

Celebrating One year of the Global Campaign

It takes me to end physical violence against children
-at home, school and work place

SIGNIFICANT MOMENTS

Launching of the Campaign

Launching Date

- Internal Launching: 11 December 2016
- External Launching: 23 March 2017

The Launching Events Reached

- 11,000 stakeholders
- 1,400 staffs
- 3,600 facilitators
- 80 media houses

Developed Promotional Materials

- Developed 18 new promotional materials
- Children participate in drawing (including sponsored children)

Child Led Campaign

- Child led budget dialogue : **USD64,000** allocated
- Research on physical violence in educational institutions: **25** children participated
- The global campaign launching event in Brussels: **One** child participated
- The campaign music event at Taiwan: **Two** children participated
- The global story book competition: **1,000** children participated
- Child Forum leaders promoting campaign : **751** Child Forum leaders

Stakeholders Engagement

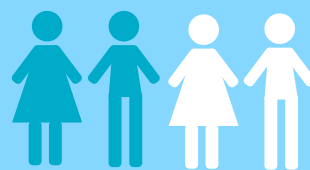
Engaged FBO Leaders

- Dialogues with FBO Leaders: **367** leaders in **3** Regions
- FBO leaders committed: Promoting campaign initiative Making action plan



Child Led Survey

- Children surveyed the context of child related desk: **4** Police Stations in **4** Regions



Engagement of Staffs

- Campaign orientation: **1,400** staffs and **3,600** facilitators
- Policy orientation using computer: All WVB staffs
- Message from leaders using computer : **4** messages

Community Sensitization

- **100,000** community people sensitized through multi sector collaboration
- **100,000** people mobilizing ground people
- **18 CBOs** promoting and creating sensitization among communities

15-day Media Campaign



7,740,422
people covered

Through

Print media

FM Radio

Community Radio

Social media (Facebook)

Online portal

Way forward

- Strengthen CP system: Work with Local Government Authorities
- Functioning Child Protection Committees
- Allocate budget for children
- Establish Reporting & Referral Mechanism within Structures
- Create sensitization among 10 million people
- Work with school, colleague and universities through APs
- Work with other organizations to strengthen advocacy efforts
- Engage staffs to take initiative at their own

