicator Cluster Surveys (MICS), Demographic and Health Surveys (DHS Surveys), the Global School-based Student Health Surveys (GSHS) and the Health Behaviour in School-aged Children Study (HBSC).

Further, the report uses country-specific facts or evidence derived from small-scale studies and national surveys to shed light on certain aspects or circumstances from a variety of countries for which representative or comparable data are unavailable.

For more information:
data.unicef.org
<http://www.unicef.org/publications/>

An important note: Supporting the research

Real change cannot happen without good data. Without data, the value of individual prevention strategies cannot be validated or their methods improved upon, nor can the most effective interventions be identified for adaptation and scaling. To achieve these goals, the following priorities must be addressed.

ESTABLISH PROTOCOLS AT THE NATIONAL AND LOCAL LEVEL

Nearly every country lacks a comprehensive system for collecting consistent and reliable data on the prevalence of sexual, emotional and physical violence against children. At minimum, evidence should be consistently disaggregated by age and gender to better understand prevalence and the factors that lead to violence.

STRENGTHEN RESEARCH METHODOLOGIES

Because child protection programmes deal with nuanced, multi-faceted issues, setting a baseline and controls is critical for identifying goals and measuring progress and outcomes. In far too many cases, however, evaluations are poorly or insufficiently designed.

FUND AND INTEGRATE RESEARCH INTO PROGRAMME WORK

Raising the quantity and quality of research and analysis is crucial to the success of violence strategies and interventions. Programmes should be designed and implemented with evaluations and other research components built in. This is an area where outside funding can play a crucial role, especially in low-resource countries where programme-related research is scarce, according to a World Health Organization assessment.⁸³

The previous examples provided show important progress in data collection and use of data to mobilize concrete action but these efforts need to be accelerated and integrated into the national efforts to track the well-being of children.

Why data matters for the Post-2015 Development Agenda

The Post-2015 Development Agenda is a universal framework that all countries commit to pursuing through respective national plans of action. The Agenda is grounded in an understanding of the universality of human rights with goals and commitments that are applicable for all countries.

As 2015 quickly approaches, the international community is rethinking its goals for the coming decades. Violence against girls and boys is increasingly recognized as a significant obstacle to sustainable development. It must find its place in the Post-2015 Development Agenda.

Accordingly, UNICEF and its partners are advocating for specific targets by 2030 to assist governments in their mission to develop a Post-2015 framework that can be concretely implemented and monitored. Securing reliable national data on violence will be key to monitoring progress. Proposed targets for protecting children from violence, exploitation and abuse by 2030 are:

- Establish universal and free birth registration of children under five;
- Reduce rates of violent injuries and related deaths;
- Eliminate physical violence against children at home;
- Eliminate sexual violence against children;

- Eliminate child labour and ensure the protection of the rights and safe working conditions of young workers;

- Ensure universal access for children to independent justice systems that respect their rights and include child-friendly processes; and

- End child marriage.

The agenda to end violence against children is cross-cutting. It intersects naturally with efforts to strengthen the health care system and reduce income disparity. It is aligned with efforts to increase access to quality education and maternal health and with ensuring gender equality and human rights for all in service of fostering peaceful societies.

Addressing these issues is fundamental for planning and designing prevention and intervention programmes that will contribute to the larger goal: creating a world where all children are free from violence, abuse and exploitation.

Indirect approaches to prevent violence against children

A number of evidence-based and promising programmes reduce violence in the lives of children.

While they do not directly focus on children per se, these programmes have had significant impact.

This distinction is important because the link between children's exposure to domestic violence and the ripple effects of that experience into adulthood are well established.

The impacts include higher levels of anger, low self-esteem, depression and inhibited cognitive and emotional development. Exposure to violence at a young age has also been linked to premature death. Research has found that boys exposed to domestic violence are more likely to become abusive as adults and girls are more likely to become victims when they grow up.³⁴

IMAGE PROGRAMME: EMPOWERING WOMEN (SOUTH AFRICA)



Conducted in eight rural villages in Limpopo, a poor province in South Africa, the IMAGE programme made loans and trained local women to establish profitable businesses. The intervention consisted of a two-phase training workshop: first, the women met over 10 weeks to discuss gender roles, cultural beliefs, relationships, communications, domestic violence and HIV; second, they attended a week-long leadership training programme.

They then returned to their communities to work with other women and educated young people and men about gender equity, intimate partner violence and HIV.

Result

The initiative has had a multitude of positive effects for women and their children. The women's 99 per cent loan repayment rate led to increased food security and household assets and the women showed higher levels of self-confidence and capacity for collective action. Within a two-year period, intimate partner violence was reduced by 55 per cent.⁸⁵

For more information:

Lancet Review

http://www.who.int/social_determinants/resources/articles/lancet_pronyk_kim.pdf

RESTRICTING ALCOHOL: POLICY REFORM (BRAZIL)



Before 2002, the city of Diadema was home to one of Brazil's highest homicide rates. Research showed that homicides and complaints about violence against women often occurred late at night and were concentrated in neighbourhoods where bars and alcohol consumption were widespread. Armed with this rich data and the critical cooperation of alcohol retailers, Diadema's mayor prohibited the sale of alcohol after 11 p.m. Local officials initiated a public education campaign in targeted neighbourhoods.

Result

The intervention, which received approval from an overwhelming 93 per cent of local residents, led to a precipitous drop in violence: an estimated 319 homicides were prevented during the programme's first three years — a 44 per cent decline from the expected homicide rate. The intervention also prevented an estimated 1,051 assaults against women between July 2002 and July 2005 — a reduction of 56 per cent from predicted assaults. The drop off in violence ended up being good for business and the local economy too, turning the once-downtrodden city into a model of 'urban renewal'.⁸⁶

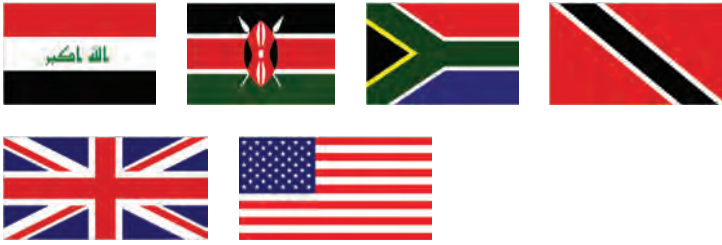
Since the law's introduction, at least 120 municipalities have adopted similar policies. The Brazilian government is now providing funding to towns to facilitate enforcement.

For more information:

American Journal of Public Health

<http://www.uniad.org.br/desenvolvimento/images/stories/arquivos/ALCOHOL-DIADEMA-VIOLENCE.pdf>

CURE VIOLENCE: TREATING VIOLENCE USING A HEALTH APPROACH
(IRAQ, KENYA, SOUTH AFRICA, TRINIDAD AND TOBAGO,
UNITED KINGDOM AND UNITED STATES)



From 2007 to 2010, the Baltimore City Health Department implemented the Safe Streets project. Modeled after Chicago’s Cure Violence, the project treats violence as an epidemic and uses public health strategies and tactics to reduce it. Safe Streets engaged hundreds of high-risk youth in four of Baltimore’s most violent neighbourhoods. One key to success was the use of street outreach counselors who worked with high-risk individuals to ‘interrupt’ and mediate violent conflicts.⁸⁷

Result

The outreach workers helped 52 per cent of youth settle an average of two disputes,

28 per cent of which involved guns and 91 per cent of which avoided violence. Overall, Safe Streets was associated with 5.4 fewer homicide incidents and 34.6 fewer non-fatal shootings. Cherry Hill, the neighbourhood where the project was most successful, saw a statistically significant 56 per cent drop in homicides and a 34 per cent drop in non-fatal shootings. Cure Violence has been adapted in 15 cities in 50 neighbourhoods across the United States, as well as in Iraq, Kenya, South Africa, Trinidad and Tobago and the United Kingdom.⁸⁸

For more information:
Cure Violence
<http://cureviolence.org/results/scientific-evaluations/>



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BELL BAJAO OR "RING THE BELL": SOCIAL MARKETING (CANADA, CHINA, INDIA, PAKISTAN AND VIET NAM)



Launched in India in 2008, Breakthrough's Bell Bajao ("Ring the Bell") is a cultural and media campaign that calls on men and boys to take a stand against domestic violence and to highlight the role they can play to reduce violence. Breakthrough is an India- and US-based global human rights organization that uses the power of media, pop culture and community mobilization to inspire people to take bold action for dignity, equality and justice.

To "Ring the Bell" is to take action that challenges violence or discrimination against women wherever one may see it or have the power to make change. In 2010, Breakthrough's 'video vans' traveled 14,000 miles through cities and villages, screening Public Service Announcement's (PSA) inspired by true stories that showed men and boys intervening when they heard or otherwise witnessed domestic violence.

More than 130 million people viewed Bell Bajao's award-winning PSA campaign. The tour also involved communities through games, street theatre and other cultural tools resulting in a sustainable, on-ground process of transforming hearts and minds.

Result

Breakthrough's evaluation study showed that 97 per cent of survey participants reported an

awareness of domestic violence. Specifically, 99.5 per cent of those who experienced the educational and media aspects of the campaign (case group) reported an awareness, compared to 94.5 per cent of those only exposed to the media aspects (control group).⁸⁹

Additionally, the campaign trained 75,000 advocates, which resulted in a 49 per cent increase in awareness of the Protection of Women from Domestic Violence Act in India. Research also showed a 15 per cent increase in access to services for women who had experienced violence.⁹⁰ Television proved to be the most effective and far-reaching dissemination tool compared to radio and print ads penetrating only in certain areas. The video vans were enthusiastically received by the public, and proved to be effective at involving young people and sustaining community engagement over a two-year period.⁹¹

Bell Bajao's tools and messages have been adapted by individuals and organizations around the world, including in Canada, China, Pakistan and Viet Nam. The campaign has won 23 awards including the 2010 Silver Lion at Cannes Lions, the world's biggest annual awards show and festival for professionals in the creative communications industry.

For more information:

Gender-based social and sexual violence awareness through popular media and culture
http://www.endvawnow.org/uploads/browser/files/bell_bajao_case_study_english.pdf

IV

Conclusion: Recommendations

Below are key recommendations from the 2013 Global Survey by the Special Representative of the Secretary-General on Violence against Children aimed specifically at policymakers and government officials.⁹² These recommendations were developed in consultation with more than 100 countries in all regions, and by regional review studies in which UNICEF was actively involved.

POLICYMAKERS AND GOVERNMENT OFFICIALS ARE ENCOURAGED TO:

- **Develop and promote a national, child-centered, integrated, multidisciplinary strategy** to address violence against children within a set, achievable timeframe.
- **Enact explicit legal bans on violence against children** as a matter of urgency. These bans should be packaged with detailed measures for implementation and effective enforcement.
- **Accompany policy initiatives and legal measures** with greater efforts to discourage the social acceptance of child violence. Such violence is not inevitable. It is behaviour we can change.
- **Identify ways to listen to and engage children** about the role of violence in their lives and what can be done about it.
- **Work to ensure the social inclusion of girls and boys** who are particularly vulnerable.
- **Collect and disaggregate data on violence against children** either directly or indirectly. What gets measured, matters.
- **Apply a stronger focus on the factors that can escalate levels of violence and affect the resilience of children, their families and communities.** These factors include poverty and inequality, environmental degradation, natural disasters, mass population movements, political instability and organized crime.

In addition, **UNICEF advocates that attention to violence prevention and response is included in the Post-2015 Global Development Agenda.**

These recommendations, taken together with the broad array of prevention programmes and resilience strategies outlined in this document, give policymakers and key actors the tools to act. We have a growing body of evidence on what works to prevent and respond to violence. We are bound to apply these lessons learned in our homes, communities and at the global level.

Every day in every country, girls and boys suffer at the hands of violence. They bear the bruises on their bodies. They absorb the hurt in their souls. They witness things no child should ever have to see. But because so much of this violence happens behind closed doors, the problem remains invisible.

As this report has shown, child violence is entirely preventable, and momentum is building towards change.

The wealth of research and proven interventions can and should be used to develop and implement violence prevention and response strategies that will protect children – and help make the invisible visible. And greater effort is required to continue to build the evidence on what works to prevent violence.

Every child has the right to live free from violence. Yet far too many remain chained to circumstances that make their present unbearable and their future bleak. Policymakers and other decision-makers have exponential power to transform these circumstances.

The true nature of a nation's standing is how well it attends to its children. When children are hurt, we, as a society, are diminished. When we work together to end violence in their lives, we rise to the best in ourselves. We attend to our children.

“Without the threat of violence, girls and boys are free to develop their talents and skills to their full potential and shape their future. The potential for positive change is enormous, but for now, violence remains a pervasive phenomenon that blights the life of millions of children, haunts entire communities and stifles the prospects for sustainable development and social progress.”

- United Nations Secretary-General Ban Ki-moon (October 2013).⁹³

For more information or to share your ideas and feedback, contact childprotection@unicef.org



**#ENDviolence
against children**

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