National awareness raising activities related to violence against children

Policy area 6
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Objectives

• To collect information about awareness raising campaigns addressing violence against children by asking experts in EU Member States;

• To analyse received responses and provide recommendations for further action on awareness raising.
Ecological model for understanding violence (WHO, 2002)
One of the recommendations of the World Report on Violence against Children

• “I recommend that States and civil society should strive to transform attitudes that condone or normalize violence against children, including stereotypical gender roles and discrimination, acceptance of corporal punishment, and other harmful traditional practices. States should ensure that children’s rights are disseminated and understood, including by children. Public information campaigns should be used to sensitize the public about the harmful effects that violence has on children. States should encourage the media to promote non-violent values and implement guidelines to ensure full respect for the rights of the child in all media coverage.”
Respondents

- 13 questionnaires (45%) were completed by respondents from Austria, Belgium, Cyprus, Croatia, Greece, Latvia, Lithuania, Poland, Portugal, Romania, Spain, the Netherlands and UK.
The most common campaign topics of the campaigns

- Sexual abuse (10)
- Bullying or cyber bullying (10)
- Physical violence in the family (8)
- Exposure of child to domestic violence (7)
- Online abuse (7)
- NOT MENTIONED: violence against children in care, in detention facilities, self-harm, suicidal behaviour
Leading agency (%)

- NGO: 74%
- Governmental Ministry/Department: 18%
- Hospital: 6%
Target audience(s) of the campaign (%)

- General public: 71%
- Staff of educational institutions: 47%
- Parents/caregivers: 47%
- Children: 38%
- Health care professionals: 26%
- Policy makers: 12%
- Migrants: 9%
- Other: 6%
- Special populations at risk: 6%
The purpose of the campaign (%)

- Raise awareness about the problem: 85%
- Give a message to a general public that violence is unacceptable: 59%
- Advertise sources of help: 50%
- Challenge widely held unhelpful beliefs: 44%
- Encourage victims to seek help: 41%
- Help professionals or parents respond: 41%
- Raise funds for services working with children and violence: 18%
- Reach out to marginalised and vulnerable groups: 6%
- Other: 6%
Figure 5. Funding sources for the campaign (%)

- Government: 35%
- Private/corporate: 24%
- Charity/foundation: 21%
- Public (donations from individuals): 3%
- Other: 44%
Communication channels and means used in campaign (%)

- Social ad on TV: 65%
- Posters: 47%
- Special website: 44%
- Educational booklet: 29%
- TV programme or series: 24%
- Radio ad: 24%
- Other material: 24%
- Online blog/ Twitter/ Facebook/social networking: 24%
- Website: 21%
Conclusions and recommendations

- The campaigns that were described by respondents, have very limited information on evaluation. The systematic evaluation is important in order not only assess the positive impact of the campaign but also to see if there were no negative effect.
- Majority of campaigns were using traditional channels of communication (e.g. TV). The bigger use of social media and internet is recommended.
Campaign “Cut the violence”, Portugal

TV ad  http://www.youtube.com/watch?v=b8vXfb80gF4
Various material:  http://www.apavparajovens.pt/pt/go/corta-com-a-violencia
Special website  http://www.apavparajovens.pt/en
E-ABC (European anti-bullying campaign), Greece

Special website: [http://www.e-abc.eu/](http://www.e-abc.eu/)

TV ad: [https://www.youtube.com/watch?v=ZMXJfVPYoy0&list=PL%201TbKE72X8N-JXyquGHiStB8FrJ_aJLq](https://www.youtube.com/watch?v=ZMXJfVPYoy0&list=PL%201TbKE72X8N-JXyquGHiStB8FrJ_aJLq)
This is abuse, UK

Special website
http://thisisabuse.direct.gov.uk/