



# The Case for Business Action to End Violence against Children



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

World Vision 

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- More than half the world's children – that's a billion children between the ages of 2 and 17 years – experience some type of violence every year.<sup>1</sup>
- There are an estimated 168 million child labourers worldwide with 85 million of these children involved in hazardous work.<sup>2</sup>
- In a recent survey, 53 per cent of 18 year olds strongly agreed that children and adolescents are in danger of being sexually abused or taken advantage of online.<sup>3</sup>
- Children make up more than one-quarter (28 per cent) of all detected trafficking victims.<sup>4</sup>
- Around 6 in 10 children between the ages of 2 and 14 worldwide are subject to physical punishment by their caregivers on a regular basis.<sup>5</sup>
- Globally, about 1 in 10 girls have been subjected to forced sexual acts before age 20.<sup>6</sup>
- Slightly more than 1 in 3 students worldwide between the ages of 13 and 15 are regularly bullied in school.<sup>7</sup>
- Worldwide, about 1 in 7 adolescent girls (aged 15 to 19) are currently married or in union. More than 700 million women alive today were married before their 18th birthday.<sup>8</sup>
- 28 million children have been driven from their homes by violence and conflict within and across borders.<sup>9</sup>

<sup>1</sup> S. Hillis, J. Mercy, A. Amobi et al. (2016), 'Global Prevalence of Past-year Violence Against Children: A Systematic Review and Minimum Estimates', *Pediatrics*, 137(3):e20154079. <sup>2</sup> International Labour Organization (2013), *Marking progress against child labour: Global estimates and trends 2000-2012*, [http://www.ilo.org/ipecc/informationresources/WCMS\\_221513/lang--en/index.htm](http://www.ilo.org/ipecc/informationresources/WCMS_221513/lang--en/index.htm). <sup>3</sup> United Nations Children's Fund (UNICEF) (2016), *Perils and Possibilities: Growing up Online* [http://www.unicef.org/endviolence/endviolenceonline/files/UNICEF\\_Growing-up-online.pdf](http://www.unicef.org/endviolence/endviolenceonline/files/UNICEF_Growing-up-online.pdf). <sup>4</sup> United Nations (UN) Office on Drugs and Crime (2016), *Global Report on Trafficking in Persons 2016*, <http://www.unodc.org/unodc/data-and-analysis/glotip.html>. <sup>5</sup> UNICEF (2014), *Hidden in Plain Sight: A statistical analysis of violence against children*, [https://www.unicef.org/publications/index\\_74865.html](https://www.unicef.org/publications/index_74865.html). <sup>6</sup> Ibid. <sup>7</sup> Ibid. <sup>8</sup> UNICEF (2014), *Ending Child Marriage: Progress and prospects*, [https://www.unicef.org/media/files/Child\\_Marriage\\_Report\\_7\\_17\\_LR..pdf](https://www.unicef.org/media/files/Child_Marriage_Report_7_17_LR..pdf). <sup>9</sup> UNICEF (2016), *Uprooted: The growing crisis for refugee and migrant children*, [https://www.unicef.org/videoaudio/PDFs/Uprooted\(1\).pdf](https://www.unicef.org/videoaudio/PDFs/Uprooted(1).pdf).



**It takes a world**  
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## **A message from the World Vision International President**

Every time I visit World Vision projects, I am taken to places where the damage done by people who inflict violence on children must be addressed before the world can make progress towards its development goals.

Boys forced to fight in militias. Girls raped as they struggle to make a living, trafficked for sex or married far too young. Even children murdered for body parts for witchcraft. Most violence against children is not so spectacular. I have seen children whipped into line in schools, slapped and demeaned at home, threatened and assaulted by police officers.

These acts of sexual, physical and emotional violence threaten children's survival, health and education. They erode a country's human and social capital, slowing economic development and tearing at the fabric of society.

The damage done to children leads to losses in future productivity and earnings, leading to lower household income and a less stable and attractive business environment – issues that are in everyone's best interests to address.

As a Christian organisation, World Vision is motivated by the belief that God loves every child. With the *It Takes a World* campaign, World Vision and its partners will play their part in a growing movement of empowered children and youth, of national governments, businesses, and civil society and faith-based networks committed to bringing this cycle of violence to an end.

Every one of us is responsible to do our part to keep children safe. And business has the power to drive change. Join this campaign. Let's work together to end violence against children.

**Kevin J. Jenkins**

President and Chief Executive Officer  
World Vision International

It takes business action to end violence against children. Businesses can:

- ensure there is no violence against children present in the operations, products and services of their own business
- leverage the full extent of their business' capabilities, employees, networks and brands to develop new solutions, mobilise resources and influence change, including shifting social attitudes and behaviours
- engage through strategic 'shared-value' partnerships, philanthropic and corporate social responsibility (CSR) approaches, and/or their corporate foundations
- contact World Vision to explore collaboration opportunities – see page 14.

# The campaign: It takes a world to end violence against children

**Every year, violence affects more than 1 billion children**, in every country and every community. It robs them of their dignity, their rights, their potential, their future. Violence against children includes all forms of physical, sexual and mental violence; neglect or negligent treatment; maltreatment or exploitation; harm or abuse, including commercial sexual exploitation, trafficking and child labour; and harmful practices, such as female genital mutilation/cutting and child marriage.

*‘Every youth and child has the right to speak and share their voice. If all of us gather together and help one another, even a small voice when joined with other voices will be a great and powerful voice. Adults would rethink about the importance of our little thoughts. When many voices speak as one, our thoughts will be strong enough for adults to act upon.’*

**Rose,**  
Thailand

**World Vision’s new global campaign, *It Takes a World***, commits the organisation’s full weight behind the goal of ending violence against children. The campaign goal is to **positively impact the lives of hundreds of millions of the most vulnerable boys and girls by 2021 by making a significant contribution towards ending violence against children in alignment with the Sustainable Development Goals (SDGs)**. Together with our campaign partners (including businesses), we will contribute to:

- igniting movements for, with and by children to raise awareness, catalyse global changes in attitudes and drive courageous and effective action to end violence against children
- strengthening prevention and response measures to address violence against children
- increasing long-term targeted funding to end violence against children
- strengthening accountability for the implementation of commitments to end violence against children, including the SDGs.



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

The campaign symbol represents that it takes the entire world to end violence against children. Every individual. Every church. Every business. Every institution. Everyone. Surrounding children with the support and protection they need.

## Business: A vital campaign partner

Creating and scaling up the necessary solutions to put an end to violence against children will require much greater, and much more effective, collaboration across sectors of society than has been seen before. Cross-sector partnerships, involving two or more actors from government, business, civil society (including faith-based organisations), UN agencies and/or other non-state actors (such as academia), will be critical.

**Business is a key player** in this. World Vision looks for partnerships that leverage respective core knowledge, skills, resources and assets to create solutions that are *more innovative, more transformational, more sustainable, more effective and/or more efficient* than it or any of its partners could achieve on their own. In the *It Takes a World* campaign, **World Vision wants to partner with businesses:**

- from across industries
- ranging from large multi-nationals through to national businesses and small and medium enterprises
- at global, regional, national and community levels
- in bilateral and multi-stakeholder partnerships
- from a variety of perspectives, with an emphasis on strategic, 'shared-value' partnerships but also including philanthropic and corporate social responsibility (CSR) approaches and through corporate foundations.

The campaign also advocates for, and will look to (co)convene, in-country multi-stakeholder platforms to catalyse collaboration and partnerships to end violence against children.<sup>10</sup> World Vision encourages businesses to participate actively in such platforms, including broader SDG platforms and humanitarian business networks, to ensure that business investments contribute as effectively as possible to country priorities.<sup>11</sup>

*'As Special Representative of the Secretary-General on Violence against Children, I warmly welcome the launch of World Vision's campaign to accelerate action and end violence in children's lives. Building on the strong collaboration and process of follow-up to the UN study recommendations over the past several years, this creative campaign will have a multiplier effect on all our work.'*

*'Working together through partnerships and alliances, no matter how big or small, we can drive the process of social change to collectively realize the vision of a world free from violence and fear for all children by 2030! There is no time for complacency, the clock is ticking and through our enhanced cooperation in this campaign, and serious investment in proven strategies that work, violence in children's lives can become part of the distant past.'*

**Marta Santos Pais,**  
*Special Representative of the United Nations Secretary-General on Violence against Children*

<sup>10</sup> The campaign will seek to do this in collaboration with country-level expressions of The Global Partnership to End Violence Against Children (<http://www.end-violence.org/>).

<sup>11</sup> World Vision International (2016), *Delivering on the Promise*, <http://wvi.org/publication/agenda-2030-implementation-delivering-promise>.

## MOBICOM CORPORATION: THE FIRST NATIONWIDE CHILD HELPLINE IN MONGOLIA

In Mongolia, more than one in three children experience violence in their own homes.<sup>12</sup> In response to this situation (and in line with one of the recommendations of the UN Committee on the Rights of the Child), in 2014 World Vision Mongolia, MobiCom Corporation (a mobile phone business) and the Government of Mongolia partnered to establish the country's first toll-free 24/7 nationwide child helpline. MobiCom made critical contributions to the partnership, leveraging its core skills and assets in providing hardware and software to log, track and store all calls; providing free usage of its servers; and providing training for the telephone counsellors.

As a result of this cross-sector partnership, children can now call the helpline toll-free from anywhere, at any time, to report abuse. The helpline provides emergency assistance, psychosocial support and advice to children, parents and the general public, and transfers issues to the relevant authorities. Within the first three years of operation, just under 400,000 calls to the hotline were made – several hundred each day.

**The helpline has been so successful that the government is committed to running the service on an ongoing basis.** In addition, data generated by the helpline is proving to be an invaluable source of evidence for further advocacy towards improving legislation to protect children and provide appropriate services in the country. In 2017 the Government of Mongolia increased the budget to expand the helpline beyond a reporting and referral service to include temporary shelter accommodation for emergency cases.

The then Mongolian Prime Minister, N. Altankhuyag, recognised the child helpline as *'an important step for the country towards serving children's rights and protection'*. He also congratulated World Vision Mongolia for being **the first international non-governmental organisation (INGO) to connect the private sector, government and civil society in a joint project to improve child well-being.**



Syrian refugee children in a refugee settlement in Bekaa Valley, Lebanon. © Chris Huber/World Vision

<sup>12</sup> UNICEF (2014), *Hidden in Plain Sight*.

## CARTOON NETWORK: ANTI-BULLYING CAMPAIGN IN LATIN AMERICA

The *Basta de bullying, no te quedes callado / Chega de Bullying, não fique calado* (Stop Bullying, Speak up!) campaign running in Latin America since 2012 is led by a partnership of Cartoon Network, World Vision and Plan International. **The campaign has helped raise awareness and provide new solutions** to prevent and reduce this complex global problem that affects an estimated 50 per cent of young people in the region.<sup>13</sup>

Together with the *Basta de bullying* pledge to stop bullying, the campaign features a package of creative assets, including a seven-module toolkit on bullying prevention for children, parents and educators; colourful websites;<sup>14</sup> a mobile app; and a game. The campaign has also invested US\$7 million in 2015 and 2016 in **public service announcements to reach over 61 million households in Latin America.**

World Vision has been working across the region via 14 country offices with children, parents, child protection specialists, ministries of education and local school districts to promote the pledge and get the toolkit into the hands of teachers and students.

As a result of this powerful alliance between private sector and civil society organisations, **more than 1.5 million children and adults across Latin America have signed the pledge to stop bullying.** Barry Koch, senior manager and vice president of Cartoon Network Latin America, reflected that getting to these numbers is ‘a formidable achievement’, but he is keen to stress the importance of cultural and social shifts away from acceptance of violence as the norm: ‘We are counting on the pledges to **inspire concrete actions to resolve problems peacefully and respect diversity**’.

## GRUPO EL COMERCIO: AWARENESS AND FUND RAISING FOR CHILD PROTECTION IN ECUADOR

World Vision identified the need to work with a partner to increase effectiveness in bringing the importance of child protection to the fore in the minds of Ecuadorean citizens and policymakers.

As a result, in 2015, World Vision and Grupo El Comercio (a high-circulation national Ecuadorean newspaper) agreed to work together on an event-based partnership, **leveraging the newspaper’s strong brand and specifically its highly visible annual race event, ‘15K’, to influence change.** This particular focus for collaboration was chosen because participation in athletic events in Ecuador has become popular, not only as a way to improve health but also as an opportunity for participation and fundraising.

Building on this success, in 2016 more than 18,000 runners (including 1,000 athletes with disabilities) participated in the ‘15K’, and **in excess of 100,000 people were exposed to child protection messaging, with many more being reached through radio and TV slots associated with the event.** The increased profile of child protection issues and the funds raised through the event have enabled new investments in interventions related to the protection of children, including those to support children affected by the April 2016 earthquake in Manabi Province on the Ecuadorian coast.

<sup>13</sup> UNICEF (2014), *Hidden in Plain Sight*.

<sup>14</sup> [www.bastadebullying.com](http://www.bastadebullying.com) in Spanish and <http://www.chegadebullying.com.br> in Portuguese.

# The economic and social costs of violence against children

The moral case to end violence against children is clear. Each child who suffers violence faces not only the terror of the experience and its physical and emotional wounds but also social and spiritual scarring that can have long-term consequences on well-being and behaviour.

By producing very high levels of stress – called ‘toxic stress’ – violence can undermine the healthy growth of children’s bodies and brains, making them more susceptible to poor health and impairing social, cognitive and emotional development. The after-effects last a lifetime and are further exacerbated for children who are exposed to conflict and disasters.

A failure to end violence against children also risks jeopardising the progress – and the investments of the international community (including business) – made over recent decades in child survival, health and education.

## HOW DOES THIS AFFECT BUSINESS?

Whether due to domestic abuse or war, violence against children has a pervasive impact. Social costs – such as health care, child welfare and criminal justice – are increased, putting further strain on government budgets. The damage done to children leads to losses in future productivity and earnings, leading to lower household income and a less stable and attractive business environment – issues that are in everyone’s best interests to address.<sup>15</sup>

The price that is paid in overall economic development is very high. **Violence against children costs up to US\$7 trillion each year, up to 8 per cent of global gross domestic product (GDP).**<sup>16</sup>

This is more than the GDP of Australia, Canada, India and Mexico combined.

Figure 1 illustrates some of the types of violence against children, the major effects of these on the child and the resulting social and economic implications that relate to business.

*‘I did not have a safe home with my parents in Juba. I lived in the street with many other children when I was 10 years [old]. There was a lot of fighting every day. The police beat us and arrested us. One day I was seriously hurt, bled and nearly died ... I was rescued and was given a home ... I want to become a lawyer to be a voice for other children like me. Let us work together to end violence against children.’*

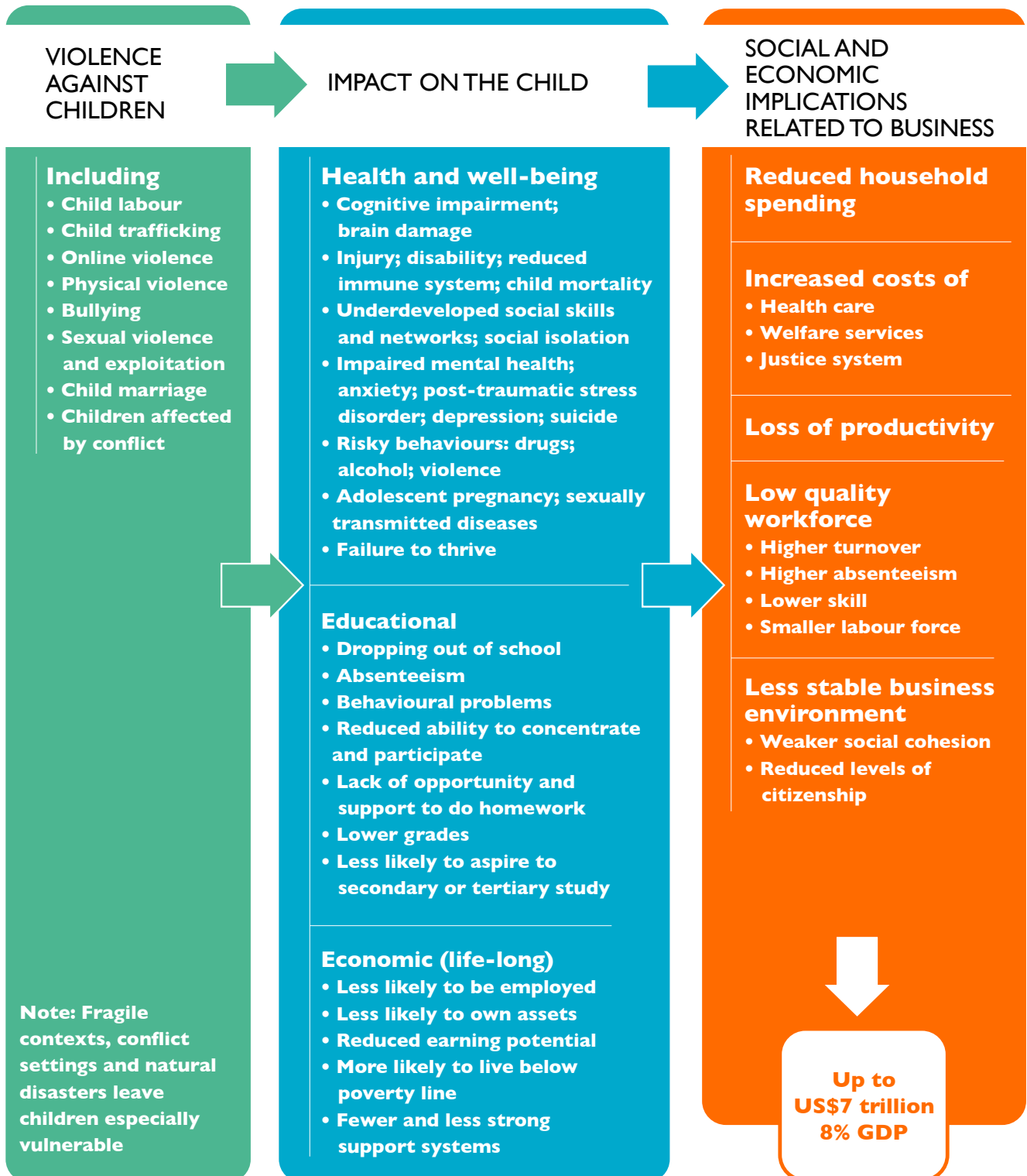
**Gloria,**  
South Sudan

<sup>15</sup> UNICEF (2014), *Hidden in Plain Sight*; Without Violence (2016), *The Business Case for Families: Why Should Your Business Be Investing in Children and Parents?*, <http://www.withoutviolence.org/s/Business-Case-for-Families-zkbh.pdf>; World Vision and ODI (2016), *Eliminating child labour, achieving inclusive economic growth*, [http://cdn.worldvision.org.uk/files/2214/7801/5728/Child\\_labour\\_-\\_Economic\\_Growth\\_report\\_-\\_Oct\\_2016.pdf](http://cdn.worldvision.org.uk/files/2214/7801/5728/Child_labour_-_Economic_Growth_report_-_Oct_2016.pdf); Parsons et al. (2015), ‘Economic Impacts of Child Marriage: A review of the literature’, *The Review of Faith & International Affairs*, <http://www.tandfonline.com/doi/full/10.1080/15570274.2015.1075757>; United Nations (2011), Convention on the Rights of the Child, ‘Committee on the Rights of the Child General Comment No. 13: The right of the child to freedom from all forms of violence’, [http://srsg.violenceagainstchildren.org/document/crc-c-gc-13\\_368](http://srsg.violenceagainstchildren.org/document/crc-c-gc-13_368); The Global Partnership to End Violence Against Children (2016), ‘Strategy’, <http://www.end-violence.org/strategy.html>.

<sup>16</sup> ODI and ChildFund Alliance (2014), *The Costs and Economic Impact of Violence against Children*, <http://childfundalliance.org/wp-content/uploads/2014/10/ODI-Policy-Brief.-The-cost-and-economic-impact-of-violence-against-children.pdf>.



Figure 1: Examples of the costs associated with violence against children – as related to business



## TRAVEL AND TOURISM SECTORS: PREVENTION OF CHILD SEXUAL EXPLOITATION IN CAMBODIA, LAO PDR, THAILAND AND VIETNAM

Sexual abuse of children is a taboo topic in Southeast Asia (as it is across most of the world). It is poorly understood and shrouded by denial and discomfort. **Tourism is a major industry in Southeast Asia, and – rightly or wrongly – the region has a reputation for being a destination for travelling sex offenders.**

World Vision could not stand on the sidelines. From 2011–2014 World Vision implemented a programme in Cambodia, Lao PDR, Thailand and Vietnam to contribute to the prevention of child sexual exploitation in the travel and tourism industries (CSETT). This sought to address CSETT through a broad-based and comprehensive approach focused on promoting behaviour change among a range of audiences: children, parents and carers, the government child protection system, tourist sector businesses and workers, and the travelling public/tourists.

Promoting child safe tourism was a major thrust of the programme; it focused on specific steps that both the tourism sector (government and business) and the travelling public could participate in. **Primary activities included the development of new solutions,** specifically a communications campaign to educate and inform and a training programme for businesses within the travel and tourism sectors; over 2,400 people working in travel and/or tourism sectors were trained on child safe tourism.

*‘One of the strengths of child safe tourism is that it gives **all** travellers something to do, not just tell them “Hey, don’t be a travelling sex offender”. **Everyone** has a way to contribute to child safe tourism.’*

*World Vision staff member*

These interventions were carried out **in partnership with business ‘champions’ who took a leadership role with their clients and peers in supporting child safe tourism approaches to eliminate trafficking in their businesses.** This included hotels and travel businesses taking the following steps:

- **putting in place company policies for the protection of children**
- supporting child safe tourism by promoting the campaign materials
- contacting the police to determine procedures for checking potential staff before recruitment
- training staff to be vigilant regarding suspected cases of child abuse and to report any incidents to their manager or the police.

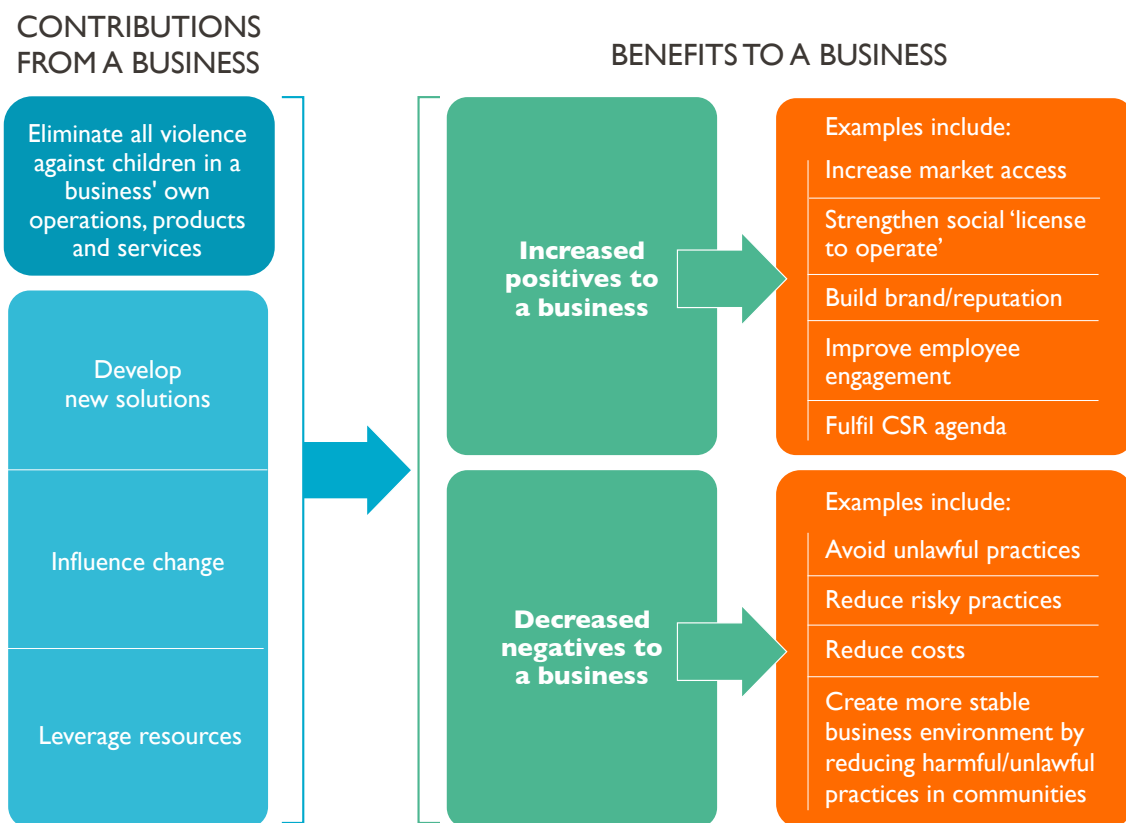
In Vietnam alone, **1,000 hotels displayed child safe tourism campaign materials and signed up to a unique Child Protection Commitment,** acknowledging their role in preventing child sexual exploitation in tourism and keeping children safe.

# It takes business action

In addition to the macro-economic imperative described above, there are direct contributions and benefits of ending violence against children at the individual business level (summarised in Figure 2). These benefits include ‘increasing positives’, such as building brand/reputation, increasing market access and improving employee engagement. They also include ‘decreasing negatives’, such as cost and risk reduction.

These different types of contributions include developing new solutions and programmes, influencing change and mobilising resources. Influencing change can focus on public policy or – a key emphasis of this campaign – on efforts to shift attitudes and behaviours through the power of employee and business networks and brands and the reach of their products and services. It is important to stress, however, that **ensuring there is no violence against children present in its own operations, products and services is the necessary starting point for every business.** It is important to realise that most violence against children is invisible. Every business should ensure that it has robust and expert child protection policies and systems in place and that these are closely monitored.

Figure 2. Contributions from, and benefits to, a business investing to end violence against children<sup>17</sup>



*‘By implementing the Children’s Rights and Business Principles,<sup>18</sup> companies can take a variety of actions that contribute to ending violence against children, including taking steps to eradicate child labour in their supply chain, ensuring that products and services are safe for children and helping to raise awareness within the community and the broader public of issues that result in violence against children.’*

UN Global Compact

<sup>17</sup> Adapted from a figure created for World Vision International by Accenture Development Partners.

<sup>18</sup> <http://childrenandbusiness.org/>.

Figure 3. Partnering opportunities: Examples of the role of business in ending violence against children

Business contributions	Eliminate all violence against children in business' own operations, products and services		Develop new solutions
Violence issues faced by children			
Child labour	<p>Example: Prohibit child labour in the company's operations and supply chain and work with suppliers to reduce the drivers of child labour. <b>Avoid unlawful practices.</b></p>	 Case Illustration:	
Child trafficking	<p>Example: Introduce robust policies to protect children in travel industry to safeguard against child trafficking. <b>Avoid unlawful practices.</b></p>	<p>Example: Within the travel and tourism sectors, create new training approaches and IT solutions which better equip staff to identify possible instances of child trafficking and enable them to respond/report more quickly and effectively. <b>Builds business brand/reputation.</b></p>	
Online violence	<p>Example: Prohibit employee use of company technology for any exploitative or violent behaviour. Prohibit use of company media outlets from any portrayal of violence against or exploitation of children. <b>Avoid unlawful or risky practices.</b></p>	 Case Illustration:	
Child marriage	<p>Example: Introduce policy to reinforce that employees must abide by national legislation regarding the minimum age for marriage. Where this is less than 18 years of age, advocate that the minimum age be raised to 18. Ensure gender equality policies and practices are in place. <b>Avoid unlawful or risky practices.</b></p>	<p>Example: Develop workforce education programme to support staff in their roles as parents, caregivers, and/or community members. <b>Strengthens employee engagement.</b></p>	
Physical violence	<p>Example: Introduce policy and implement action and monitoring plan to prohibit workplace physical violence and bullying within the company's operations, to reduce assumptions that it is a normal part of society. <b>Avoid unlawful or risky practices.</b></p>	 Case Illustration: <b>MobiCom Corporation</b> (page 6)	
Bullying			
Sexual violence and exploitation	<p>Example: Introduce policy and implement action and monitoring plan to prohibit workplace sexual violence, harassment and exploitation within the company's operations, to reduce assumptions that it is a normal part of society. Ensure workplace gender equality policies and practices are in place. <b>Avoid unlawful or risky practices.</b></p>	 Case Illustration:	
Children affected by conflict	<p>Example: Develop robust policies and management systems, including conflict analysis to ensure that no aspect of business activity exacerbates conflicts but rather aims to contribute to building local capacities for peace. <b>Creates more stable business environment by reducing harmful/unlawful practices in communities.</b></p>	<p>Example: Develop new low cost, shelter and lighting solutions for refugees which offer significantly greater levels of personal safety than current solutions in order to reduce children's vulnerability to violence. <b>Increases market access.</b></p>	

\* [www.unglobalcompact.org/take-action/action/peace](http://www.unglobalcompact.org/take-action/action/peace)

\*\* [www.connectingbusinessinitiative.org/](http://www.connectingbusinessinitiative.org/)



## Partnering with World Vision

World Vision works in nearly 100 countries, in thousands of communities, with 44,000 staff. World Vision has strengths as both a global organisation – with a strong presence in global humanitarian centres such as New York, Addis Ababa, Geneva and Brussels – and as a trusted local actor. To end violence against children, change needs to take place at all levels. **Over the next five years, *It Takes a World* will run from the smallest community to the largest world stage** and will inspire the minds and win the hearts of those who hold power and of people everywhere.

World Vision has considerable technical expertise in initiatives contributing to ending violence against children. ***It Takes a World* will scale up – and build on – the experience and expertise developed over decades** of implementing child protection programmes in all of our field offices – including rural, urban, fragile and conflict-affected contexts – and in humanitarian responses. This substantial evidence base provides a strong foundation for advocacy. And our large community footprint allows us to connect and amplify the collective voices of children themselves.

As an example of World Vision's strong campaigning track record, Figure 4 provides a snapshot of the reach achieved by our previous global campaign on child health, Child Health Now (which ran from 2009 to 2016).

The six case illustrations (pages 6, 7, 10, 15 and 16) paint a picture of the breadth of ways that World Vision has engaged with business on ending violence against children up to the present day. The examples of collaboration opportunities provided in Figure 3 highlight how this work will expand as part of this campaign in the future.

It takes business action to end violence against children.  
Businesses can:

- ensure there is no violence against children present in the operations, products and services of their own business
- leverage the full extent of their business' capabilities, employees, networks and brands to develop new solutions, mobilise resources and influence change, including shifting social attitudes and behaviours
- engage through strategic 'shared-value' partnerships, philanthropic and corporate social responsibility (CSR) approaches, and/or their corporate foundations
- For more information on how your business might partner with World Vision as part of the *It Takes a World* campaign, please contact Mike Wisheart at [mike\\_wisheart@wvi.org](mailto:mike_wisheart@wvi.org).

**70+** COUNTRIES  
WHERE WORLD  
VISION OFFICES  
PARTICIPATED IN  
THE CAMPAIGN



CONTRIBUTED TO  
**291**   
REPORTED CHANGES IN  
POLICY, COMMITMENTS  
& IMPLEMENTATION IN  
**30+** COUNTRIES

**40,000**  
FAITH LEADERS  
DELIVERED  
MESSAGES  
ABOUT  
**CHILD & MATERNAL  
HEALTH**



**20+** MILLION  
ACTIONS  
BY PEOPLE DURING  
2015 GLOBAL WEEK OF ACTION



Figure 4. Reach of World Vision's previous global campaign, Child Health Now

## TIGO: FIGHTING AGAINST DIGITAL VIOLENCE AND CYBERBULLYING IN BOLIVIA

As the use of digital devices by children in Bolivia has increased, so has the problem of digital violence and cyberbullying. To help address this, World Vision Bolivia, the Government of Bolivia and Tigo (one of Bolivia's largest mobile phone providers) have been working together since 2014 in a partnership called *Living Together without Violence*. The **partnership focuses on reducing digital violence and cyberbullying through new education solutions aimed at children, adolescents, parents and teachers on how to use digital technology safely.**

As well as creating a digital platform<sup>19</sup> to provide information and resources to the key audiences listed above, the partnership has resulted in the training of 250 young volunteers to go into schools to run classes and workshops that help children understand online risks and how best to protect themselves. The government, particularly through the ministries of justice, culture and education, have supported the development of the training courses, enabled public officials to be trained and publicised the campaign. **The partners' reputations and brands have been strengthened** as the partnership has, to date, delivered the following:

- 45,000 children, adolescents, parents, volunteers and teachers have participated in face-to-face capacity-building workshops provided by the partnership.
- Nearly 13,000 children and adolescents have been mobilised to take part in awareness-raising events across Bolivia.
- Over 1.1 million people have been reached through social networks and mass media with key messages.
- Over 22,000 signatures have been gathered, representing pledges by children and adults committing themselves to resolve disagreements peacefully and to take action when they see violence being committed by others.

Building on these successes, **World Vision, Tigo and the government are currently planning a second phase of the partnership, which will include generating data to support public policy recommendations to enhance the online safety of children in Bolivia.**



Bolivian girl at an anti-trafficking workshop, learning how to protect herself. © 2015 Eugene Lee/World Vision

<sup>19</sup> <http://www.convivenciasinviolencia.org.bo/>.

## SUGARCANE INDUSTRY: ADDRESSING CHILD LABOUR IN THE PHILIPPINES

**National laws in the Philippines clearly prohibit the employment of children younger than 15 years of age. Despite this, it is estimated that approximately 5.5 million children under 15 are working, nearly 3 million of them in hazardous labour.**<sup>20</sup> Many of these children are engaged in agriculture, including sugarcane farms and processing plants, where they may work in dangerous conditions.

In response, from 2011 to 2016, World Vision Philippines embarked on the third phase of an ongoing initiative to reduce child labour in sugarcane farming areas. This programme combined two key approaches: (1) improving alternative opportunities for vulnerable children and their families through improved access to education and livelihoods and (2) improving government and institutional systems for sustained reduction of child labour.

*More than 73 large sugar farms and planter associations have committed to stop child labour and have signed codes of conduct.*

A collaborative, multi-stakeholder approach was adopted in which government, schooling bodies, community groups and sugar industry representatives worked together to find policy-based solutions to keep children out of the workforce and increase their enrolment at both primary and high school levels. **Strategic partnerships within the sugar industry, in particular with the Sugar Industry Foundation and the Sugar Regulatory Administration, have resulted in the adoption of voluntary codes of conduct covering business operations of sugarcane producers in three provinces.**

Through key partnerships and new solutions influencing change, the project reduced child labour in target communities by 86 per cent, provided opportunities for education to over 54,000 children, provided more than 30,000 households with the necessary resources to keep children out of hazardous work in farms, and assisted 130 villages in incorporating child labour and child rights issues into annual community development plans.



Wine, a 10-year-old girl, working at a weaving house in Myanmar to enable her younger sister to go to school. © 2015 World Vision

<sup>20</sup> ABK3 LEAP (2016), *Good Practices in Reducing Child Labour in Sugarcane Farms*, <http://abk3leap.ph/resources/abk3-leap-good-practices-booklet/>.



## THE SUSTAINABLE DEVELOPMENT GOALS

### **The *It Takes a World* campaign is part of World Vision's global response to the SDGs.**

With the adoption of the SDGs, we have seen violence against children acknowledged as a global development issue for the first time. The world's governments have set ambitious targets to end violence by 2030 in order to deliver the vision of a world where all children grow up free from violence and exploitation. This task is beyond the reach of any one organisation or sector; but all of us – civil society, business, government, faith-based organisations, children and families – working together can make a real and tangible difference in the lives of vulnerable children.

World Vision is an active member of The Global Partnership to End Violence Against Children<sup>21</sup> which was created to help achieve the SDGs. This partnership provides a global platform for countries – and all those working towards the goal of ending violence against children – to share lessons learned and best practices and to facilitate greater cooperation and coordination of common efforts.

Sustainable Development Goal targets related to ending violence include:

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

**5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

**5.3** Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

**8.7** Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

**11.7** By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities

**16.1** Significantly reduce all forms of violence and related death rates everywhere

**16.2** End abuse, exploitation, trafficking and all forms of violence against and torture of children

**16.9** By 2030, provide legal identity for all, including birth registration

<sup>21</sup> <http://www.end-violence.org/>.

# INSPIRE

Despite the prevalence and intensity of violence against children, evidence increasingly shows that it is a problem that can be solved. **There are proven solutions that World Vision and others have successfully implemented at local and national levels.** Among the major agencies and institutions in the field there is agreement on which approaches are the most effective in ending violence against children. These are articulated in the 'INSPIRE' package,<sup>22</sup> developed by the World Health Organization (WHO) and widely adopted by the international community: seven strategies around which we should all focus our efforts and investments. (See Figure 5.) We need to work together – including with business – to bring these solutions to scale.

Figure 5: Overview of INSPIRE package for preventing and responding to violence against children aged 0–18 years

Strategy	Approach
 Implementation and enforcement of laws	<ul style="list-style-type: none"> <li>• Laws banning violent punishment of children by parents, teachers or other caregivers</li> <li>• Laws criminalizing sexual abuse and exploitation of children</li> <li>• Laws that prevent alcohol misuse</li> <li>• Laws limiting youth access to firearms and other weapons</li> </ul>
 Norms and values	<ul style="list-style-type: none"> <li>• Changing adherence to restrictive and harmful gender and social norms</li> <li>• Community mobilization programmes</li> <li>• Bystander interventions</li> </ul>
 Safe environments	<ul style="list-style-type: none"> <li>• Reducing violence by addressing "hotspots"</li> <li>• Interrupting the spread of violence</li> <li>• Improving the built environment</li> </ul>
 Parent and caregiver support	<ul style="list-style-type: none"> <li>• Delivered through home visits</li> <li>• Delivered in groups in community settings</li> <li>• Delivered through comprehensive programmes</li> </ul>
 Income and economic strengthening	<ul style="list-style-type: none"> <li>• Cash transfers</li> <li>• Group saving and loans combined with gender equity training</li> <li>• Microfinance combined with gender norm training</li> </ul>
 Response and support services	<ul style="list-style-type: none"> <li>• Counselling and therapeutic approaches</li> <li>• Screening combined with interventions</li> <li>• Treatment programmes for juvenile offenders in the criminal justice system</li> <li>• Foster care interventions involving social welfare services</li> </ul>
 Education and life skills	<ul style="list-style-type: none"> <li>• Increase enrolment in pre-school, primary and secondary schools</li> <li>• Establish a safe and enabling school environment</li> <li>• Improve children's knowledge about sexual abuse and how to protect themselves against it</li> <li>• Life and social skills training</li> <li>• Adolescent intimate partner violence prevention programmes</li> </ul>

<sup>22</sup> WHO, 'INSPIRE: Seven Strategies for Ending Violence Against Children' [http://www.who.int/violence\\_injury\\_prevention/violence/inspire/en/](http://www.who.int/violence_injury_prevention/violence/inspire/en/).



Children in Mukono District, Uganda, where World Vision has a programme to protect children from child sacrifice. © 2014 Jon Warren/World Vision

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

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

World Vision 