

4° Edition 2014

# WWSF Call to Action PREVENTION KIT

# 19

## Days of activism & World Day

1-19 November

Prevention of abuse and violence  
against children and youth

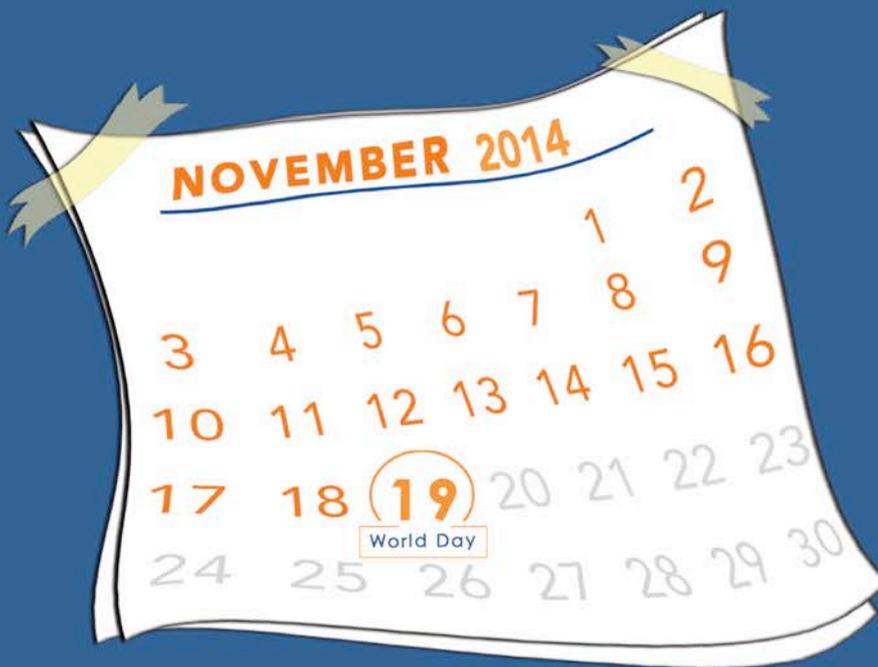


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**19 DAYS OF ACTIVISM - WWSF CHILDREN-YOUTH SECTION**

c/o WWSF Women's World Summit Foundation

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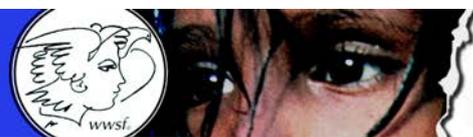
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## Introduction to the 19 Days Activism Campaign 2014

Message from WWSF CEO & Convener of 19 Days of Activism for Prevention  
*"We have a dream"! The creation of a world free of violence against children & youth"*  
A project for "cultural creatives" involved in creating epochal change.

Dear Partners and Friends,

1 June 2014

We are happy to launch the 4<sup>th</sup> edition of the '19 Days of Activism Campaign 1 - 19 November 2014', a program of the WWSF\* Children-Youth section. The **Prevention Kit**, available online, is our annual **Call to organize for Action** for coalition members, relevant organizations and institutions, NGOs and civil society partners. You are the actors who promote, mobilize and educate for the creation of a new culture, a culture of prevention of abuse and violence against children and youth. Your concrete activities also help accomplish the mandate of the Special Representative of the UN Secretary General on Violence Against Children (SRSG VAC).

Before we introduce you to the Kit and main 2014 Campaign theme, "**Prevention of addiction and substance abuse**" we wish to acknowledge the 240 active coalition partners in 89 countries that organized events and initiatives in 2013 for better prevention and protection in their communities (See Page 6-8). A Global Impact Report is published on the Internet: <http://www.19days.woman.ch> for all to consult and be inspired by the creativity and commitment to increase awareness, education, and hold leaders accountable. You have empowered WWSF in its efforts to continue to innovate and adapt to the emerging needs for better prevention of violence. We hope that you will stay connected with us in generating lasting change in your country and around the world.

As you are aware, abuse and violence against children and youth continue to be a daily reality at home, in schools and institutions, in communities and at work for millions of children and young people. According to the SRSG VAC "progress has been too slow, too uneven and too fragmented to make a genuine breakthrough in the protection of children from violence" (see Pages 14-15). To this end, a call is made for a "global effort on an unprecedented scale" to prevent and end violence against children." To contribute to the global effort, we invite you to join and share the 19 Days Campaign with your members, networks, as well as with your Ombudspersons and parliamentarians to use the Call for Action in their relations with governments.

**NEW!** As announced last year, we are happy to share with active and registered coalition member organizations our proposal to co-create with you a national "19Days-Youth Prize", honoring young change-makers for efforts to prevent violence against children and youth. We look forward to your partnership. (<http://19days.woman.ch>)

We are grateful for regular financial support and express gratitude to our sponsors, staff and volunteers.



Wishing you lots of success and looking forward to welcoming you to the coalition.

**Elly Pradervand, WWSF CEO and UN Representative, Convener of the 19 Days Campaign**

\*For newcomers, the 19 Days campaign is organized by the WWSF-Women's World Summit Foundation, a not-for-profit, international NGO with UN consultative status. Based in Geneva, Switzerland, WWSF serves with its annual initiatives, global campaigns, world days and prize awards, the implementation of women's and children's rights via two distinct sections.

Brief history of the WWSF Children-Youth section: <http://www.19days.woman.ch>

2000 launch **World Day for the Prevention of Child Abuse - 19 November**

2004 launch **WWSF Prize for Innovative Prevention Measures** to empower coalition partners

2008 launch **WWSF Guide "Prevention is Key"**, a handbook for citizen action to create change

2010 launch **YouthEngage.com** to mobilize young people for prevention & 10th anniversary of World Day 19 November

2011 launch **first edition Call to Action-Prevention Kit 19 Days Activism 1-19 Nov.** main theme "Corporal punishment"

2012 launch **second edition Call to Action-Prevention Kit** & main theme "Children involved in armed conflict"

2013 launch **third edition Call to Action-Prevention Kit** & main theme "Sale of children, child prostitution & child pornography"

2014 launch **forth edition Call to Action-Prevention Kit** & main theme "Addiction and substance abuse"

2014 launch **"19Days-YouthPrize"** to award young change-maker champions for ending violence against children and youth

2014 re-launch **YouthEngage.com** - for young people to get acquainted with the 19 Days campaign (See Page 53)



### Examples of 2013 Campaign Activities

WWSF is happy to share selected examples of many activities organized during last year's Campaign by 240 organizations in 89 countries - all committed to increasing awareness, education, holding leaders accountable, and advancing prevention of violence and protection from abuse. A Global Campaign Report is published on our web site <http://19days.woman.ch> for all to consult.

**Kenya:** Village of Hope utilized public presentations, drama, poems, songs and public processions to bring together more than 2800 participants during its 19 days campaign to focus on preventing substance abuse, child prostitution, the sale of children, child pornography, and street children. Village of Hope created a platform for children to share experiences of violence, and to engage counselors, parents, teachers, and doctors in dialogue about their needs and suggestions.

**Nigeria:** The Educational Foundation for African Women (EFAW) organized an event bringing together a multigenerational audience to deeply explore the interrelationship between the growing teen pregnancy rate, social responses and the sale of children. During speeches at the University of Nigeria on 19 November, EFAW discussed the pernicious effects of parents rejecting their daughters upon hearing news of pregnancy, which makes them vulnerable to predators who provide housing and promise of adoption, but lure them for the purpose of exploitation.

**Uganda:** Giving Children Hope Initiative held a large-scale event on the World Day (19 November) for the Prevention of Child Abuse filled with youth-led performances and interactive dialogues with decision-makers and community leaders to collectively strategize on how to end violence against children. A list of recommendations and collective actions emerged to guide the community in its continued prevention work.

**India:** To mark its 10<sup>th</sup> year of coalition membership, for its 19 Days campaign, UDISHA held a National Seminar on the Prevention of Child Abuse, and a National Seminar on Combating Crimes Against Women. In a session with approximately 200 students, UDISHA strived to break down the myth that child labor is necessary.

**Pakistan:** The Society for Empowering Human Resources organized student-led debates on corporal punishment, launched an award "Teachers Combatting Corporal Punishment", held a violence prevention awareness-raising event with more than 8500 youth participants, and hosted a "Children's Court" where children evaluated safety mechanisms in schools, quality of educational facilities, existence of corporal punishment, and articulated verdicts and recommendations directly to the government and school officials.

**Belarus:** NGO Ponimanie organized an interactive quest game at the Minsk Palace of Children and Youth for 50 children from local social protection shelters.

**Croatia:** The Ombudsperson for Children of the Republic of Croatia, assisted by the Network of young advisors, hosted a regional thematic meeting on protecting the rights of migrant children with the participation of NGOs, UN representatives, and ombudspersons from 7 countries in the region. To mark the World Day for Prevention - 19 November, a parliamentary debate was organized in the Croatian Parliament, providing children the opportunity to express their concerns, points of view regarding the 19 themes, pose questions, and offer solutions.

**Puerto Rico:** Nuestra Escuela led a campaign that included film screenings and discussions, public marches and debates, a cyber campaign on the sale of children and anti-bullying activities with students and mentors.

**United States:** The Child Advocacy Center of Rutherford County delivered training sessions on sexual abuse to 205 participants including police officers, fire and rescue team staff, sports organizations, local businesses, schools, domestic violence support groups, and juvenile court staff.



## 2013 Participation - List of 240 coalition member organizations in 89 countries

### AFRICA

**Angola** - OMUNGA

**Benin** - Association pour la Promotion de l'Action Sociale et des Initiatives Communautaires / GESRID-ONG/ Humanitarian Organisation Of Mercy

**Burundi** - Action for Peace and Development (APD) / Terre Des Jeunes du Burundi

**Cameroon** - PRODHAFE / Association pour la Protection et la Promotion de l'Enfant (APPE) / CEFAP-Ladies Circle / Women On Missions / Fondation des Jeunes Volontaires Actifs et Dynamiques du Cameroun / Association Pour l'Avancement de la Femme / CALBRIL / APGDHD COURAGE2D / Women In Alternative Action Cameroon / Children of the Earth / Community Human Rights And Advocacy Centre (CHRAC) / Collectif des Femmes pour la Protection de l'Environnement et de l'Enfant / Association La Colombe

**Congo (Democratic Republic)** - OFEDICO / Oeuvre Sociale pour les Amis Chrétiens / Union des Femmes Artisanas de Paix au Sud-Kivu / Union Internationale des Jeunes Écrivains et Artistes pour la Paix, l'amour et la Justice / Ecole De L'unité / SOPADEHM / Bureau pour le Volontariat au Service de l'Enfance et de la Santé (BVES) / Club Des Jeunes Pour La Réforme / Qui Connait la Misère des Enfants (QCME) / ASMP

**Gabon** - ONG Samba Mwanas

**Ghana** - Abibimman Foundation / Alhak Muslems Assocation / Women Watch International (WWI-Ghana) / Nipaba Brew KG/Pre-Sch.& Pri.Sch.Centre

**Ivory Coast** - SOS Violences Sexuelles

**Kenya** - Village Of Hope Community Based Organization / Loyal Guard Organization

**Liberia** - Child Rights Foundation - Children Welfare Foundation International (CRF-CWFI)

**Mauritania** - Mauritanie SOS Enfants

**Nigeria** - WOTCLEF - Women Trafficking And Child Labour Eradication Foundation / CARE (Child Advocacy For Rights & Education) Trust Foundation / Smiles Africa International Organization / Women's Centre For Peace And Development (WOPED) / Center For Religion Cooperation And Tolerance (CRCT) / Defence For Children International Nigeria / Save The African Child Development Initiative / Eniyan Development Initiative For Gender Justice / Gender Development Initiative / Children's Rights Information Network (CRIN) Nigeria / Peace And Life Enhancement Initiative International / Afrihealth Optonet Association

**Rwanda** - Solidarité pour l'Epanouissement des Veuves et des Orphelins Visant le Travail et l'Autopromotion (SEVOTA)

**Senegal** - ALPHADEV

**Sierra Leone** - Taia Development Program (TDP) / Network Movement For Youth And Children's Welfare (NMYCW-SL) / Girl Child Network Sierra Leone

**Swaziland** - Umsimisi Community Project

**Togo** - ONG Humanitaire Plus / ONG SADIL - Togo

**Uganda** - Youthnet 2000 / Giving Children Hope Initiative (GCHI) / Uganda Management Assistance Programme (UMAP) / Girl Child Network Uganda / Amani / ACT Uganda

**Zimbabwe** - Girl Child Network Zimbabwe / Defence For Children International Zimbabwe

### AMERICAS AND THE CARIBBEANS

**Argentina** - CTERA - Confederación De Trabajadores De La Educación De La República Argentina / A.S.I. NO Abuso Sexual Infantil NO / Salud Activa / A.P.A.I. Asociación Argentina Para La Prevención Del Abuso Y El Abandono Infantil

**Bolivia** - SEPAMOS / Universidad Privada San Francisco De Asis / Fundación Phuskana - Centro Terapéutico Mosoj Runitas / Unidad De Promoción De La Salud - Departamento De Interacción Social - Facultad De Medicina - Universidad Mayor De San Simón / MAP Internacionas Programa Centro Una Brisa De Esperanza

**Brazil** - Zero To Six Institute / Integrated Center Of Family Support (ICFS) / Laprev (The Laboratory Of Violence Analysis & Prevention)

**Canada** - Women Against Violence Against Women - Rape Crisis Centre (WAVAW)

**Chile** - ONG Paicabí

**Colombia** - Fundacion Aviatur - Tiabambi / Fundación Ximena Rico / Fundación Oriéntame / Asociación Metrópoli Colombia

**Costa Rica** - Alianza Por Tus Derechos

**Dominican Republic** - Centro Para El Desarrollo Y La Interaccion Constructiva (CEDIC)

**Guatemala** - Centro De Comunicación Para El Desarrollo (CECODE)

**Haiti** - Action Citoyenne Pour l'Abolition De La Torture (ACAT) / Centre d'Animation Paysanne Et d'Action Communautaire (CAPAC) /

Fondation Maurice A. Sixto (FMAS)

**Jamaica** - Caribbean Child Development Centre

**Mexico** - Fundación Casa Alianza México I.A.P. / DIF Estatal Nuevo Leon / Ideas A.C / Asi Nunca Mas / Ririki Intervencion Social / Clinica De Atención Integral Al Menor Maltratado Del Hospital Infantil Del Estado De Chihuahua

**Nicaragua** - Asociación Quincho Barrilete

**Panama** - Red De Apoyo Contra La Violencia Domestica De Juan Diaz / Sociedad Panameña De Pediatría / Caja De Seguro Social

**Peru** - ANAR Foundation

**Puerto Rico** - Nuestra Escuela / Comité De Acción De Educación / Cátedra UNESCO De Educación Para La Paz

**St Lucia** - RISE (St. Lucia) Inc.



**Suriname** - Foundation For Human Development/BKO

**United States** - Teaching For Tomorrow / Changing Children's Worlds Foundation / Student Chapter Of Psychologists For Social Responsibility At The Georgia School Of Professional Psychology / Child Advocacy Center / Children's Advocacy Centers Of Georgia / Center For Effective Discipline / Pastoral Response Assistance Team Inc. / Blount County Children's Advocacy Center

## ASIA

**Afghanistan** - Cooperation For Peace And Development (CPD)

**Armenia** - Arevamanuk - Family And Child Care Foundation

**Bangladesh** - Children's Television Foundation Of Bangladesh (CTFB) / Unite Theatre For Social Action (UTSA)

**Cambodia** - Sao Sary Foundation

**China** - Xi'an Child Abuse Prevention & Aid Center

**Cyprus** - Hope For Children UNCRC Policy Centre

**India** - Blossom Trust / Universal Versatile Society / People's Cultural Centre (PECUC) / Sradhanjali Charitable Trust / Krityanand Unesco Club, Jamshedpur / IMAECSED / Iqra Foundation / SWADHINA / Udisha, A Society For Education, Employment & Sustainable Development / Centre For Coordination Of Voluntary Works And Research / El Shaddai Charitable Trust / ADHAR / Community Development Centre

**Iraq** - Biladi Foundation For Relief And Development (BFRD)

**Jordan** - Jordan River Foundation

**Kazakhstan** - Union Of Crisis Centers Of Kazakhstan

**Lebanon** - Developmental Action Without Borders/Naba'a

**Malaysia** - Protect And Save The Children

**Nepal** - Children And Women In Social Service And Human Rights (CWISH) / Rural Women's Network Nepal (RUWON Nepal)

**Pakistan** - SAWERA Organization Pakistan / Parwarish Welfare Foundation / SOS Children Village Sargodha / SEHER (Society For Empowering Human Resource) / Insan Dost Association / LIKE / Pakistan Rural Workers Social Welfare Organization (PRWSWO)

**Saudi Arabia** - The National Family Safety Program

**Sri Lanka** - Sarvodaya Women's Movement, Sri Lanka

**Turkey** - International Children's Center

## EUROPE

**Azerbaijan** - Daycare "Ishiqli Ev" Street Children Center

**Belarus** - International NGO "Ponimanie" ("Understanding")

**Croatia** - Brave Phone / The Center For Abused Children "Ti?" Rijeka

**France** - Association Internationale Des Droits De L'Homme (A.I.D.H.) / Innocence En Danger / Association SOS Les Mamans

**Germany** - Amyna

**Greece** - The Smile Of The Child

**Hungary** - Family, Child, Youth Association

**Ireland (Republic)** - National Child Protection Training Centre

**Italy** - Terre des Hommes Italy

**Macedonia** - Centre For Human Rights "AMOS"

**Moldova** - National Center For Child Abuse Prevention (NCCAP)

**Poland** - Nobody's Children Foundation

**Portugal** - AMCV - Associação De Mulheres Contra A Violência

**Romania** - Buna Ziua, Copii Din Romania / FICE Romania

**Serbia** - Pomoc Deci

**Slovakia** - Civil Society Organization - Labyrint

**Spain** - ELSA / Unión De Asociaciones Familiares (UNAF) / Fundación Intervida / Federación De Asociaciones Para La Prevención Del Maltrato Infantil (FAPMI-ECPAT España)

**Switzerland** - Cycle D'orientation Bersot / International School Of Geneva-Campus Des Nations / AHA! Sylvia C. Trächslin / Women's World Summit Foundation (WWSF)

**Ukraine** - School Of Equal Opportunities / Sumy "Local Crisis Centre"

**United Kingdom** - Consortium For Street Children / Central Scotland Rape Crisis & Sexual Abuse Centre

## OCEANIA

**Australia** - Bravehearts

**New Zealand** - Child Matters



Background information for new coalition members

### Why 19 Days of Activism?

Because abuse and violence against children and youth continue to be a worldwide phenomenon, which violate children's rights, impair their healthy development and take place in all contexts from the home to justice systems, we aim to mobilize and encourage local and national activities for better prevention. By linking together through the 19 Days coalition building process, we join in activism and solidarity the worldwide imperative to end violence against children and youth.

### Selected Facts and Figures (UN Sources)

- In 2011, the number of drug-related deaths was estimated at 211,000. Most of those deaths were among the younger population of users and were, to a large extent, preventable
- 320,000 young people between the age of 15 and 29 die from alcohol-related causes, resulting in 9% of all deaths in that age group
- As many as 150 million girls and 73 million boys worldwide are raped or subject to sexual violence each year, usually by someone in their family circle
- Between 500 million and 1.5 billion children experience violence annually
- 3 out of every 4 children experience violent discipline at home
- Only 38 States have introduced a comprehensive ban on corporal punishment
- 85 million children (55 million boys and 30 million girls) are involved in the worst forms of child labor (as defined by the ILO Convention No. 182)
- More than half (53%) of the 215 million child laborers worldwide work in hazardous conditions
- More than 1 billion children live in countries of territories affected by armed conflict
- To date, an estimated 300,000 children are being recruited and used by diverse armed forces/groups in more than 30 countries
- Nearly half of forcibly displaced persons around the world are children, amounting to more than 12 million girls and boys
- Between 20% and 65% of school-age children report having been verbally or physically bullied
- Between 80 and 100 million girls are 'missing' from the world's population - victims of gender-based infanticide, feticide, malnutrition and neglect
- Approximately 1.2 million children are trafficked each year



### What is the 19 Days Campaign?

A multi-issue **CALL TO ORGANIZE FOR ACTION** to change social behavior, addressed to diverse organizations and civil society partners, including young people, involved in the fight against one or more of the 19 abuse issues listed below. To help create a culture for better prevention of violence against children and youth and to support implementation of the UN Study recommendations (see Pages: 13-15), we must unite to reduce violations of their rights.

### What are the 19 campaign themes?

Although many other forms of abuse and violence exist, WWSF has selected the following 19 themes with the main theme for 2014 being

### Addiction & Substance Abuse *(See Pages 19-28)*

1. Children involved in armed conflict *(2012 main theme)*
2. Sexual abuse
3. Bullying
4. Neglect
5. Child labor
6. Corporal punishment *(2011 main theme)*
7. Sale of children *(2013 main theme)*
8. Child prostitution *(2013 main theme)*
9. Child pornography *(2013 main theme)*
10. Child trafficking
11. Child sex tourism
12. Harmful traditional practices
13. Street children
14. Discrimination based on health conditions
15. Addiction and substance abuse *(2014 main theme)*
16. Malnutrition
17. Dangers of ICTs
18. Abduction
19. Juvenile death penalty





### Definition of a child

According to the Convention on the Rights of the Child (CRC), a child is "Every human being below the age of 18, unless under applicable law majority is attained earlier". (Article 1)

### Definition of child abuse

Child abuse includes all types of physical, emotional and sexual abuse and violence, as well as neglect, negligence and commercial or other forms of exploitation, towards children below 18 years of age. It results in actual or potential harm to the child's health, survival, development or dignity in the context of a relationship of responsibility, trust or power. Exposure to intimate partner violence is also sometimes included as a form of child maltreatment. (WHO)

### Definition of prevention

**Prevention is key!** It is the most effective way to protect children from abuse and greatly contributes to creating a culture of non-violence. It is about setting up guidelines and learned behavior, which create obstacles to perpetrators. Prevention should be implemented through social and general policies involving organizations, social and faith-based groups, families, schools and professionals.

*"While there is no doubt about the need to assist victims [of abuse and violence] and to guarantee their safety, priority should always be given to preventive measures."* (WHO and ISPCAN, *Preventing Child Maltreatment: a guide to taking action and generating evidence*, 2006)

**Prevention** is a broad discipline and is not only possible, it is essential. Its basic goal is to create an environment that

- **Challenges** social norms, which tolerate abuse and violence
- **Enhances** the capacity of all of us to build safer homes, schools, institutions, workplaces and communities for our children and youth

### Preventive actions are often split into three levels:

- ✓ **Primary prevention** targets the general population and is cheaper and more effective in the long run. Activities are focused on raising awareness about child abuse and violence. They may include campaigns aimed at children and adults: for example public service announcements that encourage positive parenting and/or parent education programs that focus on child development, programs for Internet prevention of violence, ICT use by children.
- ✓ **Secondary prevention** targets "at risk" sectors of the population. Activities are focused on "specific sections of the child population considered more at risk of being abused and specific of the adult population considered to be more at risk of abusing". For example, young parents support services and/or respite services (*Austrian Institute of Criminology Journal 2000*).
- ✓ **Tertiary prevention** focuses on families and other settings where abuse has already occurred. Activities are focused on seeking to reduce the negative effects of abuse and to prevent its recurrence. These may include mental health services for children and families affected by the abuse and/or parent/mentor programs with non-abusing families (*Child Welfare Information Gateway*).



### Reminder to Governments to prioritize prevention

The 19 Days campaign also serves as a **reminder to governments** that ratified the Convention on the Rights of the Child to **prioritize prevention**, one of the 12 overarching recommendations to governments proposed in the UN Study on Violence Against Children (*see articles below*).

#### Convention on the Rights of the Child (CRC) - Article 19

1. States Parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from 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.

2. Such protective measures should, as appropriate, include effective procedures for the establishment of social programs to provide necessary support for the child and for those who have the care of the child, as well as for other forms of prevention and for identification, reporting, referral, investigation, treatment and follow-up of instances of child maltreatment described heretofore, and, as appropriate, for judicial involvement.

#### Article 34:

States Parties undertake to protect the child from all forms of sexual exploitation and sexual abuse. For these purposes, States Parties shall in particular take all appropriate national, bilateral and multilateral measures to prevent:

- (a) The inducement or coercion of a child to engage in any unlawful sexual activity;
- (b) The exploitative use of children in prostitution or other unlawful sexual practices;
- (c) The exploitative use of children in pornographic performances and materials.

#### Article 35:

States Parties shall take all appropriate national, bilateral and multilateral measures to prevent the abduction of, the sale of or traffic in children for any purpose or in any form.

#### Article 36:

States Parties shall protect the child against all other forms of exploitation prejudicial to any aspect of the child's welfare.

#### Article 38:

States Parties shall take all feasible measures to ensure protection and care of children who are affected by an armed conflict.

### UN Study on Violence Against Children - 12 Overarching Recommendations to Governments:

1. Strengthen national and local commitment and action
2. Prohibit all violence against children
3. **Prioritize prevention**
4. Promote non-violent values and awareness raising
5. Enhance the capacity of all who work with and for children
6. Provide recovery and social reintegration services
7. Ensure participation of children
8. Create accessible and child-friendly reporting systems and services
9. Ensure accountability and end impunity
10. Address the gender dimension of violence against children
11. Develop and implement systematic national data collection and research
12. Strengthen international commitment



### Update - UN Study on Violence Against Children

Link: <http://www.unviolencestudy.org/>

Published in 2006 as a global Study on Violence Against Children, it was the first time that an attempt had been made to paint a detailed picture of the nature, extent and causes of this issue and to propose **12 clear recommendations for action** to prevent and respond to violence against children (Page 12).



### What you can do to promote the UN Study on Violence Against Children?

As a formidable tool for all sectors and levels of society, national and international, including civil society groups and individuals who have a role to play in creating and implementing preventive and protective measures, you can:

- Lobby governments for the implementation of the 12 overarching recommendations and, in particular, recommendation No. 3: **prioritize prevention.**
- Catalyze grassroots support for the SRSG on Violence Against Children, Marta Santos País, in carrying out her mandate to
  - Promote the universal ratification of the Optional Protocols to the Convention on the Rights of the Child (see Page 17)
  - Conduct a global survey to assess progress in violence prevention
  - Address violence in the context of education and of the administration of justice.



<http://srsg.violenceagainstchildren.org/>

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### Report on Political Commitments by Regional Organizations and Institutions to Prevent and Address Violence Against Children, by SRSG on Violence Against Children, 2012

As a follow-up to the 2006 UN Study on Violence Against Children, this report consolidates the commitments of regional organizations and institutions in their work to prevent and end violence against children and youth. Among the regional organizations included in the report are the Organization of Islamic Cooperation, the League of Arab States, the South Asia Initiative to End Violence Against Children, States in the Asia Pacific Region, the ASEAN Commission on the Promotion and Protection of the Rights of Women and Children, the MERCOSUR Permanent Mission, the Council of Europe, the European Union, the African Union, and the African Committee of Experts on the Rights and Welfare of the Child.

**Call to Action!** Follow this report to learn more about the commitment of organizations in your region, and take action to support them and hold them accountable.  
[http://srsg.violenceagainstchildren.org/sites/default/files/publications\\_final/Political\\_Commitments\\_by\\_Regional\\_Organizations.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/publications_final/Political_Commitments_by_Regional_Organizations.pdf)



## Global Survey on Violence Against Children-Towards a World Free of Violence

<http://srsq.violenceagainstchildren.org/page/920#sthash.fcp400oo.dpuf>

Published in 2013, the *Global Survey* is the first report to comprehensively review progress of preventing and eliminating violence against children since the 2006 UN Study on Violence Against Children. While recognizing an increase of child protection mechanisms at national, regional, and international levels, strengthened advocacy networks, and deepened understandings of the causes and consequences of violence against children, the Survey states, "progress has been too slow, too uneven and too fragmented to make a genuine breakthrough in the protection of children from violence". To this end, a call is made for a "global effort on an unprecedented scale" to prevent and end violence against children.

### Key Challenges and Concerns

1. **Insufficient investment in violence prevention**, despite the clear benefits for human and economic development, and the high social cost of inaction.
2. **Fragmented or non-existent national strategies**. The *Global Survey* finds that most governments have some sort of policy framework in place, but less than 20 per cent have a comprehensive agenda to prevent and respond to all forms of violence against children in all settings.
3. **Uncoordinated policy interventions**, with weak communication and articulation across government departments and between central and local authorities.
4. **Unconsolidated and poorly-enforced legislation**, with gaps in children's legal protection, and between law and practice in many countries.
5. **A lack of focus on gender**, with up to 40 per cent of governments providing no information on laws, policies or advocacy on the gender dimension of violence.
6. **Insufficient attention given to the situation of particularly vulnerable children** who remain hidden, overlooked or ignored.
7. **Inadequate attention to the cumulative impact of violence across children's life**, and insufficient investment in early childhood care and development and positive parenting programs.
8. **Insufficient investment in child-sensitive mechanisms** for counseling, reporting and complaints on violence against children.
9. **Insufficient recovery and reintegration services**. Where such services exist, they fail to address all forms of violence against children, and little information is available on their quality or impact.
10. **Scarce data and research**, with little information on the extent and impact of violence against children, the risk factors, underlying attitudes and the social norms that perpetuate the violence.



### Building A World Where Violence Has No Place: The Eight Imperatives

1. All governments should develop and promote a national, child-centered, integrated, multidisciplinary and time-bound strategy to address violence against children.
2. Explicit legal bans on violence against children should be enacted as a matter of urgency, accompanied by detailed measures for implementation and effective enforcement.
3. Policy initiatives and legal measures should be accompanied by greater efforts to address the social acceptance of violence against children.
4. There must be an ongoing commitment to children's meaningful participation.
5. All governments must work to ensure the social inclusion of girls and boys who are particularly vulnerable.
6. Governments must recognize the crucial importance of collecting appropriately disaggregated data on violence against children, and match this recognition with adequate support.
7. There must be a stronger focus on the factors that influence levels of violence and the resilience of children, their families and communities. These include poverty and inequality, environmental degradation, natural disasters, mass population movements, political instability and organized crime.
8. As the international community considers the future global development agenda beyond 2015, violence against children, including the most vulnerable and marginalized girls and boys, must be made a priority and recognized as a cross-cutting concern. The human dignity of children and their right to protection from violence must be at the heart of this global effort, just as they must be at the heart of national strategies.

#### Message by UN SG Ban Ki-moon, New York, 17 October 2013 - Foreword

" Freedom from fear and violence, and respect for the dignity and inalienable rights of all members of the human family, lie at the heart of the United Nations agenda. These values are the very foundation of cohesive and prosperous societies.



Our efforts to end violence, whether state-sponsored or embedded in deep-rooted conventions or harmful practices, must start with the protection of our youngest citizens. Every child has the right to freedom from all forms of violence. This is not just common sense and basic morality; it is also an

international legal obligation, as defined in the Convention on the Rights of the Child, the world's most widely ratified human rights treaty.

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.

As underlined in this Report, violence against girls and boys cuts across boundaries of age, race, culture, wealth and geography. It takes place in the home, on the streets, in schools, in the workplace, in detention centres and in institutions for the care of children. For countless girls and boys the world over, childhood is described by one word: fear...

It compromises child development and increases the risk of poor health, poor school performance and long-term welfare dependency. It is often associated with poverty and deprivation, and acts as a brake on the potential of individuals and nations. **Yet as this Report makes clear, violence against children is not inevitable...**"



**Interactive Dialogues at the UN Human Rights Council, 12-14 March 2014**  
**WWSF Children-Youth section attended the session and shared a brief report**



1) **Violence against Children:** Marta Santos Pais, SRSG on Violence Against Children introduced her Annual report, which highlights crucial results achieved and the many challenges and gaps that persist. The report shines a spotlight onto the interconnection between violence in the family, criminal violence, and violence in society. In countries affected by violence, children are three times more likely to drop out of school, child mortality rates are higher, and people are more likely to be malnourished and live in poverty. **The report issues a call for children's protection to be at the centre of the post-2015 development agenda, and highlights the Restorative Justice model as a promising avenue for safeguarding the rights of children.**

Link to the 2014 Annual Report of the SRSG on Violence against Children:

[http://srsg.violenceagainstchildren.org/sites/default/files/documents/docs/A-HRC-25-47\\_EN.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/documents/docs/A-HRC-25-47_EN.pdf)

"Restorative justice is aimed at rehabilitating and reintegrating a young offender by helping to reconnect him or her with the community.

[http://srsg.violenceagainstchildren.org/sites/default/files/documents/docs/A-HRC-21\\_25\\_EN.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/documents/docs/A-HRC-21_25_EN.pdf)

Through a non-adversarial and voluntary process, based on dialogue, negotiation and problem solving, it helps the offender to understand the harm caused to the victim and the community, acknowledge accountability for criminal behavior and commit to providing reparation of its consequences."

2) **Sale of Children:** Reflecting on her 6 year tenure as UN Special Rapporteur on the sale of children, child prostitution and child pornography, Dr. Najat Maalla M'jit, presented a powerful report addressing new challenges and opportunities for creating a world free of child exploitation. She noted that globalization, the expansion of Internet use, and migration—particularly as a result of urbanization, the financial crisis, climate change, natural disasters, and conflicts—all add new dimensions to the vulnerability of children. These new factors, disrupting protective environments, make more children at risk for sale or exploitation than ever before. Elements essential to mitigating these increasing risks include adequate legislation, child-sensitive justice, combatting impunity, and child-sensitive complaint and reporting mechanisms.



*"Prevention is key to an effective, rights-based child protection system. It aims to avoid harm or mitigate its effects, including by avoiding re-victimization." (Report of the Special Rapporteur on the sale of children, child prostitution and child pornography, Najat Maalla M'jid, 2014)*

Link: [http://www.ohchr.org/Documents/Issues/Children/SR/A-HRC-25-48\\_FINAL-en.doc](http://www.ohchr.org/Documents/Issues/Children/SR/A-HRC-25-48_FINAL-en.doc)



**Updates on universal ratification: as of 22 April 2014**

➤ **Convention on the Rights of the Child (CRC)**

<http://www.ohchr.org/en/professionalinterest/pages/crc.aspx>

- 194 State Parties have ratified the Convention on the Rights of the Child
- Somalia and United States of America are the only UN member-states that have not ratified the CRC
- Child-Friendly Flyer of CRC, UNICEF:  
[http://www.unicef.org/rightsite/files/Child\\_Rights\\_Flyer\\_FINAL.pdf](http://www.unicef.org/rightsite/files/Child_Rights_Flyer_FINAL.pdf)

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➤ **Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography (OPSC)**

<http://www.ohchr.org/EN/ProfessionalInterest/Pages/OPSCCRC.aspx>

Handbook on the Optional Protocol <http://www.unicef-irc.org/publications/547>

- 167 States have ratified or acceded, 10 States have signed but not ratified
- Child-Friendly Version of OPSC, SRSG on Violence Against Children:  
[http://srsg.violenceagainstchildren.org/sites/default/files/children\\_corner/RaisingUnderstanding\\_OPSC.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/children_corner/RaisingUnderstanding_OPSC.pdf)

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➤ **Optional Protocol on the Involvement of Children in Armed Conflict (OPAC)**

<http://www.ohchr.org/EN/ProfessionalInterest/Pages/OPACCRC.aspx>

- 155 States have ratified or acceded and 18 States have signed but not ratified, 15 States have neither signed nor ratified

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➤ **Third Optional Protocol to the Convention on the Rights of the Child on a Communications Procedure (OPCP)**

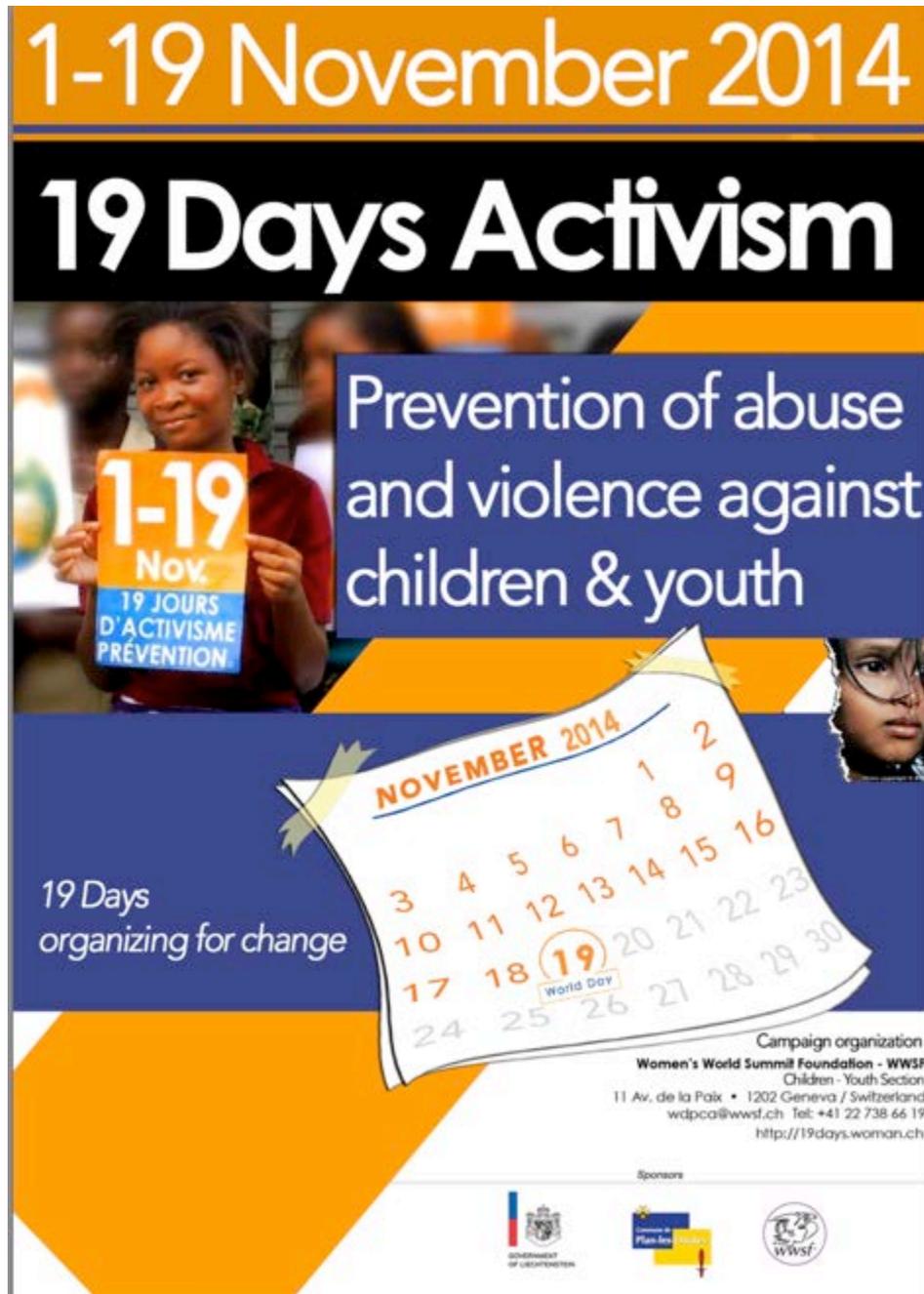
[https://treaties.un.org/doc/source/signature/2012/CTC\\_4-11d.pdf](https://treaties.un.org/doc/source/signature/2012/CTC_4-11d.pdf)

- Update: On 14 April 2014, the Optional Protocol to the Convention on the Rights of the Child on a Communications Procedure (OPCP) came into force. The new Protocol enables children and their representatives to submit complaints of specific human rights violations (as outlined in the CRC, OPSC and OPAC) directly to the Committee on the Rights of the Child
- This possibility is available to children whose governments have ratified the Third Optional Protocol, and if national legal channels for redress have been exhausted
- The ten State Parties to the OPCP so far are Albania, Bolivia, Costa Rica, Gabon, Germany, Montenegro, Portugal, Slovakia, Spain, and Thailand. Child-friendly version:  
[http://srsg.violenceagainstchildren.org/sites/default/files/cropped\\_images/RaisingUnderstanding\\_OCPC.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/cropped_images/RaisingUnderstanding_OCPC.pdf)

*"Today marks the beginning of a new era for children's rights. Children are now further empowered as this Optional Protocol recognizes their capacity to exercise and claim their own rights. In order to reach out to the most vulnerable and marginalized children, the Optional Protocol should be widely publicized and countries should inform the public and raise awareness amongst children of their right to complain and seek redress." (UN News on launch of OPCP)*

**2014 Global Campaign Poster**

"19 Days of Activism 1-19 November" & "World Day - 19 November"  
 (an A4 version can be downloaded from <http://19days.woman.ch/> in 4 languages.)



➔ The space at the bottom of the poster has been left free for you to publicize on the poster your events, activities, partners and sponsors. Please do not modify or remove the name WWSF as the global campaign convener. We thank you in advance for sending us a copy of your local/national posters and related media ads.



## Presentation of Main Campaign Theme: Addiction and Substance Abuse

*WWSF is honored to be in partnership with the UK-based Mentor Foundation to promote and inspire effective action around the 2014 Main Theme 'Addiction and Substance Abuse'. As a leading international organization in the prevention of substance abuse amongst children and youth, the Mentor Foundation provides cutting-edge tools and resources to support NGOs, youth, parents, educators and other civil society actors to mobilize preventative action.*



### I. Introduction

This year, we are taking the opportunity to call attention to the grave threat of addiction and substance abuse for children and youth around the world, as well as measures for collectively advancing prevention of child substance abuse and addiction. It is widely noted that the global problem of addiction and substance abuse causes a disproportionate amount of harm to children and young people. The problem spans all regions of the world, manifests in different forms, and relates to both illicit and licit drugs and substances.

There is a strong correlation with children and youth exposed to drugs and an increased risk of physical and sexual abuse, neglect, anxiety, depression, delinquency, and educational problems [1]. In conflict regions, drugs are often used to retain children and youth as child soldiers, and children are also abducted to become traffickers in the drug trade.

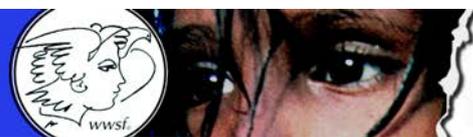
Children/youth who have been convicted of a drug or substance-related crime may face detention and imprisonment with inadequate protection mechanisms, as well as poor reintegration services, potentially leading to a cycle or lifetime of incarceration [2]. There is a strong link between substance abuse and youth engagement in criminal activities [3]. Emerging issues such as new psychoactive substances (NPS), as well as the over-prescription of drugs to children and youth present additional challenges to the development of our young people and societies. These issues, and more, present challenges that we have to collectively confront in order to promote a future without drug abuse. These issues represent only a fraction of the problems posed by substance abuse and addiction globally.

For the 19 Days Campaign 2014, we invite you to discover the ways in which addiction and substance abuse pose a problem in your community and to design in collaboration with partners a prevention campaign addressing these challenges.

After the introduction to the Main Theme, you will find a brief description of the 19 topics of abuse with definitions and a few facts. Please note that the Campaign promotes concrete proposals for action presented in the WWSF Guide, 'Prevention is Key!' - a handbook for NGO and citizen action, including action points for young people and lobby points for governments. This guide, launched in 2008, serves as a resource for actors to create change: <http://www.woman.ch/uploads/19nov/guide/WWSFpreventionGuide-2011-en.pdf>

Although "Addiction and Substance Abuse" is the 2014 main campaign theme, you are free to focus on the topic of your choice. For your own program development, a collection of **selected educational videos on the 19 campaign themes is available on our website**: <http://19days.woman.ch>

WWSF invites all coalition members to share their own videos and educational tools with WWSF so that we can empower coalition organizations and society at large in their efforts to better prevent abuse and violence against children and youth.



## II. Definitions

- Psychoactive substances are substances that affect mental processes when ingested and include both illicit and licit substances [4].
- Addiction is the repeated use of a psychoactive substance or substances, to the extent that the user (referred to as "an addict") is periodically or chronically intoxicated, shows a compulsion to take the preferred substance (or substances), has great difficulty in voluntarily ceasing or modifying substance abuse, and exhibits determination to obtain psychoactive substances by almost any means. Frequently, withdrawal syndrome occurs when substance use is interrupted [5].
- **Substance abuse** refers to the use of substances, including alcohol, tobacco, illicit drugs, pharmaceutical drugs, and other harmful substances used for non-medical purposes in a way that is harmful or hazardous [6, 7]. Substance abuse often leads to addiction, but can pose a problem without the physical dependence of addiction.

In accordance with international drug control, the term "drug" includes any natural or synthetic substance listed in the 1961 Single Convention on Narcotic Drugs. See list:

[http://www.incb.org/documents/NarcoticDrugs/Yellow\\_List/52nd\\_Edition/Yellow\\_List\\_52nd\\_edition\\_EN.pdf](http://www.incb.org/documents/NarcoticDrugs/Yellow_List/52nd_Edition/Yellow_List_52nd_edition_EN.pdf)

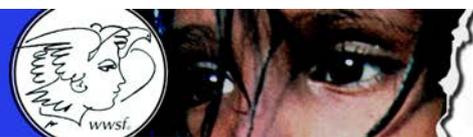
An emerging issue is "new psychoactive substances" (NPS), which mimic the effects of controlled substances, but are not regulated by international drug treaties [8]. These substances are produced by slightly modifying the chemical structure of controlled substances, enabling them to escape international drug regulations. Marketed as "legal highs", awareness of the dangers of these substances and mechanisms for their prevention is a grave challenge.

By 2013, the UN Office of Drugs and Crime has noted the emergence of 348 NPS, acknowledging that the number may be far higher if unofficial sources are also taken into account. Due to the common presence of unfamiliar molecules in NPS, and the rapid speed with which they are being developed, it is a challenge to assess their risk of harm and to establish evidence-based policies to control them [9] [10].

## III. Facts and Figures

Substance abuse poses a challenge to the development of youth in all regions of the world. While each country grapples with specific conditions of substance abuse, we hope that the following data will help to convey the extent of the issue globally and highlight the urgency for increased mobilization of all concerned.

- In 2011, the number of drug-related deaths was estimated at 211,000. Most of those deaths were among the younger population of users and were, to a large extent, preventable [11].
- 320,000 young people between the ages of 15 and 29 die from alcohol-related causes, resulting in 9% of all deaths in that age group [12].
- Alcohol and illicit drug use amounts to 5.4% of the total global burden of disease [13].
- Involvement in drug use can increase the risks of being both a victim and/or perpetrator of violence, while experiencing violence can increase the risks of initiating illicit drug use [14].



- Street children are 60% more likely to use drugs compared with non-street children [15].
- Children on drugs are four times more likely to exchange sex for drugs, food, shelter, or money [16].
- In a European survey on violence victimization among dependent drug users in Austria, England, Germany and Switzerland, 42% reported a history of being attacked, assaulted or molested in the last six months [17].
- The illicit global drug trade is valued at over US\$300 billion a year. If it were a country, its gross national product (GNP) would be listed as 21st in the world [18].

#### IV. Legislation

- **Laws and protocols** to enable children's rights to be protected from drug use exist, both internationally and domestically.
- The **Convention on the Rights of the Child (CRC)** clearly states the obligation of State parties to protect children from drug and substance use and involvement in the drug trade (194 States are Party to the CRC): <http://www.ohchr.org/en/professionalinterest/pages/crc.aspx>
  - In **Article 33**, State parties are called upon to "take all appropriate measures, including legislative, administrative, social and educational measures, to protect children from the illicit use of narcotic drugs and psychotropic substances as defined in the relevant international treaties and to prevent the use of children in the illicit production and trafficking of such substances".
  - **Article 6** of the CRC calls upon State parties to "ensure to the maximum extent possible the survival and development of the child".
  - **Article 17** of the Convention addresses the right of children to have access to appropriate information, which includes "the abuse of alcohol, tobacco, and other harmful substances".
- The **Single Convention on Narcotic Drugs** of 1961 prohibits the production and supply of drugs except when under license, such as for medical treatment and research. 184 States are parties to the Convention: <http://www.unodc.org/unodc/en/treaties/single-convention.html>
  - **Article 38(1)** requires that State parties "shall give special attention to and take all practicable measures for the prevention of abuse of drugs and for the early identification, treatment, education, after-care, rehabilitation and social reintegration of the persons involved and shall co-ordinate their efforts to these ends".
  - In the **Preamble** to the Convention, it reads that State parties to the Convention are "recognizing that addiction to narcotic drugs constitutes a serious evil for the individual and is fraught with social and economic danger to mankind".
- The **Convention on Psychotropic Substances** establishes an international control system for psychotropic substances. 183 States are party to this treaty: <http://www.unodc.org/unodc/en/treaties/psychotropics.html>
- The **United Nations Convention against Illicit Traffic in Narcotic Drugs and Psychotropic Substances** provides comprehensive measures against drug trafficking and sets out measures for international cooperation. There are 188 State parties to the treaty. <http://www.unodc.org/unodc/en/treaties/illicit-trafficking.html>

#### Examples of Regional Legislation

- The **South Asian Association for Regional Cooperation (SAARC)** passed in 1990 the SAARC Convention on Narcotic Drugs and Psychotropic Substances: [http://saarc-sec.org/areaofcooperation/detail.php?activity\\_id=22%E2%80%8E](http://saarc-sec.org/areaofcooperation/detail.php?activity_id=22%E2%80%8E)
- In Article 28 of **The African Charter on the Rights and Welfare of the Child**, the State obligation to protect the child from narcotics use is explained, as well as the obligation to prevent the use of children in drug production and trafficking: <http://www.jus.uio.no/english/services/library/treaties/02/2-05/charter-on-child.xml>

#### V. Risk Factors

Although there is not a single identifiable root cause that increases the chance of an individual using substances, several risk factors may contribute, for example:

- At the individual level, risk factors can include loneliness, hopelessness, a desire to escape from reality, lack of self worth, lack of understanding consequences, depression, anxiety, stressful life events, mental health disorders, and a poor attachment to school and the community.
- At the level of the family and community, risk factors may include a family history of substance abuse, neglect and lack of parental supervision, family disruption, poverty, the availability of drugs, lack of healthy activities, peer use and peer pressure, perceived cultural and social norms, poor school attendance, and communities torn by war or natural disasters [19] [20] [21] [22].

#### VI. Protective Factors

Several protective factors can counteract the risk factors to help prevent drug abuse. Effective prevention measures increase protective factors in order to counteract risk factors.

- At the individual level, these factors include a good sense of self-esteem, emotional and psychological well-being, the existence of strong personal goals and education aspirations, a strong attachment to parents, schools, and communities, and the ability to express, identify, and cope with emotions.
- At the level of the family and community, healthy parental bonding and consistent supervision, supportive relationships and safe communities become important protective factors [23] [24] [25].



### VII. Consequences

- Alcohol abuse can cause premature mortality, disability and loss of health. It is also linked to violence, loss of work productivity, and harm to the well-being and safety of those around the user. Alcohol consumption weakens the immune system, making abusers more susceptible to infectious diseases [26].
- Mental health issues such as depression, developmental lags, apathy, erratic behavior, withdrawal, and other psychosocial dysfunctions are linked with substance abuse among youth [27].
- The harmful cognitive and behavioral affects of adolescent substance abuse can decrease the ability to perform well in school and increase the risk of dropping out [28].
- Youth involved with drugs face an increased risk of death through suicide, homicide, accident, and illness [29].
- The negative effects of drug and alcohol use on decision-making relating to safer sex and overall sexual safety make drug users more prone to sexually-transmitted diseases and HIV/AIDS [30].
- Problematic drug use affects an individual's employability [31].
- Substance abuse can be both a consequence and a cause of homelessness. Substance abuse can lead to the loss of employment and an inability to manage finances causing homelessness, and alternately, individuals experiencing homelessness often turn to drugs and alcohol as a coping mechanism [32].

### VIII. Examples of What's Being Done

- **Family Skills Training for Drug Abuse Prevention** focuses on improving family functioning, communication, and interpersonal relationships. By providing general skills that help decrease family conflict, increase pro-social behavior of children, increase attachment to school and community, and decrease child aggression and depression, these types of programs aim holistically to support the development of protective factors and strong family bonds.  
*[http://www.unodc.org/docs/youthnet/Compilation/10-50018\\_Ebook.pdf](http://www.unodc.org/docs/youthnet/Compilation/10-50018_Ebook.pdf)*
- **Harm Reduction Programs** aim to reduce the harm associated with drug use for those unable or unwilling to stop. The focus is on current users and preventing the harm they experience from substance use, premised upon the desire to meet people where they are and encourage incremental steps. To learn more about harm reduction, visit: *<http://www.ihra.net/what-is-harm-reduction>*.
- **School-based Education for Drug Abuse Prevention** works to implement school plans and programs to reduce demand, reduce supply, and/or mitigate negative health and social consequences of drug use. *[http://www.unodc.org/pdf/youthnet/handbook\\_school\\_english.pdf](http://www.unodc.org/pdf/youthnet/handbook_school_english.pdf)*
- **Youth-Driven Campaigns** all around the world are forming to help children, youth, and parents learn about preventing drug abuse from the perspectives of youth and their needs.

- **Regional Plans of Action**

- In January 2013, **The African Union (AU)** Executive Council adopted the AU plan of action on drug control (2013-2017)
- Following the expiry of the 2008-2011 Regional Action Plan to Address the Growing Problem of Illicit Drug Trafficking, Organized Crime and Drug Abuse of the Economic Community of West African States, in 2013, a new **West Africa Commission (WAC)** on Drugs was convened by the Kofi Annan Foundation. Recommendations are expected to emerge soon and be published on the WAC website: <http://www.wacommissionondrugs.org>
- The **Organization of American States (OAS)** is currently tasked with implementing the Hemispheric Drug Strategy 2011-2015 and the Plan of Action 2011-2015
- From 2009-2015, the **Association of South East Asian Nations (ASEAN)** is working to implement the Work Plan on Combatting Illicit Drug Production, Trafficking, and Use
- The **Shanghai Cooperation Organization** adopted a Counter Narcotic Strategy in June 2011, effective 2011-2016
- At the present time, the **European Union (EU)** drug policy is guided by the EU Drugs Strategy 2013-2020 and the EU Drugs Action Plan for 2013-2016 [33]

### IX. Ideas to Organize for Action

The following information and ideas for organizing initiatives on these issues constitute our **2014 Call to Action** to enhance prevention of substance abuse and addiction.

#### What NGOs and Citizens Can Do - Selected Examples

- **Organize talks**, walks, marches or any other public action (i.e. flash mobs, symbolic gatherings, etc.), showing solidarity with children who have fallen into substance abuse and pointing them towards local resources for seeking help
- **Create** a platform to publicly highlight innovative and effective drug and substance abuse prevention programs for children and youth and launch a public discussion on ways forward
- **Involve** children and youth in advocating for their own needs with regard to substance abuse prevention. There are various and fairly inexpensive ways to do this, such as through interactive theater, art projects, child-friendly media, organizing opportunities for youth to address needs to government representatives, and involving children in the production of manuals and guidelines
- **Implement quality standards as part of developing prevention programs**
  - **UNODC: International Standards on Drug Use Prevention**  
<http://www.unodc.org/unodc/en/prevention/prevention-standards.html>
  - **Mentor's Principles of Effective Practice**  
<http://preventionhub.org/practice/principles-of-effective-prevention>
  - **National Institute on Drug Abuse (NIDA): Prevention Principles**  
<http://www.drugabuse.gov/publications/preventing-drug-abuse-among-children-adolescents/prevention-principles>
  - **EMCDDA: European Drug Prevention Quality Standards**  
<http://www.emcdda.europa.eu/publications/manuals/prevention-standards>

- **Learn and integrate** parenting techniques to help prevent substance abuse of your children, e.g.
  - **Prevention - Smart Parents:** This is a free e-learning course that emphasizes the importance of parental influence and the family environment in preventing drug abuse. Prevention - Smart Parents contains important facts and practical tips for parents based on the latest research and practice in substance abuse prevention. The content is designed to actively engage users and provide practical resources for parents/caregivers to use at home and with their children. <http://prevention-smart.org/>
  - **SPORT for Families:** SPORT is a strengths-based program designed to increase health enhancing behaviors like physical activity, sports participation, healthy eating, and getting adequate sleep, while avoiding alcohol, tobacco and drug abuse. SPORT targets naturally motivating positive images to increase personal goal setting to improve multiple health habits and positive self-identity. <http://preventionpluswellness.com/programs/sport-for-families-parent-program/>
  - **To learn more** about parenting techniques for preventing substance abuse, visit: <http://www.drugscope.org.uk/resources/goodpractice/educationandprevention/parents>

### What Schools Can Do - Selected Examples

- **Promote and integrate** educational programs for substance abuse prevention
  - **Botvin LifeSkills:** This school-based model that is used in 37 countries around the world equips students aged 5 to 18 with the relevant skills to deal with stressful situations and helps boost their self-esteem. By engaging with the program, students learn about the negative consequences of substance abuse and become familiar with healthy alternatives. The program has been found to provide enormous health benefits to young people as well as economic advantages for the communities they live in. <http://www.lifeskillstraining.com/>
  - **Unplugged:** The program is designed for 12-14 year olds and consists of 12 one-hour units delivered weekly by teachers who have been trained to deliver the intervention. It is designed to equip young people with specific skills and resources that they need to resist social influences and to support knowledge about drugs and their adverse health consequences. It focuses on core 'life skills': critical thinking, decision-making, creative thinking, effective communication, relationship skills, self-awareness, empathy, and coping with emotions. <http://mentor-adepis.org/unplugged/>
  - **To learn more** about good practice and innovative activities for substance abuse education, visit: <http://www.drugscope.org.uk/resources/goodpractice/educationandprevention/schools>
  - Evidence suggests incorporating the following in an alcohol and drug education programme has the potential to have preventative effects:
    - **Using** interactive methods
    - **Delivered** through a series of structured sessions (typically 10-15) once a week, often providing boosters sessions over multiple years



- **Delivered** by trained facilitator (including also trained peers)
- **Provide** opportunity to practice and learn a wide array of personal and social skills, including particularly coping, decision making and resistance skills, and particularly in relation to substance abuse
- **Impact** perceptions of risks associated with substance abuse, emphasizing immediate consequences
- **Dispel** misconceptions regarding the expectations linked to substance abuse
- **To learn more**, visit: <http://mentor-adepis.org/wp-content/uploads/2014/03/Quality-standards-for-effective-alcohol-and-drug-education1.pdf>

### What Young People Can Do - Selected Examples

- **Lobby** local authorities to ensure the youth voice is heard
- **Use** social media, TV, and press to inform adults about how drugs and substance abuse affect children and youth
- **Utilize** the Internet to discover youth networks and projects in your community working for positive change
- **Engage** with local schools, youth groups and community-development organizations
- **Organize** multi-stakeholder initiatives to raise awareness around substance abuse prevention
  - Disseminate materials to raise awareness (use a variety of materials to reach a broad audience: i.e. brochures, flyers, scientific materials, videos)

### Lobby Your Government to

- **Integrate** substance abuse prevention and treatment into a national strategy for the healthy development of children and youth
- **Develop** national standards for schools, employers, and healthcare professionals to implement substance abuse prevention and education policies into their programming
- **Include** the perspectives of children and youth in the creation of local and national policies, educational initiatives and awareness campaigns on substance abuse
- **Set up** toll free help lines providing children with information and confidential support
- **Ensure** that juvenile justice for substance abuse upholds the rights of the child, is aimed towards transitioning away from abuse, and is in conformity with the United Nations Standard Minimum Rules for the Administration of Juvenile Justice:  
<http://www.un.org/documents/ga/res/40/a40r033.htm>



**Join the Prevention Hub:**

The Prevention Hub is an online meeting place for individuals, communities, organizations and others around the world working in the field of prevention to learn about and share the latest prevention resources, research and know-how. <http://preventionhub.org>

Sign up for Mentor Foundation's unique weekly email highlighting articles recently published on the Prevention Hub.





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## Presentation of the 19 Themes for Prevention Campaign

### Definitions, Facts and Resources

For your information, the 19 themes stay in the original order introduced. However, you are free to choose either our selected main theme for 2014 or whichever theme that is relevant in your regional or country context. You have our support. With each abuse theme, you will find a picture to help you illustrate the topic and support your advocacy on Facebook and Twitter. WWSF will continue its daily outreach during the 19 Days using the same images. In this way we collectively increase resolve to end such violence.

#### 1. Children Involved in Armed Conflict

*2012 Main campaign theme - and Summary of Geneva events*

This issue was the main theme of our 2012 campaign and remains a central point in our general effort to prevent violence and abuse against children and youth. Below you will find a summary of the information contained in the 2012 Prevention Kit.

<http://19days.woman.ch/index.php/en/2012-main-theme-latest-news-o-children-involved-in-armed-conflict>



#### Definition

The expression "children associated with armed group/forces" is progressively replacing the term "child soldier". It defines "any person below 18 years of age who is, or who has been, recruited or used by an armed force or armed group in any capacity, including but not limited to children, boys and girls, used as fighters, cooks, porters, spies, or for sexual purposes." (Paris Principles and Guidelines on Children Associated with Armed Forces or Armed Groups, February 2007)

#### Facts

- To date, an estimated 300,000 children are being recruited and used by diverse armed forces/groups in over 30 countries. (UNICEF Fact Sheet on Child Soldiers, <http://www.unicef.org/emerg/files/childsoldiers.pdf>)
- In 2000, the United Nations adopted an Optional Protocol to the Convention on the Rights of the Child on the involvement of children in armed conflict that prohibits the forced recruitment of children under the age of 18 or their use in hostilities. (Human Rights Watch <http://www.hrw.org/news/2008/12/03/facts-about-child-soldiers>)
- Thus far, there are 155 countries that have ratified the Optional Protocol to the Convention on the Rights of the Child on the involvement of children in armed conflict, and an additional 18 have signed but not yet ratified it.
- Approximately 40% of children associated with armed groups are girls. (War Child, <http://www.warchild.org.uk/issues/child-soldiers?gclid=CMnu6b7zprQCFebLtAodrBEA8A>)
- Young girls are particularly susceptible to sexual violence and abuse at the hands of an armed group. They are often given or taken by military commanders as 'wives' or sexual slaves.
- As part of recruitment, children are often forced to kill or maim a family member, a tactic to increase trauma and break community bonds. <http://www.warchild.org.uk/issues/child-soldiers?gclid=CMnu6b7zprQCFebLtAodrBEA8A>



### Ideas For Action

- Organize walks, marches, or any other public action showing your solidarity with these children even if your own country/region is not in conflict
- Visit rehabilitation centers for demobilized children and organize meetings/discussions with children, staff and affected persons
- Raise funds or resources in favor of rehabilitation centers, i.e. educational materials, medical supplies, etc
- Mark the International Day of Child Soldiers (12 February) with activities, public events, and other initiatives showing your solidarity and educating your communities on the issue
- **Join campaigns such as "Red Hand Day" <http://www.redhandday.org/index.php?id=4&L=0>) and "Children, Not Soldiers" <http://childrenandarmedconflict.un.org/children-not-soldiers/> to join active coalitions working to end child recruitment and use in armed conflict**
- Develop/improve birth registration and census systems in order to step up the fight against the 'anonymous' recruitment of children, facilitate family tracing, and help assessing the number of children recruited or vulnerable to recruitment
- Educate children not to regard war as a game, nor the battlefield, as an appropriate place for them
- Develop a legal framework ensuring that children formerly associated with armed groups/forces are considered not as criminals but as victims
- **If your country is involved in armed conflict, lobby the government to develop or implement an Action Plan to ensure child protection (SRS&G Children & Armed Conflict, <http://childrenandarmedconflict.un.org/our-work/action-plans>)**
- **Take all necessary measures to support a culture of nonviolence where armed conflict is not a feasible solution**

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## 2. Sexual Abuse

### Definition

Child sexual abuse is the involvement of a child in sexual activity that he or she does not fully comprehend, is unable to give informed consent, for which the child is not developmentally prepared, or that violates the laws or social norms of society. Child sexual abuse consists of the activity between a child and an adult or between a child and another child, who by age or development is in a relationship of responsibility, trust or power, with the activity being intended to gratify or satisfy the needs of this other person. This may include but is not limited to: coercion of a child to engage in unlawful sexual activity; exploitation of a child in prostitution; exploitation of a child in pornography. (WHO, *Report on the Consultation of Child Abuse Prevention*, 1999)





### Facts

- It is estimated that in 70% to 85% of sexual abuse cases, the abuser is somebody that the child knows and trusts. ("ONE in FIVE", The Council of Europe campaign to stop sexual violence against children, 2012, [http://www.coe.int/t/dg3/children/1in5/default\\_en.asp](http://www.coe.int/t/dg3/children/1in5/default_en.asp).)
- Globally, 1 in 3 girls and 1 in 5 boys will be sexually abused before they reach the age of 18 (DO Something.org, <https://www.dosomething.org/facts/11-facts-about-child-abuse>)
- Over one third of child sexual abuse is committed by someone under the age of 18. (Stop It Now, [http://www.stopitnow.org/child\\_sexual\\_abuse\\_fact\\_sheet](http://www.stopitnow.org/child_sexual_abuse_fact_sheet))
- In England, nearly a quarter (24.1%) of young adults have experienced sexual abuse (including contact and non-contact), by an adult or by a peer during childhood. 1 in 6 (16.5%) 11-17 year olds have experienced sexual abuse. (National Society for the Prevention of Cruelty to Children, <http://www.nspcc.org.uk/>)
- The United States pays approximately 550 billion USD per year to cover the effects of child abuse and trauma. In the US, by the age of 18, 1 in 4 girls and 1 in 6 boys will be sexually molested, and more than 80% of the abuse is never reported (Not on Our Watch, <http://notonourwatch.net/2014/03/10/dont-just-get-2/>)

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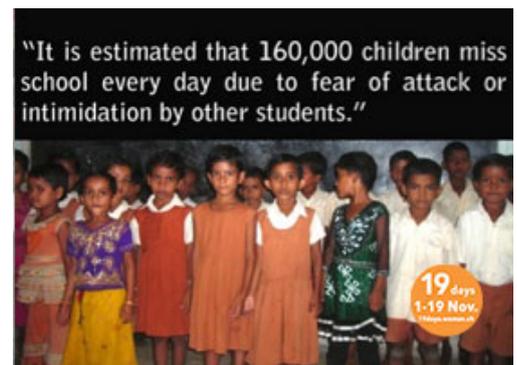
### 3. Bullying

#### Definition

Bullying is repeated hostile behavior by one or more children, which is intended to harm other children. More often bullying involves taunting, ridiculing, threats or intimidation (adapted from <http://www.bullying.org> and <http://www.kidshealth.org>).

#### Facts

- Surveys indicate that as many as 50% of all children are bullied at some time during their schooling, and at least 10% are bullied on a regular basis. [www.k12academics.com/sherryl\\_kraizer.htm](http://www.k12academics.com/sherryl_kraizer.htm)
- Technology (particularly the Internet and mobile phones) provides a new medium for bullying and has given rise to incidences of 'cyber-bullying'. (UN Study on Violence against Children).
- In the US, 6% of students in grades 6-12 experienced cyber-bullying. (National Center for Education Statistics and Bureau of Justice Statistics, School Crime Supplement to the National Crime Victimization Survey, 2008-2009)
- Boys are more likely to use direct physical aggression, emotional aggression, and intimidation to bully others, while girls more frequently use emotional bullying, including gossiping or social exclusion of the victim [http://www.childhelplineinternational.org/media/57468/chi\\_briefing\\_paper\\_bullying.pdf](http://www.childhelplineinternational.org/media/57468/chi_briefing_paper_bullying.pdf)
- Adults are notified in only 1 in 3 bullying situations. <http://www.stopbullying.gov>



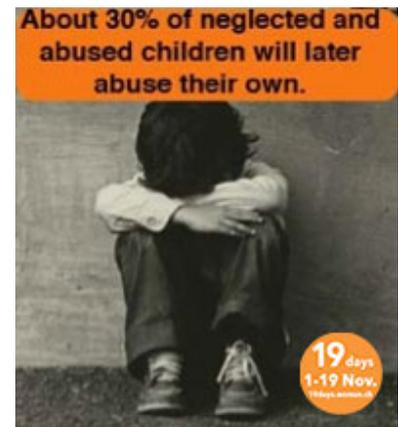
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#### 4. Neglect

##### Definition

A neglected child is a child under the age of 18 whose physical, mental or emotional condition has been impaired or is in danger of becoming impaired as a result of the failure of the child's legal guardian to exercise a minimum degree of care in supplying the child with adequate food, clothing, shelter, education or medical care. Neglect also occurs when the legal guardian fails to provide the child with proper supervision or guardianship by allowing the child to be harmed, or to be at risk of harm which includes when the guardian misuses drugs or alcohol. (Coalition for Children, <http://www.safechild.org>)



##### Facts

- About 30% of abused and neglected children will later abuse their own children, continuing the horrible cycle of abuse. (<http://www.childhelp.org/pages/statistics>)
- Children who are abused and/or neglected are 59% more likely to be arrested as a juvenile, 28% more likely to be arrested as an adult, and 30% more likely to commit violent crimes. (<http://www.kidscenter.org/>)
- **In the UK, 1 out of every 6 young adults are neglected at some point during their childhoods** (Action Against Abuse, <http://actionagainstabuse.wordpress.com/child-abuse-need-to-know/global-child-abuse-statistics/>)

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#### 5. Child Labor

##### Definition

Not all work done by children should be classified as child labor. The participation of children or adolescents in work that does not affect their health and personal development or interfere with their schooling, is generally regarded as beneficial. This includes activities such as helping parents around the home, assisting in a family business or earning pocket money outside school hours.

These kinds of activities can contribute to children's development and to the welfare of their families; they provide them with skills and experience, and help prepare them to be productive members of society during their adult life.

The term "child labor" is often defined as work that deprives children of their childhood, their potential and their dignity, which is harmful to their physical and mental development.





Child labor refers to work that:

- is mentally, physically, socially or morally dangerous and harmful to children and
- interferes with their education:
- deprives them of the opportunity to attend school;
- forces them to leave school prematurely, or
- requires them to attempt to combine school attendance with heavy work and long hours.

In its most extreme forms, child labor involves children being enslaved, separated from their families, exposed to serious hazards and illnesses and/or left to fend for themselves on the streets often at a very early age. Whether or not particular forms of "work" can be called "child labor" depends on the child's age, the type and hours of work performed, the conditions under which it is performed and the laws within individual countries. The answer varies from country to country, as well as among sectors within each country. (ILO, International Program on the Elimination of Child Labor-IPEC) <http://www.ilo.org/ipec/facts/lang--en/index.htm>

### Facts

- Nearly one in six children aged 5-14 are engaged in child labor in the world (Child Info, <http://www.childinfo.org/labour.html>)
- Worldwide 60% of all child laborers between the ages of 5 and 17 years work in agriculture, which includes farming, fishing, aquaculture, forestry and tending livestock. This amounts to 129 million boys and girls. (ILO - IPEC, <http://www.ilo.org/ipec/areas/Agriculture/lang--en/index.htm>)
- More than half (53%) of the 215 million child laborers worldwide work in hazardous conditions. (ILO, *Children in Hazardous Work, What we know, What we need to do, 2012*, [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms\\_155428.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_155428.pdf))
- Hazardous work is increasing among older children, aged 15-17. Within four years (2004-08) it jumped 20% - from 52 million to 62 million. For younger children, aged 5-14 in hazardous work, rates came down 31% between 2004 and 2008; and for girls by 24%. (*idem*)
- There are 179 countries that have committed themselves to tackling hazardous work of children by ratifying the ILO's Worst Forms of Child Labor Convention, 1999 N°182, [http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:11300:0::NO::P11300\\_INSTRUMENT\\_ID:312327](http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:11300:0::NO::P11300_INSTRUMENT_ID:312327))

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## 6. Corporal Punishment

This issue was the main theme of our 2011 campaign and still remains a central point in our general effort to prevent violence and abuse against children and youth. Detailed information as well as suggestions for action can be found in the **2011 Prevention Kit** available at: <http://www.woman.ch/uploads/19days/WWSF-19DaysActivism-PreventionKit-2011-en.pdf>.

In addition, brief descriptions of the activities of our international coalition on the issue are presented in our **2011 Global Impact Report**, available at: [http://www.woman.ch/uploads/19nov/2011-final-COA-Report\\_ENG.pdf](http://www.woman.ch/uploads/19nov/2011-final-COA-Report_ENG.pdf).

Below you will find a summary of the information contained in the 2011 Prevention Kit.

### Definition

Corporal or physical punishment is defined as "... any punishment in which physical force is used and intended to cause some degree of pain or discomfort, however light. Most involve hitting (smacking, slapping, spanking) children with the hand or with an implement - whip, stick, belt, shoe, wooden spoons, etc. [...]. In addition, there are other non-physical forms of punishment that are also cruel and degrading and thus incompatible with the Convention. These include, for example, punishment which belittles, humiliates, denigrates, scapegoats, threatens, scares or ridicules the child. (Committee on the Rights of the Child, Geneva Comment No. 8 - Para. 11)



### Facts

- Only 38 countries have completely outlawed corporal punishment. (Global Initiative to End all Corporal Punishment of Children, <http://www.endcorporalpunishment.org/pages/frame.html>)
- Violent punishment of children remains lawful in the family home in 164 states, and in day-care settings in 157 states. <http://www.endcorporalpunishment.org/pages/pdfs/submissions/OHCHR%20child%20deaths%20submission%20January%202014%20FINAL.pdf>
- A UNICEF report on 33 low and middle income countries found that an average of 75% of children aged 2-4 experienced violent punishment in the home in the month prior to the survey (UNICEF, *Child Disciplinary Practices in the Home 2010*, [http://www.childinfo.org/files/report\\_Disip\\_FIN.pdf](http://www.childinfo.org/files/report_Disip_FIN.pdf))

### Ideas for Action

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Link to the Global Initiative resource to support the promotion of law reform [http://endcorporalpunishment.org/pages/pdfs/Learning\\_from\\_states\\_which\\_have\\_prohibited.pdf](http://endcorporalpunishment.org/pages/pdfs/Learning_from_states_which_have_prohibited.pdf)

The occasional Global Initiative news alert service aims to keep subscribers to the Global Initiative quarterly e-newsletter up to date <http://www.endcorporalpunishment.org>



Global Initiative to  
End All Corporal Punishment  
of Children



## 7. Sale of Children

### Definition

The sale of children refers to any transaction whereby a child is transferred from one person or group to another for remuneration or any other consideration. (Article 2 of the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography:

<http://www2.ohchr.org/english/law/crc-sale.htm>)



### Facts

- "A child can be sold for multiple reasons: sexual exploitation, modern slavery, organ trafficking, illegal adoption, etc.
- Although many States have laws prohibiting the trafficking of children, very few have laws regarding the sale of children. Many identify the two abuses as similar, however, they are not, and according to the CRC, States should implement measures to prevent both.
- When a child is being trafficked, he/she can be sold at any point in the trafficking process:
  - Recruitment: A child can be sold to a trafficker by parents, caretakers or an institution.
  - Transport, transfer, harboring: During the movement of the child, he/she can be sold by one trafficker to another.
  - Receipt: The child can be sold by the trafficker to a final 'buyer'.
  - Exploitation: The child can at any time be sold to another trafficker or exploiter".

(UNICEF and Innocenti Research Centre. Handbook on the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography 2009)

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## 8. Child Prostitution

### Definition

Child prostitution refers to the use of a child in sexual activities for payment or any other form of compensation. (Article 2 of the Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography)

### Facts

- It is estimated that at least 1.8 million children are sexually exploited through prostitution.
- Poverty is a factor heightening the risk of children being sexually exploited. (UNICEF)

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## 9. Child Pornography

### Definition

Child pornography refers to any representation, by whatever means, of a child engaged in real or simulated explicit sexual activities or any representation of the sexual parts of a child for sexual purposes. (Article 2 of the Optional Protocol on the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography)



### Facts

- The number of images of "serious child exploitation" quadrupled between 2003 and 2007 and 47% of the websites assessed depicted grave child sexual abuse images. [...] The number of domains identified as containing indecent images dropped from 2007 to 2008 but there is no data on the number of sites containing serious forms of child pornography. (*Child Pornography on the Internet*, Special Rapporteur on the Sale of Children, Child Pornography and Child Prostitution, July 2009, P. 9)
- The production and distribution of criminal child pornography depicting the abuse of children has an estimated value of between \$3 billion and \$20 billion. (idem P.10)
- The United Nations Children's Fund (UNICEF) estimates that there are over 4 million sites featuring victims who are minors, including children under the age of 2. (idem P.7)
- Every 39 minutes a new pornographic video is created in the USA. (*GRAB.stats.com*)
- In Switzerland, 1 in 3 children between the ages of 10 to 12 have already viewed pornographic images, typically on the Internet. RTS website: <http://www.rts.ch/emissions/temps-present/famille-jeunesse/3044533-les-enfants-du-porno.html> (free translation).

Ideas for Action WWSF Guide, Pages 44-46

Selected Resources Page 56

## 10. Child Trafficking

### Definition

Children are trafficked for purposes such as forced labor, domestic work, as child soldiers, as camel jockeys, for begging, work on construction sites and plantations but most children are trafficked for sexual exploitation. Girls trafficked for forced labor and domestic work often end up sexually exploited by their employers. The vulnerability of these children is even greater when they arrive in another country. They often do not have contact with their families and are at the mercy of their employers.



Child trafficking can occur when children are abducted from the streets, sold into sexual slavery and forced into marriage by relatives, or in any place where traffickers, pimps and recruiters prey upon a child's vulnerabilities. Poverty is a pre-condition that makes it easier for traffickers to operate.

Children are often trafficked, employed and exploited because, compared with adults, they are more vulnerable, cheaper to hire and are less likely to demand higher wages or better working conditions.

Some employers falsely argue that children are particularly suited to certain types of work because of their small size and "nimble fingers".

The greatest factor in promoting child sex trafficking and child sexual exploitation is the demand for younger and younger victims worldwide. This demand comes mostly from male buyers who have become the customers in the growing global sex industry." (*Global Initiative to Fight Human Trafficking (UN.GIFT) - Trafficking and Children*)

Facts

- Little is known about the real magnitude of child trafficking. The current reference used globally reflects the ILO's 2002 estimation that approximately 1.2 million children are trafficked per year. (ILO, *Every Child Counts: New Global Estimate on Child Labour*, <http://www.ilo.org/ipeinfo/product/viewProduct.do?productId=742>)
- Women and girls account for about 80% of sex trade victims. Child trafficking accounts for 20% of the victims. Child trafficking has been detected in all regions of the world. (UNODC, 2009)

Ideas for Action      WWSF Guide, Pages 46-50  
Selected Resources   Page 57

**11. Child Sex Tourism**

Definition

Child Sex tourism (CST) is the commercial sexual exploitation of children by people who travel from one place to another to engage in sexual acts with minors. Often, child sex tourists travel from a richer country to one that is less developed, but they may also be travelers within their own countries or region. (ECPAT International)



CST is often fuelled by weak law enforcement, corruption, the Internet, ease of travel and poverty. In an effort to counteract this crime, many governments have enacted laws to allow prosecution of their citizens for child abuse that occurs outside of their home country.

Facts

- Child sex tourism is a multi-billion dollar industry
- More than 250'000 sex tourists visit Asia each year ([http://www.worldvision.com.au/Libraries/DTL\\_fact\\_sheets/Factsheet\\_Sexual\\_exploitation.pdf](http://www.worldvision.com.au/Libraries/DTL_fact_sheets/Factsheet_Sexual_exploitation.pdf))



- At any time, an estimated 1.8 million children are being sexually exploited for profit across the world. They are forced into prostitution, the porn industry, and sex tourism. (Save The Children, 2007)
- Governments and the private sector have the legal and moral obligation to ensure that the protection of children is fully included in their tourist industry. (ECPAT, *Child Sex Tourism, Questions and Answers*, 2008 - WWSF translation)
- 5 June 2012: for the first time, hotel business professionals (from the Accor Group), the police and ECPAT signed a joint agreement to reduce the delays in reporting cases of CST. The agreement provides special training for professionals in the hotel industry working in sex tourism destination countries in order to cooperate with authorities and better prevent the exploitation of children by tourists.

Ideas for Action WWSF Guide, Pages 50-52

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## 12. Harmful Traditional Practices

### Definition

Harmful traditional practices affect girls more than boys. Every social group in the world has its individual cultural practices, some of which are beneficial to all members, while others are harmful to particular members of the group. (UN Fact Sheet)

Some of these include: Female Genital Mutilation (FGM); early and forced marriages; a preference for sons and its implications for the girl child and dowry systems. These practices have serious consequences for the child's physical, emotional and psychological development.



FGM refers to procedures that intentionally alter or cause injury to the female genital organs for non-medical reasons. FGM is mostly carried out on young girls at some time between infancy and age 15 and has no health benefits for girls and women. (World Health Organization, Female Genital Mutilation, Fact Sheet n°241, February 2012)

### Facts

- Between 80 and 100 million girls are 'missing' from the world's population. They are victims of gender based infanticide, malnutrition, and neglect. Girls are undesirable in many regions of the world. (UNICEF, *Equality, Development and Peace*, 2000)
- **One third of the world's girls are married before the age of 18 and 1 in 9 are married before the age of 15 (International Center for Research on Women, <http://www.icrw.org/child-marriage-facts-and-figures>).**
- Despite the known health and other risks of early marriage, 100 million additional girls will marry before their 18th birthday over the next decade. Many of these girls will be forced into marriage by their parents or their extended family members. (UNICEF, 2007)
- About 140 million girls and women worldwide are currently living with the consequences of FGM. In Africa an estimated 92 million girls of 10 years and above have undergone FGM. (World Health Organization, Female Genital Mutilation, Fact Sheet n°241, February 2012)

Ideas for Action WWSF Guide, Page 52

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### 13. Street Children

#### Definition

According to UNICEF, street children can be:

- Children living on the street, who sleep in public places, without their families
- Children who work on the streets during the day and return to their family home to sleep
- Street-family children, who live with their family on the street



#### Facts

- Street children are difficult to count, as few people agree on a particular definition and as they are often on the move. However, it is estimated that there are about 100 million street children in the world. (*Consortium for Street Children*)
- Engaging in petty crime is very common among street children and often becomes necessary for them to survive.
- Although girls living in street situations tend to make up the minority of street children (approximately 30%), they are extremely vulnerable to abuse and violence, such as propositions from police, who ask for sexual favors in exchange for their release, or hazing initiations by or servitude for older street boys, in which physical and sexual abuse have been reported. (*Consortium for Street Children*)
- Due to their living conditions, bad diet, drug abuse, etc., street children have very poor health. Most of them suffer from malnutrition, sexually-transmitted diseases, tuberculosis, cholera, oral problems, unplanned pregnancies, psychiatric disorder, etc. Yet most street children tend not to trust the health services in their countries, and rarely perceive their poor health as a problem. ([http://www.pangaea.org/street\\_children/world/who3.htm](http://www.pangaea.org/street_children/world/who3.htm))

Ideas for Action WWSF Guide, Pages 36-41

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### 14. Discrimination Based on Health Conditions

Health-based discrimination predominantly affects persons infected by sexually transmitted diseases (HIV/AIDS especially) and persons with mental and/or physical disabilities. For this reason, we will mostly focus on these two issues, but you remain completely free to deal with the subject of your choice in your activities.



### Definition

Discrimination on the basis of disability means "any distinction, exclusion or restriction on the basis of disability which has the purpose or effect of impairing or nullifying the recognition, enjoyment or exercise, on an equal basis with others, of all human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field. It includes all forms of discrimination, including denial of reasonable accommodation". (Convention on the Rights of Persons with Disabilities, Art. 2)

By extension, this definition could be applied to the situation of all persons discriminated against, based on the state of their health.



Sexually-transmitted infections (STIs) are infections that are spread primarily through person-to-person sexual contact. There are more than 30 different sexually transmissible bacteria, viruses and parasites. The most common conditions associated with STIs are gonorrhoea, chlamydia, syphilis, trichomoniasis, cancrroids, genital herpes, genital warts, human immunodeficiency virus (HIV) and hepatitis B. Several infections, in particular HIV and syphilis, can also be transmitted from mother to child during pregnancy and childbirth, and through blood and tissue transfer. (World Health Organization)

### Facts

- Approximately 2.1 million adolescents were living with HIV globally at the end of 2012, and approximately two thirds of new HIV infections in adolescents aged 15-19 years were among girls. (*Towards an Aids Free Generation, Children & AIDS Sixth Stocktaking Report, 2013, P. 3*) UNICEF: [http://www.childrenandaids.org/files/str6\\_full\\_report\\_interactive\\_29-11-2013.pdf](http://www.childrenandaids.org/files/str6_full_report_interactive_29-11-2013.pdf)
- Without adequate HIV testing and antiretroviral therapies, one third of infants with HIV die before their 1<sup>st</sup> birthday, and one half before their second birthday. (*idem P. 11*)
- 34% of children between 0-14 received antiretroviral treatment needed to save their life, versus 64% of adults (*idem P.15*)
- Social barriers, including stigma and discrimination, continue to limit access to HIV testing and counseling services and must be addressed. (WHO, UNAIDS and UNICEF, Global HIV/AIDS Response, Epidemic Update and Health Sector Progress Towards Universal Access, Progress Report, 2011, P. 85)
- In Eastern Europe and Central Asia, the social stigma regarding HIV/AIDS does not solely affect adults. Children living with HIV/AIDS are frequently denied access to schools and are subject to social rejection and ill treatment. (UNICEF France, *Stigmatization of HIV-Positive Children*, Press Release, 19 July 2010 - free translation)
- Being disabled often causes children to be socially excluded. For instance, only an estimated 2% of disabled children have access to education. (Humanium-Help the children <http://www.humanium.org/en/disabled-children/>)
- The risk of falling victim to violence is increased for disabled children, as they are generally unable to defend themselves. Physical, but also mental and emotional violence is often the sad reality experienced by disabled children in families, institutions and society in general. (*idem*)

- In some countries, a child's disability can result in infanticide due to the social and financial pressures that families may face. (*idem*)
- Discrimination on the basis of disability can occur in various forms: in education, housing, public transportation and social situations, in which many places and services are inaccessible for persons with disabilities.

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Ideas for Action

- During the first week of December, organize an action/awareness-raising week, recognizing World AIDS Day, December 1<sup>st</sup>, and the International Day of Persons with Disabilities, December 3<sup>rd</sup>.
- Connect with care centers for these children and gather information about their needs and the opportunities for collaboration.

**15. Addiction and Substance Abuse (see Pages 19-28)**

WWSF is honored to be in partnership with the UK-based Mentor Foundation to promote and inspire effective action around the 2014 Main Theme 'Addiction and Substance Abuse'. As a leading international organization in the prevention of substance abuse amongst children and youth, the Mentor Foundation provides cutting-edge tools and resources to support NGOs, youth, parents, educators and other civil society actors to mobilize preventative action.



## 16. Malnutrition

### Definition

Malnutrition/undernutrition is defined as a state in which the physical function of an individual is impaired to the point where he or she can no longer maintain natural bodily capacities such as growth, pregnancy, lactation, learning ability, physical work and resisting and recovering from disease. The term covers a range of problems resulting from vitamin and mineral deficiency, such as being dangerously thin, being too short for one's age (stunted growth) or being obese.



Undernourishment describes the status of people whose food intake does not include sufficient calories (energy) to meet minimum physiological needs. The term is a measure of a country's ability to gain access to food and is normally derived from Food Balance Sheets prepared by the UN Food and Agriculture Organization (FAO). (World Food Program, *Hunger Glossary*)

### Facts

- Poor nutrition causes nearly half (45%) of deaths in children under five - 3.1 million children each year. (World Food Program, <http://www.wfp.org/hunger/stats>)
- 1 in 4 of the world's children show stunted growth. In developing countries this figure is as high as one in three. (Save The Children, *A Life Free from Hunger, Tackling Child Malnutrition*, P. iv, 2012)
- 80% of stunted children live in just 20 countries. (*idem*)
- 450 million children will be affected by stunting in the next 15 years if current trends continue. (*idem* P. v)

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## 17. Dangers of ICTs

### Definition

Information and communication technology (ICT) refers to the use and transmission of information. ICT encompasses computers, the Internet, mobile phones, television, radio, satellite systems, etc.

### Facts

#### Internet

- There has been a significant increase in the solicitation of children for sexual purposes through the Internet. According to the Pew Research Center, 60% of adolescents have received messages from strangers, not always of a sexual nature, and one child in four found this normal. (*Child Pornography on the Internet*, report by the Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, July 2009, P.10)



- Chat rooms have become one of the main means of luring minors into participating in pornographic films, having sexual relations and even abduction. (idem P. 11)
- Likewise, according to the FBI, the number of online assaults on children increases by 10% every year. (idem P.11 -12)

### Television, Movies and Advertising

- It is estimated that only 10% of children's television viewing time is spent watching children's television, the other 90% is spent watching programs designed for adults. (*Iowa State University Getting Along: Taming the TV*)
- By the time a child is 18 years old, he or she will view (with average viewing time) 200,000 acts of violence, including 40,000 murders on television.  
[http://www.mediafamily.org/facts/facts\\_vlent.shtml](http://www.mediafamily.org/facts/facts_vlent.shtml)

### Video Games and Mobile Phones

- Violent video games can cause some children to have more aggressive thoughts, feelings and behaviors and decrease empathetic, positive behavior with peers.
- Many video games have been censored due to the representation of violence, sex-related issues, "advergaming" (a form of advertisement included in games), drug, alcohol and nicotine abuse, etc.
- High levels of violent video game exposure have been linked to delinquency, fighting at school and during their free time, and violent criminal behavior (e.g. self-reported assault, robbery).  
[www.apa.org/science/psy/sb-anderson.html](http://www.apa.org/science/psy/sb-anderson.html)

### Ideas for Action

Internet: WWSF Guide, Page 63-65

Television, Movies and Advertising: WWSF Guide, Pages 66-69

Video Games and Mobile Phones: WWSF Guide, Pages 69-71

### Selected Resources Page 61

*The following two themes were added to the list of the 19 Campaign themes in 2012 and for this reason, they are not presented in our Prevention Guide. These two issues were selected for the new perspectives they provide in our vision to create a world free of violence and abuse against children and youth.*

## **18. Abduction**

### Definition

Abduction (or kidnapping) is the taking away or transportation of a person against that person's will, generally by force, and usually to hold the person in false imprisonment. **Child abduction** can take various forms:

- abduction by strangers or people outside the family, for criminal purposes (ransom, rape, torture, murder, etc.);
- abduction by strangers wishing to rear the child as their own (mostly the case of persons with psychological problems)





- abduction by a family member or relative, usually parents (assisted or not by accomplices).

**International parental child abduction** occurs when a parent (or legal guardian) takes his/her child(ren) to a country other than their country of residence, without prior permission from the other parent. This definition also applies to international cases in which pre-arranged child custody visits are not respected. Child Focus, Foundation for Missing and Sexually Exploited Children, <http://www.childfocus.be/fr/parents/disparition/enlevements-parentaux-internationaux>

### Facts

- Article 9 of the Convention on the Rights of the Child explicitly states that, "State Parties shall ensure that a child shall not be separated from his or her parents against their will."
- In a study published in August 2010, the *Coordination des ONG pour les Droits de l'Enfant (CODE)* intended to "challenge three prejudices prevailing in our societies concerning international child abduction. The first prejudice consists in thinking that men are the main perpetrators of child abduction. In reality, children can equally be abducted by their fathers or their mothers. Secondly, this issue is usually associated with the cases of children abducted to Northern African countries. Yet the majority of affairs concern children abducted to European and Western countries. Lastly, one might think that abductions occur rarely, while in reality the number of cases is quite high: in 2008, Child Focus reported 231 cases of child abduction and 200 cases filed as a matter of prevention." (La Coordination des ONG pour les Droits de l'Enfant (CODE), *International Parental Abductions, an Analysis of international procedures and texts*, August 2010 - free translation)
- Children are abducted for various reasons: commercial sexual purposes (trafficking, prostitution, forced labor, etc.), forced marriages, recruitment in armed forces/groups, conflicts between adults, etc. Yet, in most cases children are abducted by close relatives.
- Research shows that of the 58,000 non-family abductions each year in the United States, 63% involved a family friend, long-term acquaintance, neighbor, caretaker, babysitter or person in a position of authority and only 37% involved a stranger. [http://missingkids.ca/app/en/non\\_family\\_abduction](http://missingkids.ca/app/en/non_family_abduction)

### Ideas for Action

- See WWSF Guide, Pages 46 and 56
- Mark the International Missing Children Day, May 25<sup>th</sup>, with public events, activities and projects aiming at raising awareness among your communities and authorities
- Set up and/or support family mediation systems helping adults to peacefully resolve conflicts related to divorce, child custody. For example, create spaces allowing people to share their concerns in the presence of a third party. <http://www.iss-ssi.org/2009/index.php?id=155>.
- Create school programs to sensitize children, youth, parents and teachers on issues related to the prevention of abduction. Such issues may include the risks of the Internet, sexual abuse, and the protection of vulnerable groups. <http://www.childfocus.be/fr/volontaires/recherche-de-volontaires>
- Circulate the Convention on the Rights of the Child and the other international or regional treaties protecting the right of children to live with their families
- Contribute to the diffusion of emergency helplines among children as well as adults

### Selected Resources Page 63

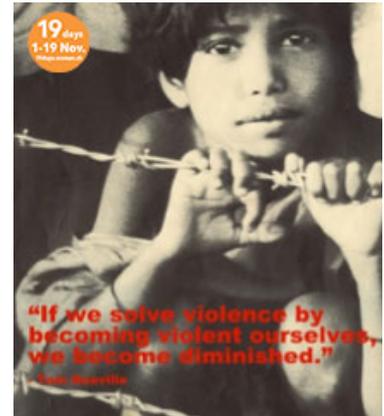


## 19. Juvenile Death Penalty

### Definition

The death penalty is a penal sentence ordering punishment by execution. It is administered to a person who has been legally convicted of a capital crime. [http://www.acatfrance.fr/clefs\\_peinedemort.php](http://www.acatfrance.fr/clefs_peinedemort.php)

Article 6 of the International Covenant on Civil and Political Rights strictly defines the death penalty as a sentence pronounced by a legally established court and respecting the conditions of an equitable trial. The sentence must already be provided for in the Criminal Code of the State concerned. (Amnesty International Belgium, <http://www.amnestyinternational.be/doc/agir-2099/nos-campagnes/peine-de-mort-315/amnesty-et-la-peine-de-mort/article/la-peine-de-mort-definition-et-2806>)



Juveniles are persons who are below 18 of age at the time of the offense.

### Facts

- Article 37 of the Convention on the Rights of the Child explicitly binds State Parties to "ensure that no child shall be subjected to torture or other cruel, inhuman or degrading treatment or punishment. Neither capital punishment nor life imprisonment without possibility of release shall be imposed for offences committed by persons below eighteen years of age."
- **Nine countries have used the death penalty against juveniles since 1990**
  - **Africa: Democratic Republic of the Congo, Nigeria, Sudan**
  - **Americas: United States**
  - **Asia: China, Iran, Pakistan, Saudi Arabia, Yemen (Source: Amnesty International)**
- **While a few countries, including Saudi Arabia, Sudan and Yemen, have sentenced juvenile offenders to death in recent years, Iran was the only country in 2010 and 2011 to still execute those under the age of 18 at the time the crime was committed. In May 2011, Sudan accepted the UN Human Rights Council recommendations that it would not apply the death penalty against juvenile offenders: <http://www.worldcoalition.org/worldday2012.html>**

### Ideas for Action

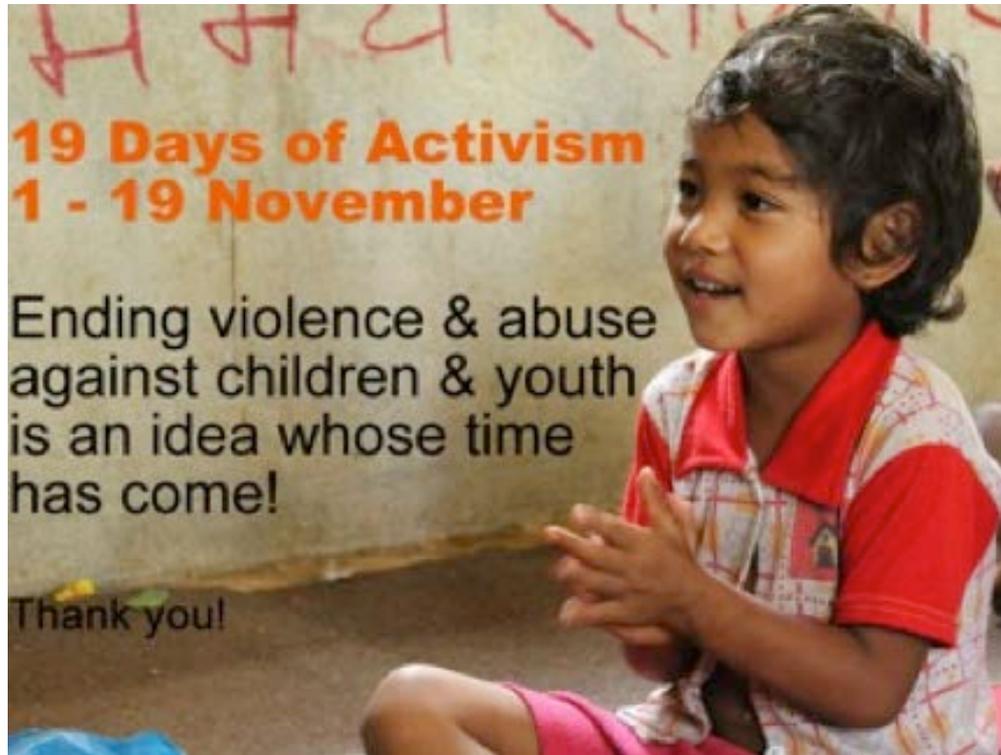
- Join the **World Coalition Against the Death Penalty** and participate in their activities at local, national and international levels (information at: <http://www.worldcoalition.org/>).
- Mark the **World Day Against the Death Penalty, 10 October** with activities, events, projects, lobbying, etc.
- Urge your authorities to abolish the death penalty for juveniles.
- Collaborate with penitential institutions to develop tools for better reintegration processes for children and young people in conflict with the law.
- Emphasize the necessity to improve prevention of offences and contribute to the creation of structures, tools and projects helping children to discover and use their potential in areas other than criminal activity.

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19

Days of Activism Prevention abuse and violence against Children/Youth

1-19 November



## Ideas to plan your activities / events

### Choosing an Issue

Once you have **chosen the issue(s)** that interests you the most, do further **research**. Consult our list of resources and the WWSF Guide "Prevention is Key". Most importantly, before campaigning **ask yourself a few questions** such as:

- What sparked your interest in the 19-Days Campaign?
- What type of abuse(s) or violence do children in your community usually face?
- What are the laws in your country protecting children against any type of abuse or violence presented in the 19-Days Prevention Kit?
- Is there any other organization in your country or community involved in the 19-Days Campaign? Use this as an opportunity to collaborate.

There are a number of organizational networks - local, national and international - that are directly or indirectly concerned with each of the 19 abuse issues. It is in collaboration with these networks that you can increase your awareness-raising, mobilization efforts and catalyze social change.

### Planning

Once you have made your choices, you can start **planning an activity or an event** on a particular day (or on several days in November). We encourage you to **be creative** and innovative in your approach. Your event can take various forms. You should really take this opportunity to build links and reach a maximum number of people. Remember that the object is for you to be creative to convey your message within your community. We provide you below with a list of ideas, some of which are from events organized by WWSF coalition partners over the past 10 years.

#### 1. Raise awareness

- Increase widespread public consciousness and education about the why, what and how of prevention and protection measures concerning abuse and violence.
- Download the 19-Day Campaign logo, banner and poster (see below) from the website.

*WWSF grants permission to registered coalition members to use the campaign materials, provided you do not modify or remove the name WWSF as the global campaign organizer. Link for downloading: <http://19days.woman.ch>.*





- Build links through outreach programs, presentations, conferences, seminars, articles, books, media presentations, plays, marches, social networks, etc.
- Create banners, art, sketches, songs, talks and puppet shows; bring them to be displayed in schools and youth community centers
- Prepare TV and radio spots or use the **WWSF TV spot** available online
- Implement safety rules in schools
- Organize information caravans in rural areas
- Translate the **WWSF guide "Prevention is Key!"** into your national language and distribute it (contact WWSF for approval & guidelines)
- Recreate and distribute the **"WWSF Yellow Ribbon Campaign"** to promote prevention in every home, school and place of work
- Form a human chain around a particular issue in your community. Since it requires a lot of people, a human chain could strengthen solidarity and unity and show that people can work together to achieve a particular purpose
- Inform people about existing legislation
- Use the WWSF Internet **Clearing House** for examples of good practice



## 2. E-activism

- Introduce young people from your community/country to the website **www.YouthEngage.com**.
- Encourage them to participate in the 2014 campaign
- Empower young people to become prevention actors and write a blog



## 3. Build skills

- Train parents to respect the opinions of their children
- Train children in good prevention measures, make sure they know who to turn to or call in case of problems
- Set up telephone help lines or promote existing ones
- Introduce a 'Code of Ethics' with guidelines for prevention of abuse and violence against children and young people

## 4. Honor and involve new partners

- Become a candidate for the annual WWSF Prize for Prevention of Child Abuse by submitting your activity report at the end of the 19 Days Campaign from which the candidates will be selected; deadline end February
- Create a national 19 Days prize in partnership with WWSF to honor youth champions for their commitment to prevent violence
- Involve the police and local authorities in your activity
- Build a coalition to address a particular type of abuse



**5. Fundraise**

- Organize a lottery, a show or a gala dinner and transfer the benefits to a local NGO or charity working for prevention, or to end a particular type of abuse

**6. Organize concerts**

- Involve famous local singers and artists and encourage them to support your cause
- Invite other groups to join you in publicizing your initiative and make it effective

**7. Political activities**

Lobby your government to ratify the Optional Protocols and join the campaign for universal ratification, if they have not yet done so (for more information see Page 17).

**1) Promote the eradication of all forms of exploitation, including the sale of children and the sexual exploitation of children.**

(<http://www2.ohchr.org/english/law/crc-sale.htm>)

Commercial sexual exploitation of children, such as the sale of children, child prostitution, child sex tourism and child pornography, are prevalent throughout the world. An estimated one million children (mainly girls but also a significant number of boys) enter the multi-billion dollar commercial sex trade every year, suffering degradation and life-threatening risks. Your government's ratification can contribute to fighting this scourge.

**2) Children under the age of 18 should not be recruited and used by armed forces or armed groups.** (<http://www2.ohchr.org/english/law/crc-conflict.htm>)

More than 250 000 children have been coerced or induced into joining armed forces or groups to serve as combatants, spies, porters, carriers, informal wives and sex slaves, etc.

**3) The Committee on the Rights of the Child should be able to deal with individual cases of children** (<http://www2.ohchr.org/english/bodies/crc/index.htm>).

The OPCP (see P. 17) enables children, or their representatives, claiming that their rights have been violated to bring a complaint to the UN Committee on the Rights of the Child, if they have not been able to get remedies for these violations before the domestic courts. Urge your government to ratify OPCP to ensure children have access to this protocol in your country.

**4) Hold your Leaders accountable**

- Encourage young people to hold governments accountable by launching a **"Walk the Talk campaign"** and regularly remind leaders to implement their promises made at numerous UN and international conferences on the state of the world's children.
- Organize youth meetings with government members
- Lobby your government for policy changes
- Implement new laws and prevention programs at the grass-roots level
- Learn lobby techniques and distribute information to state- and non-state actors
- Raise public and media awareness so that others join your initiative or launch a government lobby campaign of their own.





## 8. Special Days

- Mark the WWSF World Day for Prevention of Abuse and Violence Against Children - 19 November on the last day of the campaign with a special event. Download the World Day sticker from the 19 Days website (available in English, French, Spanish and German)

### Observe and take action on:

- 06 February - International Day of Zero Tolerance of FGM
- 12 February - International Day against the use of Child Soldiers
- 12 April - World Day for Street Children
- 12 June - World Day to End Child Labor
- 16 June - International Day of the African Child
- 12 August - International Youth Day
- 21 September - International Day of Peace
- 2 October - International Day of Non-Violence
- 11 October - International Day of the Girl Child
- 18 October - EU-Anti-Trafficking-Day
- 1-19 November - 19 Days of Activism for Prevention of Violence Against Children and Youth
- 19 November - World Day for Prevention of Violence Against Children and Youth
- 20 November - Universal Child Rights Day
- 25 November - International Day for the Elimination of Violence Against Women
- 1 December - World AIDS Day
- 3 December - International Day of Persons with Disabilities
- 10 December - Human Rights Day



### Advertising your event(s)

Once you have planned your activity, you need to advertise it in order to reach a maximum number of people and to run a successful campaign.

#### How to advertise

Here are some ideas:

- Email your network and ask your contacts to forward your email within their own networks
- Use religious channels or faith-based groups to increase awareness; ask them to pass the message on to their congregations
- Use social networks; remember Facebook or Twitter can enable you to mobilize a large number of people in a short amount of time
- Hand out leaflets, flyers, stickers, etc.
- Hang posters across your neighborhood/city
- Create a You Tube video and broadcast it
- Broadcast your event on the radio or television
- Send out press releases, articles, newsletters

Most importantly, remember to keep your message clear and simple to ensure a greater impact.

#### Relations with the Media

Learning how to mobilize the media can be a difficult task. Here are some suggestions:

##### When to Contact the Media

Designate one or two people from your organization or group to talk to the media on your behalf. They must express themselves clearly and understand the objectives of your event/activity.

Your spokespersons are only authorized to speak on behalf of your organization/group, not on behalf of WWSF. When they are speaking to the media in their position as spokespersons, they must only express the views and aims of your own "19 Days of Activism Campaign".

From time-to-time, contact journalists to let them know what is happening. Tell them you have heard that in other cities, local papers or radio/TV stations are putting out special reports at the beginning of the 19 Days of Activism.

##### Organize a press conference

In larger cities, you might set up a press conference for the local media a day or two before your event/activity.

Try to involve one or two well-known local representatives in order to give the press conference additional credibility and a higher profile. Make sure that they are familiar with the "19 Days of Activism for Prevention of Abuse and Violence Against Children and Youth".

Contact the local media two or three days beforehand with a press release announcing the press conference or event. Send them a reminder the day before or on the morning of the conference. The

best times for press conferences are between 10:00 AM and midday - so that they have time to prepare an item for that evening's news or write-ups for the following day.

Have a moderator to introduce the people on the press panel. Start with brief statements by each person. Then open up the floor for questions for a half-hour or so. Pass around a sign-up sheet so that you can contact the people again.

If possible, please send us copies of press articles related to your activities so that we better understand the local/national impact of your campaign.

### **How to answer media questions**

Where possible, give very short and concise answers, especially for radio and TV. Talk slowly, especially if someone is taking notes.

Sharing how the issue resonates with you on a personal level can have a strong impact on your message. Remember that personal examples are appreciated.

Make sure that if you are talking about someone else, you have his/her permission. When you speak on behalf of the 19 Days of Activism Campaign, avoid giving your personal opinion in order not to modify the essence of the international campaign.

If a journalist asks you about your personal opinion, you can present your ideas by nuancing them. If he insists and you are not sure about the answer to a question, be firm and do not answer it. Don't get drawn into arguments. A reporter might use an argument to get you to say things you wouldn't particularly want to say.

There's no harm pausing to compose your thoughts. You do not have to answer a question if you do not want to. Make sure you get in the points you want to make. Avoid sarcasm, irony, or jokes that could be misconstrued if taken out of context.

### **Remember**

As your initiatives move forward, a growing grass-roots interest can be expected to attract the attention of media people. Journalists, editors, T.V. and radio commentators will begin to include you in their coverage of various issues.

The involvement of the media will provide important, complementary input into raising public awareness and encouraging mobilization.



## Fundraising

### Local fundraising

We also encourage you to raise funds for your local project(s). To do so you can, for example, ask for non-monetary donations, e.g. persuade local newspapers to print free ads and radio and TV stations to run free public-service announcements. You can also organize events such as concerts, gala dinners, art auctions, etc. to raise funds.

Try to keep your own expenses as low as possible. If you need an office or workspace, find a local group to donate space and find businesses or groups to donate furniture and basic office supplies.

### Keep track of funds

You must be transparent and vigilant.

If you are a sub-committee of an existing organization (school board, a business, etc.), then ensure that it verifies the money you receive and spend, and keeps records of all transactions.

### Electronic resources - suggestions

Here's a list of electronic resources, which may be useful for requesting grants:

- David and Lucile Packard Foundation: <http://www.packard.org/home.aspx>
- International Human Rights Funders Group: <http://www.hrfunders.org/index.php>
- The Foundation Center: <http://fdncenter.org/>
- Center on Philanthropy and Civil Society:  
[http://www.philanthropy.org/resources/womens\\_resources.html](http://www.philanthropy.org/resources/womens_resources.html)
- Grant makers Without Borders: <http://www.gwob.net/index.htm>
- Sexual Violence Research Initiative: <http://www.svri.org/funding.htm>

### Tips and resources on how to fundraise

- Funds for NGOs, Grants and Resources for Sustainability:  
<http://www.fundsforngos.org>
- eHow - How to Fund Raise Effectively for a Nonprofit Organization:  
[http://www.ehow.com/how\\_15341\\_fund-raise-effectively.html](http://www.ehow.com/how_15341_fund-raise-effectively.html)
- Better-fundraising.ideas.com:  
<http://www.better-fundraising-ideas.com/>
- About.com - Nonprofit Charitable Organizations:  
<http://nonprofit.about.com/od/fundraising/u/happydonors.htm>



## Resources

### I) General Resources

#### **Convention on the Rights of the Child**

<http://www2.ohchr.org/english/law/crc.htm>

#### **Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict**

<http://www2.ohchr.org/english/law/crc-conflict.htm>

#### **Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography**

<http://www2.ohchr.org/english/law/crc-sale.htm>

#### **Optional Protocol to the Convention on the Rights of the Child on a Communications Procedure (OPCP)**

[https://treaties.un.org/doc/source/signature/2012/CTC\\_4-11d.pdf](https://treaties.un.org/doc/source/signature/2012/CTC_4-11d.pdf)

#### **Towards a World Free of Violence: Global Survey on Violence Against Children (2013)**

[http://srsg.violenceagainstchildren.org/sites/default/files/publications\\_final/toward\\_a\\_world\\_free\\_from\\_violence.pdf](http://srsg.violenceagainstchildren.org/sites/default/files/publications_final/toward_a_world_free_from_violence.pdf)

#### **United Nations Secretary-General's Study on Violence Against Children (2006)**

<http://www.unicef.org/violencestudy/reports.html>

#### **United Nations Secretary-General's Study on Violence Against Children adapted for Children and Young People**

<http://www.unicef.org/ceecis/sgsvac-cyp.pdf>

#### **Committee on the Rights of the Child**

<http://www2.ohchr.org/english/bodies/crc/>

#### **Office of the Special Representative of the Secretary-General on Violence Against Children**

[www.Srsg.violenceagainstchildren.org](http://www.Srsg.violenceagainstchildren.org)

#### **Office of the Special Representative of the Secretary-General for Children and Armed Conflict**

<http://www.un.org/children/conflict/english/index.html>

#### **Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography**

<http://www2.ohchr.org/english/issues/children/rapporteur/index.htm>

#### **Consultation on Effective Child Sensitive Counseling, Complaint and Reporting Mechanisms**

<http://www.ohchr.org/EN/Issues/ViolenceAgainstChildren/Pages/ConceptNote.aspx>

#### **The Beijing Declaration on South-South Cooperation for Child Rights in the Asia Pacific Region**

[http://www.unicef.org/media/files/Beijing\\_Declaration.pdf](http://www.unicef.org/media/files/Beijing_Declaration.pdf)



**The Marrakech Declaration**

[http://www.childsrights.org/html/site\\_fr/cnews/userfiles/file/Marrakech\\_Declaration%20English%20final%20version.pdf](http://www.childsrights.org/html/site_fr/cnews/userfiles/file/Marrakech_Declaration%20English%20final%20version.pdf)

**CRIN - Child Rights Information Network**

<http://www.crin.org/>

**South Asia Initiative to End Violence Against Children**

<http://www.saievac.info/>

**Statement on Commitment to Eliminate Violence Against Children**

<http://www.religionsforpeace.org/news/statements/statement-on-commitment-to-1.html>

**Global Movement for Children**

<http://www.gmfc.org>

**The ASEAN Intergovernmental Commission on Human Rights - AICHR**

<http://www.aseansec.org/22769.htm>

**Child Helpline International (CHI)**

<http://www.childhelplineinternational.org/>

**West African Youth Forum "Say No to Violence Against Children"**

<http://www.plan-childrenmedia.org/spip.php?article1125&vac=1&lang=eng>

**United Network of Young Peacebuilders**

<http://www.unoy.org/>

**Report on the Decade for a Culture of Peace: Final Civil Society Report on the UN International Decade for a Culture of Peace and Nonviolence for the Children of the World (2001-2010)**

[http://www.decade-culture-of-peace.org/2010\\_civil\\_society\\_report.pdf](http://www.decade-culture-of-peace.org/2010_civil_society_report.pdf)

**WWSF - International Clearinghouse Prevention of Child Abuse and Violence Against Children**

<http://www.woman.ch/june09/children/3-introduction.php>

**WWSF - Prevention is Key! - Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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**II) Resources for the 19 Days of Activism themes**

**1. Children Involved in Armed Conflict**

**Optional Protocol to the Convention on the Rights of the Child on the Involvement of Children in Armed Conflict**

<http://www2.ohchr.org/english/law/crc-conflict.htm>



**Impact of Armed Conflict on Children, Report by Graça Machel, 1996**

[http://unicef.org/graca/a51-306\\_en.pdf](http://unicef.org/graca/a51-306_en.pdf)

**Cape Town Principles and Best Practices, UNICEF and UN NGO Working Group, 1997**

[http://www.unicef.org/emerg/files/Cape\\_Town\\_Principles\(1\).pdf](http://www.unicef.org/emerg/files/Cape_Town_Principles(1).pdf)

**Paris Principles and Guidelines on Children Associated with Armed Forces or Armed Groups, 2007**

<http://www.unicef.org/emerg/files/ParisPrinciples310107English.pdf>

**Child Soldiers, formerly "Coalition to Stop the Use of Child Soldiers"**

<http://www.child-soldiers.org/home>

**Children & Armed Conflict Mobile Phone Application**

<https://itunes.apple.com/us/app/children-and-armed-conflict/id561453751?mt=8>

**International Bureau for Children's Rights - Children Exposed to Armed Conflict**

[http://www.ibcr.org/eng/children\\_exposed\\_to\\_armed\\_conflict.html](http://www.ibcr.org/eng/children_exposed_to_armed_conflict.html)

**UNICEF: Children and Armed Conflict**

[http://www.unicef.org/emerg/index\\_childsoldiers.html](http://www.unicef.org/emerg/index_childsoldiers.html)

**UNICEF, Small Arms and Children (fact sheet)**

**WWSF: Prevention is Key! - Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

**Site of the Special Representative of the Secretary General for Children and Armed Conflict**

<http://childrenandarmedconflict.un.org>

**Univerbal - "Enfants-Soldats Stop" Program**

<http://univerbal.net/>

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## 2. Sexual Abuse

**Coalition for Children - Prevention of Sexual Abuse**

<http://www.safechild.org/Program2.htm>

**Council of Europe - "ONE in FIVE" the Council of Europe Campaign to Stop Sexual Violence Against Children**

[http://www.coe.int/t/dg3/children/1in5/default\\_en.asp](http://www.coe.int/t/dg3/children/1in5/default_en.asp)

**Lanzarote Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse - Council of Europe**

<http://conventions.coe.int/Treaty/EN/treaties/Html/201.htm>



**Council of Europe and SRS6 Campaign to Stop Sexual Violence Against Children**

[http://www.coe.int/t/dc/files/events/2010\\_campagne\\_enfants/default\\_en.asp](http://www.coe.int/t/dc/files/events/2010_campagne_enfants/default_en.asp)

**The Rio de Janeiro Declaration and Call for Action to Prevent and Stop Sexual Exploitation of Children and Adolescents**

[http://www.ecpat.net/WorldCongressIII/PDF/Outcome/WCIII\\_Outcome\\_Document\\_Final.pdf](http://www.ecpat.net/WorldCongressIII/PDF/Outcome/WCIII_Outcome_Document_Final.pdf)

**Follow-up to the Brazil World Congress III Against Sexual Exploitation of Children and Adolescents**

[http://www.ecpat.net/ei/WCIII\\_Foll\\_index.asp](http://www.ecpat.net/ei/WCIII_Foll_index.asp)

**Global Alliance Against Child Sexual Abuse Online**

[http://ec.europa.eu/dgs/home-affairs/what-we-do/policies/organized-crime-and-human-trafficking/global-alliance-against-child-abuse/index\\_en.htm](http://ec.europa.eu/dgs/home-affairs/what-we-do/policies/organized-crime-and-human-trafficking/global-alliance-against-child-abuse/index_en.htm)

**Global Submission by the International Save the Children Alliance UN Study on Violence Against Children. 10 Essential Learning Points: Listen and Speak Out against Sexual Abuse of Girls and Boys. The International Save The Children Alliance (2005)**

<http://www.savethechildren.net/alliance/resources/publications.html>

**Stairway Foundation Inc.: A Learning and Resource Center for Children's Rights**

<http://www.stairwayfoundation.org/stairway/home>

**Stop Rape Now: U.N. Action Against Sexual Violence in Conflict**

<http://www.stoprapenow.org/>

**Stop It Now! Together we can Prevent the Sexual Abuse of Children**

<http://www.stopitnow.org/>

<http://www.parentsprotect.co.uk>

**WWSF: Prevention is Key! - Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

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### 3. Bullying

**Bullying UK**

<http://www.bullying.co.uk/>

**Dealing with Bullies, Take a Stand Program: Prevention of Bullying and Interpersonal Violence, Dr. Sherryll Kraizer**

<http://www.safechild.org/bullies.htm>

**KidsHealth - Bullying**

<http://kidshealth.org/kid/feeling/emotion/bullies.html>

**Kid Power - Bullying Prevention Resources**

<http://www.kidpower.org/bullying/>



**WWSF: Prevention is key! – Guide for NGO and citizen action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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#### **4. Neglect**

**Child Welfare Information Gateway – Preventing Child Abuse and Neglect**

<http://www.childwelfare.gov/preventing/>

**Child Welfare Information Gateway – Impact of Child Abuse and Neglect**

<http://www.childwelfare.gov/can/impact/>

**Child Welfare Information Gateway – Child Neglect: A Guide for Prevention, Assessment and Intervention**

<http://www.childwelfare.gov/pubs/usermanuals/neglect/chaptertwo.cfm>

**Helpline.org – Child Abuse and Neglect: Recognizing and Preventing Child Abuse**

[http://helpline.org/mental/child\\_abuse\\_physical\\_emotional\\_sexual\\_neglect.htm](http://helpline.org/mental/child_abuse_physical_emotional_sexual_neglect.htm)

**International Society for the Prevention of Child Abuse and Neglect**

<http://www.ispcan.org>

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#### **5. Child Labor**

**Child Rights Information Network (CRIN) – A Call for Global Protection of Child Domestic Workers**

<http://www.crin.org/petitions/petition.asp?petID=1015>

**Defense for Children International – Child Labour**

<http://www.defenceforchildren.org/what-we-do/child-labour.html>

**International Labour Office (ILO). *ILO Convention 138 concerning the Minimum Age for Admission to Employment***

<http://www.ilo.org/ilolex/cgi-lex/convde.pl?C138>

**International Labour Office (ILO). *C182: Worst Form of Child Labour Convention (1999)***

<http://www.ilo.org/ilolex/cgi-lex/convde.pl?C182>

**International Labour Office (ILO). *Combating Trafficking in Children for Labour Exploitation: A resource kit for policy-makers and practitioners. ILO (2008)***

[http://www.ilo.org/public/libdoc/ilo/2008/108B09\\_252\\_engl.pdf](http://www.ilo.org/public/libdoc/ilo/2008/108B09_252_engl.pdf)

**Roadmap for Achieving the Elimination of the Worst Forms of Child Labour by 2016 (2010)**

[http://www.ilo.org/ipec/Informationresources/lang--en/docName--WCMS\\_127018/index.htm](http://www.ilo.org/ipec/Informationresources/lang--en/docName--WCMS_127018/index.htm)

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**WWSF: Prevention is Key! – Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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**6. Corporal Punishment**

**Global Initiative to End All Corporal Punishment of Children**

<http://www.endcorporalpunishment.org/>

**Council of Europe-Raise your Hand Against Smacking**

[http://www.coe.int/t/dg3/corporalpunishment/default\\_en.asp](http://www.coe.int/t/dg3/corporalpunishment/default_en.asp)

**Global Initiative to End All Corporal Punishment of Children (*website for children*)**

<http://www.endcorporalpunishment.org/children>

**Plan – Learn Without Fear**

<http://plan-international.org/apprendresanspeur>

**UNICEF. *Child Disciplinary Practices at Home: Evidence from a Range of Low - and Middle - Income Countries.* UNICEF (2010)**

[http://www.childinfo.org/files/report\\_Disipl\\_FIN.pdf](http://www.childinfo.org/files/report_Disipl_FIN.pdf)

**What Makes a Good Teacher? Children Speak their Minds. UNESCO (1996)**

<http://unesdoc.unesco.org/images/0010/001041/104124m.pdf>

**WWSF: Prevention is Key! – Guide for NGOa and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

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**7. Sale of Children**

**Global Initiative to Fight Human Trafficking (UN.GIFT)**

<http://www.ungift.org/knowledgehub/>

**UNICEF and Innocenti Research Centre. *Handbook on the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography.* UNICEF (2009)**

[http://www.unicef-irc.org/publications/pdf/optional\\_protocol\\_eng.pdf](http://www.unicef-irc.org/publications/pdf/optional_protocol_eng.pdf)

**WWSF: Prevention is Key! – Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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**8. Child Prostitution**

**Child Prostitution: The Commercial Sexual Exploitation of Children**

<http://gvnet.com/childprostitution/>

**Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child**

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**Prostitution and Child Pornography**

<http://www2.ohchr.org/english/law/crc-sale.htm>

**UNICEF and Innocenti Research Centre. *Handbook on the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography*. UNICEF (2009)**

[http://www.unicef-irc.org/publications/pdf/optional\\_protocol\\_eng.pdf](http://www.unicef-irc.org/publications/pdf/optional_protocol_eng.pdf)

**Women's Justice Center - A Guide for Mothers, Grandmothers, and Others for Helping a Girl Caught in Prostitution or Sex Trafficking**

<http://www.justicewomen.com/guide/>

**WWSF: Prevention is Key! - Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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**9. Child Pornography**

**Association of Sites Advocating Child Protection**

<http://www.asacp.org>

**ECPAT International**

<http://www.ecpat.net/EI/index.asp>

**International Centre for Missing and Exploited Children. *Child Pornography: Model Legislation and Global Review - Fifth Edition*. International Centre for Missing and Exploited Children (2008)**

[http://polis.osce.org/library/f/3648/2801/GOV-USA-RPT-3648-EN-Child%20Pornography\\_%20Model%20Legislation%20&%20Global%20Review%20\(5th%20Edition\).pdf](http://polis.osce.org/library/f/3648/2801/GOV-USA-RPT-3648-EN-Child%20Pornography_%20Model%20Legislation%20&%20Global%20Review%20(5th%20Edition).pdf)

**Optional Protocol to the Convention on the Rights of the Child on the Sale of Children, Child Prostitution and Child Pornography**

<http://www2.ohchr.org/english/law/crc-sale.htm>

**Report of the Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, Najat M'jid Maalla. *Promotion and Protection of all Human Rights, Civil, Political, Economic, Social and Cultural Rights, including the Right to Development*. Human Rights Council (2009)**

<http://www.unhcr.org/refworld/docid/4ab0d35a2.html>

**UNICEF and Innocenti Research Centre. *Handbook on the Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography*. UNICEF (2009)**

[http://www.unicef-irc.org/publications/pdf/optional\\_protocol\\_eng.pdf](http://www.unicef-irc.org/publications/pdf/optional_protocol_eng.pdf)

**WWSF: Prevention is Key! - Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>



## 10. Child Trafficking

### Blue Heart Campaign Against Human Trafficking

<http://www.unodc.org/blueheart/>

Dottridge M. for *Terre des hommes* Foundation. *A Handbook on Planning Projects to Prevent Child Trafficking*. Terre des Hommes Foundation (2007)

[http://www.childtrafficking.com/Docs/prevent\\_child\\_tra\\_0607.pdf](http://www.childtrafficking.com/Docs/prevent_child_tra_0607.pdf)

Dottridge M. for ECPAT International. *Child Trafficking for Sexual Purposes*. ECPAT International (2008)

[http://www.ecpat.net/WorldCongressIII/PDF/Publications/Trafficking/Thematic\\_Paper\\_Trafficking\\_ENG.pdf](http://www.ecpat.net/WorldCongressIII/PDF/Publications/Trafficking/Thematic_Paper_Trafficking_ENG.pdf)

International Bureau for Children's Rights - Child Trafficking

[http://www.ibcr.org/eng/definition\\_child\\_trafficking.html](http://www.ibcr.org/eng/definition_child_trafficking.html)

Global Initiative to Fight Human Trafficking (UN.GIFT) - Trafficking and Children

<http://www.ungift.org/knowledgehub/en/about/trafficking-of-children.html>

The Stockholm Declaration and Agenda for Action - World Congress Against Commercial Sexual Exploitation of Children

[http://www.kinderrechte.gv.at/home/upload/downloads/internationales/agenda\\_for\\_action\\_stockholm-1996.pdf](http://www.kinderrechte.gv.at/home/upload/downloads/internationales/agenda_for_action_stockholm-1996.pdf)

Warburton J. for the NGO Group for the Convention on the Rights of the Child. *Prevention, Protection and Recovery of Children from Commercial Sexual Exploitation*.

[www.woman.ch/june09/children/files/expertpaper-1.doc](http://www.woman.ch/june09/children/files/expertpaper-1.doc)

UNICEF. *Rights Here, Rights Now: Recommendations for Protecting Trafficked Children*. UNICEF (2007) [http://lastradainternational.org/lisidocs/RightsHere\\_RightsNow.pdf](http://lastradainternational.org/lisidocs/RightsHere_RightsNow.pdf)

WWSF: Prevention is Key! - Guide for NGOs and Citizen Action

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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## 11. Child Sex Tourism

International Bureau for Children's Rights - Child Sex Tourism

<http://www.ibcr.org/eng/Tourism.html>

O'Briain M., Grillo M., and Barbosa H. *Sexual Exploitation of Children and Adolescents in Tourism*. ECPAT International (2008)

ECPAT:

[http://www.ecpat.net/ei/Csec\\_cst.asp](http://www.ecpat.net/ei/Csec_cst.asp)

[http://www.ecpat.net/worldcongressIII/PDF/Publications/CST/Thematic\\_Paper\\_CST\\_ENG.pdf](http://www.ecpat.net/worldcongressIII/PDF/Publications/CST/Thematic_Paper_CST_ENG.pdf)



**Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism**  
[http://www.ecpat.net/ei/Publications/CST/Code\\_of\\_Conduct\\_ENG.pdf](http://www.ecpat.net/ei/Publications/CST/Code_of_Conduct_ENG.pdf)

**Delaney S. Young's Person's Guide to Combating Child-Sex Tourism.** ECPAT International (2008)  
[http://www.ecpat.net/ei/Publications/CYP/YP\\_Guide\\_to\\_CST\\_ENG.pdf](http://www.ecpat.net/ei/Publications/CYP/YP_Guide_to_CST_ENG.pdf)

**Report of the Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, Najat M'jid Maala (2012)**  
<http://daccess-dds-ny.un.org/doc/UNDOC/GEN/G13/102/63/PDF/G1310263.pdf?OpenElement>

**We Protect Children from Sex Tourism**  
<http://www.thecode.org/>

**WWSF: Prevention is Key! – Guide for NGOs and Citizen Action**  
[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)  
<http://www.youthengage.com/>

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## 12. Harmful Traditional Practices

**Inter-African Committee on Traditional Practices**  
<http://www.iac-ciaf.net/>

**Eliminating Female Genital Mutilation: An Interagency Statement (OHCHR, UNAIDS, UNDP, UNECA, UNESCO, UNFPA, UNHCR, UNICEF, UNIFEM, WHO)**  
[http://www.unfpa.org/webdav/site/global/shared/documents/publications/2008/eliminating\\_fgm.pdf](http://www.unfpa.org/webdav/site/global/shared/documents/publications/2008/eliminating_fgm.pdf)

**Female Genital Mutilation/Cutting: A Statistical Exploration.** UNICEF (2005)  
[http://www.unicef.org/publications/index\\_29994.html](http://www.unicef.org/publications/index_29994.html)

**International NGO Council on Violence Against Children, *Violating Children's Rights: Harmful Practices Based on Tradition, Culture, Religion or Superstition* (2012)**  
[http://www.crin.org/docs/InCo\\_Report\\_15Oct.pdf](http://www.crin.org/docs/InCo_Report_15Oct.pdf)

**Joint UNFPA-UNICEF Program on Female Genital Mutilation Cutting**  
<http://www.unfpa.org/gender/practices3.html>

**UNICEF, *Female Genital Mutilation/Cutting: A statistical overview and exploration of the dynamics of change* (2013)**  
[http://www.unicef.org/media/files/FGCM\\_Lo\\_res.pdf](http://www.unicef.org/media/files/FGCM_Lo_res.pdf)

**Working Group on the Girl Child – NGO Committee on the Status of Women (CoNGO). *A Girl's Right to Live: Female Foeticide and Girl Infanticide*. (2007)**  
[http://www.ifuw.org/advocacy/reports/2007-girls\\_infanticide.pdf](http://www.ifuw.org/advocacy/reports/2007-girls_infanticide.pdf)

**Wambui Kuria. *Female Genital Mutilation: A Guide to Laws and Policies Worldwide***  
UK: Zed Books (2000) Look for it in your local libraries or purchase it online [www.amazon.com](http://www.amazon.com)



**WWSF: Prevention is Key! – Guide for NGOs and Citizen Action**

[http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en\\_US](http://www.woman.ch/index.php?page=wwsf-prevention-guide&hl=en_US)

<http://www.youthengage.com/>

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**13. Street Children**

**2011 UN Resolution on Street Children**

<http://www.streetchildren.org.uk/content.asp?pageID=70>

**Consortium for Street Children**

<http://www.streetchildren.org.uk/>

<http://www.streetchildren.org.uk/international-day/>

**OHCHR. Protection and promotion of the rights of children working/living on the street (2012)**

<http://www.ohchr.org/Documents/Issues/Children/Study/OHCHRBrochureStreetChildren.pdf>

**PLAN. Because I am a Girl: The State of the World's Girls 2010 – Digital and Urban Frontiers: Girls in a Changing Landscape (2010)**

[http://plan-international.org/girls/static/docs/BIAAG\\_2010\\_EN2.pdf](http://plan-international.org/girls/static/docs/BIAAG_2010_EN2.pdf)

**Street Children – UNICEF's Toolkit on Diversion and Alternatives to Detention**

[http://www.unicef.org/tdad/index\\_56502.html](http://www.unicef.org/tdad/index_56502.html)

**StreetInvest: Investing in Children on the Street**

<http://www.streetinvest.org/>

**WHO. Working with Street Children: Implementing a street children project: World Health Organization, Geneva (2000)**

[http://whqlibdoc.who.int/hq/2000/WHO\\_MSD\\_MDP\\_00.14\\_module10.pdf](http://whqlibdoc.who.int/hq/2000/WHO_MSD_MDP_00.14_module10.pdf)

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**14. Discrimination Based on Health Conditions**

**Convention on the Rights of Persons with Disabilities**

<http://www.un.org/esa/socdev/enable/documents/tccconvf.pdf>

**WHO, UNAIDS and UNICEF – Global HIV/AIDS Response, Epidemic Update and Health Sector Progress Towards Universal Access, Progress Report, 2011**

[http://whqlibdoc.who.int/publications/2011/9789241502986\\_eng.pdf](http://whqlibdoc.who.int/publications/2011/9789241502986_eng.pdf)

**Human Rights Watch – Future Forsaken, Abuses Against Children Affected by HIV/AIDS in India, 2004**

<http://www.hrw.org/sites/default/files/reports/FutureForsaken.pdf>

**Centers For Diseases Control and Prevention – Sexually Transmitted Diseases**

<http://www.cdc.gov/std/default.htm>



**Ecumenical Advocacy Alliance. Keep the Promise: A Teaching Resource on Advocacy and HIV and AIDS. Ecumenical Advocacy Alliance (2006)**

[http://www.ibe.unesco.org/AIDS/doc/HIV\\_AIDS\\_370\\_EN.pdf](http://www.ibe.unesco.org/AIDS/doc/HIV_AIDS_370_EN.pdf)

**Prevention of Sexually Transmitted Infections and Under 18 Conceptions**

<http://www.nice.org.uk/PHI003>

**UNESCO - Fast Car: Traveling Safely Around the World (video game to learn about HIV and AIDS prevention)**

<http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/hiv-and-aids/fast-car-travelling-safely-around-the-world/>

**UNICEF - Preventing Mother-to-Child Transmission (PMTCT) of HIV**

[http://www.unicef.org/aids/index\\_preventionyoung.html](http://www.unicef.org/aids/index_preventionyoung.html)

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### **15. Addiction and Substance Abuse**

**Foundation for a Drug-Free World**

<http://www.drugfreeworld.org/home.html>

**United Nations Office on Drugs and Crimes (UNODC) - Prevention of Drug Abuse**

<http://www.unodc.org/unodc/en/prevention/index.html>

**World Health Organization - Management of Substance Abuse**

[http://www.who.int/substance\\_abuse/en/](http://www.who.int/substance_abuse/en/)

**World Health Organization - Lexicon of Alcohol and Drug Terms published by the World Health Organization**

[http://www.who.int/substance\\_abuse/terminology/who\\_lexicon/en/](http://www.who.int/substance_abuse/terminology/who_lexicon/en/)

**Fédération genevoise pour la prévention de l'alcoolisme (in French)**

<http://www.fegpa.ch>

<http://www.mon-ado.ch/>

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### **16. Malnutrition**

**F. James Levinson & Lucy Bassett. Malnutrition is Still a Major Contributor to Child Deaths: Population Reference Bureau (2007)**

<http://www.prb.org/pdf07/Nutrition2007.pdf>

**Olivier De Schutter - United Nations Special Rapporteur on the Right to Food**

<http://www.srfood.org/>

**Michael Kahn. Undernutrition behind Third of Child Deaths: Studies. Reuters (2008)**

<http://in.reuters.com/article/2008/01/17/us-nutrition-children-idINL1652413820080117>

**Right to Food - Jean Ziegler**



<http://www.righttofood.org/>

**World Food Programme - Hunger**

<http://www.wfp.org/hunger>

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### **17. Dangers of ICTs**

**Action Innocence**

<http://www.actioninnocence.org/>

**Coalition for Children - Safety on the Internet**

<http://www.safechild.org/internet.htm>

**ECPAT International. Violence Against Children in the Cyberspace: A Contribution to the United Nations Study on Violence Against Children. ECPAT International (2005)**

[http://www.ecpat.net/ei/Publications/ICT/Cyberspace\\_ENG.pdf](http://www.ecpat.net/ei/Publications/ICT/Cyberspace_ENG.pdf)

**Enough is Enough: Making the Internet Safer for Children and Families**

<http://www.enough.org/>

**International Centre for Missing and Exploited Children**

[http://www.icmec.org/missingkids/servlet/PageServlet?LanguageCountry=en\\_X1&PageId=4347](http://www.icmec.org/missingkids/servlet/PageServlet?LanguageCountry=en_X1&PageId=4347)

**International Telecommunication Union (ITU): Child Online Protection**

<http://www.itu.int/osg/csd/cybersecurity/gca/cop/index.html>

**Make-IT-Safe**

<http://www.make-it-safe.net/>

**NetCity.org (A website for children aged between 9-12 to learn how to use the Internet carefully)**

<http://www.netcity.org/>

**PLAN. Because I am a Girl: The State of the World's Girls 2010 - Digital and Urban Frontiers: Girls in a Changing Landscape. PLAN (2010)**

[http://plan-international.org/girls/static/docs/BIAAG\\_2010\\_EN2.pdf](http://plan-international.org/girls/static/docs/BIAAG_2010_EN2.pdf)

**Report of the Special Rapporteur on the Sale of Children, Child Prostitution and Child Pornography, Najat M'jid Maalla. Promotion and Protection of all Human Rights, Civil, Political, Economic, Social and Cultural Rights, including the Right to Development. Human Rights Council (2009)**

<http://www.unhcr.org/refworld/docid/4ab0d35a2.html>

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<http://www.youthengage.com/>

**Adults & Children Together Against Violence - Media Violence & Children**



<http://actagainstviolence.apa.org/mediaviolence/index.html>

**Brodeur J., and EDUPAX. Promising Practices to Protect Children from Media Violence. Brodeur and CRIN (2006)** <https://www.comminit.com/en/node/221902/307>

**Media Education Foundation**

<http://www.mediaed.org/>

**PLAN. Because I am a Girl: The State of the World's Girls 2010 - Digital and Urban Frontiers: Girls in a Changing Landscape (2010)**

[http://plan-international.org/girls/static/docs/BIAAG\\_2010\\_EN2.pdf](http://plan-international.org/girls/static/docs/BIAAG_2010_EN2.pdf)

**UNESCO. Media Education: A Kit for Teachers, Students, Parents and Professionals. Edited by Divina Frau-Meige. UNESCO (2006)**

<http://unesdoc.unesco.org/images/0014/001492/149278e.pdf>

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**ECPAT International. Violence Against Children in Cyberspace: A Contribution to the United Nations Study on Violence Against Children. ECPAT International (2005)**

[http://www.ecpat.net/ei/Publications/ICT/Cyberspace\\_ENG.pdf](http://www.ecpat.net/ei/Publications/ICT/Cyberspace_ENG.pdf)

**Psychology Matters - Violent Video Games - Psychologists Help Protect Children from Harmful Effects** <http://www.psychology.iastate.edu/faculty/caa/abstracts/2000-2004/04PsyMatters.pdf>

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## 18. Abduction

**Convention on the Rights of the Child, Article 9**

<http://www2.ohchr.org/english/law/crc.htm>

**Hague Convention on the Civil Aspects of International Child Abduction**

<http://www.hcch.net/upload/conventions/txt28en.pdf>

**Child Focus (Foundation for Missing and Sexually Exploited Children)**

<http://www.childfocus.be/>

**Missing Children Europe**

<http://www.missingchildreneurope.eu/>

**International Social Service**

<http://www.iss-ssi.org/>

**Stop Violence**

<http://www.stopviolence.fr/>



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**19. Juvenile Death Penalty**

**Convention on the Rights of the Child, Article 37**

<http://www2.ohchr.org/english/law/crc.htm>

**Geneva Convention Relative to the Protection of Civilian Persons in Time of War, 12 August 1949, Article 68**

<http://www.icrc.org/ihl.nsf/full/380>

**Additional Protocol to the Geneva Conventions Relating to the Protection of Victims of International Armed Conflicts (Protocol I), Article 77**

<http://www.icrc.org/ihl.nsf/full/470?opendocument>

**Additional Protocol to the Geneva Conventions Relating to the Protection of Victims of Non-International Armed Conflicts (Protocol II), Article 6.4**

<http://www.icrc.org/ihl.nsf/full/475?opendocument>

**International Covenant on Civil and Political Rights, Article 6-5**

<http://www2.ohchr.org/english/law/ccpr.htm>

**African Charter on the Rights and Welfare of the Child, Article 5**

<http://www1.umn.edu/humanrts/africa/afchild.htm>

**American Convention on Human Rights, Article 4.5**

<http://www.oas.org/juridico/english/treaties/b-32.html>

**ACAT France (Christian Action for the Abolition of Torture)**

[http://www.acatfrance.fr/clefs\\_peinedemort.php](http://www.acatfrance.fr/clefs_peinedemort.php)

**Amnesty International**

<http://www.amnesty.org/>



**Report and Questionnaire**

**Writing a Report**

Take pictures, write a report and send a copy to WWSF presenting your activities and events. WWSF will include your report in its annual impact summary of "19 Days of activism for prevention of abuse and violence against children and youth" and publish it on the Internet.

Your reports of activities during the 19 Days campaign, are also the basis for WWSF selection of 3 to 4 coalition organizations for the annual WWSF Prize awards for innovative prevention activities, announced on 1 November. To date, 39 coalition organizations have been awarded and honored with the WWSF prize. All laureate organizations are published on the Internet [http://www.woman.ch/index.php?page=laureates-2011-2&hl=en\\_US](http://www.woman.ch/index.php?page=laureates-2011-2&hl=en_US)

**Questionnaire**

Please fill in this questionnaire at the end of the campaign and return it to WWSF via mail or email to help WWSF assess the impact of its annual campaign and to keep empowering you to be a successful change maker in your country. Together we can achieve what no one can do alone.

|  |  |
|--|--|
| <b>Organization</b>                              |  |
| <b>Email address</b><br><b>URL if applicable</b> |  |
| <b>Country</b>                                   |  |
| <b>City</b>                                      |  |

**What theme(s) did you choose for the 2014 campaign? Please cross the relevant issues.**

- Children involved in armed conflict (*Main 2012 theme*)
- Sexual abuse
- Bullying
- Neglect
- Child labor
- Corporal punishment (*Main 2011 theme*)
- Sale of children (*Main 2013 theme*)
- Child prostitution (*Main 2013 theme*)
- Child pornography (*Main 2013 theme*)
- Child trafficking
- Child sex tourism
- Harmful traditional practices



- Street children
- Discrimination based on health conditions
- Addiction and substance abuse** (Main 2014 Theme)
- Malnutrition
- Dangers of ICTs
- Abduction
- Juvenile death penalty

### Why?

Did you use any of the documents from the "WWSF Prevention Kit"? If yes, which ones?

- "Introduction" to the 19-Day campaign
- "What is the campaign"
- "Main theme 2014"
- "19 Days Themes: Definitions and Facts"
- "Choose a Theme - Plan an Activity"
- "Advertise for your Activity - Contact the Media"
- "Fundraising"
- "Resources"
- The WWSF 2014 campaign poster
- The WWSF 19 Days logos
- The WWSF 19 Days header

If you did not use the "WWSF Prevention Kit", please note why.

- You did not know about the Kit
- You could not find the kit on Internet?
- You did not find the kit useful
- The kit was not made available in a language you could understand
- You used your own material
- You used someone else's kit
- Other:

How did you find out about the "WWSF Prevention Kit"?

- WWSF website
- Through another organization participating in the 19 Days
- Other:

What type of activity did you plan?

- Raise awareness
- E-activism
- Building skills
- Honoring and involving new partners
- Fundraising



- Concerts
- Political activities
- Special Days
- Other:

**What was the impact? How many people did you reach approximately?**

**How did you advertise?**

- Via E-mail
- Social networks such as Facebook and Twitter
- Handing out leaflets, flyers, etc.
- Placing posters in your community
- YouTube videos
- Radio and/or Television networks

**Did you collaborate** with other organizations that are members of the WWSF international coalition?

**Are you interested** in participating in the 2015 "19 Days Campaign"?

- Yes
- No

**If yes**, what theme would you like to see explored as the main theme for next year?

**Do you have any suggestions/comments** regarding the "Prevention Call to Action Kit"?



**The WWSF Children - Youth Section thanks you for your participation.**

**Contact: 19 Days Activism for prevention of child abuse 1-19 November**

**c/o WWSF Women's World Summit Foundation • Children-Youth  
Section**

**11 avenue de la Paix • CH-1202 Geneva • Switzerland**

**Tel: +41 22 738 66 19 • Fax: +41 22 738 82 48**

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