



**87 COUNTRIES  
ONE GLOBAL  
CAMPAIGN  
PROGRESS REPORT**  
JUNE 2019 – SEPTEMBER 2020



**EXECUTIVE SUMMARY**

## FOREWORD

The world has changed dramatically since May 2019, when we last reported on the progress of World Vision's global campaign, *It takes a world to end violence against children*. With the global COVID-19 pandemic and related health, environmental and other crises consuming our attention, the world's children have become even more vulnerable.

As activists for the protection of children, we might have thought these big issues of our time would drive attention away from ending violence against children, at a time in which acts of violence were predicted to rise dramatically. We feared that the global community would first secure their basic needs, and only after that look to protect social relationships and mental health.

Today, we are pleased to share that our worst fears in this regard have not come true. In fact, never has global attention to protecting children and women from violence been as high as during the most widespread and publicised global health crisis. An indicator of this is the high number of celebrities who have spoken out on this issue – quite astounding. There are real concerns for the safety of millions of children backed by data, and the window of opportunity for societal transformation in this moment is tremendous.

Yet, we continue struggling with the complexity of ending violence against children, the difficulties of showing progress – especially when it comes to the contribution of campaigns like *It takes a world* – and the shifting attitudes and behaviours at the root of violence. We need to find new ways of addressing these complex issues. At the same time, we celebrate the extraordinary amount of political capital that has been invested in ending violence against children since the adoption of the Sustainable Development Goals in September 2015.



The movement to end violence against children exists and is irreversible. Children are at its forefront. The actions from the *It takes a world to end violence against children* campaign detailed in this report are but one of many indicators.

In our pledge towards ending violence against children we know what it takes: it takes all parts of society to create a protective blanket around children, as well as a robust net to catch those who may slip out from under it.

When looking back at the achievements in this report, it is clear that this campaign and its partners have truly attempted to do 'whatever it takes', to protect children in their homes, at schools, in cities, in the most dangerous places, battling the most powerful natural disasters and more recently during the COVID-19 lockdowns.

Looking ahead, I encourage each of us to *press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus* (Philippians 3:13-14). Let us pick up the pace to achieve our campaign's goals and see the end of violence against children in our lifetime.



A handwritten signature in black ink that reads "Andrew Morley".

**ANDREW MORLEY**  
President and CEO  
World Vision International



## CAMPAIGN PROGRESS AT A GLANCE

SINCE LAUNCHING IN 2017, THE *IT TAKES A WORLD* CAMPAIGN HAS **IMPACTED THE LIVES OF**

# 128

**MILLION CHILDREN**  
ACROSS THE GLOBE

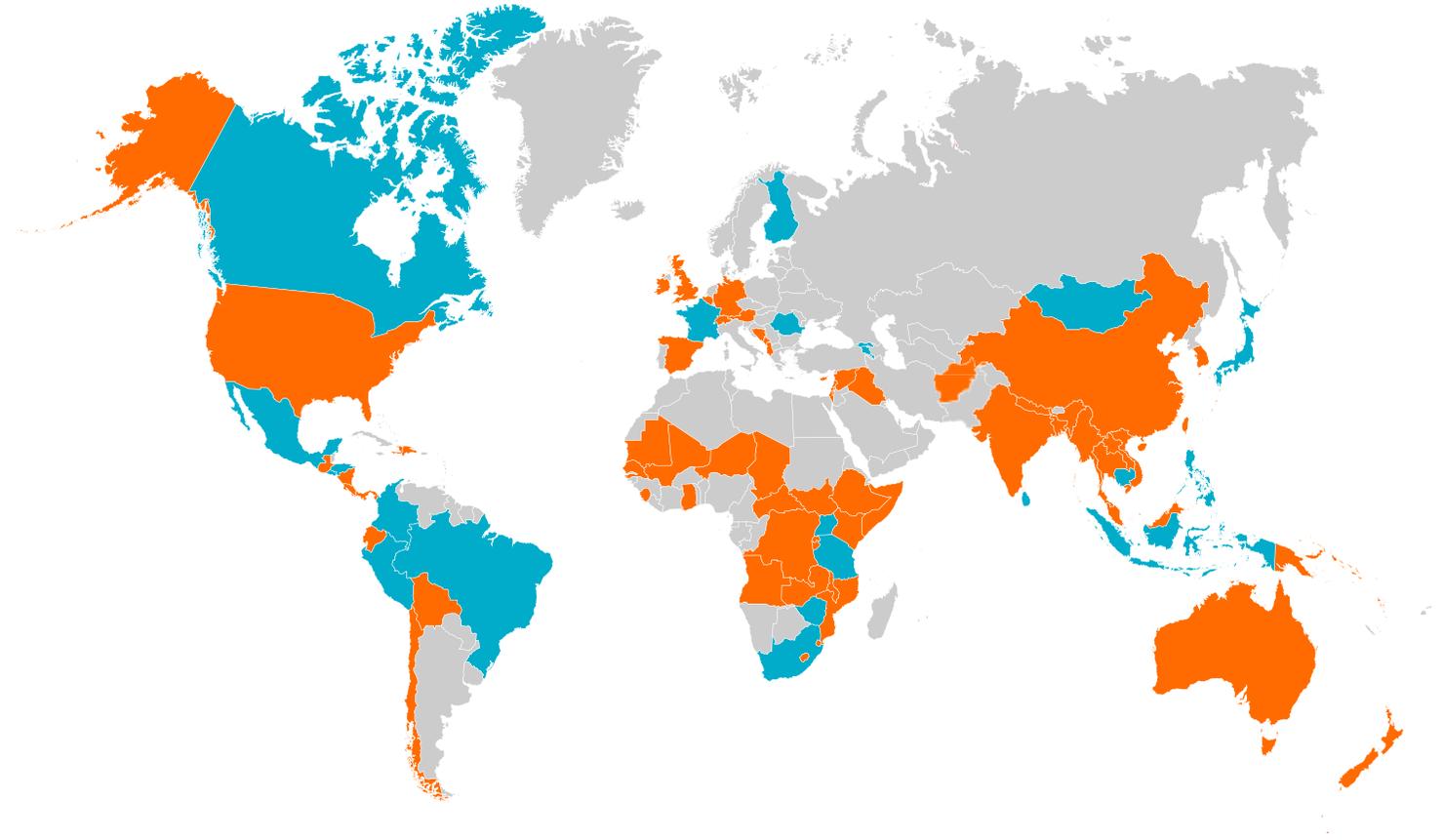
# 87

**COUNTRIES WHERE**  
**WORLD VISION IS**  
**CAMPAIGNING TO**  
**END VIOLENCE**  
**AGAINST CHILDREN**

# 22

**ARE PATHFINDING**  
**COUNTRIES**

of the [Global Partnership to End Violence against Children](#)



Afghanistan, Albania & Kosovo, Angola, Armenia, Australia, Austria, Bangladesh, Bolivia, Bosnia and Herzegovina, Belgium, Brazil, Burundi, Cambodia, Canada, Central African Republic, Chad, Chile, China, Colombia, Costa Rica, Cyprus, Democratic Republic of the Congo, Dominican Republic, Ecuador, El Salvador, Eswatini, Ethiopia, Finland, France, Georgia, Germany, Ghana, Guatemala, Haiti, Honduras, Hong Kong, India, Indonesia, Iraq, Ireland, Japan, Jerusalem-West Bank-Gaza, Kenya, Laos, Lebanon, Lesotho, Malaysia, Malawi, Mali, Mauritania, Mexico, Mongolia, Mozambique, Myanmar, Nepal, New Zealand, Nicaragua, Niger, Panama, Papua New Guinea, Peru, the Philippines, Romania, Rwanda, Senegal, Sierra Leone, Singapore, Solomon Islands, Somalia, South Africa, South Korea, South Sudan, Spain, Sri Lanka, Syria, Switzerland, Taiwan, Tanzania, Thailand, Timor-Leste, Uganda, United Kingdom, United States of America, Vanuatu, Vietnam, Zambia, Zimbabwe



## OBJECTIVE 1 – IGNITE MOVEMENTS



**180,000**  
**CHILDREN AND**  
**YOUNG PEOPLE**

participating in campaign actions to end violence against children since 2017



**450,000**  
**FAITH**  
**LEADERS**

have worked with World Vision to address root causes of violence against children since 2012



**451,000**  
**SUPPORTERS<sup>1</sup>**

carried out advocacy actions in support of the campaign in 2019



**51,000**  
**SIGNATURES**

received in support of our petition to increase funding for health, education and other social services that protect children at greater risk of violence due to the impacts of COVID-19, between June and September 2020



**92% OF EXTERNAL PARTNERS SAID THEY TRUSTED**

our advocacy and programmes on child protection, in response to a 2019 World Vision survey



**46.8 million**  
**SOCIAL MEDIA IMPRESSIONS**

and **15,030 SOCIAL MEDIA ENGAGEMENTS** related to the campaign, between October 2019 and September 2020



## OBJECTIVE 2 – SCALE UP WHAT WORKS



**4.8 million**  
**CHILDREN**

reached with child protection interventions by World Vision and partners across 48 countries in 2019

**481 POLICY**  
**CHANGES<sup>2</sup>**



to address violence against children since 2017 (133 at a national level and 348 at a local level)

Of these, in 2019, there were 62 at a national level and 154 at a local level

<sup>1</sup> Due to different data collection cycles, these specific numbers cover activities that took place between October 2018 and September 2019.

<sup>2</sup> This number aligns with how World Vision cumulatively reports on the numbers of vulnerable children for whom World Vision contributed to more than one government policy change or policy implementation addressing the root causes of vulnerability, and where there is some evidence of implementation of at least one of the policies.



**OBJECTIVE 3 –  
MORE MONEY,  
BETTER SPENT**

**105  
POLICY  
CHANGES**

related to allocating, increasing,  
or defending **government  
funding to address ending  
violence against children**  
since 2017

Of these



In 2019

**65  
POLICY  
CHANGES<sup>3</sup>**

<sup>3</sup> Due to different data collection cycles, these specific numbers cover activities that took place between October 2018 and September 2019.

<sup>4</sup> Ibid



**OBJECTIVE 4 – ACCOUNTABILITY FOR COMMITMENTS**

**13  
GOVERNMENTS**



made direct reference to their efforts to end violence against children in their **Voluntary National Review** on the Sustainable Development Goals in 2019

**19  
GOVERNMENTS**



**made pledges on ending violence against children** as part of the 30th Anniversary of the United Nations Convention on the Rights of the Child in 2019



**237  
PLEDGES ON  
PROTECTION**

made by governments and partners at the **Global Refugee Forum** in 2019



**173  
PLEDGES ON  
EDUCATION**



**674  
PROGRAMMES**

in which **communities are supported by World Vision to advocate** with decision makers for changes in policies or practice related to violence and its root causes in 2019<sup>4</sup>

## CAMPAIGN HIGHLIGHTS

Commitments are easy to make – especially under the spotlight of a United Nations meeting or a press conference – but difficult to keep. Judging by all the promises made, violence against children should have been wiped out of this world by now.

**In 2019, we focused our campaign efforts on holding those in power to account and turning promises made to children into concrete solutions and resources on the ground.** High-level events such as the review of the Sustainable Development Goals (July 2019) and the 30<sup>th</sup> anniversary of the Convention of the Rights of the Child (November 2019) gave us a global platform to support children and communities in telling their version of the story.

**In 2020, our focus has been on mobilising millions of people to end sexual violence against children and end child marriage.** We called for donor governments to sustain aid funding to end child marriage, and also highlighted the primary role of children in preventing girls and boys from getting married and losing out on education.

Among the aftershocks of the **COVID-19 pandemic** has been a prediction that 85 million more girls and boys worldwide may be exposed to physical, sexual and/or emotional violence over a three-month period as a result of COVID-19 quarantines, and at least 4 million more girls married in the next two years. The lockdowns that have swept across the world and the resulting economic impacts have dramatically increased concerns over an escalation in child abuse. Using the heightened attention to child protection issues by the media and the general public, we leveraged social media and other virtual means to provide life-saving information and support to children, and offered children platforms to amplify their voices and engage with policy-makers.



# SPOTLIGHT: ENDING CHILD MARRIAGE AND SEXUAL VIOLENCE

By exercising coordinated pressure around the world

**1** June 2019: Call to action and pledge to end child marriage at the Women Deliver conference in **CANADA**.

**2** January 2020: Policy dialogue hosted in **NEW YORK** generated strong commitments from high-level policymakers (per UN) to break the silence on child sexual abuse.

**3** 2019: New Vows: empowering communities to end child marriage, used in advocacy with **US CONGRESS** to provide robust funding for programmes that seek to prevent child marriage and meet the needs of married girls.

**4** 2020: A kit to reduce child sexual violence for adults in the context of the church, with our partners in the 'Christian Movement Against Violence Against Children' in **CENTRAL AMERICA**.

**5** November 2019: Young Leader Salimata from Mali (pictured left) spoke on a panel in **NEW YORK** about her advocacy to end child marriage.



**13** 2020: No Happily Ever After, report and policy dialogue in the **UK**.

**12** October 2019: Exploring Child Activism in Bangladesh, Child-led research on early marriage; presented by young leader Dola at the United Nations in **GENEVA** on the occasion of the International Day of the Girl Child.

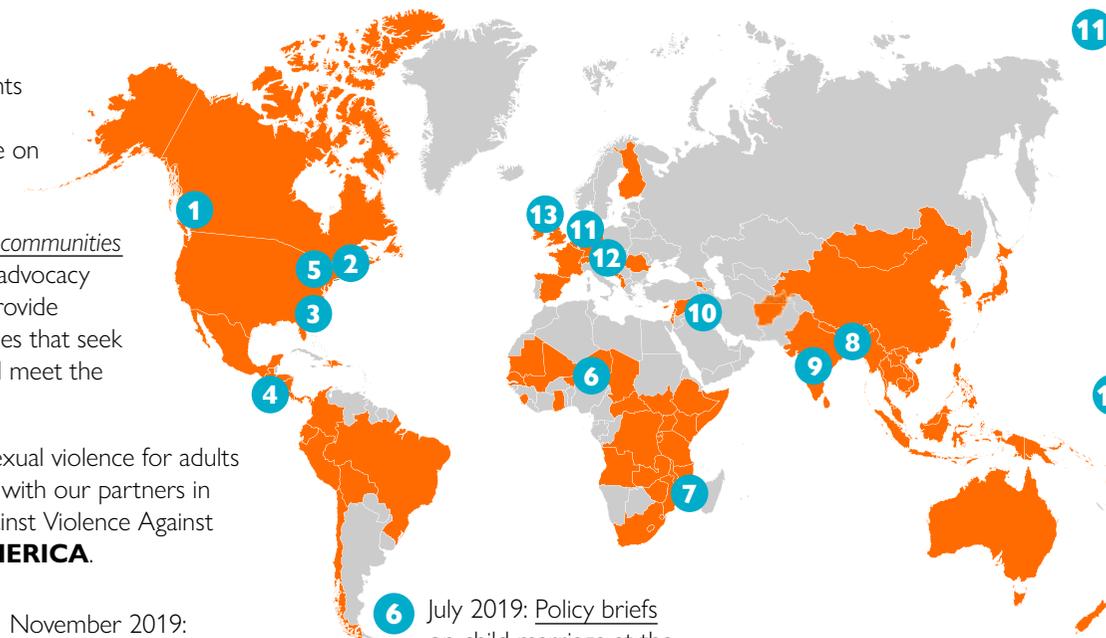
**11** March 2020: **GERMAN** parliamentarians join #HandsOffMyChildhood campaign on forced marriage and sexual violence against children at Berlin Central Station.



**10** June–September 2020: Stolen Future: War and Child Marriage in Northwest Syria, report influences **SYRIA** Conference and policy dialogue.

**9** 2019–2020: In **INDIA, INDONESIA, MOZAMBIQUE, THE PHILIPPINES** and **ROMANIA**, we reached 30 million people through media and mobilised 20,000 children and 1,000 faith actors to put pressure on governments to end sexual abuse of children and child marriage.

**8** June 2019: Engaging with faith leaders in **BANGLADESH** to prevent child marriage in Rohingya refugee camps.



**6** July 2019: Policy briefs on child marriage at the ECOWAS First Ladies Summit in **NIGER**, contributing to 'The Niamey Declaration of ECOWAS first ladies: call to end child marriage and promote the education and empowerment of girls'.

**7** July 2019: Ground-breaking anti-child marriage law in **MOZAMBIQUE** was passed. World Vision and Tmcel disseminate SMS messages on child marriage to 3.5 million users; television spots on child marriage reached 10 million viewers.

# SPOTLIGHT: PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19

Our largest-ever global humanitarian response with four primary objectives:



1: Scale up preventive measures to limit the spread of the disease.



2: Strengthen health systems and workers.



3: Support for children impacted by COVID-19 through education, child protection, food security and livelihoods.



4: Collaborate and advocate to ensure vulnerable children are protected.

## WHAT WE DID

APRIL 2020

MAY 2020

JUNE 2020

JULY 2020

AUGUST 2020

SEPTEMBER 2020

Survey among **UK** children on how communities and families were supporting kids through lockdown.

COVID-19 Child Protection in Fragile and Humanitarian Contexts policy brief calls for child protection to be a global priority incorporated in all response plans and efforts.

Queen 'Masenate Mohato Seeiso spoke on television, Facebook and YouTube, about her fears with regards to child protection and access to education during the COVID-19 lockdown in **Lesotho**.

More than 1,000 participants tuned in to hear World Vision Global Sector Lead for Child Protection and Participation, Bill Forbes, speak about the child protection challenges faced during the response to COVID-19 and how we have been adapting to them at the Tackling COVID-19's hidden crisis: violence against children event hosted by the Global Partnership to End Violence against Children and the Office of the Special Representative to the Secretary-General on Violence Against Children.

COVID-19 Aftershocks: A Perfect Storm report warned of millions more children at risk of violence under lockdown and into the 'new normal'.



Migration and COVID-19: Venezuelan children between a rock and a hard place report found that family separation is most evident in **Venezuela**: all the children interviewed were living without their parents at the time of the survey.

Joining Forces Coalition briefing on Ending Violence against Children and COVID-19 which calls for child protection to be prioritised in the response to COVID-19.

COVID-19 Aftershocks: Out of time report warned that as families' incomes plummet, millions more children go hungry and are forced to work.

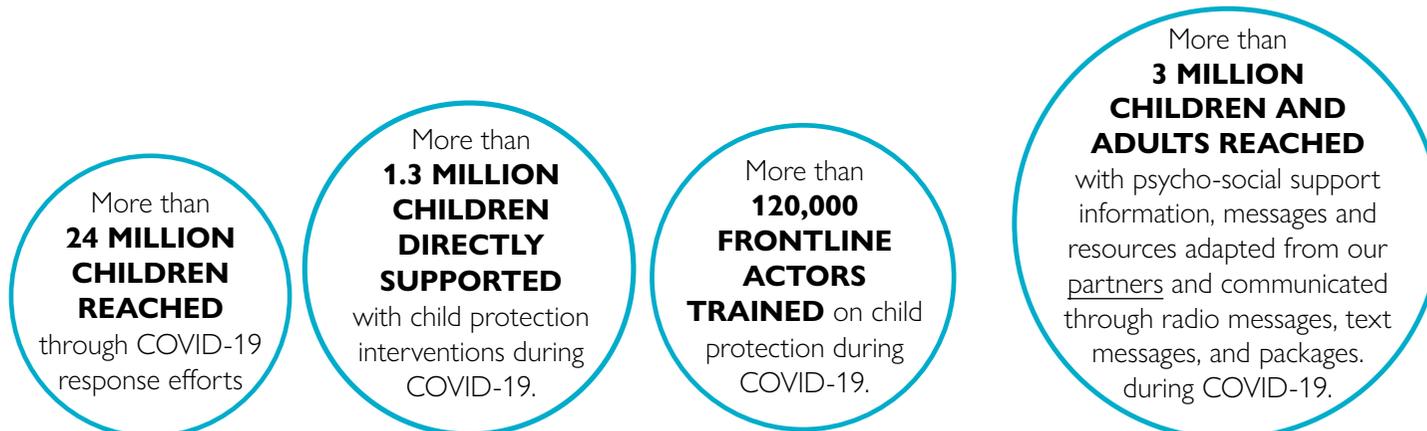


Policy brief on Faith Actors in the COVID-19 Response calls on governments to collaborate with faith-based organisations, faith leaders and communities as essential partners.

COVID-19 Aftershocks Access Denied report highlighted risk of teenage pregnancy blocking a million girls across Sub-Saharan Africa from returning to school.

World Vision President and CEO Andrew Morley co-hosted an interactive dialogue with children and young people at the 75th Session of the United Nations General Assembly. Young leaders discussed how COVID-19 has changed their lives and presented the over 51,000 signatures received in support of our petition to increase funding for health, education and other social services that protect children at greater risk of violence due to the impacts of COVID-19.

## WHAT WE ACHIEVED SO FAR AS PART OF OUR GLOBAL COVID-19 RESPONSE



### PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19



In **LATIN AMERICA AND THE CARIBBEAN**, World Vision launched the Conexión Ternura platform for child protection practitioners across the region during COVID-19. The platform enables online interaction and provides various resources on topics like spirituality, positive parenting and education.



In **MOZAMBIQUE**, World Vision reached 4 million people through a national campaign to raise awareness of the importance of child protection in times of COVID-19, utilising social media, mobile phones, television and community radios.



In **MONGOLIA** we used social media and celebrities such as actor Ambassador Amarsaikhan to reach carers and teachers with positive parenting stories and practical tips to protect children during COVID-19.



In alliance with civil society partners in **ECUADOR**, World Vision organised four Facebook Live events, attended by 14,000 participants, to discuss how to strengthen child protection during COVID-19.

**264 GLOBAL,  
REGIONAL AND  
NATIONAL POLICY  
CHANGES<sup>5</sup>** to improve  
the response  
to COVID-19



### PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19



In **MEXICO**, World Vision worked with parliamentarians to draft two initiatives: one strengthening measures to prevent child labour in agriculture and one improving access to health services for agricultural workers during the COVID-19 pandemic.



In **COLOMBIA**, World Vision and 'Coalición Niñez Ya' coalition partners successfully advocated with the municipal authorities to ensure the Territorial Development Plans of 70 municipalities include a focus on child protection in the context of COVID-19. Municipal mayors have been using these plans to guide their response to the pandemic.



In **VIETNAM**, local government set up psychosocial services at the community level in response to a World Vision assessment on the impacts of COVID-19 which recommended improvements in psychosocial support for children and their families.

<sup>5</sup> As reported by World Vision offices as part of COVID-19 response. They are not comparable to numbers reported on pages 2 and 3 and have not yet been validated to show evidence of implementation.

More than **113,000 FAITH LEADERS** have disseminated preventive measures and psychological first aid



**PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19**



In **RWANDA**, World Vision conducted 47 live radio talk shows in partnership with church leaders, civil society, local authorities and national councils for children and women to raise awareness on child protection during COVID-19, reaching approximately 4 million people.



In the **DEMOCRATIC REPUBLIC OF THE CONGO**, World Vision supported more than 800 faith leaders to share COVID-19 prevention messaging and child protection information with faith congregations using digital technologies, in partnership with Viamo.



In **UGANDA**, over 400 faith leaders received training in child and adult safeguarding. Faith leaders spoke out against gender-based violence and shared messages on positive parenting with families, as well as spoke on radio shows about curbing violence against children.



In **GHANA**, we collaborated with Islamic NGO, the Light Foundation, and delivered interfaith COVID-19 messages to 45,000 people addressing stigma, child protection and psychosocial support.



In **BANGLADESH**, community hope action team (CHAT) leaders from different religious groups have been providing health and child protection messages to their communities. We engaged 279 faith leaders to work with World Vision and who are now essential in sharing prevention messages.



World Vision 



**It takes a world**  
to end violence against children

[wvi.org/ittakesaworld](http://wvi.org/ittakesaworld)