



Global Campaign Report
2017-2023



It takes a world
to end violence against children

FOR EVERY CHILD TO LIVE FREE FROM VIOLENCE



Table of contents

1. Foreword from the President	4
2. Executive summary	6
3. Celebrating the <i>It takes a world</i> journey	8
3.1 <i>It takes a world</i> timeline	12
4. Campaign achievements at-a-glance	18
5. Campaign highlights	20
Understanding what it takes	20
Objective 1: Igniting a movement	22
Objective 2: Scaling up services	30
Objective 3: More money, better spent	34
Objective 4: Accountability to commitments	36
6. Shaping the global agenda and conversation	40
7. Creating lasting impact through collaboration	44
8. How <i>It takes a world</i> transformed World Vision	45
9. Ending violence against children beyond the campaign	46
10. What World Vision learned	48
11. Looking ahead to World Vision's next global campaign	50
12. Epilogue: The movement continues on	51

Acknowledgements

We are grateful for all our colleagues across the World Vision International Partnership and to all our external partners who have contributed to the *It takes a world* campaign over the years and to this report.

Managed on behalf of World Vision International by
Gakenia Kagiri
Campaign Consultant: Albert Yu
Report Design: Diana De León

© 2024 World Vision International

All rights reserved. No portion of this publication may be reproduced in any form, except for brief excerpts in reviews, without prior permission of the publisher.



1. Foreword from the President

This is a time for reflection and giving thanks. In 2017, we came together to unite behind a common cause through the It takes a world to end violence against children global campaign to ensure no girl or boy has to live in fear of violence.

Confronted by multiple global crises such as the COVID-19 pandemic, severe climate events, conflict coupled with the effects of cost-of-living increases and the ongoing global hunger crisis, we have persevered alongside child advocates, faith communities, supporters, donors and partners to tackle the root causes of violence against children. I am humbled that so many chose to join us through the campaign to transform the lives of girls and boys in some of the most challenging places to be a child.

Through our programming and advocacy, there are so many examples of change in government policy and protective environments around children. We have seen significant shifts in social norms by mobilising faith leaders from Christian and other faith background to promote behaviour change in their communities. Most importantly, we have empowered children to work for and contribute to change for themselves. Their voices have been heard. They have demanded action and kept those in power accountable.

Our campaign efforts have led to the lives of 376 million children being impacted through 1,700 policy changes globally – 583 of which were related to allocating or increasing funding to address ending violence against children. We were joined by 2.6 million children who meaningfully participated in the campaign, and

our supporters mobilised to take 13 million advocacy actions.

This is such a blessed time, and I am so proud of these incredible achievements. It's impacted an entire generation of children and young people. This campaign reaffirms what is written in Ephesians 3:20 that God is truly "able to do immeasurably more than all we ask or imagine, according to his power that is at work within us."

As *It takes a world* draws to a close, we know the job is not done. Globally, up to one billion children aged 2-17 continue to experience violence and tragically over 12 million girls are married in childhood each year. Ending violence against children will live on as a priority in World Vision's development, humanitarian, and advocacy work, and through our external partners. We will build on the progress the campaign has achieved and push forward, keeping Christ at the centre and amplifying the voices of children.

I am grateful to all our partners and donors for the overwhelming support, and I must give a special thanks to all our amazing World Vision staff for their relentless dedication to end violence against children through this campaign and beyond. May God bless all of you as we continue this journey together.



Andrew Morley

Andrew Morley
President and CEO
World Vision International



2. Executive summary

In 2023, World Vision celebrated the culmination of achievements by the *It takes a world to end violence against children* global campaign. When the campaign first launched in 2017, we sought to start a global movement to toward a world where no child has to live in fear of violence.

Over the past seven years, we have impacted the lives of **376 million children** around the world, thanks to the overwhelming support of and partnership with child advocates, supporters, faith communities, partners, and donors. Informed by our work in the field, World Vision has taken a leading role in ending violence against children, especially among coalitions such as Joining Forces and the Alliance for Child Protection in Humanitarian Action. We have also joined and been inspired by other movements such as the Brave Movement and the Global Partnership to End Violence Against Children. Through World Vision's involvement in these important collaborations, we have successfully positioned ourselves globally as a thought leader in the eyes of partners, donors, and supporters.

In addition, thanks in part to World Vision's advocacy, national governments increased their official reporting on progress in achieving violence-related SDGs for 25%.

While *It takes a world* has ended as a global campaign, the challenges facing the most vulnerable children have not. Ending violence against children will continue to be deeply embedded in who World Vision is and what we do. This effort will live on as a priority throughout all our development, humanitarian and advocacy work.

It takes a world had four main objectives – each with significant wins worth celebrating.



Objective 1: Ignite global movements for, with and by children to catalyse global changes in attitudes, raise awareness and drive both courageous and effective action.

Over the course of *It takes a world*, **2.6 million children** meaningfully participated in the campaign and our supporters mobilised to take **13 million advocacy actions**. Global mobilisations such as *Just Married* in 2022 and *Changemakers* in 2023 rallied supporters and child advocates to call on governments to end child marriage and celebrated children and young people as agents of change. We are grateful for the numerous partner organisations and donors who came alongside us and who also invited us to join their efforts in return. We are especially thankful for the over **26,000 faith partners** globally who joined us in the fight to end violence against children.



Objective 2: Scale up what works: Strengthen prevention and response measures to address violence against children.

Through *It takes a world*, World Vision contributed to significant policy change with regards to policies being passed, expanded, and more effectively implemented locally to better protect children and young people from violence. Together with our partners, we influenced **1,700 policy changes globally**. World Vision's work to strengthen systems to support education and child protection – including reporting, responding and prosecuting of child protection cases also grew. For example, World Vision contributed to **increased legal protection** from child marriage and online violence in **20 countries**. Also, within World Vision field offices globally, child protection became the most common strategic priority and *Child Protection Advocacy* was the most utilised project model.



Objective 3: More money, better spent: Increase in long-term targeted funding to end violence against children.

Of the 1,700 policy changes, **583 policy changes** were related to allocating, increasing or defending government funding to address ending violence against children. In addition, World Vision led a collaborative effort between partners to commission three **Counting Pennies reports** that reviewed official development assistance to identify how much international aid was spent to end violence against children. We have seen the level of overall overseas development assistance dedicated to ending violence against children increase over the course of the campaign. Furthermore, in partnership with others, World Vision also contributed to better understanding of return on investment in preventing violence against children. **Violence Prevention Dividend** policy paper developed by World Vision and a coalition of child-focused agencies proved that preventing violence against children can save up to 5% of national GDP.



Objective 4: Accountability for commitments: Strengthen accountability for the implementation of commitments to end violence against children, especially SDGs.

World Vision worked with children and communities to hold local and national governments accountable for implementing their commitments to end violence against children. World Vision contributed significantly to over **400 national dialogue and lobbying processes and meetings** with decision makers and more than **2,000 partners, coalitions, champions, or key influencers** worked with a Citizen Voice and Action working groups to collectively pressure local and higher levels of government on child protection. Over **10,000 child protection services and facilities** were improved based on performance measures defined by the community.

3. Celebrating the *It takes a world journey*

In 2017 World Vision launched its first ever whole-of-Partnership global campaign, *It takes a world to end violence against children (It takes a world)*. We sought to ignite a global movement that would build a world where no child has to live in fear of violence. Fuelled by the adoption of the Sustainable Development Goals, *It takes a world* united the global World Vision Partnership to speak with one voice to challenge the attitudes, beliefs and behaviours that condone violence against children and help to ensure governments enact and enforce policies that prohibit it and provide adequate services for preventing and responding to violence against children.

World Vision's global campaign was part of a broad movement to end violence against children. From local associations to global networks, the campaign provided a powerful platform for World Vision and our partners to speak out against injustice and challenge violence inflicted on vulnerable children, wherever they are. We ambitiously worked to change the policies, attitudes and behaviours that perpetuate the suffering of 1.7 billion children each year.

The major issues of violence against children *It takes a world* sought to address:

- Child marriage
- Sexual abuse
- Corporal punishment
- Violence due to conflict and disasters
- Violence in schools
- Violence online
- Child labour, exploitation, and trafficking
- Child soldiers



© World Vision

The campaign built on World Vision's advocacy and mobilisation work, programming efforts, and growing evidence base to bring sustained change for children across the world, including urban, fragile, and conflict-affected contexts. The campaign also drew from World Vision's existing strengths of mobilising faith groups and engaging and empowering children; and encouraged the organisation to double down on boldness, taking on courageous positions.

In the early years of the campaign, World Vision worked to amplify the voices of children and mobilise a global community of advocates to change policies, harmful attitudes, and behaviours. We worked to make violence against children in all its all forms socially unacceptable, while holding those in power to account.

It has been a challenging journey, not least with COVID-19 pandemic striking three years into the campaign, threatening any momentum we had built. According to World Vision's own [research](#), the combination of quarantine restrictions, lockdowns, and school closures put up to 85 million girls and boys at greater risks of violence, and up to 10 million girls would be at risk of early marriage due to the pandemic. Other global crises such as climate change, armed conflict, and humanitarian emergencies only made the situation worse and increasingly complex for children. We feared these big issues would drive attention away from ending violence against children at a time when acts of violence were predicted to rise dramatically.

While our worst fears were never realised, situations and violence for children in many contexts were getting worse, and we continued to struggle with the complexity of ending violence against children and 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. However, in the wake of the pandemic, we took comfort knowing that global attention to protecting children and women from violence was never higher and opportunities for societal transformation remained a possibility.

In the latter years of *It takes a world*, the world had become a vastly different place than when the campaign started. Life had increasingly shifted to an online world where more than 30% of children across the globe are now connected. Global fragility - already at an all-time high when the pandemic hit, with the world experiencing the largest number of refugees and displaced people since the Second World War – continued to worsen. With the COVID-19 pandemic and its aftershocks, the emerging global hunger crisis, the effects of climate change, conflict and cost-of-living crisis, the *It takes a world* campaign was more important than ever to ensure the voices of children and young people were being heard and their needs were being addressed from the local to global stage.



© World Vision

Over the final years of the campaign, with so many issues at hand, instead of advocating across a wide breath of issues related to violence against children – all of which are important – World Vision made the strategic choice to deepen our impact in just a few areas. Ending child marriage was one such issue, with clear calls to action. Another enduring commitment was that World Vision will continually work with children, empowering them to speak out.

Today, World Vision is celebrating the journey and many achievements of our *It takes a world to end violence against children* global campaign. Through all the distraction, noise, and turmoil, *It takes a world* has been able to rise above and create meaningful change of hundreds of millions of children and their families and communities. At every level of the World Vision Partnership, *It takes a world* has gained significant ground - from deepening our programmatic impact on the frontlines to growing our influence, reputation, and positioning in the end violence against children space across the humanitarian and donor landscapes.

While *It takes a world* has ended as a global campaign, the challenges facing the most vulnerable children have not. Ending violence against children will continue to be deeply embedded in who World Vision is and what we do. This effort will live on as a priority throughout all our development, humanitarian and advocacy work – especially in recognition of how child hunger and malnutrition can lead to increased vulnerabilities to violence, and violence against children can aggravate the harm that hunger and malnutrition can have on children. Ending violence against children will continue to be one of our key priorities to achieve [Our Promise](#).



“This has been the most successful advocacy campaign we have ever had in World Vision’s history. I am so proud that as a Partnership, we made a choice to focus on tackling, ending violence against children.”

Jean-Baptiste Kamate, Chief Operations Officer,
World Vision International

3.1 It takes a world timeline | A timeline of major campaign events, landmark reports, and global moments



It takes a world to end violence against children campaign launch

March 2017

At the IV Global Conference on Child Labour, World Vision joined more than 3,800 participants from over 100 countries in Buenos Aires, Argentina to set the global agenda and framework for addressing child labour for the next four years.

November 2017

Solutions Summit: More than 300 government, UN, civil society and child representatives took part in the Solutions Summit, co-organised by the Swedish government and the Global Partnership to End Violence Against Children.

February 2018



“Since its launch, World Vision’s It takes a world campaign has significantly contributed to growing the global movement to make our planet safer for children. With such a commitment, actions and collaboration from partners across all sectors, we can deliver the promise that world leaders made in the Global Goals to end all forms of violence against children by 2030. On behalf of the Global Partnership to End Violence Against Children, I congratulate World Vision, as a member of our network, for setting the bar so high. Let’s all be inspired to aim even higher—let’s work together to make sure that every child grows up safe and secure, wherever they may live!”

Dr. Howard Taylor, Executive Director, Global Partnership to End Violence Against Children



“We stand together more strongly than ever to ensure children are safe and protected. With the right framework, the right actions, the right resources and the right positive changes in attitudes and practices, we can ensure they have an opportunity to fully contribute to our societies.”

“Since its launch, World Vision’s It takes a world campaign has significantly contributed to growing the global movement to make our planet safer for children. With such a commitment, actions and collaboration from partners across all sectors, we can deliver the promise that world leaders made in the Global Goals to end all forms of violence against children by 2030. On behalf of the Global Partnership to End Violence Against Children, I congratulate World Vision, as a member of our network, for setting the bar so high. Let’s all be inspired to aim even higher—let’s work together to make sure that every child grows up safe and secure, wherever they may live!”

Dr. Fatimata Dia Sow, Economic Community of West African States (ECOWAS) Commissioner for Social Affairs, October 2017

June 2018

During the month of June, 3.2 million participants – including over 2 million children and nearly 65,000 faith leaders – took part in conversations across 50 countries on ending violence against children.

March 2019

World Vision delegation to the 63rd session of the UN Commission on the Status of Women (CSW63) was joined by Suelv, a young leader from Albania who served as a keynote speaker at several side-events. He boldly spoke about the role of boys in ensuring gender equality and ending gender-based violence.

March 2019

World Vision’s European Union Liaison Office and the Syria Response team brought a delegation of young people affected by the Syria conflict to the 2019 Syria Donor Conference to ensure children’s voices and experiences were heard and informed the proceedings.

Footprints of Tenderness Continental Walk completed year-long initiative in collaboration with faith partners to advocate for ending violence against children. The walk covered 15,000 kilometres from Mexico to Argentina and mobilised over 400,000 people in 21 countries.

30th anniversary of the United Nations Convention on the Rights of the Child: World Vision orchestrated joint advocacy in all countries where we are present, asking governments to legally ban all forms of violence against children in any settings and establish adequately resourced mechanisms to ensure regular and meaningful participation of children in decision-making processes that affect them directly.

World Vision International 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.

World Vision's Just Married Mobilisation rallied supporters, children and young people to call on governments to ban child marriage, strengthen and implement existing laws and fund services to prevent and respond to child marriage.



June 2019

November 2019

September 2020

May 2021



“World Vision is leading a clear movement to end violence against children (boys and girls) in Spain. Together, we’ve built an “Alliance” to reach this ambitious and necessary objective both in our country and globally.”

Maite Pacheco Mateo-Sagasta, Child Rights and Advocacy Director, UNICEF Spain



For the first time, our social pastors, catholic schools, religious conferences and bishops have united with evangelicals . . . I'd like to point out that the multiplying workshops of Tenderness will become a guarantee of a continued and sustainable relationship between our organisations within this campaign, to ensure that our children live their lives at its fullest.

Secretary, Justice and Solidarity Department of the Latin American Episcopal Council

October 2021

Solutions Summit: Young leaders from 28 countries across the globe joined World Vision's Solution Summit as they held intergenerational dialogues with local and national level policymakers to raise their voices and call for action to end violence against children, especially to increase funding and doubling down on implementing the laws necessary to keep children safe from violence. This mobilisation was part of the Together to #EndViolence campaign run by Global Partnership to End Violence Against Children.

December 2021

As part of the Global Partnership to End Violence Against Children Solutions Summit, World Vision led and organised technical webinars featuring a diverse panel of experts, including World Vision field staff and technical experts, community and global faith leaders, and UN leaders and technical experts as well as donors, networks, professional researchers, and adolescents.

World Vision International President and CEO Andrew Morley, as Chair of the Standing Committee for Humanitarian Response (SCHR) assumed the Inter-Agency Standing Committee (IASC) Championship on Protection from Sexual Exploitation and Abuse and Sexual Harassment (PSEAH). He is the first non-UN Champion in the position's history.

World Vision joined the Global Steering Group to help launch and begin The Brave Movement, a survivor-centred global movement fighting to end childhood sexual violence by 2030. World Vision partnered with the Brave Movement to demand bold action by G7 leaders and governments around the world to invest in solutions to end childhood sexual violence.

Ending child marriage global moment: Over ten days in July, World Vision and our partners, Arigatou International and Girls Not Brides, came together to call for more action to end child marriage, which has spiked globally in the wake of COVID-19, ongoing food and political insecurity, and increasing natural disasters.

World Vision participated in The Global Partnership for Ending Violence Against Children (GPEVAC) Leaders Conference, attended by government leaders, donors, international organisations, civil society as well as children and survivors of violence.

January 2022

April 2022

July 2022

June 2022



“Dear friends and colleagues at World Vision, thank you for your tireless efforts around the world to end all forms of violence against children, not only at the global level, but also at the national and community levels. We know it does take a world to end violence against children... I have been stressing the importance of mobilising a wide range of actors, including civil society, religious and faith community leaders. They are crucial constituency to act as influential advocates for children’s rights and their protection from violence.

Faith actors are in a position to influence behavioural change and to promote the abandonment of practices that perpetuate violence at the community level. And children are part of this axis of change. And I am pleased to see that children are more and more involved and seen as part of the solution. Children worldwide are speaking up, taking initiative and providing peer support and guidance to build a safe, peaceful, just, inclusive, and healthy environment.”

Dr. Najat Maalla M’jid, United Nations Special Representative of the Secretary-General on Violence against Children, excerpt taken from a message to World Vision staff at an internal campaign closure event, June 2023.

May 2023

The Changemakers Mobilisation Moment marked a youth-focused celebration, where children and young people’s engagement as agents of change to end violence against children was showcased.

September 2023

World Vision launched 1,000 Girls, a global child sponsorship fundraising campaign focused on ending violence against girls. This campaign aimed for 1,000 girls to be sponsored by October 11 – International Day of the Girl.



4. Campaign achievements by the numbers

Since the launch of *It takes a world* launched in 2017:

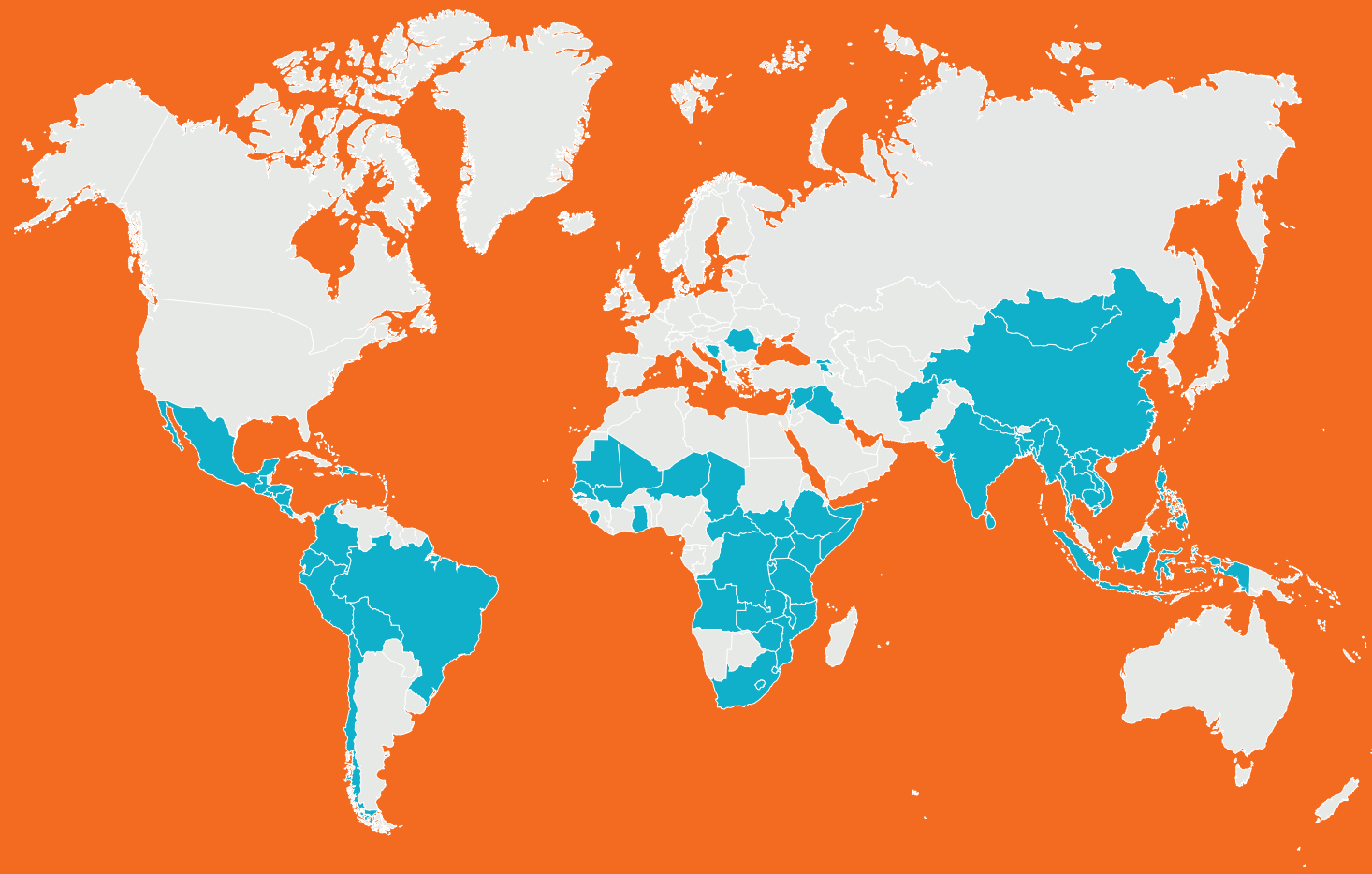
 **376 million**
children impacted



2.6 million
of children and youth
meaningfully participating

13 million 
of advocacy actions
taken by supporters

90 Participating countries



810
programmes
where World Vision
advocated to end
violence against
children



1,700
of significant
changes to
policy or policies
implemented
related to *It takes
a world*

583



of policy changes that were
related to allocating, increasing
or defending government
funding to address ending
violence against children.



5. Campaign highlights

Understanding what it takes: A message from the Advocacy and External Engagement Partnership leader

As a social worker, I have seen the consequences of childhood violence throughout the life of a person. I have seen the costs that society is paying, and also the physical and emotional pain that are incompatible with our vision for a world where every child can have life in all its fullness. World Vision's *It takes a world* to end violence against children global campaign was our response to those realities, and the results of It takes a world have exceeded all our expectations.

The depth and the breadth of impact we have achieved throughout this campaign are beyond imagination. We have seen changes at the systemic level all the way to local communities. The campaign highlights in the pages that follow provide a snapshot of how people have shifted their attitudes towards violence against children, especially to end child marriage. There will be inspiring examples of change in the quality of services to protect children and change in the care and actions taken by critical support systems such as parents, faith communities and child protection professionals. Through the campaign's achievements, we have built a deep understanding of how to strengthen the protection of children from violence.

While *It takes a world* has ended as a global campaign, we take pride knowing that the campaign has transformed who we are. Going forward, ending violence against children will be deeply embedded across all of World Vision's work. We have the expertise and we have the reputation and the tools to continue to address violence. Our partners trust us as an organisation who can truly deliver on outcomes that protect children from harm.

Thank you to all who took part in *It takes a world*. It truly has taken the world to achieve the results that we are celebrating today. I am so thankful for the faithful service and commitment of World Vision staff and all our supporters, partners, and donors who joined us. I am especially inspired by child advocates and young leaders who have raised their voices to speak out against violence. Through them, we have seen the power of the next generation who are mobilising to influence the plans and policies in the halls of power from the local to global stage.



Dana Buzducea
Partnership Leader –
Advocacy & External
Engagement
World Vision International

5. Campaign highlights



OBJECTIVE 1: Ignite global movements for, with and by children to catalyse global changes in attitudes, raise awareness and drive both courageous and effective action

This objective is about mobilising individuals, communities and organisations to change their attitudes and behaviours related to violence.

Key achievements



2.6 million children participated in actions to support ending violence against children issues through: online, direct engagement, advocating, sharing information and supporting each other and their communities to create changes.



Over 13 million supporter advocacy actions happened throughout the duration of the campaign. These ranged from collecting signatures for important issues to celebrities campaigning alongside World Vision offices globally.



The campaign worked with **26,273 faith partners** globally over the course of the campaign.

LATIN AMERICA AND CARIBBEAN: Footprints of Tenderness Continental Walk

From June 2018 to June 2019, World Vision and our faith partners across the Latin America and Caribbean region organised an ecumenical celebration and continental walk called Footprints of Tenderness that mobilised 400,000 people in 21 countries. The year-long walk started in Mexico and ended in Argentina covering 15,000 kilometres. The aim of Footprints of Tenderness was to take a collective stand to end violence against children and promote tenderness as a way of life for children and parent in every community. At each stop, Footprints of Tenderness promoted talks, workshops, art activities and trainings aimed at the commitment to protect children and adolescents throughout Latin America and the Caribbean.



Watch video



Dola speaks at the United Nations in Geneva, 2019. © World Vision

BANGLADESH: Meet Dola

"I was only 12 years old when I joined *It takes a world to end violence against children* and I have felt a strong connection with the campaign. It gave me opportunities to explore my leadership journey and explore myself. Starting as a young teenager and now as an adult – I've done a lot of work.

I've organised many street dramas and school campaigns and connected my community people with policymakers. I've had the opportunity to go speak at the United Nations. Imagine, a teeny girl from Bangladesh meeting with government ministers.

I have seen big changes in our community. Before this campaign, in Bangladesh there were lots of underprivileged areas where girls were not prioritised. But through *It takes a world*, we can see that girls are able to sit with decision-makers and are having parity in their families. This is the main change I can see in my community and I'm very happy.

It makes me emotional knowing that the campaign is going to end, but I think our work is not going to end. We are going to keep working on issues that will help end violence against children."

Global moments that mattered: Just married

In May 2021, World Vision's *Just Married* mobilisation rallied supporters, children and young people to call on governments to ban child marriage, strengthen and implement existing laws and fund services to prevent and respond to child marriage. Influencers like US actress Melissa Joan Hart, US actress Sal Stowers and Mexican pop singer Fey joined 35 World Vision offices around the world to raise awareness and call on decision-makers to end child marriage, jointly led by World Vision US and World Vision International.

Ending child marriage is a priority topic for many of our offices, but *Just Married* marked World Vision's first global call to end this practice. Overall, *Just Married* engaged nearly 100,000 children and young people worldwide and generated 80,000 petition signatures.

GHANA: Meet Shamima

With her close friend facing child marriage, 12-year-old Shamima decided to take action. She became a member of the national Child Parliament of Ghana, advocating to end child marriage. Shamima shares her poetry and participates in a radio panel in hopes of inspiring change. Her biggest encouragement was when her friend came back to school.



© World Vision

Watch Shamima recite one her poems

Global moments that mattered: Ending child marriage

In July 2022, World Vision and our partners, Arigatou International and Girls Not Brides, came together to call for more action to end child marriage, which has spiked globally in the wake of COVID-19, ongoing food and political insecurity, and increasing natural disasters. Through social media and various digital

platforms, supporters from around the world were mobilised to sign on to an open letter written by six young leaders to add their voice and signify their commitment to end violence against children.

45,095 actions and mobilisations were taken specifically to ending child marriage, including digital and in-person signatures to the petition and shares of the open letter across social media.

Global moments that mattered: Changemakers

In May 2023, more than 50 World Vision offices united to affirm the continued advocacy and leadership of children and young people.

The Changemakers mobilisation celebrated children and young people as agents of change in It takes a world. We want to recognise their contribution and leadership in advocating for ending violence against children and in influencing changes in policies and practices at local, regional and global levels.

Ten Changemakers from four continents joined celebrity footballer Patrick Evra in raising their voices to call upon the representatives of the WHO and governments to act to protect children from violence at the World Health Assembly. Patrick also shared #Changemakers content on his social platforms, including to his 12 million Instagram followers. Other popular influencers such as Herman Tommeraas, Angel Arutura and Louis the Hippy also posted content.

Genoveva, 14, Tanzania

As a member of her district Junior Council in Tanzania, 14-year-old Genoveva is a Changemaker at the local and national level. She advocates for children's rights on radio and TV, with a focus on protecting girls from child marriage and teenage pregnancy. Genoveva hopes to build confidence and freedom in girls so they can be aware of their rights and be empowered to fight against any violence.



© World Vision

Emilene, 18, Ecuador

Part of a network of young people and adolescents in Ecuador, Emilene, an 18-year-old Changemaker, helps to create space for children and young people participation, empowers their voices, and promotes their rights. Inspired by the love she received from her grandfather as a child, she hopes "to be able to transmit that love he gave me" to the children around her. "There is a right to life, to have physical integrity, personal freedom and security, and equality in front of the law," Emilene proclaims. "Violence should be eliminated. We deserve to live because it is a right and we must be respected. And if it is not being fulfilled it must be claimed."



© World Vision

Mara and Alexandra, both 14, Romania

Friends Mara and Alexandra, both 14, are active members of their Children's Council, championing Child Rights and Participation. Although neighbours in rural Romania, these two Changemakers' advocacy reaches around the globe, representing their peers in different working groups involving local, national and international authorities. Last year, Mara and Alex helped develop five solutions addressing the most urgent needs children face in rural areas. "It is not being fulfilled it must be claimed."



© World Vision

Lahoo, Thailand, 21

For over 5 years, Lahoo has been advocating to end violence against children in Thailand. Having experienced neglect as a child, he strives to ensure vulnerable children can enjoy full lives where their rights are upheld. He has participated in various forums to raise awareness and has designed posters with his friends to share online and on billboards. As a youth representative and now 21 years old, Lahoo continues to be a Global Changemaker, meeting with government agencies to present guidelines for ending violence against children and finding hope that his policies might one day be implemented.



© World Vision

EL SALVADOR: Protecting children's rights and well-being

In recent years, El Salvador has faced violence due to traditional parenting practices that involve physical punishments and gang-related activity. This has led to many young people and children not attending school and lacking access to safe public spaces.

In 2017, *It takes a world* was launched at the El País to raise awareness about the importance of protecting children's rights and well-being. The campaign involved ambassadors from diverse backgrounds, including religious institutions and the private sector, who helped promote positive messages on social media and in their workplaces. The campaign tried to influence legislative actions and engaged with representatives from the Legislative Assembly to link the campaign to relevant proposed laws and educational initiatives. Selected children were given the opportunity to participate in meetings with various institutions to express their thoughts and needs.

“*In the context of violence, sometimes, it is difficult for us to move around freely in this complicated age, but these meetings help us know how to promote a culture of peace and we feel happy and safer. We are called to build a better society for children.***”** – Alan, 18

In 2023, the El Salvadoran government introduced a new law called “Crece Juntas” which includes additional articles that address aspects previously lacking and prioritizes protecting children's rights. The campaign involved NGOs and utilized social media platforms to reach a broader audience.

The success of the campaign created spaces for children, adolescents, and young people to express their opinions and address the issue of violence. The project's proactive approach allowed participants to implement and execute actions, and they were also able to influence local decision-makers.



© World Vision

Global moments that mattered: Equipping children and young people to advocate in a digital world

In an increasingly digital world, girls and boys across the globe are telling us that they want to learn the necessary digital skills, knowledge and tools to raise their voices and influence change nationally and globally. They want to engage virtually with their peers, using technology and online methods for broader participation, representation and inclusion, especially around actions to end violence against children.

Working together with children and young people across the globe, World Vision used digital platforms combined with our in-person networks to equip children with the digital tools needed to participate actively and safely in advocacy initiatives. This was especially important as the pandemic pushed children online, and using digital platforms allowed their collaboration to continue and expand beyond their geographic boundaries. Training modules covered online safety and privacy, social media, blogging, lobbying, networking, mass mobilisation and social and behaviour change. World Vision's Amplifying Children's Voices Digitally initiative will accelerate the ability of children and young people to contribute to making positive changes around the world and mobilise their peers to engage in changing policy, practices, and attitudes that prevent children from living without fear of violence.



© World Vision

It takes a world to end violence against children

Faith leaders play a critical role to end violence against children

World Vision believes that all people are made in the image of God and we are called to help uphold, restore, and honour the dignity, value and identity of every human being. We respond to this calling by working with others who share our common values of compassion, love and mercy and commitment to the well-being of children.

Recognising that faith leaders are uniquely positioned to protect children from violence, *It takes a world* became a vehicle for World Vision to bring together and work with a range of Christian denominations and other religious groups, some of whom we had not previously had a relationship with. Through these new relationships and partnerships, we were able to reach more audiences as well as leverage collaborative efforts between denominations to expand impact.

World Vision's work with faith leaders in many contexts led to many successful outcomes, especially through using the Channels of Hope approach to support this work. Channels of Hope is an interactive process to create a safe space for faith leaders, their spouses and faith communities to become active participants in the well-being of children through science-based information and insight from religious texts. It reaches to the root causes and deepest convictions that impact attitudes, norms, values, and practices toward the most vulnerable.



© World Vision

© World Vision

In Somalia, World Vision worked with the Ministry of Justice, Constitution, Religious Affairs and Rehabilitation to use the Channels of Hope approach to raise awareness among community leaders, such as faith leaders, about the dangers of female mutilation and cutting (FGM/C), which remains a common practice. Faith leaders trained on the Channels of Hope approach became active participants in their communities and committed to identify and support the most vulnerable children in their communities. They also mobilised their own congregations and sought to strengthen existing community structures. As a result, more people began to understand the effects of FGM/C and put an end to the practice.

Globally, Channels of Hope has been utilised in 1,556 projects across 259 programmes in 58 countries between 2019 and 2022 and contributed to World Vision working with approximately 26,273 faith partners across the campaign. Of these 1,556 projects, 12% of these were in fragile contexts.

LEBANON: Campaigning to end violent child discipline

In 2018, World Vision Lebanon started a campaign with the Ministry of Social Affairs to address violent child discipline at home, schools, and in institutions. World Vision collaborated with schools, municipalities, community-based organisations, faith-based organisations, government and private stakeholders, lawmakers, parliamentary committees, and the public to ignite a social movement for child protection. The campaign aimed to change attitudes and behaviours, increase accountability, and educate caregivers on alternatives to violence.

According to a national study conducted by World Vision Lebanon, violence against children is a significant issue, with 28% of the surveyed parents

resorting to violence. Corporal punishment is allowed by Article 186 of the Lebanese Penal Code, which exacerbates the problem. Social protection systems lack funding, capacity, and implementation.

World Vision collaborated with a parliamentary committee to improve the legal protections against domestic violence. They successfully reviewed and suggested solutions, resulting in a stronger legal framework. In addition, they worked with key duty bearers to build the mindset and responsiveness of municipalities at district and sub-district levels. The campaign also mobilised other important actors such as faith leaders and community leaders in tented settlements, to protect children. They developed helplines for child protection cases and 12 active child councils that inform the work of child protection committees across Lebanon, ensuring responsive functions at a community and district level to act on reducing harm. As a result, there was an 880% increase in children who requested child protection support in the last quarter of 2022.



OBJECTIVE 2: Scale up what works: Strengthen prevention and response measures to address violence against children

This objective focused on the legal and programmatic responses towards violence against children and the number of children supported through the campaign.

Key achievements

It takes a world contributed to significant policy change with regards to policies being passed, expanded, and more effectively implemented to better protect children and young people from violence.



1,700 policy changes at the local, national, and global/multi-lateral levels.



World Vision had significantly contributed to increased legal protection from child marriage and online violence in **20 countries**.



Within World Vision field offices globally, child protection became the **most common strategic priority** and Child Protection Advocacy was the most utilised project model.

The work around strengthening of systems to support education and child protection, including reporting, responding and prosecuting of child protection cases grew through the course of the campaign.



57,878 frontline actors were reached/trained on child protection programming during the campaign.



849,519 children were supported with child protection programming.



The proportion of child protection reporting and referral mechanisms that met the minimum standards rose from 468 in 2020 to **27,625 in 2022**.

All these changes were achieved in collaboration with partners (governments, civil society organisations, traditional and religious leaders) and children themselves.

Global moments that mattered: Policy wins for real change

Over the final year of *It takes a world*, World Vision maintained its enduring commitment to ending violence against children. Throughout the campaign, we have seen the number of policy changes grow each year, and last year represented almost half of the total policy changes, proving the momentum the *It takes a world* has generated and leaving no doubt that World Vision will continue to advocate on behalf of child protection issues beyond the campaign.

Here are some examples of how policy change can lead to real change around the world:



In Indonesia, high in the mountains, national laws have not been enough to prevent child marriages from happening. Tasya is the leader of a child forum in her community that is working alongside local authorities and community volunteers to combat child marriage by raising awareness and referring cases of existing child marriage to government support services. In the same community, local Citizen Voice and Action groups are monitoring the implementation of reporting and referral systems to ensure they support and protect children who have been victims of child marriage or other forms of abuse.

In Korea, the National Police Agency issued guidelines for officers on how to support and protect children involved in cases of domestic violence. This came in response to a policy brief issued by World Vision Korea, shining a spotlight on the toll on children who witness domestic violence, and a policy forum co-hosted by World Vision Korea, showcasing research conducted by external experts on this issue.

In Chad, local community advocacy groups supported by World Vision, have been holding local authorities accountable for prohibiting child marriage, which is enshrined in national law. In their communities, they are calling out injustice, improving reporting and referral systems, and ensuring that victims of child marriage have access to psychological care and services.

In the Ukraine Crisis Response, World Vision released a statement to UN Security Council members that highlighted the grave violations of children's rights that exist not only in life threatening situations, but also in relentless attacks on schools and hospitals. The statement called for the end of attacks on schools, hospitals and other civilian infrastructure in Ukraine; urged parties to conflict that have not already done so to endorse the Safe Schools Declaration; and lobbied for all signatory parties to uphold their commitments. The Ukraine government has since renewed its commitment to this declaration.

In Honduras, World Vision partnered with the private sector, labour sector, and the Ministry of Labour in Honduras to lobby the National Congress for the adoption of a legislative decree aimed at promoting and enforcing compliance with child labour laws. Their concerted efforts resulted in the successful approval and adoption of a national law that will raise awareness and incentivise adherence to labour laws, while simultaneously eradicating child labour and safeguarding children's rights.

In Bosnia, World Vision staff worked with municipal governments to develop legal protocols on preventing child exploitation and abuse. These protocols have strengthened local level child protection mechanisms and encouraged stronger coordination between various stakeholders to respond to violence against children.



© World Vision

Programming spotlight: Social behaviour change in Bangladesh and Ethiopia

Understanding social norms matter because they influence the behaviour of whole communities and often reinforce discrimination and social inequities, including gender inequities. However, social norms are not always permanent. It is possible for social norms to evolve over time, and sometimes even disappear.

In the effort to end violence against children, World Vision applied social and behaviour change principles (SBC) to develop evidence-based interventions at the individual, community, and societal levels to support the adoption of healthy practices and shift social norms that have traditionally enabled harmful behaviour towards children.

SBC demonstration sites were established in Bangladesh and Ethiopia to focus on ending child marriage. The main task of the SBC demonstration sites was to implement *It takes a world* in a way that generates changes in individual and collective attitudes, beliefs and behaviours that condone violence against children. The SBC demonstration sites leveraged both the advocacy and programmatic aspects of national level campaigns.

In partnership with the Georgetown University and World Vision United States, the SBC teams in each country built their capacity to generate social and behaviour change for ending child marriage. World Vision Bangladesh conducted a barrier analysis and a study to uncover the role of faith, faith norms and faith leaders in ending child marriage, while World Vision Ethiopia conducted a barrier analysis and literature review. Each of these assessments were interrogated for social norms determinants to inform the design of social norms assessments and interventions.



© World Vision

Global programming spotlight: Positive Parenting

In addition to working with children directly and the legal systems around them, *It takes a world* also targeted parents and caregivers in many contexts. Positive Parenting programming was implemented in 576 area programmes by 2022, with 656 projects working with 136,035 parents to support them in developing improved parenting skills.

Positive Parenting is a combination of three interventions that are used to help parents process their own childhoods, learn new positive parenting skills, strengthen parent-child relationships, and build a supportive network of peers.

CAMBODIA: Changing the family dynamic for the better

In Cambodia, violence against children is prevalent and difficult to stop due to traditional gender roles. More than three-quarters of children encounter some type of violence before the age of 18. Corporal and humiliating punishment are the most common types of abuse against children. Additionally, Cambodia does not have explicit laws governing child protection, which makes it difficult for local authorities to support victims effectively.

It takes a world in Cambodia used various media channels and provided training to journalists on violence against children. Videos on positive parenting and non-violent education were produced and reached a broad audience.

The campaign's efforts resulted in national-level changes, including the development of new policies, action plans, and laws to end violence against

children. The campaign also collaborated with Joining Forces to hold governments accountable for their commitments. Public awareness increased through material distribution, activities, and work with influencers.

It takes a world has raised awareness among parents and caregivers through various materials and activities, including working with influencers. An evaluation found that there was an 11% decrease in children reporting physical violence and an 18% decrease in parents reporting physical punishment and/or psychological aggression between 2018 and 2021.



"I love my family very much. Right now, I feel happy, and we want this happiness to stay with our family forever."
Dara, 54, father of four sons

The campaign has been able to change the dynamics of family connections. Parents interact with their children more frequently, and husbands assist their spouses with housework and vegetable gardening.



Objective 3: More money, better spent: Increase in long-term targeted funding to end violence against children

This objective focused on spending by both international actors and World Vision on ending violence against children and looks at where the resources go and what they fund as goodwill by itself is not enough. Resources are critical in achieving child wellbeing outcomes.

Key achievements



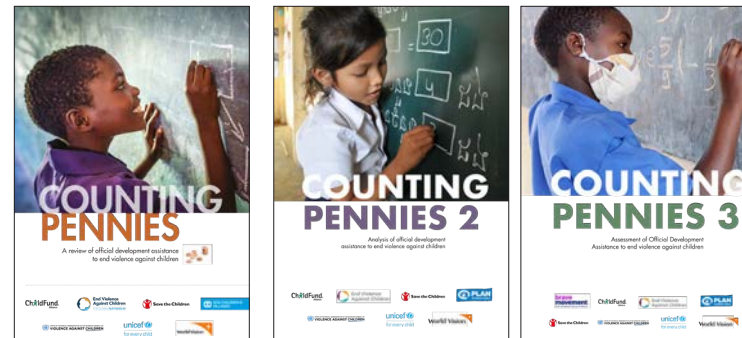
583 instances where *It takes a world* contributed to increased government spending on ending violence against children across the campaign - 12 of those were achieved at the support office level. While total dollar amounts of increases at the national level were still inadequate, these are welcome achievements in a sector that is severely underfunded and where no budgets previously existed.



The level of overall overseas development assistance dedicated to ending violence against children increased over the course of the campaign, including through the efforts of World Vision support offices.



Within World Vision, there was an increase in spending on ending violence against children across the World Vision Partnership. At the global level, grant and multilateral funding for child protection and participation tripled during the *It takes a world* campaign.



COUNTING PENNIES: An analysis of official development assistance to end violence against children

World Vision led with Brave Movement, ChildFund Alliance, Global Partnership to End Violence against Children, Plan International, Save the Children, Office of the UN Representative of the Secretary-General to End Violence against Children and UNICEF, commissioned three Counting Pennies reports, reviewing official development assistance (ODA) to identify how much international aid was spent to end violence against children.

In a series of three reports from 2017 to 2022, Counting Pennies reports exposed for the first time the levels of ODA for ending violence against children and helped to establish a stronger evidence-base when it comes to investing in EVAC generally. ODA reports were followed by agenda-setting framework for financing for EVAC and the return of investment gave stronger impetus to advocacy to increase funding for EVAC.

In the latest report findings clearly show that only a small fraction of ODA spending remains targeted at ending violence against children: 0.72% of total 2020 ODA investment (US\$1,757.3 billion) – almost a 10% decrease compared to 2018. Out of this total, only 12% (US\$278.5 million) is dedicated to projects exclusively focused on ending violence against children.

As a result of the Counting Pennies reports, donors have become more aware of the type and level of investment in ending violence against children. For example, Finland committed to remain one of the top donors investing in projects focusing solely on violence against children, while Canada improved quality of data entry for ODA investment monitoring thus making their significant contribution more accurate and visible.

Lesotho: Advocacy increases national budget to end child marriage

In 2018, World Vision Lesotho played a crucial role in the government's decision to increase the Ministry of Social Development's budget from approx. US\$15 million to \$17 million (228 million-248 million Lesotho Maloti). The work of the World Vision-led National Advocacy Steering Committee to effectively implement the 2018 National Advocacy Plan helped sensitise the government on the important role a budget increase would play in responding to violence against children. World Vision Lesotho presented policymakers with evidence on root causes of child marriage and demonstrated how a budget increase would contribute to achieving Lesotho's goals for ending the phenomenon.

Guatemala: Starting local and going nationwide

In Guatemala, World Vision has been piloting the concept of 'Municipal Offices for the Protection of Children and Adolescents' in several municipalities. Many of these offices have become an official part of the municipal structure, with budgets allocated for their functioning and World Vision providing capacity building. In 2018, the municipalities of San Juan Sacatepéquez and San Raymundo increased their budget allocations to enable their respective offices to better attend to underage victims of violence.

Budget advocacy

The budget process is how governments finance services for children at local and national level. Often, even the "best" child policy or framework will have little effect if it is unfunded. Influencing budgets for children at local, national and/or international levels is a keyway to ensure interventions are sustainable in the long term and promotes government accountability for commitments.

World Vision launched a budget advocacy toolkit aimed to help its field offices achieve better advocacy outcomes for child protection through advocating for changes to local and national government budgets. The capability to analyse government budget data, track government commitments, contribute priority budget items, and influence accountable allocations and spending for child rights is crucial for World Vision's child protection work.

This toolkit sets out clear pathways for conducting and monitoring budget advocacy, with children's participation and social accountability as key guiding principles.

A Centre of Excellence (COE) for budget advocacy was established to focus on skills-building, connecting offices to tools and approaches that they commit to using and testing in their advocacy work and allowing space for them to reflect on what is/is not working. The approach helped members of the CoEs to apply what they are learning, and further helped World Vision refine and strengthen our overall approach(es) in these areas.

Sixteen offices were able to test the methodology and share their learning and experience that has helped the space to succeed. For appreciation and recognition, the offices included Bangladesh, Thailand, Philippines, Kenya, Tanzania, Uganda, Peru, Mexico, Ecuador, Angola, Mozambique, Lesotho, Niger, Chad, Sierra Leone, and Ghana.



Objective 4: Accountability for commitments: Strengthen accountability for the implementation of commitments to end violence against children, especially Sustainable Development Goals

This objective focused on how governments and international bodies report and are held accountable for their commitments to ending violence against children, specifically focusing on Sustainable Development Goal 16.2, to end abuse, exploitation, trafficking and all forms of violence and torture against children. This objective also focused on people holding local and national governments accountable for implementing their commitments to end violence through social accountability tools.

Key achievements



1,113 community-led monitoring and dialogue/lobbying processes and meetings were conducted by communities on child protection.



10,046 child protection services/facilities were improved based on performance measures defined by the community.



There were **438 national dialogue/lobbying processes and meetings** with decision makers in which World Vision contributed significantly.



2,106 partners, coalitions, champions, or key influencers worked with a Citizen Voice and Action working group to collectively pressure local and higher levels of government on child protection.



UGANDA: Meet Maria

A part of the High-level Conference to commemorate the anniversary of the Convention on the Rights of the Child in Brussels (November 2019), 14-year-old Maria from Uganda delivered a compelling speech that called on world leaders to take action to end all forms of violence against children. Maria also interviewed Member of European Parliament Julie Ward, and met with Uganda's Ambassador to Brussels, Mirjam Blaak Sow.



Watch Maria's speech

© World Vision

Prioritising children at the High-level Political Forums

The High-level Political Forum (HLPF) is the main United Nations platform for the follow-up and review of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) at the global level. The HLPF presented key opportunities for World Vision experts, child advocates and young leaders and partners to influence global policy, promote advocacy priorities leveraging evidence, and connect local voices to relevant global processes.

2020

World Vision supported ten governments to prioritise children and their protection in the Voluntary National Review (VNR) process leading up to the review of Sustainable Development Goal 16. We convened five side events and co-hosted 12 others with partners from child-focused agencies such as UNICEF, civil society and faith communities. We mobilised members of the Civil Society Forum to End Violence against Children to act collectively at a country level and support government reporting on violence-related targets. Thirteen of the 21 countries where World Vision works made direct reference to their efforts to end violence against children in their VNR reports. Over time, thanks in part the World Vision advocacy, more governments started reporting on their actions to end violence against children. Their number increased from 74 to 95 in 2023.

What are Voluntary National Reviews?

Voluntary National Reviews (VNR) are a central piece of Sustainable Development Goals implementation and achievement. They are intended to reflect a country's progress on achieving the SDGs by 2030. In addition, good practices, gaps and trends emerge from these reports. Consequently, World Vision participation in VNRs was critical to advance *It takes a world's* objectives of ending violence against children, which responds to SDG 16 and its specific target 16.2, including related SDGs.

2021

Forty-two countries presented VNR reports at the HLPF. World Vision had presence in 20 of those countries. Eight World Vision field offices actively engaged with the governments in the national process to develop the VNR report. World Vision's engagement focused on bringing children's voices through consultations with children, technical inputs, including review of draft report and participation in parallel reports. World Vision national level staff participated in panels during the meeting of HLPF at global level, where they shared their national level experience and placed a spotlight on progress, good practices and gaps on advancing towards ending violence against children. World Vision also led or co-hosted two side events with partners such as UNICEF and Save the Children to highlight inequalities and child participation and activism, and organised an exhibition on how children are contributing to recovery from the COVID-19 pandemic.

2022

World Vision led and organised four side events and exhibits with a coalition of partners including ChildFund Alliance, Plan International, and UNICEF to bring focus to financial investment and returns for the prevention of violence against children, women Empowerment and elimination of violence against children, and what's next for Voluntary National Reviews.

2023

World Vision led a session on the SDGs highlighting ending violence against children and child participation.

Global moments that mattered: Solutions Summit


From October 2021 to March 2022, young leaders from 28 countries across the globe joined the Solution Summit as they held intergenerational dialogues with local and national level policymakers to raise their voices and call for action to end violence against children, especially to increase funding and doubling down on implementing the laws necessary to keep children safe from violence.

The Solutions Summit culminated at the End Violence Partnership's Leader's Summit in June, where high level representatives from governments, multilaterals, foundations, civil society and the private sector gathered to reaffirm their commitment to end violence against children.

Key achievements

18 
policy asks achieved

27,637 
total petition signatures and mobilisation actions taken

442,037 
actions taken on social media

54,204 
children and young people who made their voices heard

4,467,745 
total number of people reached

Strengthening prevention and responses through Citizen Voice and Action

World Vision supported local communities to engage in Citizen Voice and Action (CVA), a social accountability and local advocacy approach implemented across 48 countries and 806 programmes. CVA employs information, voice, dialogue and accountability see the facilitation of civic education on community (including children's) rights and entitlements, enables the monitoring of public services through mini social audits and the use of community score cards, and an opportunity for constructive dialogue and collective action between local communities, service providers and local government.

In Bangladesh, the engagement of local CVA committees with the police started in 2019 through establishing child help desks, ensuring treatment of the child complies with the country's Child Protection Act of 2013. This engagement also led to separate rooms for girls and boys being constructed in the police station. CVA committee members could also liaise and provide support to the officer in charge of the child help desk. The local CVA committee has also partnered with the Department of Social Services so community members are aware

ZAMBIA: Ending child marriage through government accountability

In Zambia, female child marriage is still prevalent, although it has decreased in recent years. Child marriage frequently affects the weakest, poorest, and most disadvantaged girls. Girls who marry before 18 are more prone to domestic violence and HIV infection, with higher HIV prevalence rates among girls in rural areas.

The *It takes a world* campaign aimed to end child marriage by addressing gaps in the legal framework and holding the government accountable to its commitments under the Convention on the Rights of the Child and the African Charter on the Rights and Welfare of the Child. The campaign targeted children aged 10-19 and their parents as primary audiences, and parents and traditional faith leaders as secondary audiences. Key community groups such as youth, women's and men's groups, and cooperatives were also involved. World Vision launched the campaign by developing messaging around traditional backgrounds. Community workers, campaign staff, children, parents, government, and partners worked together to create tools that engaged the target audience and integrated messaging into other program activities.

“Things were tough. I wanted to get out of my marriage, but I did not know how. I did not want to involve my mother anymore because she wanted me to stay married. The Nileleni group, supported by World Vision, was able to rescue me and helped me get back to school. They helped by providing me with uniforms, books, school bag, shoes, and socks.” – Tichoke, 25, who was married-off at age 14.

of the range of social security programmes and can easily connect with service providers access relevant services. Child forums in Bangladesh reported stopping over 800 child marriages over two years as a result of their collective actions.

In Lesotho, a CVA team discovered that the Child and Gender Protection unit of a local police department was operating below standard. There was lack of stationery and no suggestion boxes within the police station and communities. The CVA team raised these issues and as a result, suggestion boxes were supplied to the police station including stationery such as sexual offence forms and child detention forms, increasing quality service delivery to children. CVA members also conducted awareness raising campaigns on child protection issues reaching 352 people.

In Malawi, World Vision conducted a “It takes Malawi to End Child Marriage Campaign” that focused on building the capacity of child protection committees to sensitise the communities on the importance of ending child marriages. In Likasi Area Programme, the mother groups and child protection committees terminated 12 child marriages and 8 children went back to school.

Through the campaign, the Children's Code Bill was enacted, which defines a child as anyone 18 years and below. The campaign has also resulted in the reporting of over 1,500 child marriage cases and the retrieval of 1,220 children from these marriages. Additionally, 717 girls have been re-enrolled in school through community support mechanisms.

“World Vision has helped to curb the cases of early marriages in my district. With help of World Vision, early marriage cases have reduced because messages have been delivered and sensitisation will continue to reach other areas even where World Vision does not reach” – Maurice, District Commissioner for one of World Vision's working districts in Zambia



6. Shaping the global agenda and conversation

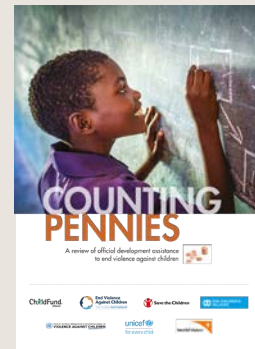
Over the course of *It takes a world*, World Vision published numerous articles and seminal reports to influence global policy debates and engage the public on the issue of ending violence against children.



[Fearing Wrong: Why What Doesn't Scare Us Should](#)



[Fears and Dreams Full Survey Results](#)



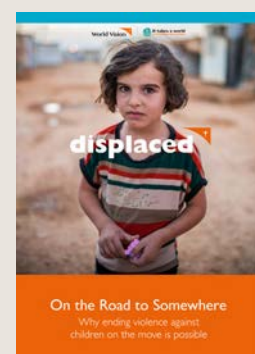
[Counting Pennies: A review of official development assistance to end violence against children](#)



[What Works To End Violence Against Children? Seven Things We Have Learned It Takes Health to End Violence Against Children](#)



[It Takes Community Health Workers to End Violence Against Children](#)



[On the Road to Somewhere: Why ending violence against children on the move is possible](#)



[No Choice: It takes a world to end the use of child soldiers](#)



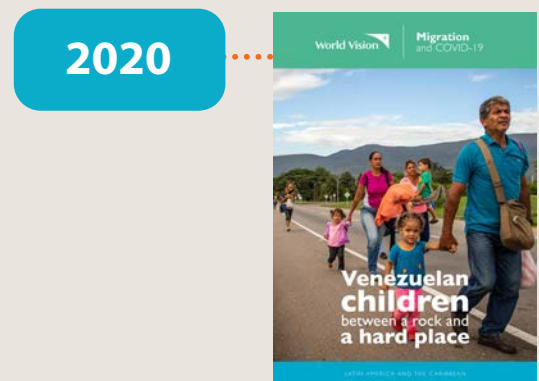
[Small cracks, big gaps: How governments allow violence against children to persist](#)



[Children Report: The Violent Truth About Teen Pregnancy](#)



[It takes investment: financing the end of violence against children](#)



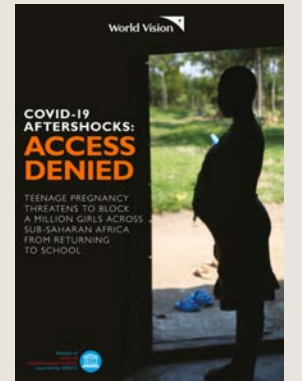
[Migration and COVID-19: Venezuelan children between a rock and a hard place](#)



[COVID-19 Aftershocks: A Perfect Storm](#)



[COVID-19 Aftershocks: Out of Time](#)



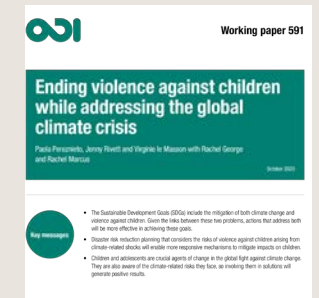
[COVID-19 Aftershocks: Access Denied](#)



[Children's voices in the time of COVID-19: Continued child activism in the face of personal challenges](#)

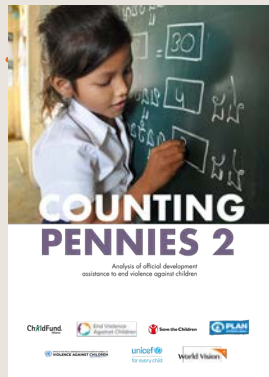


[Stolen Future: War and Child Marriage in Northwest Syria](#)



[Ending violence against children while addressing the global climate crisis \(with Overseas Development Institute \(ODI\)\)](#)

2021

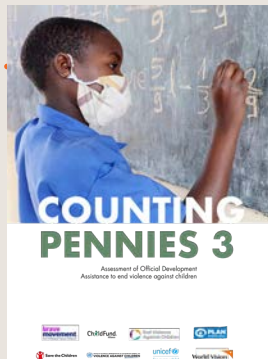


[Counting Pennies 2](#)

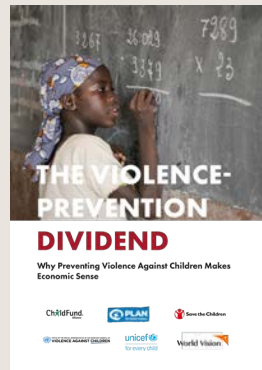


[Breaking the Chain: Empowering girls and communities to end child marriages during COVID-19 and beyond](#)

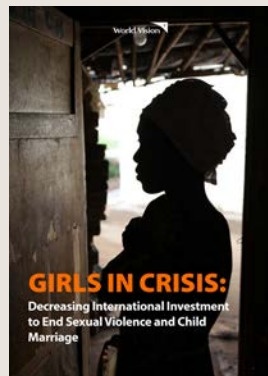
2022



[Counting Pennies 3](#)



[Violence-Prevention Dividend](#)



[Girls in Crisis: Decreasing International Investment to end sexual violence and child marriage](#)

2023



[Safeguarding Childhood \(with Foreign Policy\)](#)



[Young and Married](#)

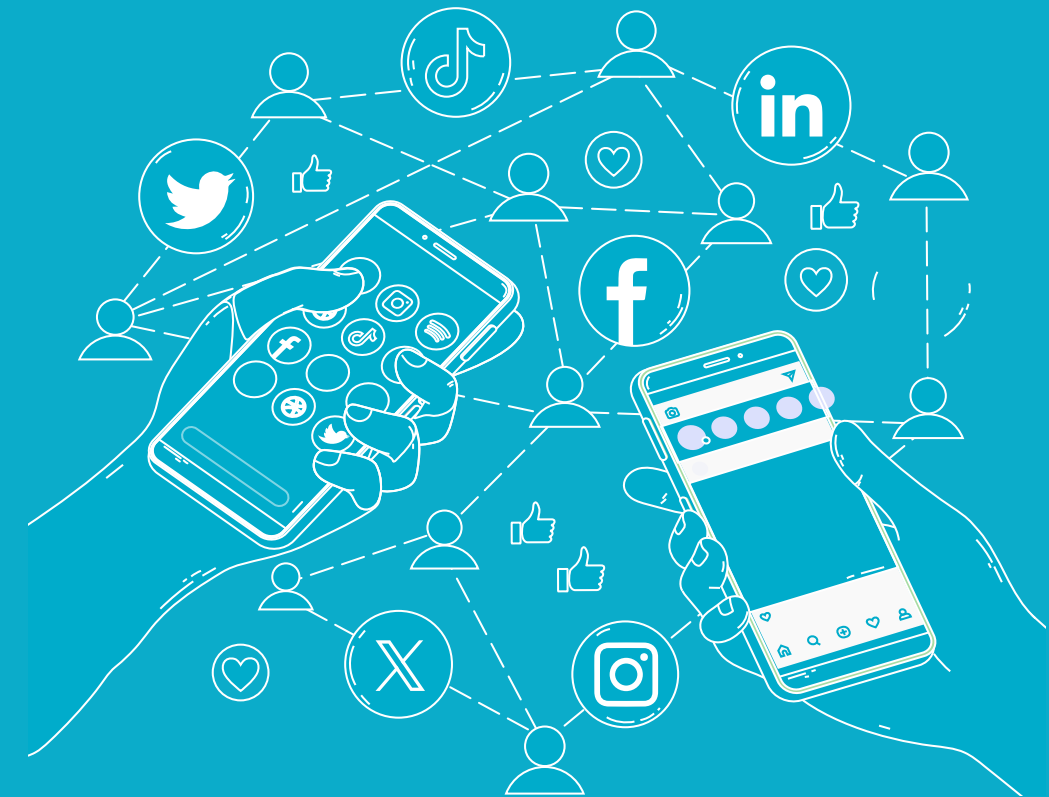
Focusing on what's trending through social listening

World Vision applied Social Listening approaches to understand and contribute to trending social media conversations related to violence against children. Through Social Listening, we were able to speak out and advocate for ending violence as conversations were taking place.

Our social listening efforts also included identifying top-performing content and platforms that influenced public sentiment and collaborating with

influencers and media sources who could help advance *It takes a world* campaign messages to wider groups of audiences and followers.

Through social listening, World Vision aimed to be a leading voice for children and active participant in conversations that influence change and mobilise social media audiences to end violence against children. For example, in the period between August 2022 and January 2023, World Vision had the highest share of voice (SOV) on issues such as child marriage and child labour, and within the industry, we had higher average engagements per message for the following forms of violence: child labour, gender-based violence, sexual abuse, and violence in education.



Thought leadership

More of World Vision's [thought leadership articles](#) on ending violence against children can be found on our website.

7. Creating lasting impact through collaboration

World Vision named the campaign *It takes a world* because we knew it would take everyone to end all forms of violence against children. We knew that we needed our existing partners and all kinds of new ones to join us.

Over the past seven years World Vision has partnered with more and more organisations, community groups, faith groups, those consisting of children and adolescents, governments, the private sector and the United

Nations. We understood a campaign comprised of diverse and equipped partners was critical to make an impact.

World Vision is grateful for all our partners who joined us on the *It takes a world* journey and allowed us to join their journey in return. Our campaign achievements to end violence against children would not have been possible without any them.

Key international partners



8. How *It takes a world* transformed World Vision

After seven years of *It takes a world*, the campaign has transformed who we are as World Vision.

Before *It takes world*, ending violence against children was not a common strategic priority or programming focus. While it was pursued in some offices due to the needs of particular local contexts, it was not a consistent or global priority.

This has changed drastically.

Today, ending violence against children and child protection has become the most common priority for World Vision field offices. For example, ending violence against children is the top issue when implementing Citizen Voice and Action, and grant funding for child protection has more than tripled over the past five years. We have also seen similar growth across all the sectors that World Vision works in. Additionally, World Vision's child safeguarding standards and policies have evolved to become one of the most sophisticated in the industry.

All of this combined has made World Vision the largest operational child protection organisation in the world. This has been recognised by donors, partners, global partnerships, global collaboration and events related to ending violence against children. We've had significant influence from local to global levels, translating into real changes for children.

"Our staff at all levels and in every country and department have personally committed to be a part of the effort to end violence against children. This campaign has changed who we are."

Bill Forbes, Global Lead, Child Protection and Participation, World Vision International

How has this happened?



All-in approach: World Vision's all-of-partnership approach challenged every office and department to think about their contribution toward this collective effort to end violence against children.



Field focus: Field offices were engaged from the very beginning and were empowered to design the campaign in a way that made sense in their contexts.



Local to global approach: World Vision moved toward doing advocacy rooted in our field work and the resulting evidence and reports that were produced during the campaign influenced our advocacy efforts at all levels.



Listen to children: World Vision listened to children about their realities and let them set the agenda on issues that were important to them.



Child participation: Children were given opportunities for meaningful, authentic participation at all levels from the family, right up to the global level, intergenerational dialogue, children's action, collaboration between children among children and with us and with adults and other people in the community.

Local advocacy to global change

During COVID-19, World Vision's work and advocacy in local communities informed global studies on how the pandemic exacerbated violence against children. We were able to influence the inclusion of ending violence against children in global agendas for responding to COVID-19.

As *It takes a world* comes to an end, World Vision will continue to prioritise ending violence against children as it becomes business as usual and a part of our core calling and work.

9. Ending violence against children beyond the campaign

World Vision has developed a sustainability plan to ensure we can continue building on the progress we have achieved through *It takes a world*. The sustainability plan reaffirms our commitment to ending violence against children while recognising that it is time to change tactics to sustain our achievements. The plan also ensures that World Vision can continue to leverage the programmatic footprint, policy influence, and public support that we gained throughout *It takes a world* to continue to advance towards a world free of violence against children.

As much as we are celebrating the campaign's success, the need to continue working on ending violence against children is imperative. Here's why:

- Violence against children remains a critical issue affecting most vulnerable children as vulnerability to violence has increased due to the hunger crisis, conflict, climate change, and COVID-19.
- Child Protection and ending violence against children remains a World Vision strategic priority.
- Funding commitments for child protection and ending violence against children have tripled in the past five years and continues to grow.
- The trust and credibility of children, donors, partners, and supporters created through *It takes a world* must be maintained for the long-term impact.
- Ending violence against children is consistently prioritised by children as an issue they care deeply about.



World Vision's *It takes a world* sustainability plan prioritises the following objectives:

1. Grow the scale and strengthen the quality of effective prevention and response measures to address violence against children, especially in contexts of growing food insecurity and malnutrition, and in humanitarian emergencies.
2. Sustain or increase more effective allocation of international aid and national investment in ending violence against children.
3. Strengthen local, national, and global accountability for implementation of children's rights to protection from violence.
4. Strengthen global accountability platforms and mechanisms including UN Special

Representative of the Secretary-General on Violence Against Children, Civil Society Organisation Forum to End Violence Against Children and Global Ministerial Conference on ending violence against children, and reporting through UN Convention of Child Rights and Sustainable Development Goals.

These objectives reflect the main areas of unfinished business in ending violence against children as well as areas where World Vision has made significant investments and positioning.

"Our work to end violence against children has only just begun. I believe *It takes a world* has provided us at World Vision Japan and the World Vision Partnership with the experience, expertise, networks, and the necessary resources to continue this important work." Mariko Kinai, CEO, World Vision Japan



10. What World Vision learned

As the first all-of-Partnership campaign in the 75-year history of World Vision, *It takes a world* was as much a journey of organisational learning, growing, and innovating as it was to end violence against children globally. Throughout the campaign, we regularly took time to reflect on our progress and performance, identify areas of improvement, and how we can be better partners with children, communities, and external stakeholders. This included a formal mid-term campaign review in 2020 conducted internally.

During the last year of campaign implementation in 2023, we worked with independent external evaluators to validate our achievements and provide insight and recommendations for future campaigns. Here are some of the findings:



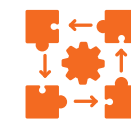
Making the unseen seen: At the time when *It takes a world* was launched, no other organisations were running campaigns of a similar scale and thematic focus, let alone a campaign to address the topic of violence against children. Campaigning on a neglected issue created more space for influence, and though the space for influencing may have started small, focusing on violence against children allowed World Vision to speak with a strong voice and confidence on the topic in an uncrowded space, building reputation and expertise on an issue very few others were speaking on.



The power of speaking with one voice: Using an all-of-Partnership approach to campaign on one issue served as a foundation for strong multisectoral integration and created opportunities for World Vision to act our size and speak in one voice. The whole partnership approach also amplified impact combining advocacy, social mobilisation and programming across many countries.



Campaigning on one issue in many forms (and its trade-offs): The universality of violence against children to every context meant that all offices were able to develop their own campaign that was relevant to their own circumstances. However, this also meant that there was a variety of violence against children issues as well as a variety of policy changes different entities campaigned on. Balancing universality and contextual relevance with focus is a delicate process with consequences on reach, scope of impact and ability to act as one. There are trade-offs between the agility and focus of the campaign and the ability to run a whole-of-Partnership campaign.



Strengthening sustainability and ownership through integration: Integrating *It takes a world* into organisational strategies and existing programmatic work strengthened ownership and sustainability albeit with a slower pace of adoption and change. Much of the focus internally was on how to integrate ending violence against children into existing programmatic work and country strategies, as well as within other World Vision sectors, including health, education and livelihoods. These points of integration have strengthened our campaign impact and its sustainability over time. Today, our work to end violence against children is deeply embedded across all of World Vision's development, humanitarian, and advocacy work.



Monitoring and evaluation systems fit for a campaign of this type: The ongoing management of the campaign was challenging due to the lack of a fully established campaign monitoring and evaluation framework. Monitoring and evaluation systems for future campaigns of this type need to be rooted in a clear theory of change, while recognising the different layers of implementation, and build each element in partnership with those responsible for the implementation.



Managing the tension between complex, sensitive and inter-connected issues and our ability to boldly speak out: Some issues that global media, general public and policy makers were interested in were too sensitive for a federated organisation like World Vision operating in complex and diverse settings

11. Looking ahead to World Vision's next global campaign



Today we are witnessing the largest global hunger crisis in modern history and the challenges are only becoming more complex. If not urgently addressed, child hunger and malnutrition will be passed from one generation to the next, especially in recognition of how child hunger and malnutrition can lead to increased vulnerabilities to violence, and violence against children can aggravate the harm that hunger and malnutrition can have on children.

In September 2023, World Vision once again came together as an entire Partnership to launch ENOUGH, an unprecedented global campaign to mobilise children, citizens and powerholders to declare that in a world of abundance, we've had "ENOUGH!" of child hunger and malnutrition. With World Vision's global reach and decades of programming experience in food security and nutrition, we are taking a stand. Over the next three years, we will intensify our efforts as one Partnership to address this crisis and aim to impact the lives of 125 million children.

What we learned from *It takes a world* provided critical insights for the design of the ENOUGH global campaign. ENOUGH was designed with participation and consultations from the whole World Vision Partnership, external actor and children. ENOUGH's theory of change was developed collaboratively and clearly outlines pathways to achieve change agenda and policy asks. Within the theory of change, we have prioritised two to three policy objectives that the whole Partnership can stand behind to bring cohesion and maintain focus, while keeping the flexibility that offices need to design a campaign that is responsive to their contexts.

Finally, World Vision is investing in ENOUGH's monitoring and evaluation from the beginning. We've developed a results framework that is clearly rooted in the theory of change, and that spans across our sectors and ministries, to ensure the scope of the intended campaign impact is represented across advocacy, programming, and fundraising. We are also complementing a strong monitoring and evaluation plan with a knowledge management system that will help us organise and retain information and evidence throughout the lifecycle of the campaign.

Over the first six months of the ENOUGH global campaign, we have already seen an outpouring of engagement and support from our advocates, partners, donors and especially our staff. Launch events have taken place across the globe together with high level government officials, external partners, faith leaders, and child advocates.

We are excited to build on this momentum to realise our campaign vision: **A world where every child enjoys ENOUGH nourishing food so they can thrive.**

Learn more about the ENOUGH global campaign [here](#).



12. Epilogue: The movement continues on

The story of *It takes a world* is intimately intertwined with my personal journey. Ending violence against children felt like a true calling when World Vision invited me in 2016 to bring this global campaign to life. I could never have imagined that I would be leading such a historic initiative, let alone drafting these closing remarks after seven incredible years of campaigning.

Three reflections come to mind as I look back on this ride of a lifetime.

First, when I joined World Vision, I had aspirations of working in an environment that balanced systemic advocacy work and public mobilisation with close proximity to communities and children that would unlock their perspectives and solutions to the violence that pervades their lives. As this report testifies, this is exactly what *It takes a world* has accomplished with immense creativity, adaptation to local contexts and always putting children's voices and their best interests at the forefront.

Second, discussing violence against children was once too taboo or only reserved for an exclusive group of elite experts to speak on. Through *It takes a world* combined with other partner initiatives and leveraging contextual developments such as the #MeToo movement and the COVID-19 pandemic, we reached a societal inflection point. Today, the topic of violence against children is part of mainstream conversations, featured in best-selling books and subject to shocking revelations by celebrities in cinema, politics and sports. Silence and darkness have been lifted, the first necessary, though not sufficient, step to addressing the roots of violence.

Finally, as we celebrate progress, I also know the world continues to be an unsafe place for children. We've made strides, but we are still on the road towards our ultimate goal: a world where no child is ever exposed to the profound humiliation of violence. This is where the power of our Christian faith in action as demonstrated through *It takes a world* gives me hope. When spiritual transformation has occurred, alongside or even before social and economic development, individuals and communities have chosen to exit the cycle of violence for good, recovering their identity as God's beloved, extending that love to their brothers and sisters and stewarding God's gifts to this earth.

Theologian Henri Nouwen once said that community is like a mosaic: each piece alone seems so insignificant, yet once they are brought together in a piece of art, each becomes indispensable. I think of *It takes a world* as such a community, a global fellowship of people who together created a safer world for children and, in doing so, made God's love visible.

The campaign has ended, but the movement goes on. It takes the world, it takes all of us, it takes me and you to end violence against children.



Elena Gaia
Global Campaigns Director
World Vision International



Front cover and back cover: © World Vision

© World Vision International 2024

For more information regarding *It takes a world* to end violence against children, please contact: Elena Gaia, Director of Global Campaigns, elena_gaia@wvi.org

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families, and their communities to reach their full potential by tackling the root causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

World Vision 



It takes a world
to end violence against children