



It takes Myanmar
to end physical violence against children



*It Takes Myanmar
To End Physical Violence Against Children
at Home and in School...*

ITAW

REPORT

FY18 - FY23



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Brief Summary

Goal: To create a positive and caring environment for children from Myanmar to live and thrive, free from physical violence at home and in school.

The global partnership campaign 'It Takes a World to End Violence against Children' started in 2017 in more than one hundred countries. As part of the global movement, the 'It Takes Myanmar' campaign was launched in Myanmar in early 2018 with 5 years commitment to implement in the country.

The main focus of the campaign is to reduce and eliminate 'physical violence against children at home and in school', which is an alarming situation without people noticing.

The campaign design was integrated into Child Protection technical program (CPTP) to make it programmatic campaign so that the activities will be continued even if the campaign phased out. Other programs such as Education, Health, Nutrition and WASH, and Livelihoods are mainstreaming ITAW into their program activities.

The campaign adopted the 'inclusive action' approach and welcome children, Parents, teachers, volunteers, government departments, artists, professionals, private and public donors to join hands in pursuing the desired goal.

This report is intended to inform the public and donors about the achievements made throughout the campaign period. Furthermore, it is to encourage the individuals, the families and the organizations to continue the campaign activities to reduce 'violence against children' in the regions and the country.

The future of the world is in the hands of children, thus protecting children and investing in them is a priority for all of us. A beautiful world can be envisioned only when all forms of violence against children are reduced so that our children enjoy healthy and happy environment.

Ending Violence Against Children - World Vision's approach to ending violence against children is protecting children today and empowering them for the future. In order to combat the root problems of violence against children, World Vision works to provide communities and local partners with the capacity and resources they need.



Highlighted Achievements



Media Reached

Through media engagement and mobilization, campaign messages have been disseminated **38** times via traditional media, while reaching an audience of more than **11** million through facebook platform.



Public Campaign

22 public events have been conducted in **17** townships across the country and reached more than **564,000** people including local authority and faith leaders with campaign messages.



Policy Influence

The campaign has impacted the lives of **1.3M** children directly and **13 million** children indirectly through the enactment of Child Rights Law in June 2019, to which WVIM contributed inputs as a key member of NGO Child Rights Working Group (NCRWG).



Community Mobilization

Through the mobilization efforts of the ITAW campaign, **15** Early Childhood Care and Development (ECCD) schools across three zones have been declared violence-free learning environments.



Faith Leaders Involvement

Throughout the campaign implementation, **4,478** faith leaders actively participated in various campaign activities, including awareness raising, community education, and advocacy processes.



Fundraising

A total of **5300 USD** has been raised for public campaigning through local donors.



Child Participation

Throughout a five-year campaign implementation, **55,565** children took an active role in educating the community and the public, advocating across all levels to eliminate violence against children.



Child Rights Education

During the implementation of our campaign programme, child rights awareness messages reached, **369640** caregivers and **388013** children.

Story

May, 17, is a child group leader who is actively raising awareness about child protection, child rights, and ending physical violence against children in her community in Myanmar. Last year, May's child group organized an awareness session for parents and children on positive discipline as part of her community's End Violence Against Children Campaign. May even invited her own mother to join the event.

"As a result of educating parents and children in the community about positive discipline, our relationship with our parents has improved," May says. "I have also noticed in the families of my friends that they no longer discipline their children using intimidation and physical violence, but rather through good and compassionate behavior. They have grown closer to their children due to the positive discipline."

May was once a girl who lacked self-confidence. Through participating in End Violence Against Children Campaign activities and learning more about child rights, today she is a leader who is positively impacting the children in her community.

"In the years to come, as a child group leader, I want to help children in my community stay safe and educated, free from drugs, and become self-reliant, self-confident, intelligent and decisive individuals," May says.



"I have also noticed in the families of my friends that they no longer discipline their children using intimidation and physical violence, but rather through good and compassionate behaviour. They have grown closer to their children due to the positive discipline."

May (Child Group Leader)

Story

My name is Kyaw Kyaw and I am a World Vision-registered child. I am 11 years old and studying in Grade 6. My father works part-time jobs to support the family, while my mother carries water and sells it to the neighboring households. They could not even afford and encourage us to attend the school. Therefore, my siblings had to drop out of school and start working for the income. Even though they have to work like adults, they don't get paid as they deserve because of being children. My father became an alcoholic and beat my siblings whenever he got drunk.

At the child group meeting, I told my peers that I was afraid of my father for he usually got drunk at night. Though I was very shy, he could even ask me to buy some alcohol for him. My friends at school also mocked me for being a child of a drunkard. Therefore, I didn't want to attend the school anymore. Meanwhile, there was a parental education session in our village conducted by the Community-Based Organization (CBO) with support from World Vision.

A CBO volunteer came to my house and explained to my father about World Vision's work in the village and encouraged him to attend the session. Later on, my father attended the parental education session and gained knowledge about child protection and positive discipline. He used to drink a lot but now he is able to control his drinking habit and does not scold and beat us anymore. My father has changed due to parental education sessions. I also joined life skills training, child group meetings, and child protection awareness sessions and thus I no longer have the inferiority complex and also have learned about my own values.

Due to Covid-19, I was not able to go to school. Therefore, my brother and I helped our parents carry the water tank and I also take care of my younger sister. Now, our family is actively involved in the village development activities. I also participate in child group's activities in the village every Sunday. Our neighbors also told us that they have noticed the changes happened in our family.

"My father has changed due to parental education sessions"

Kyaw Kyaw (Child Group Leader)



Programme Progress

The success of our programmatic campaign relies on the collective efforts of multiple sectors (multisectoral contribution). Over the five years of campaign period, contributions from the technical sectors particularly Child Protection and other technical programs such as Health, Education, Resilience and livelihood have been crucial and effective. The integration of the campaign expected outcomes into the indicators of Child Protection technical program enable us to continue and sustain our effort to end violence against children in Myanmar after the campaign.

Goal: Children grow up in a protected environment free from violence, neglect, abuse and exploitation.

Indicators	Activity	Result
<ul style="list-style-type: none"> # of trained parent/ caregivers who can identify the main child protection risks in their community and action they can take to reduce their vulnerability # of children who can identify the main child protection risks and action to address them 	<ul style="list-style-type: none"> Awareness session/Training on - Child Rights, Child protection, Child Marriage Prevention, Child Safe Online, Safeguarding, Migration and Trafficking, Parental Education. 	<ul style="list-style-type: none"> Reach out to 352,766 children and 304,867 adults from various activities (total-657633) (Financial year 2019 to 2023)
<ul style="list-style-type: none"> # of parents/ caregivers trained in courses/ workshops that tackle positive discipline # of parents who demonstrate increased knowledge in positive disciplining and other CP related issues 	<ul style="list-style-type: none"> Training of Celebrating Family (modules) Awareness Session Parents and Caregiver Workshop on Positive Discipline 	<ul style="list-style-type: none"> 83059 people; parents, caregivers, volunteers, and faith leaders received training, awareness and many of them applied their knowledge in their daily life. (Financial year 2019 to 2023)
<ul style="list-style-type: none"> # of Children, adolescents or youth (CAY) who meaningfully participate in actions that support ending violence against children # of CAY actively participating in a national level network 	<ul style="list-style-type: none"> Public mobilization Campaigning at all levels Children & Young people forum at all levels Conducting Special Events 	<ul style="list-style-type: none"> 55,565 children actively participated in campaign related activities.

Children's quote



I learned that marriage before the age of 18 is associated with the risk of impaired physical development and loss of opportunities for advancement in life.

So I promise to share this message with other kids.
(Thandar, 14 yrs)

Violence against children is a bad thing.
Children's rights organizations are needed in order for these to disappear.
(Ei Lay, 15 Yrs)

I think it is necessary for parents and children to understand each other in order to reduce violence against children.
(Khine Sabai Thin, 14 Yrs)

I think adults were violent because they couldn't control themselves due to their anger...
I believe that we can reduce the incidence of violence by holding talks to help parents/caregivers understand and understand violence.
(Maung Maung, 16 Yrs)

I think it is bad to violence children in any way. Because beatings and slander can be physically and psychologically damaging, so I think you shouldn't do it.
(Naw Paleh Phaw Wah, 16 Yrs)



Children participation in action



Such seamless and successful execution of It Takes a World campaign is a testament to the children's active participation.



Reflection and way forward

World Vision Myanmar initiated a global campaign with systematic design for programmatic implementation, targeting five outcomes: Changing the behavior of parents and caregivers, encouraging community-led policy influence to eliminate violence against children, increasing resources for addressing issues related to violence against children, and promoting the knowledge and skills of World Vision staff.

Despite ongoing challenges in the campaign over the past five years, significant progress has been made. The campaign succeeded in 2018-2019, but the last three years (2020-2023) faced challenges due to the COVID-19 and political unrest. Innovative strategies such as shifting from public campaigns to social media and incorporating online education models were applied to keep the campaign moved.

Faith leaders played remarkable role in campaign implementation. Collaboration with faith-based organizations has been a great help to reach the church communities. Despite the challenges in working with government departments on policy matters, we have engaged with Myanmar Baptist Convention and reached the faith communities through special talks, awareness sessions, and prayer vigil. During the COVID pandemic, advancements included an online platform for children's interaction. Despite the challenges in Myanmar, the campaign generated unique experiences and ideas for future initiatives.

Moving forward, WVIM will continue to endeavor on ending violence against children not as a campaign but as CP Technical Programmatic activities to achieve ITAW outcomes. We will continue to carry on the good practices like ensuring meaningful children and young people's participation in actions related to ending violence against children, strengthening systems for better protection of children, partnering child-focused organizations and networks for better impact on children of Myanmar. To reach children beyond our program focus areas, we will maximize our relationship with faith-based organizations through technical consultation and collaborative actions.





Recommendation

The observations made during the implementation of the campaign with parents and guardians, and caregivers informed us of the false belief among teachers and even some religious leaders. The false belief is that, children should to be punished or physically hurt in order to behave well. This wrong concept doesn't really work in reality.

It was observed that there was almost no concern or intention from the school including government institution to intentionally cooperate to end physical punishment to children/students. Therefore, the following activities are recommended to continue to carry out to end violence against children, including physical violence, in various ways,

- Influential person including government and religious leaders to promote awareness activities for those who has direct contact with children such as parents, caregivers, teachers using various methods.
- National government to develop child protection-related policies, and prioritize systematic implementation of the existing policies /law and collaborate with child focus organizations, particularly civil society.
- Private and institutional donors to increase more resources to reduce and eliminate violence against children.
- Individuals and organizations to collaborate more on children's issues.

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