

# SMALL VOICES Big Dreams 2015

A survey of nearly 6,000 children around the world reveals their views on safety and protection. ChildFund Alliance calls for all nations to keep children #FreeFromViolence.



## Mission

ChildFund Alliance is an effective global network of child-centred development organizations working in the poorest countries around the world to create opportunities for disadvantaged children. The mission of each ChildFund Alliance member is to create long-term, sustainable, community-based solutions to development problems affecting children and their families.

In joining together the great strengths of its member organizations, ChildFund Alliance combines and expands the reach and scope of its members to meet the needs of children living in poverty.

ChildFund Alliance members implement sustainable child-focused, community-based development programs in areas where children are impacted by war, natural disaster, poverty and global health issues such as HIV/AIDS.

While each member organization retains its own distinct national identity and governance by national boards, collectively, ChildFund Alliance is a voice for children and an instrument for maintaining worldwide standards of performance, efficiency and accountability.

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Data collection: This survey would not be possible without the dedication of ChildFund Alliance member organizations' staff, volunteers and field assistants around the world who spent weeks talking to children and documenting their opinions and ideas.

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Photography: © members of the ChildFund Alliance, 2015

Cover image:

Sophon (right) with cousin, 10 from Cambodia

Photo taken by: Carol Strickler

Back cover image:

Valeria, 10 from El Salvador

Photo taken by: ChildFund Alliance Staff

# SMALL voices BIG DREAMS 2015

ChildFund Alliance members:

- Barnfonden, Sweden
- BØRNEfonden Denmark
- ChildFund Australia
- ChildFund Deutschland
- ChildFund International
- ChildFund Ireland
- ChildFund Japan
- ChildFund Korea
- ChildFund New Zealand
- Christian Children's Fund of Canada
- Educo, Spain
- Un Enfant Par La Main, France



Children's concerns about violence and exploitation is a pervasive, global issue, which requires us to work together.

## It's up to all of us to keep children #FreeFromViolence

Childhood should be a time of innocence, free from violence and exploitation. The main focus should be learning, growing, sharing dreams with friends and family and exploring the world.

Our sixth annual *Small Voices, Big Dreams* global survey of 10- to 12-year-olds reveals that this is not the reality for too many of the world's children. Many young people feel unsafe at school, on the Internet and even in their own communities.

These fears aren't limited to economically developing countries; children in economically developed countries share many of the same worries. It is a pervasive, global issue, which requires us to work together towards a brighter future. It is alarming that 42% of children in all countries do not feel safe at school.

This past September at the United Nations, Member States adopted 17 Sustainable Development Goals to end extreme poverty, fight inequality and injustice, and address climate change. Governments also agreed on a vision of a "world that invests in its children and in which every child grows up free from violence and exploitation."

They pledged to:

- end abuse, exploitation, torture, trafficking and violence against children;
- end child labour, especially in its worst forms;
- end child marriage, female genital mutilation and other practices, which are harmful to children; and
- create safe and non-violent learning environments.

The next step is implementation. By working together, we can help improve the lives of children by increasing access to the basics — nutritious food, clean water, health care as well as a safe education — and securing their right to live free from violence and exploitation, which will help

them find their voice to be agents of change in their future.

We must also ensure children and young people have access to information that is age-appropriate and relevant so they can engage decision makers and hold them to account. We should amplify bottom-up processes that engage children and young people in the monitoring of the new agenda at the local, national, regional and global levels.

ChildFund Alliance believes the global community needs to do more to help children be children. Our global campaign, 'free from violence and exploitation,' is helping raise awareness and move the agenda forward on child rights. We are now asking people from every nation to join the conversation with the hashtag #FreeFromViolence and share ways in which we can work together to protect children. Let's help them grow fruitfully into the thinkers and leaders they will need to be in order to thrive and safeguard the next generation from harm.

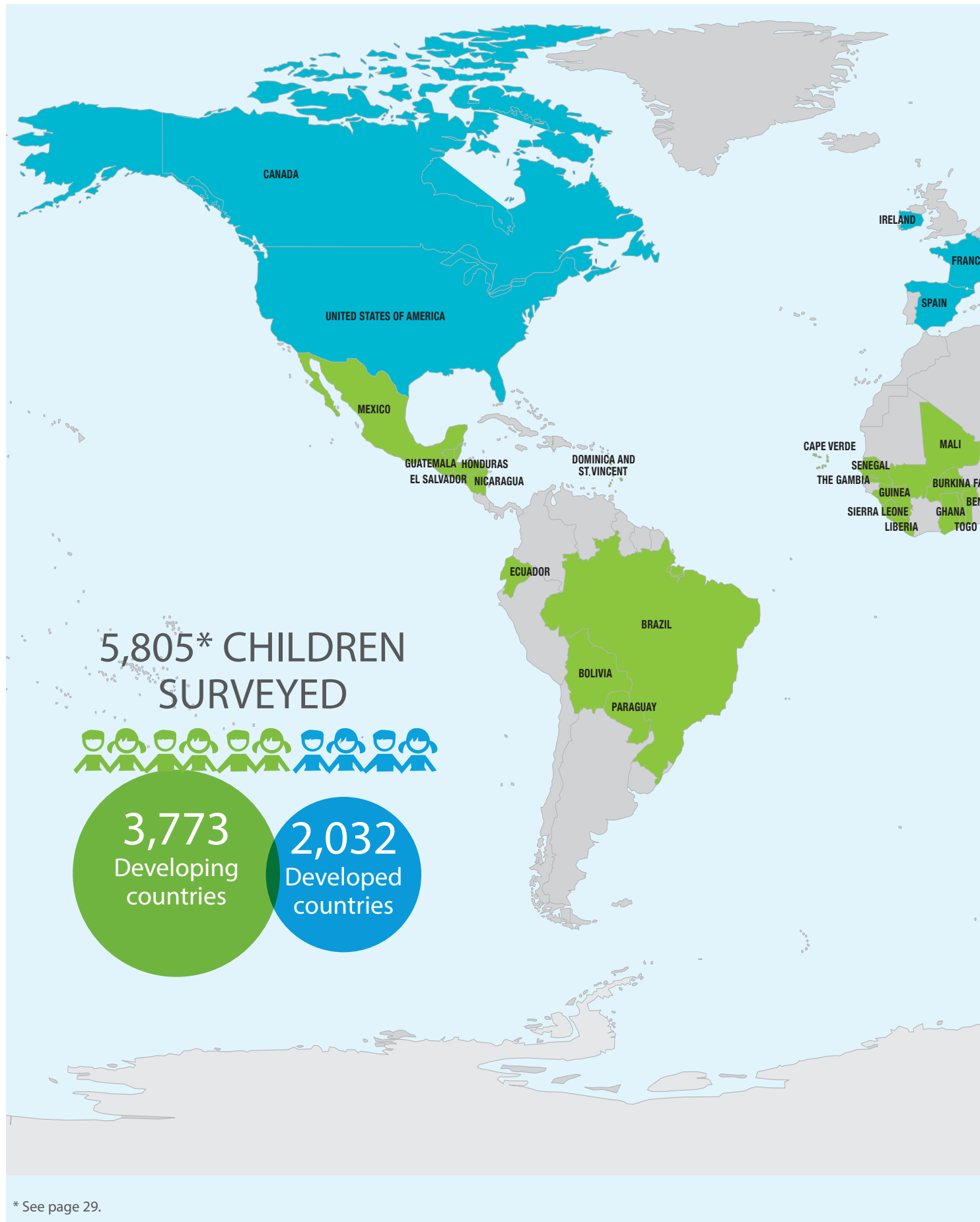
I encourage you to read and share the *Small Voices, Big Dreams* 2015 report, one of the largest annual surveys of children in the world. We talked to nearly 6,000 children from 44 countries, and their voices and dreams are included in the following pages.

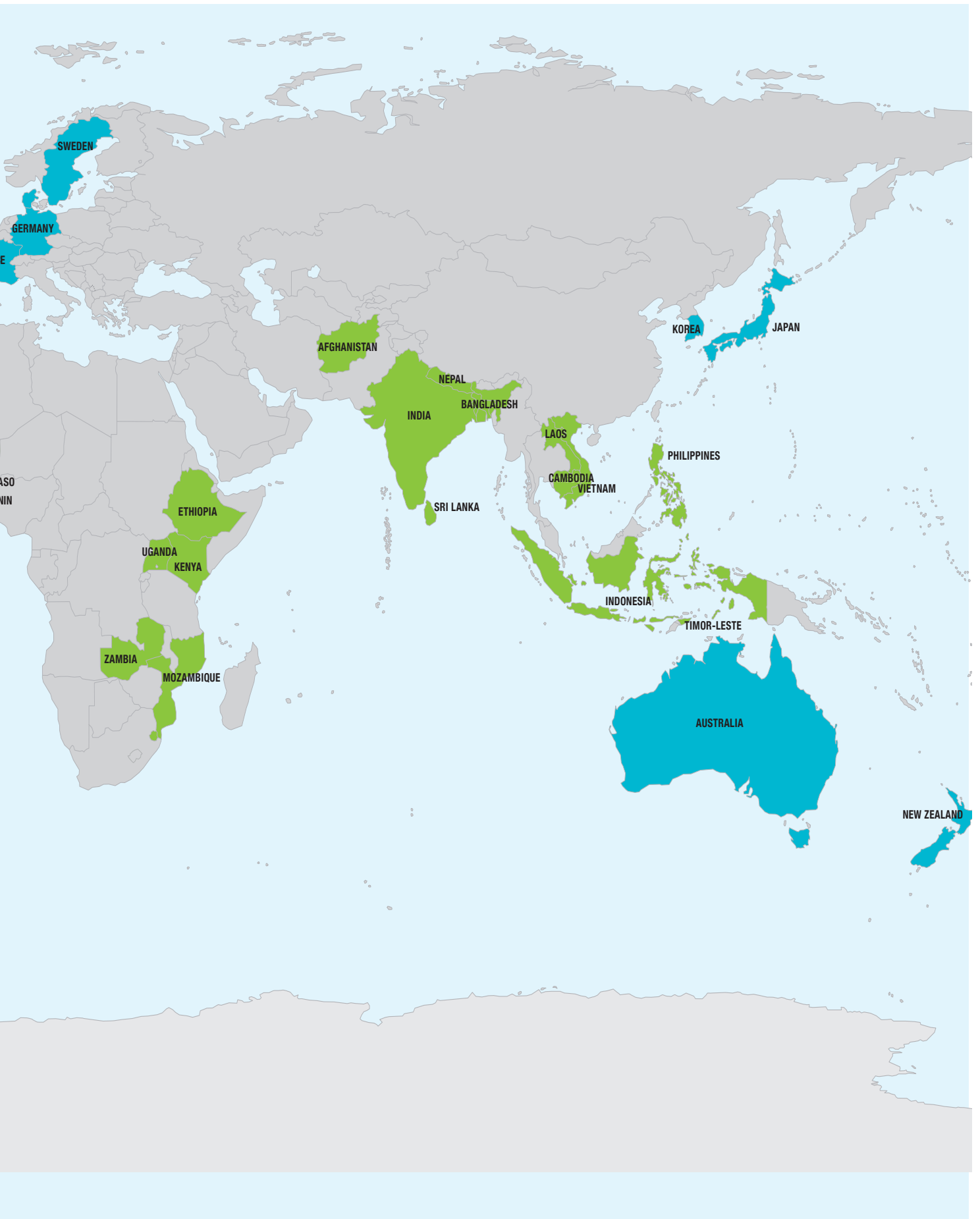
The report includes fascinating facts and quotes from children growing up in many different circumstances. I hope they will inspire you to take action. Please do. Together, we can we keep children #FreeFromViolence and make the world safer.

Sincerely,

Meg Gardinier  
Secretary General  
ChildFund Alliance

# Global snapshot





# What Safety Means to Children

For the *Small Voices, Big Dreams* survey, we asked 10- to 12-year-olds from 44 countries about safety issues and how these issues affect them.

The evidence came back loud and clear: young people are acutely aware of safety issues in their communities.

What follows are the top answers to the questions, along with some of the most interesting findings and variances resulting from the survey. In some cases, children in developing and developed countries have drastically different responses. In others, location makes very little difference.



HOAN, 12



VAN, 11, is from Vietnam where 68% of those surveyed named school as a place where children could be at risk from harm.

**“If adults listen to what we say, we will be loved and protected.”**

**Hoan, 12,  
Vietnam**

HOAN, 12, is from Vietnam where 12% of children want adults to listen to what children have to say.

# Where do you think girls or boys may be at risk from harm such as being physically or emotionally abused or mistreated?

The top answer: 58% of children globally said girls and boys may be at risk walking in places where they are alone—the numbers are actually higher in developed countries at 68% compared to developing countries at 55%.

In developing countries, 46% of respondents answered that children may be at risk from harm at home, compared with 28% in developed countries. The number skyrockets to 94% of children in Togo and 91% in Ghana.

The fear of harm at home is the lowest in Guinea at 4%.

In developed countries, 63% answered that children may be at risk from harm online, with the percentage increasing to 87% of respondents in France, 85% in Australia and 84% in Sweden. That compares to only 18% in developing countries.

Almost half of all children in the developed world (47%) identified school as a place where children may be at risk of mistreatment, indicating the need for safe school environments. In particular, those surveyed in Canada (64%) showed a high degree of concern for the potential harm children might experience at school.

SITAN, 12, is from Mali where 68% of those surveyed said children don't feel safe when walking alone.

"I would protect children through laws."



STINA, 10

STINA, 10, is from Sweden where 84% said children face potential harm on the Internet.

"If you treat a child badly, you will be put in prison for two years."

STINA, 10,  
Sweden





SITAN, 12 (MIDDLE) WITH HER FRIENDS

Where do you think girls or boys may be at risk from harm such as being physically or emotionally abused or mistreated?

|                                       | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|---------------------------------------|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| At home                               | 42%           | 46%                      | 28%                     | 53%                      | 34%                        | 49%                    |
| With friends                          | 30%           | 33%                      | 22%                     | 30%                      | 34%                        | 35%                    |
| At school                             | 42%           | 41%                      | 47%                     | 40%                      | 36%                        | 47%                    |
| At an organized activity              | 18%           | 18%                      | 18%                     | 23%                      | 14%                        | 15%                    |
| Walking in places where you are alone | 58%           | 55%                      | 68%                     | 52%                      | 63%                        | 49%                    |
| Online                                | 28%           | 18%                      | 63%                     | 8%                       | 36%                        | 13%                    |
| At work                               | 13%           | 14%                      | 12%                     | 17%                      | 11%                        | 12%                    |

## Why do you think adults mistreat children?

GENEVEBA, 11



GENEVEBA, 11, is from Timor-Leste where 51% of children, as leaders of their country, would educate their peers to keep them safe.  
.....

SHAKIB, 11, is from Bangladesh where 24% of those surveyed said they would help other children to recognize and avoid dangerous situations.  
.....

DELSIA, 12, is from Timor-Leste where one in four (25%) believe that children are mistreated because adults have the power.  
.....

SHAKIB, 11





“Mothers or older brothers hit children when we do something wrong. When mom hits me it hurts and I cry.”

Lucia, 12,  
Timor-Leste

### Why do you think adults mistreat children?

|   | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|---|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| Because adults have the power                             | 38%           | 40%                      | 34%                     | 47%                      | 27%                        | 43%                    |
| Because the family needs the money children can earn them | 18%           | 19%                      | 13%                     | 23%                      | 18%                        | 16%                    |
| Punishment  | 35%           | 32%                      | 43%                     | 36%                      | 34%                        | 26%                    |
| Because adults can be cruel                               | 27%           | 26%                      | 31%                     | 31%                      | 25%                        | 18%                    |
| Because it is the child's fault                           | 30%           | 35%                      | 15%                     | 40%                      | 18%                        | 47%                    |
| Because adults don't value children enough                | 29%           | 29%                      | 27%                     | 28%                      | 33%                        | 26%                    |

## Why do you think adults mistreat children?

Globally, 38% of kids think adults mistreat children because they have the power. This number ranges from 81% of children in Sierra Leone to only 7% of children in Ecuador.

In the developed world, 43% of children think adults mistreat children as a form of punishment. Many children in the developed world (43%) believe adults mistreat children because they were victims of abuse themselves. This number is highest in France (66%) and Sweden (63%).

Sadly, many said mistreatment is the child's fault, with 35% in developing countries and 15% in developed providing this response. The numbers are highest in The Philippines (69%), Vietnam (63%) and Ghana (61%). The lowest responses are from Denmark (2%) and Spain (4%).

Only 4% of respondents blamed alcohol for adults' abuse, with less than half of the participating countries including this option in the survey. However, 70% of respondents in Australia responded with this answer, followed by Ireland at 25%.

Almost a third of children globally feel adults don't value children enough. This is reported most in Bolivia and El Salvador at 49%; Liberia, Brazil and France come in at 47% each. This response is lowest in Guinea at 3% and Afghanistan at 1%.



TERESA, 12



HELEN, 10, is from El Salvador where nearly 20% of children surveyed want more abuse cases reported.

.....  
TERESA, 12, is from Mexico where 30% of children said adults don't value children enough.

**"I think sometimes parents don't value children's efforts enough, like when they clean the house and try to make it look nice and their mom would tell them they did it wrong; they will feel sad and disappointed."**

**Teresa, 12, Mexico**

# What can children do to keep their peers of the opposite sex safe from harm?

The answer on how to protect a child of the opposite sex is simple: 43% of children globally would take action. This includes notifying an adult, telling the abuser to stop, calling the police, running for help or calling a helpline.

With respect to discouraging bad behaviour, the numbers are highest in Mexico (36%), Bangladesh (35%) and Vietnam (32%). Children least likely to discourage bad behaviour are from France and Denmark (2%) as well as Canada (3%).

Only 15% of children globally said they would tell an adult/teacher/caregiver to keep a child of the opposite gender safe from harm. This number drops to zero in Guinea and Sierra Leone; the highest response is in Cambodia at 55%.

Another popular response to keeping children safe is to stand up and protect them. Globally, 14% of children provided this response, with the numbers being highest in Indonesia (51%), followed by Australia (35%) and Vietnam (34%).

RONNY, 12



RONNY, 12, is from Ecuador where 47% said children are abused because the adults were also victims of abuse.

.....  
SOPHON, 10, is from Cambodia where 53% of children identify school as a place of potential risk for children.

“It is very important that all girls and boys live free from violence and that the rights of everyone are respected, so they can make our country a better place in the future.”

Ronny, 12,  
Ecuador



## What can children do to keep their peers of the opposite sex safe from harm?

|   | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|---|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| <b>ACTION</b>   | 43%           | 39%                      | 56%                     | 24%                      | 45%                        | 55%                    |
| Tell someone/an adult/parent/teacher  | 15%           | 13%                      | 20%                     | 5%                       | 14%                        | 26%                    |
| Protect them/help them/stand up for them  | 14%           | 12%                      | 20%                     | 4%                       | 17%                        | 19%                    |
| Call the police/report it   | 11%           | 11%                      | 13%                     | 10%                      | 14%                        | 9%                     |
| Scold/reprimand the abuser/tell them to stop                                    | 4%            | 4%                       | 4%                      | 3%                       | 4%                         | 5%                     |
| Tell community leaders/council/governing body                                   | 3%            | 3%                       | 0%                      | 3%                       | 1%                         | 7%                     |
| Shout out/yell for help/run to get help   | 2%            | 1%                       | 4%                      | 0%                       | 0%                         | 2%                     |
| Supervise/monitor/keep an eye on them   | 1%            | 1%                       | 3%                      | 0%                       | 1%                         | 1%                     |
| <b>COMMUNICATION/SUPPORT</b>  | 34%           | 38%                      | 22%                     | 41%                      | 39%                        | 31%                    |
| Discourage violence/bad behaviour/encourage/exemplify good behaviour            | 15%           | 17%                      | 6%                      | 13%                      | 19%                        | 22%                    |
| Treat them with respect/encourage them to respect others/obey authority/parents | 7%            | 9%                       | 1%                      | 15%                      | 7%                         | 2%                     |
| Talk to them/give them support  | 6%            | 6%                       | 7%                      | 4%                       | 9%                         | 4%                     |
| Be nice/kind/friendly/comforting  | 3%            | 1%                       | 7%                      | 1%                       | 1%                         | 2%                     |
| Tell parents/adults to take care of/love children                               | 2%            | 3%                       | 1%                      | 3%                       | 4%                         | 1%                     |

SREYLEAB, 10, WITH HER FRIENDS



Globally, only 11% of respondents said they would call police to protect children. In South Korea, this number jumps to 50%.

In developing countries, 15% of respondents said children should recognize and avoid dangerous situations, places and people. Only 4% of children in the developed world share that opinion. This response was highest from children in Uganda at 38%.

**SREYLEAB, 10**, is from Cambodia where 55% of children would tell an adult if they saw another child being harmed.

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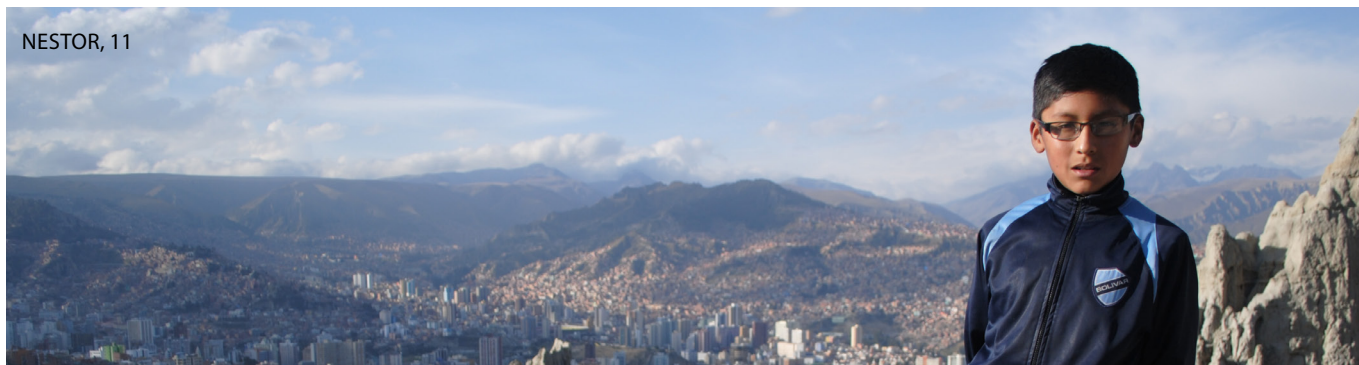
**NESTOR, 11**, is from Bolivia where 23% of children would call the police to protect other children from harm.

“When I see bad persons abuse boys, I’ll get the neighbours who I trust or call police for help. I will get help from neighbours first, because they are easy to approach and can come to stop abusers immediately. Police are important and can arrest bad people.”

**Sreyleab, 10,  
Cambodia**



NESTOR, 11



## What can children do to keep their peers of the opposite sex safe from harm? (continued)

|   | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|---|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| <b>SAFETY</b>   | 23%           | 25%                      | 18%                     | 29%                      | 24%                        | 19%                    |
| Recognize/avoid dangerous situations/places/people                | 12%           | 15%                      | 4%                      | 20%                      | 12%                        | 10%                    |
| Don't leave them alone/don't let them go to places alone          | 6%            | 6%                       | 8%                      | 5%                       | 6%                         | 5%                     |
| Avoid/don't talk to strangers                                     | 2%            | 2%                       | 1%                      | 1%                       | 2%                         | 2%                     |
| Stay away from drugs/alcohol/smoking                              | 1%            | 2%                       | 0%                      | 2%                       | 1%                         | 2%                     |
| Provide safe houses/zones/housing for people who have been abused | 1%            | 1%                       | 1%                      | 1%                       | 2%                         | 1%                     |
| Self-defence tactics/products/teach them self-defence             | 1%            | 1%                       | 1%                      | 0%                       | 1%                         | 1%                     |
| <b>SCHOOLS/EDUCATION</b>  | 7%            | 8%                       | 1%                      | 14%                      | 3%                         | 5%                     |
| Get children to go to school/finish their education               | 5%            | 6%                       | 1%                      | 11%                      | 1%                         | 3%                     |
| Teach them/go to school/become a teacher                          | 1%            | 1%                       | 1%                      | 1%                       | 1%                         | 1%                     |
| <b>LAWS/RULES</b>   | 4%            | 5%                       | 2%                      | 5%                       | 5%                         | 3%                     |
| Punish the abuser/send them to prison                             | 2%            | 2%                       | 1%                      | 2%                       | 2%                         | 2%                     |
| Children have rights/defend/inform people about children's rights | 1%            | 1%                       | 0%                      | 2%                       | 1%                         | 0%                     |
| Pass/strengthen laws/enforce laws                                 | 1%            | 1%                       | 0%                      | 2%                       | 1%                         | 0%                     |
| <b>MISCELLANEOUS</b>  | 6%            | 7%                       | 3%                      | 8%                       | 6%                         | 5%                     |
| Raise social awareness/make people aware of violence/abuse issues | 2%            | 3%                       | 1%                      | 3%                       | 3%                         | 3%                     |
| Provide for basic needs/food/clothing/shelter for the homeless    | 1%            | 1%                       | 0%                      | 1%                       | 1%                         | 0%                     |

# What can children do to keep their peers of the same sex safe from harm?

Globally, the highest response is to take action, demonstrating that children, regardless of gender, believe it is important to take practical, immediate steps to keep other children safe from harm.

Within developing countries, the top answer is to recognize or avoid dangerous situations (16%) with the highest response coming from Liberia (47%).

Respondents in Indonesia (41%) were most likely to say children should stand up and protect their peers, followed by Vietnam and Sweden (both 34%).

DARWIN, 12, is from Ecuador where 18% would call the police to keep children safe from harm.

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DARWIN, 12



**SHARMIN, 11**, is from Bangladesh where 17% of children believe education and going to school are important factors in keeping children safe.

"I think girls and boys may be at risk from harm, such as being physically and emotionally abused or mistreated at home, at school, walking places on the road and online. In our residential area, I often observe children growing up without the care of parents."

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**AMBER, 10**, is from Dominica where 51% would adopt safety measures to keep children safe, such as avoiding dangerous places and not leaving children on their own.





WATSON, 11

WATSON, 11, is from Zambia where 27% would call the police to keep children safe.

.....

SARWITRI, 11, is from Indonesia where one-third of children (33%) believe adults mistreat children because they do not value them enough.

"Adults think children are younger than them, so they wouldn't understand what the adults want."

.....



SARWITRI, 11

| What can children do to keep their peers of the same sex safe from harm?        | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|---|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| <b>ACTION</b>   | 42%           | 37%                      | 57%                     | 21%                      | 42%                        | 55%                    |
| Tell someone/an adult/parent/teacher  | 16%           | 14%                      | 22%                     | 5%                       | 18%                        | 24%                    |
| Protect them/help them/stand up for them  | 12%           | 10%                      | 21%                     | 3%                       | 12%                        | 19%                    |
| Call the police/report it   | 11%           | 11%                      | 14%                     | 10%                      | 13%                        | 10%                    |
| Scold/reprimand the abuser/tell them to stop                                    | 2%            | 2%                       | 3%                      | 1%                       | 1%                         | 3%                     |
| Tell community leaders/council/governing body                                   | 2%            | 2%                       | 0%                      | 1%                       | 1%                         | 5%                     |
| <b>COMMUNICATION/SUPPORT</b>  | 34%           | 37%                      | 23%                     | 44%                      | 35%                        | 30%                    |
| Discourage violence/bad behaviour/encourage/exemplify good behaviour            | 12%           | 15%                      | 3%                      | 14%                      | 16%                        | 17%                    |
| Treat them with respect/encourage them to respect others/obey authority/parents | 8%            | 10%                      | 1%                      | 17%                      | 6%                         | 2%                     |
| Talk to them/give them support  | 7%            | 6%                       | 10%                     | 4%                       | 9%                         | 5%                     |
| Be nice/kind/friendly/comforting  | 4%            | 2%                       | 8%                      | 1%                       | 3%                         | 4%                     |
| <b>SAFETY</b>   | 25%           | 26%                      | 20%                     | 29%                      | 28%                        | 20%                    |
| Recognize/avoid dangerous situations/places/people                              | 14%           | 16%                      | 6%                      | 21%                      | 14%                        | 11%                    |
| Don't leave them alone/don't let them go places alone                           | 8%            | 7%                       | 10%                     | 6%                       | 10%                        | 6%                     |
| Avoid/don't talk to strangers   | 2%            | 2%                       | 1%                      | 2%                       | 3%                         | 2%                     |
| <b>SCHOOL/EDUCATION</b>   | 7%            | 9%                       | 1%                      | 14%                      | 4%                         | 6%                     |
| Get children to go to school/finish their education                             | 5%            | 6%                       | 0%                      | 11%                      | 2%                         | 4%                     |
| Teach them/go to school/become a teacher  | 1%            | 2%                       | 1%                      | 2%                       | 2%                         | 1%                     |
| <b>LAWS/RULES</b>   | 3%            | 3%                       | 1%                      | 5%                       | 4%                         | 1%                     |
| Punish the abuser/send them to prison   | 1%            | 1%                       | 1%                      | 2%                       | 2%                         | 1%                     |
| Children have rights/defend/inform people about children's rights               | 1%            | 1%                       | 0%                      | 2%                       | 1%                         | 0%                     |
| Pass/strengthen/enforce laws  | 0%            | 1%                       | 0%                      | 1%                       | 0%                         | 0%                     |
| <b>MISCELLANEOUS</b>  | 4%            | 5%                       | 2%                      | 5%                       | 6%                         | 3%                     |
| Raise social awareness/make people aware of violence/abuse issues               | 2%            | 2%                       | 1%                      | 2%                       | 2%                         | 1%                     |

# If you were the leader of your country and could do one thing to keep children safe from mistreatment, what would it be?

Almost half (42%) of children globally would introduce more rules and laws to protect children and punish offenders, if they were leaders of their country.

When asked how they would help keep children safe, 24% of children globally said increasing punishment and jail time for abusers was the best way to keep children safe. This number is highest in Zambia (62%), followed by Spain (49%). This reinforces the need for laws to protect children.

The support for passing, strengthening or enforcing laws was registered by 20% of children in developing countries compared with 12% of children in developed nations. The highest call for laws was in Togo (46%), followed by Ghana (44%) and Sierra Leone (41%).

Defending children's rights was identified as an issue by 4% of children globally, with the highest number coming from Cambodia at 20% and Sierra Leone at 17%.

The idea of providing basic needs for the homeless was a suggestion from 4% of children globally, including 20% in Kenya and 16% in Timor-Leste.





**SIKA, 12**, is from Mali where 20% of those surveyed believe adults mistreat children because it is the child's fault.

"If I were a leader of my country, I would sensitize adults who mistreat children."

.....

**BAITI, 12**, is from Indonesia where 21% of children said the most important thing adults can do to keep children safe is to report cases of harm to authorities.

.....



MAXIMUS, 11



DJENEBOU, 12

MAXIMUS, 11, is from Canada where three-quarters (77%) of survey respondents say children are at risk of harm when walking outside alone.

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DJENEBOU, 12, is from Mali where one in five (21%) believe encouraging children to go to school would help keep them safe from harm.

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| If you were the leader of your country and could do one thing to keep children safe from mistreatment, what would it be? | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|--|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| <b>LAWS/RULES</b>  | 42%           | 42%                      | 42%                     | 46%                      | 42%                        | 37%                    |
| Punish the abuser/send them to prison  | 24%           | 22%                      | 28%                     | 24%                      | 23%                        | 18%                    |
| Pass/strengthen laws/enforce laws  | 18%           | 20%                      | 12%                     | 22%                      | 21%                        | 16%                    |
| Children have rights/defend/inform people about children's rights  | 4%            | 5%                       | 1%                      | 7%                       | 3%                         | 5%                     |
| <b>SCHOOL/EDUCATION</b>  | 18%           | 22%                      | 6%                      | 25%                      | 12%                        | 28%                    |
| Teach them/go to school/become a teacher   | 7%            | 8%                       | 4%                      | 8%                       | 6%                         | 12%                    |
| Get children to go to school/finish their education  | 5%            | 7%                       | 1%                      | 8%                       | 3%                         | 10%                    |
| Build schools/training centres/improve/modernize facilities  | 4%            | 5%                       | 1%                      | 6%                       | 2%                         | 4%                     |
| Free education/school supplies/after-school programs   | 2%            | 3%                       | 0%                      | 4%                       | 1%                         | 3%                     |
| <b>SAFETY</b>  | 16%           | 14%                      | 22%                     | 9%                       | 24%                        | 11%                    |
| Provide safe houses/zones/housing for people who have been abused  | 5%            | 5%                       | 6%                      | 4%                       | 9%                         | 3%                     |
| More police/security personnel/increase police presence  | 5%            | 5%                       | 6%                      | 2%                       | 9%                         | 5%                     |
| Recognize/avoid dangerous situations/places/people   | 1%            | 1%                       | 1%                      | 1%                       | 2%                         | 1%                     |
| <b>COMMUNICATION/SUPPORT</b>   | 15%           | 16%                      | 11%                     | 12%                      | 19%                        | 20%                    |
| Discourage violence/bad behaviour/encourage/exemplify good behaviour   | 7%            | 8%                       | 2%                      | 6%                       | 9%                         | 11%                    |
| Talk to them/give them support   | 2%            | 2%                       | 4%                      | 1%                       | 4%                         | 1%                     |
| Tell parents/adults to take care of/love children  | 2%            | 2%                       | 0%                      | 2%                       | 2%                         | 3%                     |
| Treat them with respect/encourage them to respect others/obey authority/parents  | 1%            | 1%                       | 1%                      | 1%                       | 2%                         | 1%                     |
| Be nice/kind/friendly/comforting   | 1%            | 1%                       | 1%                      | 0%                       | 1%                         | 1%                     |
| <b>ACTION</b>  | 10%           | 10%                      | 11%                     | 8%                       | 13%                        | 11%                    |
| Protect them/help them/stand up for them   | 6%            | 6%                       | 3%                      | 5%                       | 7%                         | 8%                     |
| Supervise/monitor/keep an eye on them  | 1%            | 1%                       | 3%                      | 0%                       | 1%                         | 0%                     |
| Call the police/report it  | 1%            | 1%                       | 1%                      | 1%                       | 2%                         | 1%                     |
| Tell someone/an adult/parent/teacher   | 1%            | 1%                       | 2%                      | 0%                       | 1%                         | 1%                     |
| Take care of them/make sure they're alright  | 1%            | 1%                       | 0%                      | 1%                       | 1%                         | 0%                     |
| <b>MISCELLANEOUS</b>   | 16%           | 18%                      | 10%                     | 18%                      | 19%                        | 17%                    |
| Provide for basic needs/food/clothing/shelter for the homeless   | 4%            | 5%                       | 2%                      | 5%                       | 6%                         | 5%                     |
| Raise social awareness/make people aware of violence/abuse issues  | 3%            | 4%                       | 1%                      | 4%                       | 5%                         | 4%                     |
| Financial assistance/money/help the poor out of poverty  | 2%            | 3%                       | 1%                      | 3%                       | 3%                         | 2%                     |
| Build playgrounds/recreation centres   | 1%            | 1%                       | 1%                      | 1%                       | 1%                         | 1%                     |

## What is the most important thing adults, especially parents or other caregivers, could do to keep children safer from being mistreated?

The international study found that more than one-quarter of the those surveyed worldwide think adults can keep children safe by loving them more — a basic need that adults have the responsibility to meet. This figure rises to almost one in three children (31%) in developing countries, with the highest numbers in Cambodia (59%), Afghanistan (46%), Indonesia (45%) and Senegal (43%).

Children in developed countries (30%) say the main way adults can help keep children safe is to listen to what they have to say.

This was a strong message from children in the developed countries of Ireland (41%), Sweden (40%), Canada (33%) and the USA (32%). Meanwhile, 33% of respondents in Sierra Leone, Bolivia and Honduras gave the same message.

Globally, 13% of respondents believe adults should educate others about why children need to be treated well. This number is highest in Ethiopia (28%), Zambia (28%) and South Korea (24%).

Another 11% of children in developing countries and 19% of children in developed countries stress the importance of reporting cases of harm against children. This response is highest in Denmark (31%), Spain (26%) and Kenya (25%).

MARIAMA, 10



MARIAMA, 10, is from Guinea where 20% of those surveyed say education for adults on why children deserve to be treated well would keep children safer.



JARED, 12, WITH HIS SISTER



NOELIA, 12

**JARED, 12**, is from Nicaragua where 26% of children say they would stand up and protect other children from harm.

.....

**NOELIA, 12**, is from Bolivia where one-third (33%) of children surveyed think adults need to listen to what children have to say.

.....



DEQUAN, 10

DEQUAN, 10, is from St. Vincent where nearly one in three children (32%) surveyed say the parents can keep children safe by loving them more.

What is the most important thing adults—especially parents or other caregivers—could do to keep children safe from being mistreated?

|  | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|--|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| Love children more   | 26%           | 31%                      | 9%                      | 27%                      | 27%                        | 41%                    |
| Listen to what children have to say  | 20%           | 18%                      | 30%                     | 14%                      | 26%                        | 13%                    |
| Report cases of harm against children to local authorities (police/school/local community groups/religious groups) | 13%           | 11%                      | 19%                     | 13%                      | 11%                        | 9%                     |
| Make stronger laws to protect children's rights, including jail sentences  | 11%           | 10%                      | 14%                     | 13%                      | 10%                        | 5%                     |
| Punish people who hurt children  | 10%           | 9%                       | 13%                     | 11%                      | 9%                         | 6%                     |
| Educate other adults about why children deserve to be treated well   | 13%           | 13%                      | 12%                     | 14%                      | 15%                        | 10%                    |

## RESPONDENTS BY AGE &amp; GENDER

|                        | ALL COUNTRIES | ALL DEVELOPING COUNTRIES | ALL DEVELOPED COUNTRIES | AFRICA (DEVELOPING ONLY) | AMERICAS (DEVELOPING ONLY) | ASIA (DEVELOPING ONLY) |
|------------------------|---------------|--------------------------|-------------------------|--------------------------|----------------------------|------------------------|
| Male                   | 47%           | 49%                      | 43%                     | 47%                      | 50%                        | 51%                    |
| Female                 | 53%           | 51%                      | 57%                     | 53%                      | 50%                        | 49%                    |
| Children aged 10 years | 29%           | 29%                      | 31%                     | 25%                      | 31%                        | 33%                    |
| Children aged 11 years | 31%           | 31%                      | 30%                     | 26%                      | 38%                        | 31%                    |
| Children aged 12 years | 40%           | 40%                      | 39%                     | 49%                      | 31%                        | 36%                    |
| Total responses*       | 5,805         | 3,773                    | 2,032                   | 1,474                    | 1,181                      | 1,118                  |

## DEVELOPED COUNTRIES

|             | TOTAL RESPONSES | % OF TOTAL |
|-------------|-----------------|------------|
| Australia   | 231             | 2%         |
| Canada      | 405             | 2%         |
| Denmark     | 177             | 2%         |
| France      | 47              | 2%         |
| Ireland     | 102             | 2%         |
| Japan*      | 126             | -          |
| Korea       | 101             | 2%         |
| New Zealand | 661             | 2%         |
| Spain       | 103             | 2%         |
| Sweden      | 102             | 2%         |
| USA         | 103             | 2%         |

## ASIA: DEVELOPING COUNTRIES ONLY

|             | TOTAL RESPONSES | % OF TOTAL |
|-------------|-----------------|------------|
| Afghanistan | 104             | 2%         |
| Bangladesh  | 103             | 2%         |
| Cambodia    | 124             | 2%         |
| India       | 227             | 2%         |
| Indonesia   | 111             | 2%         |
| Philippines | 42              | 2%         |
| Sri Lanka   | 114             | 2%         |
| Timor-Leste | 106             | 2%         |
| Vietnam     | 137             | 2%         |

## AFRICA: DEVELOPING COUNTRIES ONLY

|              | TOTAL RESPONSES | % OF TOTAL |
|--------------|-----------------|------------|
| Benin        | 104             | 2%         |
| Burkina Faso | 116             | 2%         |
| Ethiopia     | 100             | 2%         |
| Ghana        | 108             | 2%         |
| Guinea       | 105             | 2%         |
| Kenya        | 100             | 2%         |
| Liberia      | 100             | 2%         |
| Mali         | 124             | 2%         |
| Senegal      | 102             | 2%         |
| Sierra Leone | 75              | 2%         |
| The Gambia   | 100             | 2%         |
| Togo         | 134             | 2%         |
| Uganda       | 103             | 2%         |
| Zambia       | 103             | 2%         |

## AMERICAS: DEVELOPING COUNTRIES ONLY

|                        | TOTAL RESPONSES | % OF TOTAL |
|------------------------|-----------------|------------|
| Bolivia                | 102             | 2%         |
| Brazil                 | 106             | 2%         |
| Dominica & St. Vincent | 103             | 2%         |
| Ecuador                | 129             | 2%         |
| El Salvador            | 102             | 2%         |
| Guatemala              | 69              | 2%         |
| Honduras               | 101             | 2%         |
| Mexico                 | 102             | 2%         |
| Nicaragua              | 266             | 2%         |
| Paraguay               | 101             | 2%         |

\* Japan's data is not reflected in the total respondents. A total of 126 children participated in the study.

The percentages presented on this page are weighted to provide an equal voice to all children who participated in the study.

# Methodology

The *Small Voices, Big Dreams* survey was undertaken by the ChildFund Alliance in May 2015. In most countries, ChildFund staff conducted one-on-one interviews with children in their local language. In some countries, children completed an online survey.

All non-English responses were translated by ChildFund. While every effort has been made to preserve the authenticity of the children's quotes presented in this report, some minor editing may have occurred in translation.

The survey was conducted in 44 countries with children aged 10- to 12-years-old. This included 33 developing nations in Africa, Asia and the Americas as well as 11 developed countries. A total of 5,805\* children were surveyed – 3,773 children in developing countries and 2,032 children in developed nations.

Three of the six questions were open-ended, meaning the children were not given a list of answers to choose from. The remaining questions provided children with multiple choice responses. All translated responses were provided to GfK Roper for analysis.

The percentages presented on page 29 are weighted to provide an equal voice to all children who participated in the study.

\* See page 29.



We all have  
an obligation  
to keep children  
#FreeFromViolence.

**free**   
from violence  
and exploitation

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