



**87 COUNTRIES
ONE GLOBAL
CAMPAIGN
PROGRESS REPORT**
JUNE 2019 – SEPTEMBER 2020



PROGRESS REPORT



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FOREWORD

The world has changed dramatically since May 2019, when we last reported on the progress of World Vision's global campaign, *It takes a world to end violence against children*. With the global COVID-19 pandemic and related health, environmental and other crises consuming our attention, the world's children have become even more vulnerable.

As activists for the protection of children, we might have thought these big issues of our time would drive attention away from ending violence against children, at a time in which acts of violence were predicted to rise dramatically. We feared that the global community would first secure their basic needs, and only after that look to protect social relationships and mental health.

Today, we are pleased to share that our worst fears in this regard have not come true. In fact, never has global attention to protecting children and women from violence been as high as during the most widespread and publicised global health crisis. An indicator of this is the high number of celebrities who have spoken out on this issue – quite astounding. There are real concerns for the safety of millions of children backed by data, and the window of opportunity for societal transformation in this moment is tremendous.

Yet, we continue struggling with the complexity of ending violence against children, 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. We need to find new ways of addressing these complex issues. At the same time, we celebrate the extraordinary amount of political capital that has been invested in ending violence against children since the adoption of the Sustainable Development Goals in September 2015.



The movement to end violence against children exists and is irreversible. Children are at its forefront. The actions from the *It takes a world to end violence against children* campaign detailed in this report are but one of many indicators.

In our pledge towards ending violence against children we know what it takes: it takes all parts of society to create a protective blanket around children, as well as a robust net to catch those who may slip out from under it.

When looking back at the achievements in this report, it is clear that this campaign and its partners have truly attempted to do ‘whatever it takes’, to protect children in their homes, at schools, in cities, in the most dangerous places, battling the most powerful natural disasters and more recently during the COVID-19 lockdowns.

Looking ahead, I encourage each of us to *press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus* (Philippians 3:13-14). Let us pick up the pace to achieve our campaign’s goals and see the end of violence against children in our lifetime.



Andrew Morley

ANDREW MORLEY
President and CEO
World Vision International



FOREWORD FROM PRINCESS, Young Leader from the Philippines



Children are sensitive. We love to feel safe and comfortable in the place we're living. We also feel worried at very small conflicts in our lives. That's the reason why we need the comfort and attention from our adults, especially our parents and guardians. Some define children as dependent, young and vulnerable. In some ways, we are – we depend on our adults around us and we are still young. That's why some think we can't understand what's happening. We are also vulnerable in that we

cannot protect ourselves from abuse. However, the smallest organism on earth plays an important role that balances the ecosystem. So, even at a young age, children have a role in ending violence against children and making the world better in the future.

Even at a young age, a child still has their own mind to understand and own heart to feel what is going on around them. That's why as a child, I believe we can do a lot to end violence against children. First is understanding: a child should know about children's rights and roles so that they know when and how he or she is being abused. Second is empowerment: it is very important for a child to be empowered after knowing his/her rights, so they know where to go when they are abused

and determined to protect him/herself. Third is sharing: an important role of a child is sharing about the rights and roles of children so that other children can also be empowered, able to protect themselves and being able to share their learnings to others.

When all children in this world know their rights and roles, violence against children will end – but we can't do it ourselves. We still need the protection, guidance and support from adults, who know more about the life on earth. Protection from abuses, guidance in every step we make and support in fighting for our rights as children.

It takes a world to end violence against children. Adults and children are part of the world. So, I think we children can help. Together, let us understand, be empowered and share our learnings about our rights and roles and let our adults help us and protect us from any kind of abuse in the world.

It takes adults, youth, children and the world to end violence against children.

PRINCESS MAE

Age 16, Young Leader from the Philippines

FOREWORD FROM VENERABLE J. W. KOFI DEGRAFT-JOHNSON

General Secretary, Council of Anglican Provinces of Africa



***‘Leave the children alone! Allow them to come to me and do not forbid or restrain or hinder them ...’
(Matthew 19:14 AMP)***

Ministering in a culturally sensitive context, Jesus challenged the status quo and the systemic violation against children (even by his disciples). Matthew 19:13–14 records the attempt by Jesus’ disciples (and maybe some of the elders of the community) to prevent

the little children from accessing the blessings of God. This treatment of children was not new, and this violation against children continues till today. But the time has come to raise our voices to protect children. Children are also created in the image and likeness of God; they are as gifted and talented as we adults; they are fearful and yet hopeful like us – so let us stop the violence against children.

Children all over the world suffer diverse and grave violations – from deprivation to physical, psychological and emotional abuse and even to infanticide. Helpless little ones have become subjects and objects of our own insecurities, leading to all kinds of abuse. The King of Egypt (Exodus

1 and 2), for fear of his own insecurity, ordered all male Hebrew children to be killed, but God spared Moses. King Herod (Matthew 2:16), feeling insecure by the news of the birth of a new king, orchestrated the killing of all children in Bethlehem. But again, God spared Jesus. Such wickedness. Why can we not allow children to grow to their God given potential? Why not allow them safe space to be who the Creator made them to be? If we violate them, who will take our place when we are gone? They are not only the future of tomorrow, they are the generation of today.

Let the Church arise and with all well-meaning individuals raise the call to stop violence against children. They need safe spaces to grow. Parents, teachers, community elders and members, let us protect the children today to safeguard our own future. Let us not enrol them as child soldiers to fight battles they do not understand, subject them to labour that robs them of their future, use them as sex objects, as merchandises to be traded within and across national frontiers. Jesus says, ‘for such [as these] is the kingdom of heaven composed’ (Matthew 19:14b AMP).

VENERABLE J. W. KOFI DEGRAFT-JOHNSON
General Secretary, Council of Anglican Provinces of Africa

CAMPAIGN PROGRESS AT A GLANCE

SINCE LAUNCHING IN 2017, THE *IT TAKES A WORLD* CAMPAIGN HAS **IMPACTED THE LIVES OF**

128

MILLION CHILDREN
ACROSS THE GLOBE

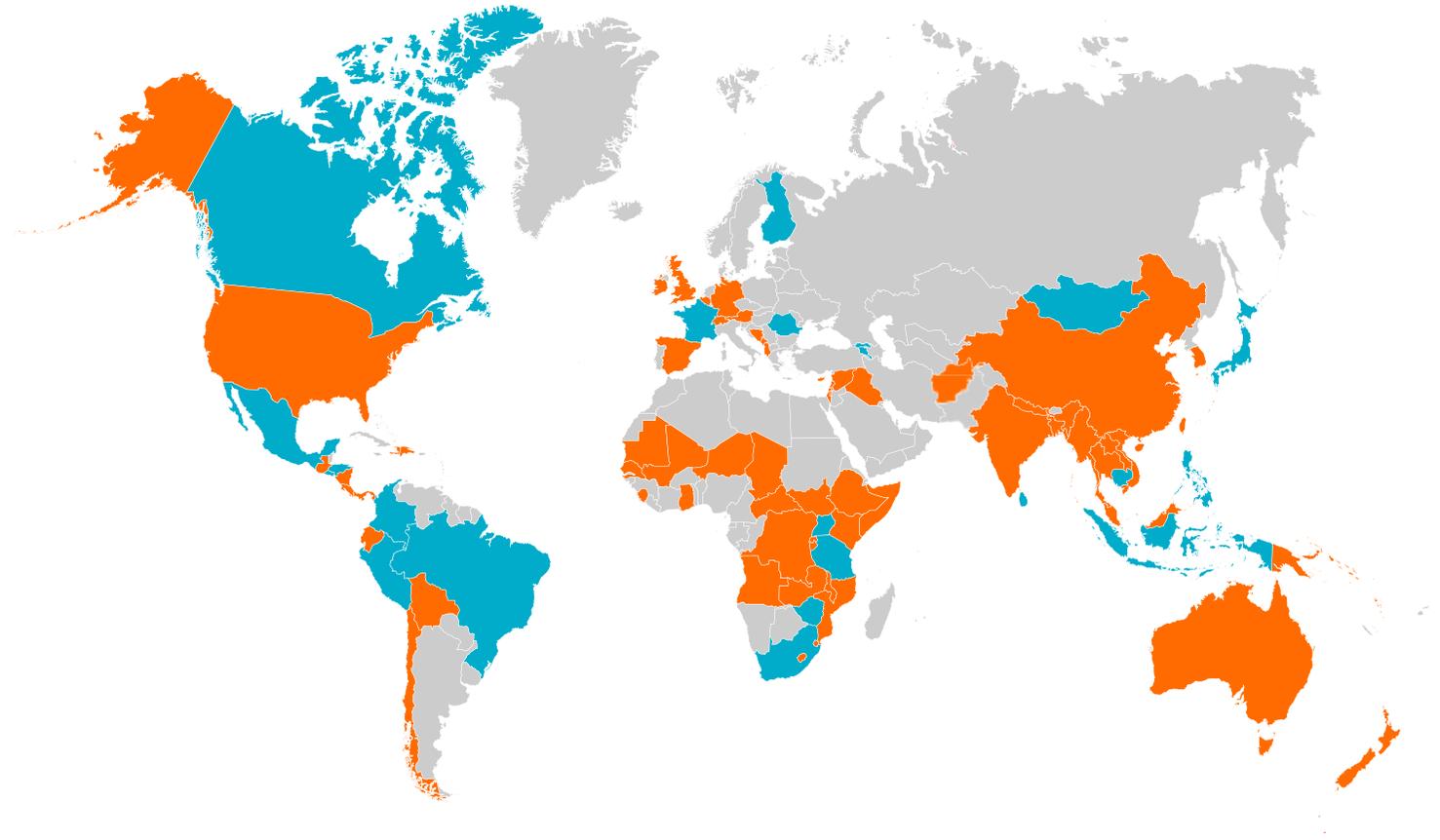
87

COUNTRIES WHERE
WORLD VISION IS
CAMPAIGNING TO
END VIOLENCE
AGAINST CHILDREN

22

ARE PATHFINDING
COUNTRIES

of the [Global Partnership to End Violence against Children](#)



Afghanistan, Albania & Kosovo, Angola, Armenia, Australia, Austria, Bangladesh, Bolivia, Bosnia and Herzegovina, Belgium, Brazil, Burundi, Cambodia, Canada, Central African Republic, Chad, Chile, China, Colombia, Costa Rica, Cyprus, Democratic Republic of the Congo, Dominican Republic, Ecuador, El Salvador, Eswatini, Ethiopia, Finland, France, Georgia, Germany, Ghana, Guatemala, Haiti, Honduras, Hong Kong, India, Indonesia, Iraq, Ireland, Japan, Jerusalem-West Bank-Gaza, Kenya, Laos, Lebanon, Lesotho, Malaysia, Malawi, Mali, Mauritania, Mexico, Mongolia, Mozambique, Myanmar, Nepal, New Zealand, Nicaragua, Niger, Panama, Papua New Guinea, Peru, the Philippines, Romania, Rwanda, Senegal, Sierra Leone, Singapore, Solomon Islands, Somalia, South Africa, South Korea, South Sudan, Spain, Sri Lanka, Syria, Switzerland, Taiwan, Tanzania, Thailand, Timor-Leste, Uganda, United Kingdom, United States of America, Vanuatu, Vietnam, Zambia, Zimbabwe

**OBJECTIVE 1 – IGNITE MOVEMENTS****180,000**
CHILDREN AND
YOUNG PEOPLE

participating in campaign actions to end violence against children since 2017

**450,000**
FAITH
LEADERS

have worked with World Vision to address root causes of violence against children since 2012

**451,000**
SUPPORTERS¹

carried out advocacy actions in support of the campaign in 2019

**51,000**
SIGNATURES

received in support of our petition to increase funding for health, education and other social services that protect children at greater risk of violence due to the impacts of COVID-19, between June and September 2020

**92% OF EXTERNAL PARTNERS SAID THEY TRUSTED**

our advocacy and programmes on child protection, in response to a 2019 World Vision survey

**46.8 million**
SOCIAL MEDIA IMPRESSIONSand **15,030 SOCIAL MEDIA ENGAGEMENTS** related to the campaign, between October 2019 and September 2020**OBJECTIVE 2 –**
SCALE UP WHAT WORKS**4.8 million**
CHILDREN

reached with child protection interventions by World Vision and partners across 48 countries in 2019

481 POLICY
CHANGES²

to address violence against children since 2017 (133 at a national level and 348 at a local level)

Of these, in 2019, there were 62 at a national level and 154 at a local level

¹ Due to different data collection cycles, these specific numbers cover activities that took place between October 2018 and September 2019.² This number aligns with how World Vision cumulatively reports on the numbers of vulnerable children for whom World Vision contributed to more than one government policy change or policy implementation addressing the root causes of vulnerability, and where there is some evidence of implementation of at least one of the policies.



**OBJECTIVE 3 –
MORE MONEY,
BETTER SPENT**

**105
POLICY
CHANGES**

related to allocating, increasing,
or defending **government
funding to address ending
violence against children**
since 2017

Of these



In 2019

**65
POLICY
CHANGES³**

³ Due to different data collection cycles, these specific numbers cover activities that took place between October 2018 and September 2019.

⁴ Ibid



OBJECTIVE 4 – ACCOUNTABILITY FOR COMMITMENTS

**13
GOVERNMENTS**



made direct reference to their efforts to end violence against children in their **Voluntary National Review** on the Sustainable Development Goals in 2019

**19
GOVERNMENTS**



made pledges on ending violence against children as part of the 30th Anniversary of the United Nations Convention on the Rights of the Child in 2019



**237
PLEDGES ON
PROTECTION**

made by governments and partners at the **Global Refugee Forum** in 2019



**173
PLEDGES ON
EDUCATION**



**674
PROGRAMMES**

in which **communities are supported by World Vision to advocate** with decision makers for changes in policies or practice related to violence and its root causes in 2019⁴

CAMPAIGN HIGHLIGHTS

Commitments are easy to make – especially under the spotlight of a United Nations meeting or a press conference – but difficult to keep. Judging by all the promises made, violence against children should have been wiped out of this world by now.

In 2019, we focused our campaign efforts on holding those in power to account and turning promises made to children into concrete solutions and resources on the ground. High-level events such as the review of the Sustainable Development Goals (July 2019) and the 30th anniversary of the Convention of the Rights of the Child (November 2019) gave us a global platform to support children and communities in telling their version of the story.

In 2020, our focus has been on mobilising millions of people to end sexual violence against children and end child marriage. We called for donor governments to sustain aid funding to end child marriage, and also highlighted the primary role of children in preventing girls and boys from getting married and losing out on education.

Among the aftershocks of the **COVID-19 pandemic** has been a prediction that 85 million more girls and boys worldwide may be exposed to physical, sexual and/or emotional violence over a three-month period as a result of COVID-19 quarantines, and at least 4 million more girls married in the next two years. The lockdowns that have swept across the world and the resulting economic impacts have dramatically increased concerns over an escalation in child abuse. Using the heightened attention to child protection issues by the media and the general public, we leveraged social media and other virtual means to provide life-saving information and support to children, and offered children platforms to amplify their voices and engage with policy-makers.



SPOTLIGHT: ENDING CHILD MARRIAGE AND SEXUAL VIOLENCE

By exercising coordinated pressure around the world

1 June 2019: Call to action and pledge to end child marriage at the Women Deliver conference in **CANADA**.

2 January 2020: Policy dialogue hosted in **NEW YORK** generated strong commitments from high-level policymakers (per UN) to break the silence on child sexual abuse.

3 2019: New Vows: empowering communities to end child marriage, used in advocacy with **US CONGRESS** to provide robust funding for programmes that seek to prevent child marriage and meet the needs of married girls.

4 2020: A kit to reduce child sexual violence for adults in the context of the church, with our partners in the 'Christian Movement Against Violence Against Children' in **CENTRAL AMERICA**.



November 2019: Young Leader Salimata from Mali (pictured left) spoke on a panel in **NEW YORK** about her advocacy to end child marriage.

13 2020: No Happily Ever After, report and policy dialogue in the **UK**.

12 October 2019: Exploring Child Activism in Bangladesh, Child-led research on early marriage; presented by young leader Dola at the United Nations in **GENEVA** on the occasion of the International Day of the Girl Child.

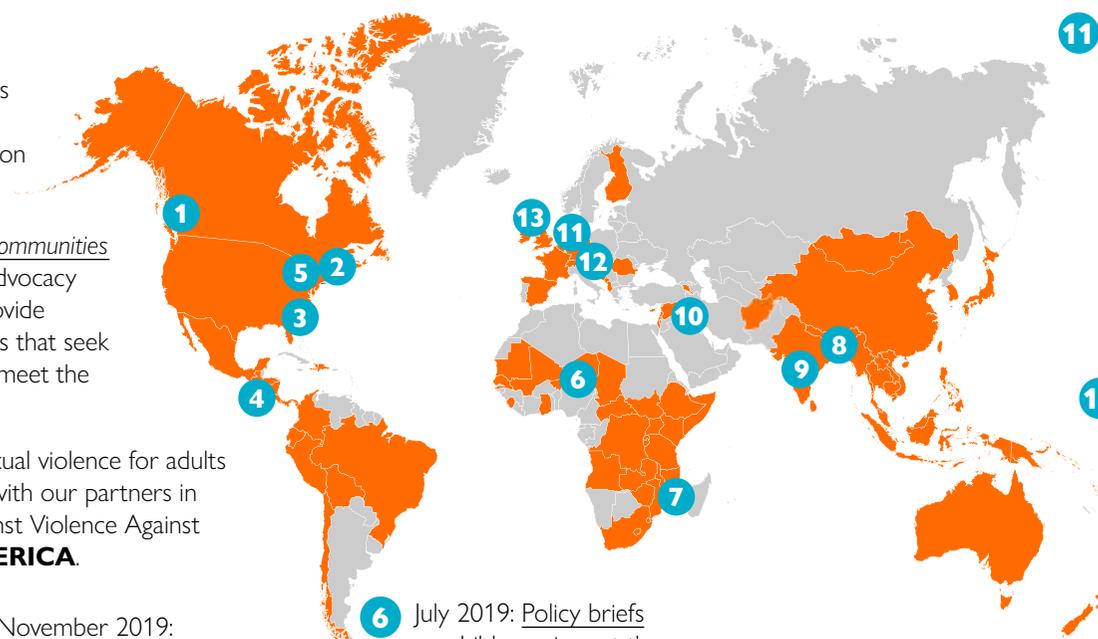
11 March 2020: **GERMAN** parliamentarians join #HandsOffMyChildhood campaign on forced marriage and sexual violence against children at Berlin Central Station.



10 June–September 2020: Stolen Future: War and Child Marriage in Northwest Syria, report influences **SYRIA** Conference and policy dialogue.

9 2019–2020: In **INDIA, INDONESIA, MOZAMBIQUE, THE PHILIPPINES** and **ROMANIA**, we reached 30 million people through media and mobilised 20,000 children and 1,000 faith actors to put pressure on governments to end sexual abuse of children and child marriage.

8 June 2019: Engaging with faith leaders in **BANGLADESH** to prevent child marriage in Rohingya refugee camps.



6 July 2019: Policy briefs on child marriage at the ECOWAS First Ladies Summit in **NIGER**, contributing to 'The Niamey Declaration of ECOWAS first ladies: call to end child marriage and promote the education and empowerment of girls'.

7 July 2019: Ground-breaking anti-child marriage law in **MOZAMBIQUE** was passed. World Vision and Tmcel disseminate SMS messages on child marriage to 3.5 million users; television spots on child marriage reached 10 million viewers.

SPOTLIGHT: PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19

Our largest-ever global humanitarian response with four primary objectives:



1: Scale up preventive measures to limit the spread of the disease.



2: Strengthen health systems and workers.



3: Support for children impacted by COVID-19 through education, child protection, food security and livelihoods.



4: Collaborate and advocate to ensure vulnerable children are protected.

WHAT WE DID

APRIL 2020

MAY 2020

JUNE 2020

JULY 2020

AUGUST 2020

SEPTEMBER 2020

Survey among **UK** children on how communities and families were supporting kids through lockdown.

COVID-19 Child Protection in Fragile and Humanitarian Contexts policy brief calls for child protection to be a global priority incorporated in all response plans and efforts.

Queen 'Masenate Mohato Seeiso spoke on television, Facebook and YouTube, about her fears with regards to child protection and access to education during the COVID-19 lockdown in **Lesotho**.

More than 1,000 participants tuned in to hear World Vision Global Sector Lead for Child Protection and Participation, Bill Forbes, speak about the child protection challenges faced during the response to COVID-19 and how we have been adapting to them at the Tackling COVID-19's hidden crisis: violence against children event hosted by the Global Partnership to End Violence against Children and the Office of the Special Representative to the Secretary-General on Violence Against Children.

COVID-19 Aftershocks: A Perfect Storm report warned of millions more children at risk of violence under lockdown and into the 'new normal'.



Migration and COVID-19: Venezuelan children between a rock and a hard place report found that family separation is most evident in **Venezuela**: all the children interviewed were living without their parents at the time of the survey.

Joining Forces Coalition briefing on Ending Violence against Children and COVID-19 which calls for child protection to be prioritised in the response to COVID-19.

COVID-19 Aftershocks: Out of time report warned that as families' incomes plummet, millions more children go hungry and are forced to work.

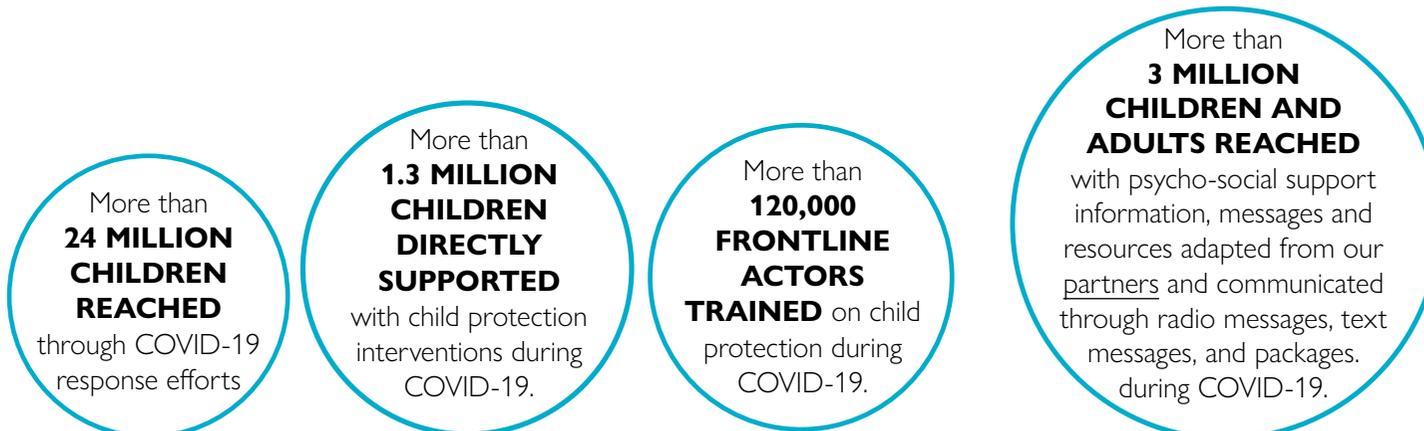


Policy brief on Faith Actors in the COVID-19 Response calls on governments to collaborate with faith-based organisations, faith leaders and communities as essential partners.

COVID-19 Aftershocks Access Denied report highlighted risk of teenage pregnancy blocking a million girls across Sub-Saharan Africa from returning to school.

World Vision 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. Young leaders discussed how COVID-19 has changed their lives and presented the over 51,000 signatures received in support of our petition to increase funding for health, education and other social services that protect children at greater risk of violence due to the impacts of COVID-19.

WHAT WE ACHIEVED SO FAR AS PART OF OUR GLOBAL COVID-19 RESPONSE



PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19



In **LATIN AMERICA AND THE CARIBBEAN**, World Vision launched the Conexión Ternura platform for child protection practitioners across the region during COVID-19. The platform enables online interaction and provides various resources on topics like spirituality, positive parenting and education.



In **MOZAMBIQUE**, World Vision reached 4 million people through a national campaign to raise awareness of the importance of child protection in times of COVID-19, utilising social media, mobile phones, television and community radios.



In **MONGOLIA** we used social media and celebrities such as actor Ambassador Amarsaikhan to reach carers and teachers with positive parenting stories and practical tips to protect children during COVID-19.



In alliance with civil society partners in **ECUADOR**, World Vision organised four Facebook Live events, attended by 14,000 participants, to discuss how to strengthen child protection during COVID-19.

**264 GLOBAL,
REGIONAL AND
NATIONAL POLICY
CHANGES⁵** to improve
the response
to COVID-19



PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19



In **MEXICO**, World Vision worked with parliamentarians to draft two initiatives: one strengthening measures to prevent child labour in agriculture and one improving access to health services for agricultural workers during the COVID-19 pandemic.



In **COLOMBIA**, World Vision and 'Coalición Niñez Ya' coalition partners successfully advocated with the municipal authorities to ensure the Territorial Development Plans of 70 municipalities include a focus on child protection in the context of COVID-19. Municipal mayors have been using these plans to guide their response to the pandemic.



In **VIETNAM**, local government set up psychosocial services at the community level in response to a World Vision assessment on the impacts of COVID-19 which recommended improvements in psychosocial support for children and their families.

⁵ Numbers as reported by World Vision offices as part of COVID-19 response. They are not comparable to numbers reported on pages 2 and 3 and have not yet been validated to show evidence of implementation.

More than **113,000 FAITH LEADERS** have disseminated preventive measures and psychological first aid



PROTECTING VULNERABLE CHILDREN FROM VIOLENCE DURING COVID-19



In **RWANDA**, World Vision conducted 47 live radio talk shows in partnership with church leaders, civil society, local authorities and national councils for children and women to raise awareness on child protection during COVID-19, reaching approximately 4 million people.



In the **DEMOCRATIC REPUBLIC OF THE CONGO**, World Vision supported more than 800 faith leaders to share COVID-19 prevention messaging and child protection information with faith congregations using digital technologies, in partnership with Viamo.



In **UGANDA**, over 400 faith leaders received training in child and adult safeguarding. Faith leaders spoke out against gender-based violence and shared messages on positive parenting with families, as well as spoke on radio shows about curbing violence against children.



In **GHANA**, we collaborated with Islamic NGO, the Light Foundation, and delivered interfaith COVID-19 messages to 45,000 people addressing stigma, child protection and psychosocial support.



In **BANGLADESH**, community hope action team (CHAT) leaders from different religious groups have been providing health and child protection messages to their communities. We engaged 279 faith leaders to work with World Vision and who are now essential in sharing prevention messages.



PROGRESS ON CAMPAIGN OBJECTIVES



PROGRESS ON CAMPAIGN OBJECTIVE 1 – IGNITE MOVEMENTS, CHANGE ATTITUDES AND BEHAVIOURS

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

A movement of children

There can be no stronger movement to end violence against children than one which is created and led by children. More than 180,000 children and young people have participated in campaign actions to end violence against children since 2017.

Over the period covered by this report, we have supported children across the globe to:



help their peers escape marriage and return to school



break taboos about teenage pregnancies



chart a sustainable future free from violence



mobilise, advocate, share information and support each other and their communities during the COVID-19 pandemic



remind the European Union and United Nations of the unfinished business in implementing the Convention on the Rights of the Child



*Our Research, Our Rights: Ending violence against children through the lens of child researchers from **Bosnia and Herzegovina, Brazil, Indonesia, Nicaragua, Romania and Sierra Leone** report, part of the 'Make Europe Sustainable for All' project, funded by the European Union (June 2020)*

Children's voices in times of COVID-19: Continued child activism in the face of personal challenges (June 2020): Over 100 children and young people from 13 countries participated in the study, including 12 young co-researchers



'Storytelling for Social Change: A communications resource for young leaders', handbook (June 2020)



Mobilising against COVID-19, toolkit (June 2020)



Child-led research: From participating in research to leading it (June 2019)

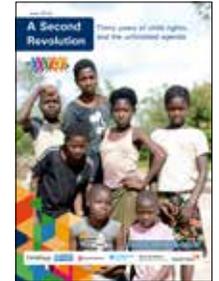


In July 2019, three youth activists travelled thousands of miles from their home countries to participate in the High-Level Political Forum in New York. Liteboho, Roslinda and Nomundari shared their experiences and called on world leaders to do better for the world's children. Nomundari had the opportunity to address the entire General Assembly, delivering a powerful message to world leaders. Their participation, bold messages and tireless activism drew strong national and global media coverage. After returning to their home countries, Liteboho was interviewed by Lesotho TV and Roslinda appeared in an Indonesian newspaper.

During the presidential campaign for the October 2019 election in **MOZAMBIQUE**, we engaged children and youth to develop a child manifesto, which includes five main aspirations and priority areas for children to be incorporated in the 2020–2024 government agenda. The Manifesto Jovens com Visão (youth-led platform) engaged approximately 100 politicians through roundtable discussions. More than 200 children and youth were involved in consultations and policy dialogues in the Maputo province.

Under the motto 'Vrijedni paznje' (Invisible No More), youth in **BOSNIA AND HERZEGOVINA** worked with 17 youth associations to promote violence-free families, schools and communities. Working closely with or as part of community-based child protection mechanisms, 2019 ended with strategic planning for the movement and a comprehensive Vrijedni Paznje Strategic Plan for 2020–2023.

On the occasion of the launch of the A Second Revolution report by the Joining Forces coalition, three young leaders and child rights activists – Nicoleta from Romania, and Faith and Precious from Zambia – spoke with their government representatives, calling for changes like increased child participation, ending child marriage and supporting children left behind by migrating parents.



In June 2019, as part of the European Development Days, young leaders Sarifina (16, Ghana) and Samilia (15, Brazil) shared their testimonies on child marriage, bullying and discrimination. During the debate 'Getting it right for children: Meaningful participation and equal opportunities', they called for more child and youth consultation when developing public policy and programming.



June 2020 saw the launch of the UN Global status report on preventing violence against children 2020. Two young leaders, Agnes from Uganda and Jason from the Democratic Republic of Congo gave powerful testimonies about their own experiences with violence, child marriage and children caught in armed conflict respectively.⁶

⁶ Direct link to Zoom presentation and children's testimonies. Zoom password: 8j&529!\$



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.

In **PERU**, we organised a digital mobilisation initiative connecting children and youth from the National Network of Leaders for Transformation (ANALIT) with government decision makers through social media and weekly virtual meetings to reflect on COVID-19's impact and to generate proposals.

There were 138 children and youth (ages 12 to 17) across six regions of Peru – along with members of Peru's Advisory Board of Girls, Boys and Adolescents (CCONNA) – who participated in six national and regional virtual meetings with representatives of the Ministries of Justice, Health, Education as well as the Ministry of Vulnerable Populations. Six themes were identified for leaders to focus on during the pandemic: domestic violence against children; sexual abuse; limited internet access for schooling, support and training for parents; mental health of children, youth and their parents; and the difficult economic situations of households. ANALIT Network members have reached over 10,000 people through sharing videos and photos on social media.



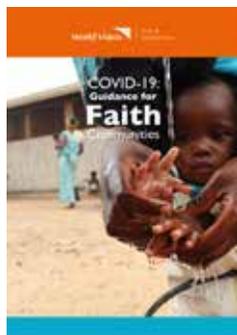
A movement of faith actors



450,000 faith leaders have worked with World Vision to address root causes of violence against children since 2012.

Faith leaders can ease the journey to essential policy change. Their influence and institutions can empower state action and link formal and informal child protection elements necessary to implement policy change. Faith leaders have stepped up in new ways to change their messages or add messages about violence against children, especially in the context of the COVID-19 pandemic.

In **SOUTH AFRICA**, we used WhatsApp and radio to raise awareness of gender-based violence and child abuse during COVID-19 lockdowns. We partnered with Radio Pulpit (a Christian radio station in South Africa) to reach over 1.2 million listeners and also worked with Transworld Radio and its network of stations across the country. Using WhatsApp, we reached over 500 faith leaders with COVID-19 messaging. One of the faith leaders receiving these messages, Pastor Ngono, recently shared a [powerful video message](#) calling on men to take action against gender-based violence and child abuse.



When the COVID-19 outbreak was announced in early 2020, we developed and deployed [new guidance](#) together with partners⁷ to support faith leaders in providing psychosocial support to children and their families. We also supported faith leaders to leverage technology and help disseminate messages and support communities, reaching many through [radio and WhatsApp messages](#). We were also instrumental in producing the *Faith Leaders and Communities are Important First Responders to Violence Against Children during the COVID-19 Pandemic guidance*.

⁷ Arigatou International, Islamic Relief Worldwide, UNHCR, UNICEF, World Council of Churches, World Evangelical Alliance, and World Health Organization.



Reverend Dr Fidon Mwombeki, AACC Secretary General, and Stephen Omollo, WVI Regional Leader for Eastern Africa signing a cooperation agreement in May 2020.

In May 2020, World Vision and the **All Africa Conference of Churches (AACC)** signed a five-year partnership framework agreement. The pact focuses on influencing policy at the African Union and creating platforms for joint action in areas of mutual interest that promote the well-being of children, including addressing gender-based violence and child protection. Founded in 1963, the AACC is an influential ecumenical fellowship of church denominations from different Christian traditions, representing more than 140 million Christians in 42 African nations.

A partnership with the AACC gives us an opportunity to make an impact on children even outside the 26 African countries where World Vision has operations. This collaboration also offers a way to bring messages of hope, faith and trust in God to faith communities across the continent during the challenging times of the COVID-19 pandemic, when many churches and places of worship are closed.

Together with the AACC and **Side by Side**, a faith movement for gender justice, we've mobilised 1 million people of faith and faith leaders, across 12 West and Central African countries, to create a rallying call for COVID-19 responses, tackling gender inequalities and protecting the most vulnerable children from violence.

In **MOZAMBIQUE**, 250 faith leaders came together in July and August 2019 to help draft a bill on freedom of religion. The dialogues resulted in pledges to change harmful practices – pledges such as sensitising parents against forcing their young daughters to undergo female genital mutilation.

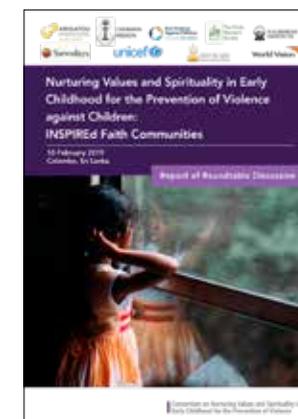


Senior faith leaders in Uganda speak at an event in Kampala to re-commit to end violence against children, organised by World Vision and the Inter-Religious Council of Uganda (IRCU) in September 2019.

In September 2019, we worked with the Inter-Religious Council of **UGANDA** (IRCU) to bring together faith leaders in order to renew commitments related to ending violence against children made in 2018. Indicators for measuring the achievement of the commitments were agreed to.

We partner with academia, other faith-based organisations and UN agencies to harness the power of faith for positive changes for children

Through the Ending Violence Against Children Hub, which we co-chair at the Joint Learning Initiative and currently has 180 members, we have helped produce a wide range of evidence and knowledge about the role of faith in ending violence, such as the *Ending Violence Against Children Scoping Study* (2019) and related series of webinars. The scoping study found that faith communities are critical actors in ending violence against children and providing support to families and children. Such support works best when children are actively participating in its design and delivery. The research also recommended that faith leaders break the culture of silence on hidden practices of child abuse/maltreatment within religious institutions and families and take steps towards preventative action. We are also a member of the Consortium on Nurturing Values and Spirituality in Early Childhood for the Prevention of Violence. In collaboration with Arigatou International, we regularly co-convene roundtable discussions for faith communities on preventing violence in early childhood – reaching more than 600 people so far. For instance, in **Kenya** and **Brazil**, we promoted discussions on the negative impacts of violence in early childhood, what can be done to discourage social norms that condone violence as well as on supporting parents and caregivers to end violence against children. A toolkit that will meet the needs expressed at the roundtables is being developed by the consortium. Since 2018, we have convened the Faith Actors for Children on the Move coalition (see below for 2019 Global Refugee



fighting against xenophobia.

Forum activities). The coalition has drawn focus on the unique vulnerabilities of children on the move, including recognising faith actors as key to providing spiritual and psychosocial support as a means of resilience, to enhancing the continuum of child protection care, and to

A movement of partners

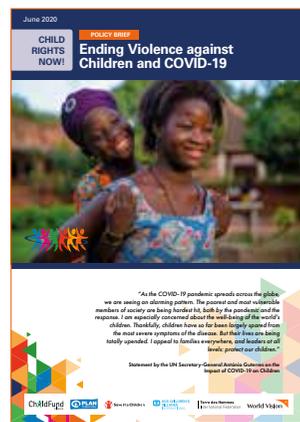


Working together with partners enables us to influence high-level policymakers and draw attention to the plight of children at risk of violence before, during and after the COVID-19 pandemic. Ninety-two per cent of external partners said they trusted our advocacy and programmes on child protection, in response to a 2019 World Vision survey.

In February 2020, we joined the CEOs of the six largest child-focused charities (Save the Children, Plan International, ChildFund Alliance, Terre de Hommes International Federation and SOS Children's Villages International) under the **Joining Forces** coalition and called on the new **EUROPEAN UNION** leadership to invest more and better into protecting children from violence. EU officials have since taken steps to strengthen meaningful child participation, provide funding for education in emergencies and include the promotion of children's rights in the European Union's Comprehensive strategy

with Africa. A €10 million grant won by the Joining Forces consortium will focus on child protection and COVID-19 and will enable testing innovative ways of preventing and responding to harmful practices arising from the pandemic in five African countries.

Members of Joining Forces came together again in April 2020 to issue an open letter on protecting children during COVID-19. Our shared concerns, particularly around the heightened risks of violence during lockdowns, were reiterated in June 2020 to the 63 UN Member States who form the 'Group of Friends of Children and the SDGs' as well as heads of partner agencies, such as UNICEF. In July 2020, the six agencies issued a joint policy brief, *Ending Violence against Children and COVID-19*, calling for child protection to be prioritised in pandemic responses.



World Vision has continued to actively promote engagement of governments in the Global Partnership to End Violence against Children, the most important global platform bringing together all stakeholders and efforts to end violence against children. Currently, 22 countries in which World Vision campaigns are also Pathfinding. In September 2019, **CAMBODIA** became the 26th Pathfinding nation. Nine ministries and public institutions attended the signing ceremony launching the Pathfinding agreement, as well as 16 civil society organisations and UNICEF. World Vision brought forth the voices of children who had been consulted in a participatory process in the months preceding the launch event. At a global level, we continued to convene the Civil Society Organisation Forum to End Violence against Children (CSO Forum) and joined forces to design the 'Safe to Learn' campaign focusing on elimination of violence against children in schools. Together with the Global Partnership to End Violence against Children, the CSO Forum has also worked to strengthen national, multi-stakeholder coordination mechanisms in Pathfinding countries. This was done to help ensure the implementation of national plans of action and accelerate progress to end violence against children.



June 2020 marked the launch of the Global status report on preventing violence against children 2020. World Vision was the only NGO invited by the World Health Organization to consult on the report.

On the occasion of International Day Against the Use of Child Soldiers (Red Hand Day, 12 February 2020), we observed the event with the UN Secretary-General Special Rapporteur (SGSR) for Children in Armed Conflict, Virginia Gamba. Working with the Permanent Missions from Belgium, Canada, Germany and Niger, as well as the child rights advocate group Watchlist on Children and Armed Conflict, we highlighted the unique plight of girls as child soldiers and teamed up with partners to create an interactive display in the lobby of the UN's **New York** headquarters. Visitors to the kiosk painted their hands red in solidarity with children, raising awareness about the continued use of child soldiers and calling for an end to this practice.



SRSR for Children and Armed Conflict, Virginia Gamba, and the Belgian Minister of Foreign Affairs, Philippe Goffin, participate in World Vision's commemoration of International Red Hand Day, 12 February 2020.

In February 2020, we also engaged with **child protection practitioners** to influence practices and interventions in the child protection sector. We presented five abstracts at the International Society for the Prevention of Child Abuse and Neglect (ISPCAN)'s International Congress, in Doha. Also at ISPCAN, we co-organised a high-level symposium on 'The Role of Faith Actors in Protecting Children'.



Vianney Dong (far right), Regional Advocacy Advisor for Southern Africa, speaking at the Sixth Session of the Africa Regional Forum on Sustainable Development, hosted by the UN Economic Commission for Africa in Zimbabwe.

At the Sixth Session of the Africa Regional Forum on Sustainable Development hosted by the UN Economic Commission for Africa (Zimbabwe, February 2020), we influenced governments to advance the implementation of both the SDGs and Africa's Agenda 2063, particularly with regards to ending child marriage.



A movement of millions of people



We know that it takes ordinary people joining together to achieve extraordinary impact in order to end violence against children.



451,000
SUPPORTERS

carried out advocacy actions in support of the campaign in 2019.



51,000
SIGNATURES

were received in support of our petition to increase funding for health, education and other social services that protect children at greater risk of violence due to the impacts of COVID-19, between June and September 2020.

On the occasion of **WORLD REFUGEE DAY** in June 2019 and 2020, we united our voice across many countries to talk about how life can change 'In An Instant' for those living in fragile contexts. We called on Hidden Heroes around to world to reframe the public conversation around refugees, what violence is and how we can end it.



In **CAMBODIA**, we partnered with Lotus Radio to produce 66 daily campaign-focused radio talk shows, featuring guest speakers from partner organisations, communities and private sector entities. These shows were converted into podcasts and shared on social media, where they garnered significant attention and engagement.



In **GERMANY**, we motivated 18,750 people over a three-month period to sign a petition to increase funding for the demobilisation and reintegration of child soldiers. We did this through targeted social media posts and public mobilisation activities, press releases, and inviting Members of Parliament to a media event in front of Parliament. At an event in June 2019, we delivered the petition to German Minister of Development, Gerd Müller, calling on the government to take action.



In **FRANCE**, World Vision published the book *Enfants du monde : Stop à la violence !* which collects testimonies from children who survived abuse.

In **IRELAND**, partnering with Wake the Beast, Barefeet Theatre (Zambia) and Circus Zambia, we were instrumental in the production and performance of 'Empyre', a one-night circus spectacular on ending violence against children, written by children. 'Empyre' is a magical tale of rebellion and tells a story of power, fantasy and revolution through daredevil acrobatics, circus and theatre. Ahead of the performance, the group hosted a workshop for a group of young writers from Fighting Words. Supported by Irish Aid, the show reached 300 people in August 2019.



In **FINLAND**, we advised textile company Finlayson on launching a petition as a citizens' initiative calling for a law banning female genital mutilation. The petition garnered over 61,000 signatures from its launch in October 2018 to June 2019, when World Vision and Finlayson handed the petition over to members of the Finnish Parliament.



In **MEXICO**, celebrities and public figures joined the movement to end violence, especially as the COVID-19 pandemic broke through. Pop singer Fey joined the campaign in August 2020 and singer Reyli Barba hosted a virtual concert in September 2020 to raise awareness around ending violence against children, supported by other personalities such as TV presenter Odalys Ramirez.



PROGRESS ON CAMPAIGN OBJECTIVE 2 – SCALE UP WHAT WORKS

This objective is about strengthening prevention and response measures to address violence against children.

Since 2017, we have contributed to 481 policy changes to address violence against children (133 at a national level and 348 at a local level) – 216 of those policy changes were in 2019 alone.



4.8 million children reached with child protection interventions by World Vision and partners across 48 countries in 2019.



To see real change in the lives of children, we know that it takes governments, multi-lateral institutions, donors, business and civil society organisations like World Vision to reach increased numbers of children with better-quality prevention and support services.

At a global level, we investigated the status of government policies towards the achievement of the Sustainable Development Goals ahead of the 2019 High-Level Political Forum (see Objective 4 below for further information). Our research found that while many countries are making progress on policy actions to improve services that respond to violence against children, movement has been slower on prevention and reporting, and no countries are on track for progress around funding and data transparency.

While working to fill evidence gaps and cost interventions that could be later scaled up at the national level, World Vision has doubled down its own programmatic efforts in line with the INSPIRE framework. INSPIRE is a set of seven evidence-based strategies that have shown success in reducing violence against children; these are endorsed by leading international institutions. Throughout the term covered by this report, we took steps to expand the coverage and quality of our own multi-sectoral interventions, reaching more and more children in need of protection from violence, particularly in the areas of reporting and referrals and in prevention through parenting.



IMPLEMENTATION AND ENFORCEMENT OF LAWS

Influencing policies and practices at the national and local level

At a national level, most of our campaigning in the period covered by this report focused on changing, improving or adopting legislation and/or national action plans. A large portion of policy wins were related to the passing or review of secondary legislation at a local level, directly supporting the implementation of national policies/legislation. Secondary legislation includes resolutions, codes of conduct, guidebooks and by-laws. A value-added factor of our organisation continues to be comprehensive awareness-raising and disseminating national legislation at a local level.



In **CAMBODIA**, our Social Accountability for Child Protection model was implemented in 26 communes to support dialogues between children, citizens and local authorities to end violence against children. As a result of this project, more than 110,000 children directly benefitted from the improved accountability of the Commune Committees for Women and Children.



In **PERU**, we contributed to 16 local ordinances to prohibit and prevent corporal punishment of children, potentially impacting 338,520 vulnerable children. In 27 local communities, we facilitated community and child-led dialogue with public

authorities; in 19 of these dialogues the discussion centred around ending violence against children, with a focus on corporal punishment.



In **NIGER**, we ran a sensitisation campaign in the Maradi and Zinder areas, training 64 faith leaders and 62 village chiefs, ultimately reaching 12,000 people. In a public statement, the Prefect of the Guidan Roumdji Department, Saley Djigo, reiterated his administration's support in the fight against violence towards children and child marriage in particular. 'All marriages that will be celebrated before the bride and groom are of marital age will be annulled,' Djigo said.



In **MAURITANIA**, we contributed to the implementation of the 'Together for Mauritania Without Child Marriage' caravan, with our partners, to advocate for children and sensitise authorities and communities on the risks of child marriage. Using a mobile media truck, the caravan crisscrossed the country, with participation and support from the Ministry of Social Affairs, Children and Families.



IMPLEMENTATION AND ENFORCEMENT OF LAWS

Influencing programmes, standards and practices in the humanitarian space



In the context of the COVID-19 pandemic, we ensured that the United Nations' Global Humanitarian Response Plan (GHRP) protects the most vulnerable children. World Vision engaged directly and together with Inter-Agency Standing Committee partners, the Steering Committee for Humanitarian Response and the International Council of Voluntary Agencies in the development of all three iterations of the GHRP from March to July 2020. Our overall recommendations to strengthen gender analysis and ensure the prioritisation of children as a vulnerable population were adopted, helping to shape the overall direction of the global response. The plan includes a request for US\$300 million of direct funding for NGOs to scale up their COVID-19 responses.



We also provided significant inputs into the updated Minimum Standards for Child Protection through the Alliance for Child Protection in Humanitarian Action (ACPHA), and shared our work on engaging faith actors in protecting children in fragile contexts at its annual meeting in October 2019.



At the International Society for Social Paediatrics and Child Health (ISSOP) meeting in September 2019, we gave a keynote presentation and interacted with more than 200 researchers, practitioners, and advocates on the theme of 'Children in Armed Conflict: Rights, Health and Well-being'. At the meeting, we reflected on the challenges of protecting children in conflict zones, particularly around child labour, displacement, mental

health and psychosocial needs, and child participation and agency in conflict and post-conflict contexts. We shared lessons from our programmatic interventions and advocacy efforts in humanitarian contexts.



In June 2019, we leveraged the UN Economic and Social Council's (ECOSOC) Humanitarian Affairs Segment (HAS) to influence the humanitarian sectors' practices around prevention of sexual exploitation and abuse, based on World Vision's own safeguarding system and experience. We stressed the importance of ensuring prevention work happens at both the macro level (such as reducing insecurity and conflict resolution) and the micro level (such as strengthening community-based child protection, improving access to education, and social norm change including through faith-based initiatives). In June 2020, at a new edition of the HAS, our messages around the need to invest in child protection and mental health and psychosocial support for displaced and migrant children during the COVID-19 pandemic were endorsed by the Vice-President of the ECOSOC, H.E. Mr. Omar Hilale, Permanent Representative of the Kingdom of Morocco.



Through co-convening two working groups and two task forces of the ACPHA, we have been influencing practices and practitioners with guidance, learning series, evidence and joint advocacy messages, reaching many more children than we would have on our own.



NORMS AND VALUES

Norms guide attitudes and behaviour around childrearing, gender roles and the acceptability of violence within a group or society. Efforts to promote positive norms and values and to reduce the impact of harmful ones are an essential part of all interventions to protect children's well-being. Efforts to change norms can focus on protective values or norms that are already in place and suggest different behaviours aligned with those norms. Our experience from the first years of the campaign's implementation showed us that we needed an intentional investment over the period covered by this report to better understand the behavioural root causes of violence. We are testing new tools and approaches to address root causes in different contexts.

Our main interventions on social behavioural change target community members, faith actors and broader awareness-raising.

Community members



Community Change is a process of sustained, facilitated dialogue allowing communities to identify for themselves beliefs and cultural practices that support or challenge children's well-being. Community members then agree on ways forward to protect children from harmful practices. Projects using this methodology increased from 501 in 2019 to 536 in 2020.

Faith actors



Channels of Hope for Child Protection interventions challenge and transform faith leaders' and communities' attitudes and behaviours related to different forms of violence. Projects using this methodology increased from 556 in 2019 to 628 in 2020. Exciting new research being conducted in conjunction with Queen Margaret University (Edinburgh) and Columbia University (New York) on the impact of World Vision's Channels of Hope for Child Protection interventions has found significant improvements in attitudes across a range of issues relating to ending violence against children. In **SENEGAL**, harmful views about child marriage were cut by two thirds: In 2016, before World Vision facilitated community workshops, 47% of faith leaders viewed child marriage as a protection from pregnancy outside of union; this decreased to 14% in 2019. In addition, willingness to report child abuse at the risk of jeopardising social relationships doubled over the period of the intervention. In both Senegal and **UGANDA**, more faith leaders and their spouses agreed that not all traditional customs benefit children (from 31% to 79% in Senegal and 61% to 84% in Uganda). At baseline, 44% of faith leaders' spouses in Senegal believed that their religious beliefs allowed them to discipline their children by spanking them: this decreased to 13% after the intervention. In Uganda, faith leaders and their spouses said they realised that corporal punishment was not an appropriate way to discipline children: At baseline, only 11% agreed that misbehaving children should not be hit or beaten, but this increased to 51% after the intervention.



NORMS AND VALUES



World Vision **VANUATU'S** Engaging Men to End Violence Against Women and Girls programme adopts a faith-based approach to tackle the root causes of gender inequality and harmful gender norms which perpetuate violence. They do this by engaging directly with faith communities, mentoring faith and community leaders to become champions for change, reinterpreting biblical passages that have been used to justify violence, and underpinning the programming in theology which is a shared common language for all participants. The project works directly with men and boys to challenge unhealthy norms and practices and equip them with the skills and tools to express their emotions using non-violent techniques. This work is done while also overcoming negative gender stereotypes and previous personal experiences of violence and trauma that perpetuate gender inequity.

Broader awareness-raising



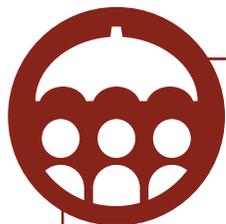
In **LEBANON** we launched the campaign to end violent child discipline (physical, emotional or psychological violence) among caregivers, using new research into the attitudes and behaviours of caregivers in Lebanon. Work included the production of a documentary and media engagement, and targeted key audiences through videos and social media – all to raise awareness of the negative effects of violent child discipline on children.



In **INDIA**, we used the medium of radio to put out the call to protect children from sexual violence during COVID-19 lockdowns. In response to an increase in calls to the Child Helpline number and spike in domestic and sexual violence against children, we worked with local radio stations to develop and broadcast targeted messages about violence against children. These messages encouraged listeners to help children articulate their doubts and questions and keep children engaged with small, routine tasks. The announcements also explained the importance of safe internet usage and how to reach India's Child Helpline. Using local radio helped reach as wide an audience as possible with key child protection messages and information; these announcements were especially effective in reaching rural families without consistent access to internet or resources. Six states across India are now disseminating these radio messages in their local languages, with more states exploring the possibility.



In 2019, **SINGAPORE** ran a 30-Hour Famine Camp, a signature experiential camp where youth participants fasted and completed a series of team activities designed to stimulate the experiences of our field workers on the ground and the children whom they serve. Over 190 campers, camp leaders and volunteers learned about different forms of abusive and exploitative treatment children can be subjected to: child labour, child marriage, trafficking and enrolment into armed groups. The participants also heard a first-hand account of what it takes to end these child rights violations from Narges Ghafary, an advocate for the rights of children and women from Afghanistan. Campers emerged more informed and empathetic advocates who understood the relationship between poverty and child protection challenges.



SAFE ENVIRONMENTS

'Cities for Children' is World Vision's framework for addressing children's vulnerabilities in urban contexts. It consists of four inter-related domains of change affecting child well-being in cities: health, safety, resilience and prosperity. The goal for the Safer Cities domain is to ensure that children and their families live in a safe and protected environment, free from violence, abuse, exploitation and harm. This is an exciting new area of innovative work for World Vision where results are beginning to emerge.



In **ESWATINI**, we have partnered with the Swaziland Commercial Amadoda Road Transport Association (SCARTA) to change transport operators' behaviour and attitudes and make bus terminals safer spaces for children. We are training transport operators on child protection issues and raising awareness. Visual displays like shown in the picture on this page help mobilise more people, both inside and outside of the transportation sector, to embrace the change.



We are also working with **SRI LANKA** Railways to spread messages around ending violence against children through stickers on trains, which are a major mode of

transportation in the country. These stickers appeal to commuters in three languages (English, Sinhala and Tamil) to 'Choose love over violence' and to 'Bring love when you come home', highlighting ways to break the cycle of violence. Every carriage on every train features the stickers, and 20 prominent train stations across the country have been branded.



We've been working in Valle de Sula (Sula Valley), **HONDURAS** – a metropolitan region of 20 municipalities and home to over 2 million people – to protect the most vulnerable children and their families through promoting citizen security and better living conditions. Cross-sector interventions have impacted the lives of 70,000 children and 6,000 youth. In **LEBANON**, we've reached around 10,000 vulnerable children in four low income neighbourhoods in the Greater Beirut area since 2017 through child protection and online safety interventions.



This brief [video](#) provides more information on the vulnerability of children in Valle de Sula's most fragile city (San Pedro Sula).



PARENT AND CAREGIVER SUPPORT

More than 65,000 parents in 2019 and almost 52,000 in 2020 were reached with World Vision-provided training on positive discipline (compared to approximately 19,000 in 2018).

World Vision deploys a variety of interventions to strengthen parental capacities, with a focus on positive discipline. Nurturing Care Groups, an integrated cross-sectoral intervention based on the Nurturing Care Framework by the World Health Organization, are being deployed to address social norms and behaviour change in health; nutrition; water, sanitation and hygiene (WASH); child development; and child protection.



World Vision's new Health and Nutrition Sector Approach 2020–2030 – 'It's Time To Thrive' – includes clear commitments to leverage the role of health systems and providers, particularly at the community level. The initiative's aim is to promote caring and nurturing behaviours towards children and to support young girls at risk of child marriage and sexual violence. The shift in strategy followed the results of a 2019 ground-breaking study with 412 community health workers in four countries – **BANGLADESH, MYANMAR, KENYA** and **TANZANIA** – regarding their roles in preventing, detecting and responding to violence against children. *Understanding community health workers' perceptions and practices in preventing, detecting and responding to violence against children* found that most community health workers already believe that intervening on issues regarding violence against children is within their role and that it is a position they are capable of assuming. Results from the study were presented to practitioners from partner organisations at the CORE Group Practitioner Conference in October 2019 in Nairobi and at the Community Health Worker Symposium in Dhaka (November 2019). The Timed and Targeted Counselling approach and

curriculum, which includes modules to support parenting, is being used by community health workers.



Qualitative analyses conducted with the Centre for Trust, Peace and Social Relations at Coventry University found strong evidence that our Celebrating Families intervention in **AFGHANISTAN, MYANMAR** and **TANZANIA** is having a positive effect at a family level. Celebrating Families equips parents and caregivers, church and faith leaders, faith-based organisations, local agencies, communities, congregations, and World Vision staff with knowledge and skills to create a safe and nurturing environment in raising children. The analyses found that the intervention is challenging cultural, social and gender norms that are harmful to family relationships – particularly parenting and the physical and spiritual development of children. In the sampled regions in Tanzania, traditionally, if a daughter becomes pregnant outside of marriage, she is rejected by her family and 'chased away' to make her own way or be 'eaten by hyenas in the bush'. One father in Endabash explained that after attending the Celebrating Families training, instead of 'chasing away' his daughter who became pregnant, he decided to let her stay in the family compound, even if his neighbours thought he was 'crazy'. Moreover, he sent her to secondary school and now she is a teacher, who contributes to the family economy.



PARENT AND CAREGIVER SUPPORT



The COVID-19 pandemic led us to further adapt our parenting programmes. In March 2020, we launched a private Facebook group, 'Platform for parenting Support' in **LEBANON**. The group has 1,500 members and creates a safe space for parents to share challenges they are facing and to seek advice from experts and other carers, especially during the COVID-19 lockdown. This platform provides a support network and offers parents new information and tools in English and Arabic on more positive parenting approaches. The moderators have worked with partners to hire consultant psychologists and host live chats with psychiatrists through the Facebook group.



In May 2020, World Vision **BRAZIL** launched 'WhatsApp of Tenderness', a service whereby families with children could send a text message through WhatsApp and get connected to a newsfeed offering guidance and support to those in lockdown. The service also offers children an opportunity to share anxieties and receive tips on how to live better in times of isolation and detachment, and also receive therapeutic advice from a child development specialist psychologist.



INCOME AND ECONOMIC STRENGTHENING

There are currently 55,000 World Vision-supported saving groups with 1.3 million members in 28 countries. 505,335 are caregivers who look after 1,265,338 children.

Poverty's knock-on effect on family incomes has been long known as one of the root causes of different forms of violence. In 2020, millions of parents and caregivers have lost incomes and jobs due to COVID-19, forcing them to expose their children to harmful and dangerous circumstances, such as begging or child marriage. World Vision conducted rapid assessments in 24 countries across Latin America, Sub-Saharan Africa, and Asia confirming alarming predictions of increased child hunger, violence and poverty due to the economic impact of COVID-19.



Savings for Transformation Groups (S4T) and Ultra-Poor Graduation are two of World Vision's interventions shown to be particularly effective for lifting the most vulnerable women and girls (and their dependent families) out of extreme poverty and building their resilience to shocks and stresses. As these programmes were not originally designed to achieve child protection outcomes, we are in the process of strengthening our evidence base. For example, a series of case studies illustrate how livelihoods interventions like S4T can support efforts to end child marriage in **GHANA, MOZAMBIQUE AND SIERRA-LEONE**. Lessons learned point to the need to intentionally connect the economic interventions with child protection and gender transformative actions.



While global evidence on the impact of cash transfers in humanitarian settings on protecting children from violence remains scarce, World Vision continues to expand its cash transfer work in alignment with the recommendations of the Alliance for Child Protection in Humanitarian Action, to which we contributed in 2019.



RESPONSE AND SUPPORT SERVICES

Every day over the course of a year, 1,050 community members learned how to access services and information to keep children safe.

World Vision programming includes a reporting and referral (R&R) mechanism for community members and staff. Such community mechanisms empower local formal and informal actors to establish or strengthen clearly defined, culturally-appropriate ways for community members, including boys and girls, to make a report when a child is being abused, exploited or neglected. This also includes ensuring that for every report, the child and his/her family is appropriately referred and followed-up with, accessing the services they need in the best interests of the child. Most often our intervention involves setting up a process of strengthening or establishing a local child-friendly R&R mechanism that best serves the most vulnerable. Above all, our programming builds capacity among staff and community members to identify and report cases of violence against children. World Vision made a strategic decision in 2019 to include strengthening community R&R mechanisms as part of the Child Protection Minimum Requirements (CPMR).⁸

We are proud of how much our response and support services have grown in 2019 and continue to grow in 2020. Our flagship Child Protection & Advocacy model is now used in 46% (686) of programmes across the countries where World Vision is active. This is an increase from 490 programmes the previous year.

⁸ CPMR also include local child protection context analysis and facilitating targeted interventions for adolescents.



In **GHANA**, we formed and strengthened 23 district child protection committees. Each district committee is made up of a minimum of 15 members, representing a total of 345 institutions, departments and agencies with a stake in child protection. These committees are instrumental in the prevention of and response to child marriage incidents; they rescued over 20 girls from marriage and referred cases to appropriate institutions for further investigation and prosecution. Eight hundred faith leaders have also been empowered to advocate and speak out to end marriage and other forms of violence against children in their communities. These faith leaders (both male and female) are actively engaging communities and their congregations in 630 communities across Ghana. Another success story in Ghana is that 45 paramount and divisional chiefs imposed sanctions on perpetrators of child marriage, teenage pregnancy and other child protection issues. At a community level, a total of 220 community child protection committees were formed and strengthened. Community child protection committees exist in all communities where we operate and provide immediate reporting venues and a conduit for referral of child marriage issues to local authorities, such as the police.



In **SOUTH SUDAN**, we have been responding to the needs of children associated with armed forces and groups. A total of 988 former child soldiers have been released in Yambio since January 2018 – the majority of whom were released into World Vision's care.



RESPONSE AND SUPPORT SERVICES



In **KENYA**, we are partnering with UNICEF to improve access to education for children in Kajiado County in an effort to rescue 1,500 girls from female genital mutilation.



In **NICARAGUA**, we helped build the capacities of the local justice systems so that they can adequately handle incidents of violence against children. This capacity building included integrating child and family themes in the guidelines and five-year training plan for justice facilitators and local justice workers. We trained 200 local judges, 3 magistrates and 18 supervisors, which cascaded down to 2,400 local justice workers. Some of the themes included how to better attend to victims of violence and how to safely use of social networks to prevent extortion, trafficking and child protection in emergency situations, and secure the best interest of the child. These actions benefited 127,119 children directly and 1,295,659 children indirectly.



In **ZIMBABWE**, following Cyclone Idai, we ensured 500 children benefited from Child Friendly Spaces and were provided with psychosocial support. This helped restore a normal life for the affected children and ensured the re-activation of community-based child protection systems.



EDUCATION AND LIFE SKILLS

More than 75,000 children in 2019 and 59,000 in 2020 completed a World Vision-supported life skills curriculum.

More than 29,000 teachers in 2020 and more than 21,500 in 2019 were trained to increase skills and approaches in child protection, positive discipline and disaster risk reduction.

World Vision deploys a number of interventions to build resilience, life skills, agency, and voice for children and young people. These include [Celebrating Families](#), [Child Protection & Advocacy](#), [Peace Road](#), [Youth Ready](#), [IMPACT+](#), [Channels of Hope-Child Protection](#), and [Citizen Voice and Action](#).



In **BANGLADESH**, we have been collaborating with the Ministry of Education to make educational institutions free of physical and gender-based violence. We conducted a series of lobbying meetings and policy dialogues with local education departments, calling for effective implementation of a 2009 high court ruling and 2010 legislation on sexual harassment. As a result, the local administration issued a letter to over 5,700 schools directing their staff on how to become violence-free. This action benefited approximately 1.4 million children. We also helped strengthen reporting and response mechanisms in community schools to break the traditional taboo of reporting cases of violence. So far, 1,466 schools and 656 union parishads have established reporting and response mechanisms, benefiting over 500,000 children.



In **NIGER**, we've engaged 16,947 children and young people through 182 Child Clubs which provide a space for children to learn and grow their confidence in participating in individual and social change. Through these actions, we are also sensitising children on how to identify the signs of violence and what measures to take to prevent sexual abuse and exploitation.



In **ZIMBABWE**, World Vision and partners worked with the government to amend the country's Education Act. Our aim is to lift the ban on pregnant girls in schools and make it illegal to expel them; this was a critical intervention at a time in which school closures due to COVID-19 were leading to increases in teenage pregnancy and policies and practices were threatening the continued education of young mothers.



PROGRESS ON CAMPAIGN OBJECTIVE 3 – MORE MONEY, BETTER SPENT

This objective is about increasing long-term targeted funding – mainly from governments and international aid – to end violence against children and promoting a better allocation of existing resources



Since 2017, there have been 105 policy changes related to allocating, increasing or defending government funding to address ending violence against children – 65 of these were achieved in 2019 alone.

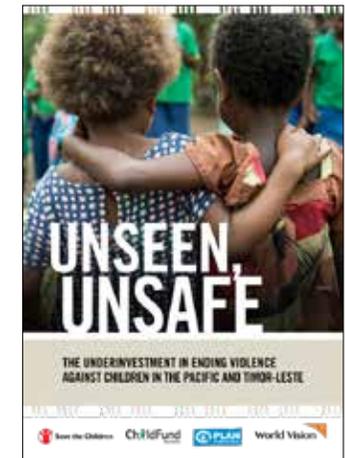
Knowing that potentially every other child on the planet is affected or could be affected by violence, it is hard to advocate for more and better spent resources to prevent and respond to violence against children. How much would that cost? If we needed to prioritise across the many INSPIRE interventions available in a specific context, where would the highest return on investment be?

Since the launch of the campaign in 2017, we have grappled with these questions and have worked together with key partners under the support of the Global Partnership to End Violence against Children to answer them. In a discussion paper released in June 2019, we argued that achieving further progress in ending violence against children depends on better understanding and more effectively harnessing the resources required to finance prevention and response interventions, as well as services and systems. Since then, we have continued to advocate strongly for donor governments, multilateral institutions, and national and local governments to preserve and increase funding to child protection services and interventions.



Advocacy in the **UNITED STATES** saw funding for USAID's Displaced Children and Orphans Fund increased by US\$1 million (from US\$24 million to US\$25 million) in 2019. Although relatively small, this account is critical in funding coordinated and cross-sectoral efforts by the US government to address the needs of vulnerable children and to protect children from violence. We collaborated with our partners and supporters to protect the Bureau of International Labor Affairs from proposed cuts that would curtail its ability to prevent child labour overseas. This account is critical to the US government addressing child labour and ending the trafficking of children for the purposes of forced labour. The US President's budget request was originally US\$18.5 million, and final funding was approved at approximately US\$96 million.

The *Unseen, Unsafe* report, produced by the Coalition of Child-Focused INGOs in **AUSTRALIA**, of which we are a member, unpacked the shocking levels of violence faced by children in the Pacific and Timor-Leste and revealed the limited aid investments in this issue by the Australian government. The report pointed to inadequate policy measures and levels of dedicated funding. Just 0.1% (US\$1.1 million) of all Australian foreign aid to the Pacific and Timor-Leste in 2017 was directed to programmes specifically addressing violence against children, and only US\$3.4 million was spent in total by all foreign donors on this issue. The report was launched at the High-Level Political Forum in July 2019 and was widely featured in the media (see examples from the Guardian and The Canberra Times).



At the June 2019 Women Deliver conference in **CANADA**, Canadian Prime Minister Justin Trudeau announced his government's US\$1.4 billion investment in women and children's rights, to take place over the course of ten years. These investments, which we advocated for ahead of the event, will help address some of the root causes and solutions to end violence against girls and boys, particularly in the areas of girls' education and sexual and reproductive health.

In November 2019, the Nairobi Summit on ICPD25 commemorated 25 years since the first International Conference on Population and Development (ICPD). At the event, 179 governments adopted a Programme of Action focused on women and girls' empowerment. The summit resulted in 1,200 concrete commitments supporting the achievement of sexual and reproductive health and rights for all by 2030, and led to close to US\$9 billion being pledged in support of sexual and reproductive health and gender equality programming.

In **SENEGAL**, our advocacy with government ministers and influencers, media engagement, and public positions through the Joining Forces alliance made child protection a priority in the National Assembly. The National Strategy for the Protection of the Child was given an increased budget, as was the education portfolio, enabling schools to better protect girls from violence and to strengthen the quality of teaching.



In **GHANA**, our advocacy contributed to an increase in government budget allocation to the Ministry of Gender, Children and Social Protection from GH¢1,380,673 in 2018 to GH¢493,270,898 (figures in Ghanaian cedi) in 2019, as contained in the published 2018 and 2019 Government of Ghana budget statements. These resources were directed towards the child marriage unit for the implementation of the national End Child Marriage framework.

Through a series of dialogues with local government institutions in **BANGLADESH**, we successfully lobbied the Ministry of Local Government to issue an Office Circular on Child-Friendly Local Government for 4,554 Union Parishads (smallest local government units), 492 Upazilas (district sub-units), 64 Districts, 327 Pourashavas (municipalities) and 12 City Corporations to make them child friendly – benefiting around 60 million children. As a result, 694 local government institutions have now been declared 'child-friendly'.

Within the humanitarian sector, we contributed through the Alliance for Child Protection in Humanitarian Action to the report, *Unprotected: Crisis in Humanitarian Funding for Child Protection*. The number of children living in conflict-affected areas has almost doubled since 1990 and the verified grave violations against children have almost tripled since 2010. Despite this, activities that aim to increase the protection of children in humanitarian settings remain alarmingly underfunded: on average, a mere 0.5% of total humanitarian funding is allocated to child protection activities. Although overall humanitarian funding has increased over the last decade, including the funding allocated to child protection interventions, the need for child protection interventions has increased even more.

In countries like Afghanistan and the Central African Republic, only 18% and 25% of the funding requirements for child protection were met in 2018. The report calls on donors to bolster the funding to child protection activities from 0.5% to at least 4% of total humanitarian funding to start closing the gaps. The report also calls on humanitarian actors to prioritise child protection activities in their funding requests and humanitarian appeals. We used these findings to advocate with the highest levels of the UN's OCHA during the COVID-19 pandemic in July 2020, sharing our concerns for rising violence against children, gender-based violence and hunger, and calling for funding and humanitarian programming that supports these critical areas.



In **KENYA**, the Citizen Voice and Action group in Makueni developed and submitted a Memorandum of Understanding to the County Planning and Budget Committee for considerations in the 2018–2019 Fiscal Plans. The county government has now budgeted for child participation forums and capacity building of key partners on child protection. The county government went ahead to establish Child Protection Committees in all the six sub-counties.

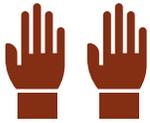


PROGRESS ON CAMPAIGN OBJECTIVE 4 – **HOLDING POWERHOLDERS ACCOUNTABLE FOR THEIR COMMITMENTS**

This objective is about strengthening accountability for implementation of commitments to end violence against children, such as the Sustainable Development Goals and the Convention on the Rights of the Child.



In 2019, 13 governments out of 21 countries in which we campaign made direct reference to their efforts to end violence against children in their Voluntary National Review on the Sustainable Development Goals.



In 2019, 19 governments made pledges on ending violence against children as part of the 30th Anniversary of the United Nations Convention on the Rights of the Child.



At the Global Refugee Forum in 2019, 237 pledges on protection and 173 on education were made by governments and partners.



In 2019, World Vision was running 674 programmes in which communities are supported by World Vision to advocate with decision makers for changes in policies or practice related to violence and its root causes.

Campaigns like *It takes a world to end violence against children* are excellent tools to influence policy makers to make powerful declarations, adopt new laws and regulations, and commit additional resources. However, the more transformative work of monitoring whether and how those statements are being implemented can be difficult to see and measure. In 2019, we were offered a unique opportunity to leverage high-level moments to shift the conversation to the lived experiences of the children at the receiving end of big commitments.



Small cracks, big gaps: Putting policy to the child protection test at the High-Level Political Forum

In July 2020, we supported 10 governments to prioritise children and their protection in the Voluntary National Review (VNR) process leading up to the review of Sustainable Development Goal 16 at the UN's annual High-level Political Forum on Sustainable Development (HLPF). World Vision's key advocacy messages were:

1. Governments must step up their efforts to end childhood violence.
2. Children must be included in reviewing the 2030 Agenda.
3. Greater commitment is needed from Member States on implementing the 2030 Agenda.

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.

The *Small Cracks, Big Gaps* report, released in July 2019, reviewed the policies and legislative progress of 20 countries that had made commitments to end violence against children. We identified seven key gaps in government policy to end violence against children:

1. Laws and regulations have gaps that allow specific violence to continue.
2. Plans for generating and managing data are absent in all reviewed countries.
3. Funding commitments are lacking and there is over-reliance on development partners for support.
4. Policies that prevent violence against children struggle to reach national scale.
5. Children are not meaningfully consulted in decisions that impact them.
6. Ownership of action plans is dispersed across government departments.
7. Responsibility for long-term education and societal change is deferred to development partners.

This report presented a powerful reference point by which progress can be measured in the coming years. It provides individual countries with a systematic assessment that is practical and targeted, and it gives global stakeholders an overview indicating where we must all be more ambitious.



In **MEXICO**, we shared the report with congressional delegates to establish the 2020 Legislative Agenda. In Indonesia, we shared it with the National Development Agency, media, our partners and allies in the civil society movement, and with the state child protection unit. In **ARMENIA**, we presented the findings to members of the National Assembly from all political parties; we are also using the content to work with legal experts to formulate legislative proposals. In **MOZAMBIQUE**, we organised a Policy Dialogue Conference on the Status of the Girl in November 2019, with over 200 participants. In Sierra Leone, we engaged the National Commission for Children, which featured some of the report's recommendations as top-priority issues presented to the President of **SIERRA LEONE** at a conference commemorating the Convention on the Rights of the Child. Sierra Leone's government is also using the report with children's groups and with district-level child protection stakeholders to address some of the recommendations. In **ZAMBIA**, we worked with children to incorporate some of the issues from the policy report into their celebrations for the anniversary of the Convention on the Rights of the Child. Children also created and sent a petition to Members of Parliament. The Members of Parliament promised to submit the petition to the House in the next legislative term. We shared the report with Zambian local government representatives, traditional leadership, media and other national representatives. In **ANGOLA** we translated the final version into Portuguese and used the findings to review the annual planning actions for the National Institute of Children. We also built grant and partnerships proposals using the analysis and recommendations to further support campaign interventions.



Andrew Morley, WVI President and CEO, and Dana Buzducea, WVI Vice-President for Advocacy and External Engagement, called on governments to 'Pick Up the Pace' when it comes to SDG implementation in September 2019.

Picking up the pace at the United Nations General Assembly

In September 2019, we urged UN Member States to pick up the pace for children, calling for six commitments Member States must make to accelerate SDG action and progress during the UN General Assembly. To really get the message across, World Vision colleagues took to the streets on the morning of 25 September 2019, to send a powerful visual message on behalf of the world's vulnerable children. Our key message was, 'When we run together, we go further faster – accountability is the key to keeping us on track.'

Renewing pledges to end violence at the 30th Anniversary of the Convention on the Rights of the Child

We continued to advocate for government accountability to commitments related to ending violence against children as part of the 30th anniversary of the United Nations Convention on the Rights of the Child in November 2019. We orchestrated joint advocacy in all countries where World Vision is present, asking governments to:

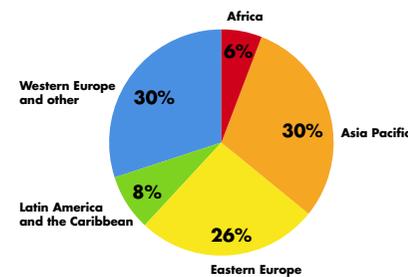
1. legally ban all forms of violence against children in any settings
2. establish adequately resourced mechanisms to ensure regular and meaningful participation of children in decision-making processes that affect them directly.

In the 19 countries where we campaigned, governments made pledges on child rights that included provisions targeting violence against children. In total, 65 reports, resolutions, press releases and other official documents including priority messages advocated by World Vision were released by partners and institutions. We co-hosted 189 events, campaigns, or other awareness-raising initiatives. A total of 627,575 people engaged in these events – 22,010 of whom were children.

COUNTRY PLEDGES* FOR CHILDREN'S RIGHTS: CELEBRATING 30 YEARS OF THE CHILD RIGHTS CONVENTION

47
countries in...

192
pledges including on...



*as of 13 November 2019

45
pledges to educate everyone on children's rights

33
pledges to take legislative and other measures to implement the Convention

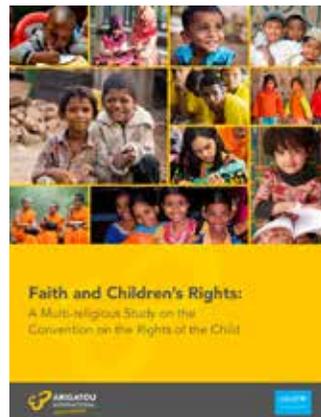
21
pledges to ensure all children have access to education

15
pledges to ensure children's views are respected

12
pledges to protect children from violence

Working together with the Joining Forces coalition, we highlighted the gaps in the implementation of the rights related to ending violence in the global [report](#), *A Second Revolution: 30 years of child rights, and the unfinished agenda*. The report was launched in New York and Geneva in June 2019.

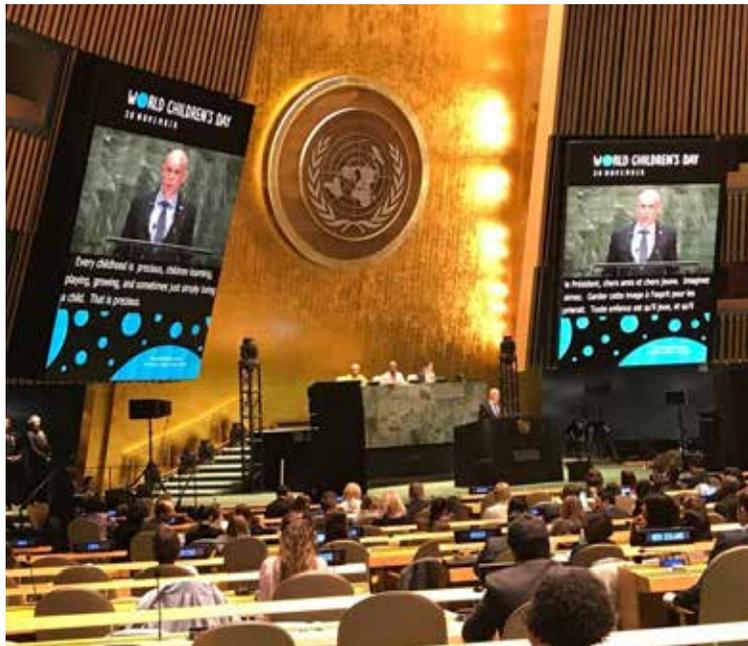
World Vision worked alongside Arigatou, UNICEF, the former Special Representative of the UN Secretary-General on Violence against Children, the Global Network of Religions for Children, and the International Dialogue Center (KAICIID) on a [major study](#) examining the Convention on the Rights of the Child (CRC) from a multi-religious perspective. There is a strong complementarity between the guiding principles of the Convention and the core values of religious teachings. The global study captures the often-undocumented yet significant role that the diverse communities of the world's faith traditions have played in the drafting, adoption, ratification and implementation of the CRC over the past three decades. The report discusses the foundational values of the CRC and provides a unique, interfaith perspective as it reflects on the shared values found in the tenets of seven major religions: the Bahá'í faith, Buddhism, Christianity, Hinduism, Islam, Judaism and the Sikh faith. In total, these traditions have more than 5.5 billion adherents around the globe. The process, which included a review of case studies and other experiences, and consultations with experts and faith leaders, culminated in the publication of its [findings](#), with a launch event in Geneva in November 2019.



A member of Ghana's Child Parliament addresses the floor at a high-level, multi-stakeholder event on the occasion of the 30th Anniversary of the CRC.

We [advocated](#) together with partners for the **EUROPEAN UNION** to support comprehensive child protection systems in partner countries and reach the most vulnerable. In **BANGLADESH**, a [TV commercial](#) about ending violence against children was watched by almost 6.5 million people. In **CHINA**, we joined hands with [corporate partner Kohler China](#), celebrities and child protection experts to conduct an [online campaign](#) with the theme 'Love for Children.' The campaign, focused on increasing public awareness of children's right to be protected, received over 425,000 website visits. In **EL SALVADOR**, a media campaign to raise awareness for child rights in a local paper reached about 40,000 readers. A [contest](#) where children were encouraged to [write a letter about children's rights](#) engaged more than 70,000 people on social media. In November 2019, we co-hosted a high-level event for World Children's Day in **GHANA**. It was attended by over 1,500 dignitaries and children from all over Ghana, including child refugees and children with disabilities. A three-hour live programme on national TV helped raise awareness on child rights and ending child marriage. In **HAITI**, we lobbied the government and organised a tour with members of the media, leading to a Presidential Decree that allowed for late declarations of birth without persecution of the parents and granted a five-year extension for all Haitian-born locals to formalise their civil status. In **MOZAMBIQUE**, we achieved eight pledges signed by different parties, including four by the government, which will help influence the country's development agenda for the next five years. The pledging moments were aired on major TV networks.

On 20 November 2019, the WVI President addressed the UN General Assembly for the first time in our organisation's 70-year existence, reminding world leaders that they have promised no child should be left behind in the sustainable development of our planet.



Andrew Morley, WVI President and CEO, addresses the UN General Assembly in New York in November 2019, during the commemoration of the 30th anniversary of the CRC. [Click to watch a video of his full statement.](#)

Accountability for the most vulnerable children at the First Global Refugee Forum

In December 2019, at the first ever [Global Refugee Forum](#), attended by over 3,000 people and organised to support the implementation of the [Global Compact on Refugees](#), World Vision co-led the only Spotlight Event dedicated to child rights and protection, and the only Faith Coalition Exhibition at the Forum. The Forum represented a seminal moment for the international community to follow through on commitments made in the Global Compact on Refugees, including the protection and empowerment of all children. World Vision worked alongside governments, the United Nations, faith-based partners and other partners to ensure that refugee children were heard. World Vision even spoke with [Grover from Sesame Street](#) about our role in bringing young refugee voices to forums like this.



While pushing governments to pledge their attention and resources to protecting refugee children from violence, we also made our own [pledges](#), cutting across multiple child rights issues. Almost [1,400 pledges](#) were made at the Forum, with most in the areas of protection capacity, achieving lasting solutions, and education. Over 250 pledges contained financial support, with the World Bank Group announcing a three-year funding window of US\$2.2 billion available.

Citizens holding governments to account

Across countries, we leveraged World Vision's Citizen Voice and Action [social accountability](#) model to open dialogue between local government and citizens and create spaces to address the delivery of government services related to protecting children from violence. The approach employs information, dialogue and accountability to do the following: facilitate civic education on rights and duties, enable the monitoring of public services through social audits and the use of community score cards, and promote constructive dialogue and collective action between local communities, service providers and local government. The model is currently being used for child protection across 39 countries – particularly to strengthen child protection services. This work has been recognised by the World Bank's Global Partnership for Social Accountability at their sixth [Global Partners Forum](#) in November 2019.

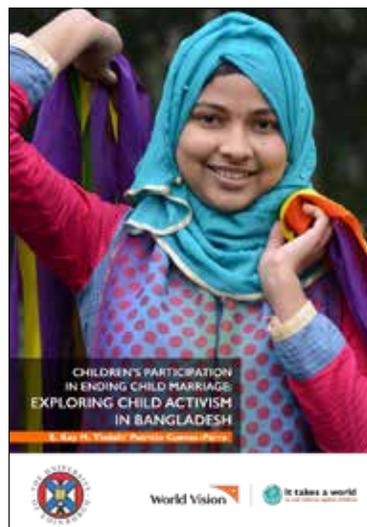
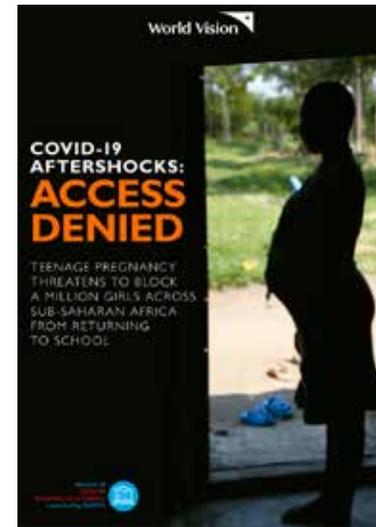
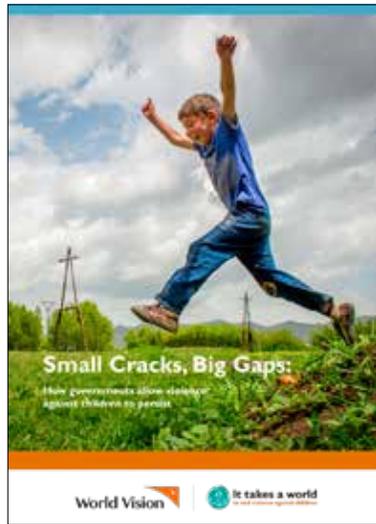
In **LESOTHO**, we trained communities to increase their reporting of violence incidents, monitor protection units within local police stations, and engage with decision makers to raise awareness on existing laws and policies on child marriage and other issues regarding violence against children. In **PERU**, community members gathered data on children's health, education and protection that motivated local authorities to prepare an annual action plan for combatting violence against children. In **UGANDA**, community members in the Bunyoro Kitara region used evidence to lobby the local Diocese to disseminate messages to their congregations on ending violence against children, reportedly reducing cases. Communities across **BANGLADESH** held local decision makers accountable to a law regarding Child Help Desks in local police stations. In **CAMBODIA**, we have been implementing the Social Accountability Framework, which aims to improve local service delivery through enhanced accountability. Through it, citizens are informed about the services they are entitled to receive, dialogue with sub-national authorities is fostered, and joint actions to address issues are identified and implemented. World Vision Cambodia also contributed to improving the quality of the delivery of essential public services – health centres, primary schools and administrative services at the communes – used by 1.8 million people.



Children in Uganda participate in a community scorecard exercise.

In **ETHIOPIA**, Citizen Voice and Action was used to facilitate access to birth certificates for children to help address the challenge of child marriage. Most child marriage arrangements are difficult to cancel due to age confusion because there is no birth certificate. Officials in the district of Woreda were convinced of the need to issue birth certification and allocated the necessary budget. As a result, 108 marriage arrangements went through rigorous investigations and 5 of them were cancelled.

REPORTS THAT LEFT A MARK



WHERE WE COULD HAVE DONE BETTER

One of the most difficult parts of any campaign or advocacy action is to **systematically track and truthfully and meaningfully report on its impact in the world.** With over 80 offices involved in its implementation and the difficulties that come with such a scale, this is an area for improvement for the *It takes a world to end violence against children* campaign. There is probably much more happening, within World Vision and amongst its partners, than we are able to capture and share. The great news is that we have extraordinary capabilities within World Vision to monitor, track and report on our work, and we need to do a better job at leveraging those while also learning from our peers and innovating.

Best practices from other campaigning organisations and from World Vision's own national-level campaigns show that we need to **connect emotionally to our audience** if we want them to deeply care about an issue and mobilise to take action. In truth, and as we heard also from the community we work with, ending violence against children is a very contested and complex issue. While almost no one on the planet would defend an act of violence against a child, when it comes to supporting specific solutions or policy calls, the technical jargon or catastrophic presentation of real-world statistics can stand in the way of fostering authentic community activism. We will work on addressing these shortcomings by promoting an intentional narrative of hope, highlighting the champions and activists that continue to persevere against all odds – even in the hardest places to be a child – and promoting calls to action that can fit different types of potential supporters.

Lastly, despite the excellent efforts detailed in this report to **move beyond just commitments and more towards their implementation,** the incentives in a campaign such as this one are still focused on promoting new policies, laws and regulations. This is in contrast to the nitty-gritty and mostly invisible work of filtering these down into regulations, job descriptions of service providers, budget guidelines to local departments and the array of other implementation chains. We will strengthen our campaign support to the social accountability work that happens at a community level, and empower children to closely monitor and share, in safe ways, the implementation gaps they witness.





LOOKING AHEAD

We took time in 2020 to conduct a mid-term review of the campaign and chart the way forward up to the end of the campaign in 2023. This review informs areas of strength where we should be investing and areas where we need to make changes if we want to achieve a real impact for children.

In 2021, we plan to speak out boldly on a more limited range of violence against children issues (based on what children are telling us), on the expected aftershocks of the COVID-19 pandemic, and on where we can add value to the movement based on our organisational position. We will be preparing, together with partners, for the End Violence Solutions Summit, expected to take place in late 2021, with a focus on getting financial pledges from both donors and governments.

We will continue to empower children as leaders in the movement to end violence, through innovative digital platforms and partnering with existing faith-based networks. We will also strengthen how we collaborate with our external partners at all levels and increase our cooperation with faith actors in particular. We will continue exploring new ways of changing behaviours at the roots of violence, based on the latest evidence. As much as possible, we will attempt to join in and amplify the conversations and actions of those many individuals and groups – the Hidden Heroes – at the forefront of the movement to end violence against children at the community, national, regional and global level.

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