



# 2021 Annual Campaign

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## Progress Report



# Table of contents

President's foreword ..... 4

Executive summary ..... 6

*It takes a world to end violence against children* campaign overview ..... 8

Campaign progress at-a-glance ..... 10

Campaign highlights: How we are ending violence against children together . 13

- Empowering and connecting children and young leaders in a digital world . . 14
- Deepening impact on the ground..... 18
- Catalysing global to local change ..... 26
- Empowering and mobilising supporters..... 29
- Engaging with faith communities..... 32
- Innovating how we campaign ..... 35

What gives us hope for tomorrow and beyond ..... 44



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# President's foreword

The global *It takes a world to end violence against children* campaign turned five this year. When we first launched the campaign in 2017, we were starting a global movement to end violence against children fuelled by the adoption of the Sustainable Development Goals. We set out to hold up a mirror to the world and shed light on acts of violence against children that were all too commonplace. In the early years of the campaign, we worked to amplify the voices of children and mobilise a global community of advocates to change policies, harmful attitudes, and behaviours. We worked together, alongside our partner VisionFund, to make violence against children in all its all forms socially unacceptable, while holding those in power to account.

It has been a challenging journey, not least with COVID-19 quarantine restrictions, lockdowns, and school closures that continues to put up to 85 million girls and boys at greater risks of violence<sup>1</sup>. Other global crises such as climate change, armed conflict, and humanitarian emergencies only made the situation worse and increasingly complex.

In our last report, we shared encouraging news that despite numerous crises competing for global attention, the momentum to end violence against children had never been higher. Today, we are celebrating the lives of 268 million children across the globe who have been impacted since the launch of the *It takes a world* campaign.

In 2021, from every corner of the world, children and young leaders, partners and supporters, celebrity influencers, and especially faith leaders, have all continued to mobilise and rise to the occasion through *It takes a world* and other initiatives to end violence against children.

Together, we mobilised over 804,000 children and young people to speak up and take action, and over 2 million advocacy actions were taken by our supporters. Fuelled by the voices of children, we influenced 265 policy changes that led to new government legislation, increased funding, and improved local systems and structures to protect children.

As a result of our collective effort, children and local communities are becoming more empowered. We're beginning to see real shifts in societal attitudes and behaviours that enable more caring, protective environments for children, especially the most vulnerable.

These are just a few of the many reasons to remain optimistic and hopeful. We have shown that it truly does take the world to do the big things.

*We must not become weary in doing good, for at the proper time we will reap a harvest if we do not give up (Galatians 6:9).* Building a world where no child has to live in fear of violence is possible. We're seeing it happen. Let's keep it going.



*Andrew Morley*

**Andrew Morley**  
President and CEO  
World Vision International

<sup>1</sup>World Vision International (2020). *COVID-19 Aftershocks: A Perfect Storm.*



# Executive summary

The *It takes a world to end violence against children* campaign is World Vision's largest global campaign to date with 87 participating countries and seeks to build a world where no child has to live in fear of violence.

**Since launching in 2017, *It takes a world* has impacted the lives of 268 million children.**

In 2021 alone, over 804,000 children and young people meaningfully participated in the campaign and over 2 million advocacy actions were taken by supporters. This collective effort led to 265 significant contributions to policy or policies related to violence against children, of which 65 were related to allocating, increasing or defending government funding to address ending violence against children.

Five years into the campaign, we are seeing positive gains towards ending violence against children thanks to the tireless efforts of children and young leaders, World Vision advocates and supporters, faith leaders, and partner organisations.

**Together, we are empowering children and young people to raise their voices and be heard on the global stage using digital platforms.**

Working with children and young people around the globe, World Vision launched the Digital Platform Project to ensure children are equipped with the digital tools needed to participate actively and safely in advocacy initiatives. Through the project, children and young people participated in a wide array of global virtual events, conferences, and podcasts to ensure their voices were heard in the effort to end violence against children.

**We are deepening impact on the ground through influencing better policies, strengthening partnerships, growing investments and producing authoritative research and evidence.**

In Mexico, a two-year push by World Vision and its partners have led to a nationwide ban on corporal punishment. A partnership between World Vision, Compassion International and International Justice mission is strengthening child-friendly reporting and referral process in the Philippines. Advocacy efforts fuelled by the voice of children in the Democratic Republic of Congo has unlocked US\$220,000 in government spending to protect children. In Bangladesh, research has shown that World Vision's Citizen Voice and Action initiatives have increased trust between communities and the police, especially when reporting child protection incidents.

**We are catalysing global to local change by ensuring commitments made toward Sustainable Development Goals by governments and donors lead to ending violence against children.**

A coordinated effort between World Vision and its partners have influenced national governments to pay more attention to issues related to violence against children through the Sustainable Development Goals Voluntary National Review process. World Vision and a coalition of partners released *Counting Pennies 2*, a report that highlighted the state of donor investment to end violence against children and provided recommendations for how donors can close the gap and fund programmes that end violence against children.

**We are empowering and mobilising supporters to draw global attention to issues related to violence against children and to influence those in power to take action.**

World Vision's Just Married mobilisation rallied supporters, children and young people to call on governments to ban child marriage, strengthen and implement existing laws and fund services to prevent and respond to child marriage. Just Married engaged nearly 100,000 children and young people worldwide and generated 80,000 petition signatures. In the United States, momentum is building for the continuation of the Safe from the Start act to address gender-based violence in humanitarian emergencies. World Vision U.S. is working with a bipartisan group of legislators to secure its passage.

**We are engaging with faith leaders from different religious backgrounds to prioritise the protection of children and model change in the community.**

World Vision-supported Community Hope Action Teams took actions that were innovative, situation-specific, creative, and dynamic, in the effort to end violence against children, such as referring to the religious texts when discussing child protection issues and establishing funds to support the most vulnerable children. In Mozambique, an interfaith effort is underway to pray and exert constructive pressure on the national government to fully implement the Child Marriage Law, a recently passed legislation that bans and criminalises child marriage across the country.

**We are learning and innovating how we campaign to create lasting impact through the better use of data, becoming a leading voice for children, and focusing on social behaviour change.**

World Vision launched the National End Violence Against Children Policy Dashboard to strengthen its evidence footprint on policy gaps and successes to end violence against children. A Social Listening approach is being piloted to understand and contribute as a leading voice for children to trending social media conversations related to violence against children. Recognising that citizens rarely change their behaviour when new laws are passed, World Vision is applying social and behaviour change principles to develop evidence-based interventions to support the adoption of healthy practices and shift social norms that have traditionally enabled harmful behaviour towards children.

As we enter another year of the *It takes a world* campaign, we are committed to improving our programme responses, strengthening our advocacy, broadening our strategic partnerships and continuing to learn and innovate. Most of all, we are committed to listening and acting with children and young people. They are our hope for a better tomorrow.



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## Campaign overview

# It takes a world to end violence against children

The *It takes a world to end violence against children* campaign is World Vision's largest global campaign to date and seeks to build a world where no child has to live in fear of violence.

This campaign challenges the attitudes, beliefs and behaviours that condone violence against children and helps to ensure governments enact and enforce policies that prohibit it and provide adequate services for preventing and responding to it.

*It takes a world* calls all of us to break our silence, stand up and speak out.



©Fred Ouma/World Vision

## Together with children, young people, communities, partners, and supporters, *It takes a world* aims to:



### Ignite a movement

Amplify the voices of children and young people to catalyse global changes in attitudes, raise awareness and drive courageous and effective action to end violence against children.



### Scale up what works

Expand and strengthen prevention, response and restorative measures to address violence against children.



### More money, better spent

Increase long-term targeted funding to end violence against children.



### Accountability for commitments

Ensure accountability for the implementation of commitments to end violence against children.

## Why ending violence against children remains urgent

In 2021, *It takes a world* responded to rapidly changing landscapes that impact the well-being of children.



Violence continues to affect more than one billion children around the world every year and occurs in every country and every community.



The aftershocks of COVID-19 are leading to even more children experiencing violence, especially in fragile and humanitarian contexts. Up to 10 million girls will be at risk of child marriage due to the pandemic.<sup>2</sup>



Life has increasingly shifted online in a world where 30% of children across the globe are not connected.

World Vision remains committed to putting its full weight behind ending violence against children through all areas of World Vision's work from advocacy to fundraising, communications to faith engagement and programming.

To learn more, visit: <https://www.wvi.org/ittakesaworld>

<sup>2</sup> UNICEF (2021). *COVID-19: A threat to progress against child marriage*.

# Campaign progress at-a-glance

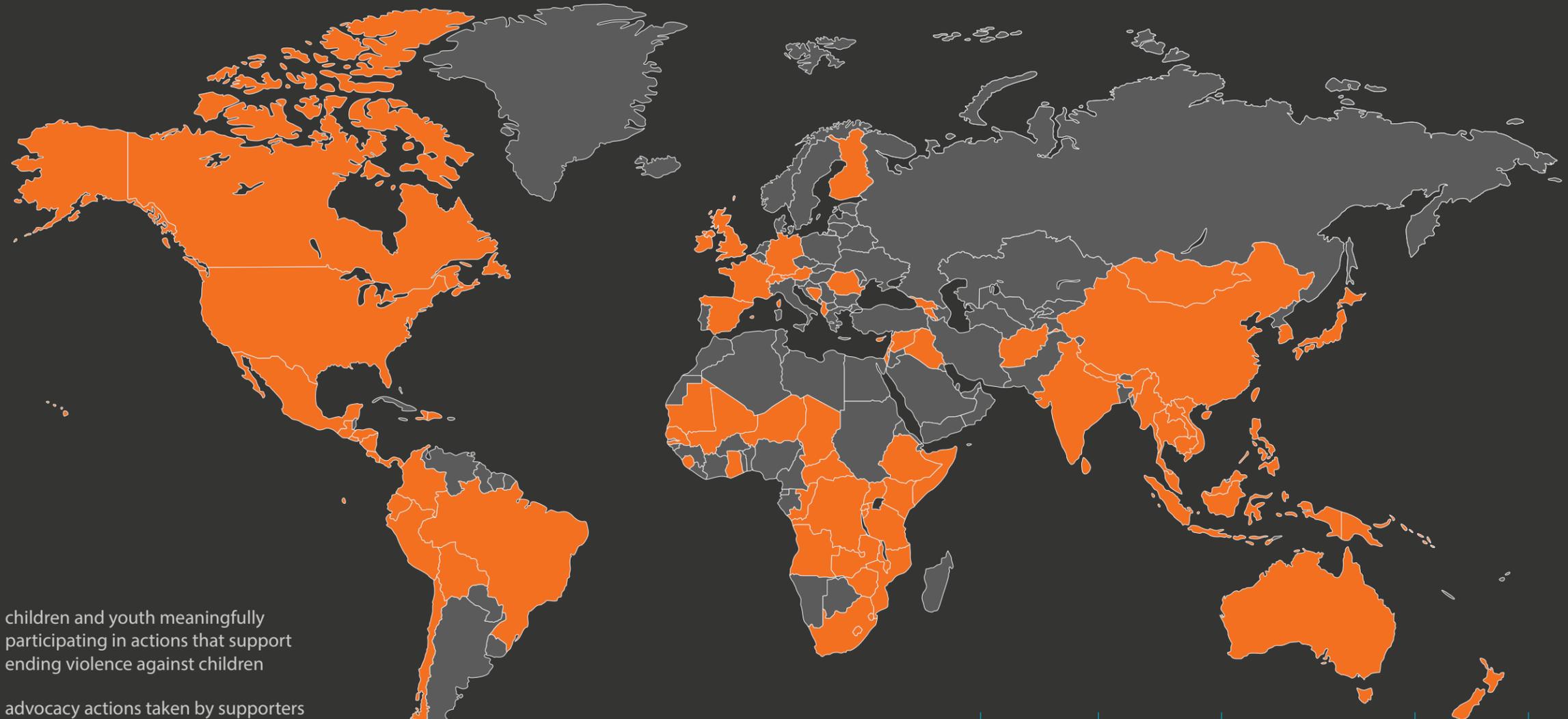
Since launching in 2017, the *It takes a world* campaign has impacted the lives of



**268** million children across the globe



**87** participating countries, including field offices and support offices in donor countries



## In 2021...

**Over 804,000**



children and youth meaningfully participating in actions that support ending violence against children

**Over 2 million**



advocacy actions taken by supporters related to *It takes a world*

**700**



programmes where World Vision works are advocating to end violence against children

**265**



significant contributions to policy or policies implemented related to *It takes a world*

**65**



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

## A breakdown of the 265 significant contributions to policy or policies

	 New policies	 Amended policies	 Improved implementation	<b>TOTAL</b>
Global/multi-lateral	10	1	1	12
National	23	10	68	101
Local	69	21	62	152
<b>TOTAL</b>	<b>102</b>	<b>32</b>	<b>131</b>	<b>265</b>

## Campaign highlights

# How we are ending violence against children together

Five years into the *It takes a world* campaign, we are seeing positive gains towards ending violence against children thanks to the tireless efforts of children and young leaders, World Vision advocates and supporters, faith leaders and partner organisations.

Together, we are empowering children and young leaders to raise their voices and be heard on the global stage using digital platforms.

We are deepening impact on the ground through influencing better policies, strengthening partnerships, growing investments and producing authoritative research and evidence.

We are catalysing global to local change by ensuring commitments made toward Sustainable Development Goals by governments and donors lead to ending violence against children.

We are empowering and mobilising supporters to draw global attention to issues related to violence against children and to influence those in power to take action.

We are engaging with faith leaders from different religious backgrounds to prioritise the protection of children and model change in the community.

We are learning and innovating how we campaign to create lasting impact through the better use of data, becoming a leading voice for children, and focusing on social behaviour change.

The pages that follow highlight just a few of the many bright spots we are experiencing across the globe through the *It takes a world* campaign.





## Empowering and connecting children and young leaders in a digital world

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

Working together with children and young people from 15 countries, World Vision used digital platforms combined with our in-person networks to equip children with the digital tools needed to participate actively and safely in advocacy initiatives. This was especially important as the pandemic pushed children online, and using digital platforms allowed their collaboration to continue and expand beyond their geographic boundaries.

Training modules covered social media, blogging, lobbying, networking, mass mobilisation and social and behaviour change. The project also helped children and young people overcome the challenges of connectivity and access to devices, and provided digital spaces and opportunities to promote social change in their communities, countries, and regions.



**The first time I joined a call with hundreds of other children I was very happy because I was giving ideas of how we can promote our rights. Other children were writing blogs to promote our rights, and others were using their social media to communicate our demands. This was major.**

*Gheisa, 14, young leader, Nicaragua*

Seeing the impact of safely supporting children's participation online, World Vision is planning to scale this up to involve more children in more countries, through Amplifying Children's Voices Digitally. This will accelerate the ability of children and young people to contribute to making positive changes around the world and mobilise their peers to engage in changing policy, practices, and attitudes that prevent children from living without fear of violence.



**For me, my dream was to get connected with many children from many other countries so we could share our ideas, dream together about bringing a change, and take actions as a group. The Digital Platform was the opportunity we were waiting for. We were learning together, sharing ideas, planning our activities. I feel we achieved a lot.**

*Carlos, 14, young leader, Brazil*



## Children and young people must be heard

In 2021, World Vision empowered children and young people from around the world to raise their voices through digital platforms to end violence against children.



**The 32nd Anniversary of the Convention on the Rights of the Child**  
 (Webinar via Zoom, 18 November 2021)

The virtual event was a child-led intergenerational conversation on ending violence against children.



**2021 Active Learning Network for Accountability and Performance in Humanitarian Action (ALNAP) global conference**  
 (Webinar via Zoom, 19–21 October 2021)

Together with other conference attendees, children and young leaders discussed how the impact of COVID-19 is increasing violence against children.



**Podcasts on ending violence against children**  
 (29 November 2021, 7 December 2021 and 11 January 2022)

Children and young leaders participated in three podcasts where they shared their views on ending violence against children, girls at risks, and the role of faith leaders on social justice.



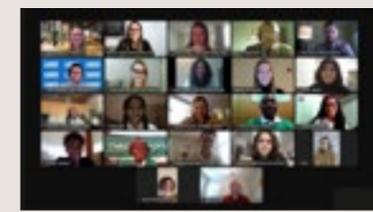
**Preparations for Solutions Summit and UNICEF Global Conference on Children and Youth**  
 (Webinar via Zoom, 8 December 2021)

Children and young leaders spoke on issues of child marriage and discrimination-based violence.



**Child-led research on ending violence against children in Brazil**  
 (Webinar via Zoom, 8 December 2021)

Children and young leaders engaged in child-led research on ending violence against children in Brazil. They also produced short videos to demand actions to end violence against children.



**Strategy development for foreign policy and assistance**  
 (Webinar via Zoom, 1 December 2021)

Children and young leaders worked with World Vision U.S. to develop a strategy that would influence U.S. foreign policy and assistance to enable young people to change their world and call for a free-violence society.

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**We need to empower more children to make a change in their communities.**

*Mary, 17, young leader, Ghana*



**Do you work with children and young people? Here are some available resources for them:**

**A handbook** to support children and young people on their journeys as young leaders by equipping them with basic storytelling skills to create content.

**A toolkit** for children and young people mobilising against COVID-19.



## Deepening impact on the ground

Fuelled by the voices of children and young people from the local to global stage, the work of World Vision advocates and supporters are leading to better policies, stronger partnerships, growing investments, and authoritative research and evidence that aim to end violence against children.

### **Better Policies: Central African Republic commits to end the recruitment of child soldiers**

Since 2019, the *It takes a world* campaign in the Central African Republic (CAR) has made strides towards ending the worst forms of child labour, especially the recruitment of child soldiers.

The government and non-state armed groups have actioned various commitments to ending and preventing grave violations against children, including the recruitment of child soldiers. Over 1,100 children were decommissioned from armed service in 2019, and the National Assembly adopted a Child Protection Code in February 2020, which President Faustin-Archange Touadera then signed into law in June 2020.

**Momentum generated by the new legislation has also inspired the creation and strengthening of two community child protection networks and led to the launch of a new national government committee to combat human trafficking.**

To support the implementation of the Code, World Vision is working closely with local authorities, faith leaders, and leaders of armed groups to raise awareness of the dangers of recruiting child soldiers and end practices that put children in harm's way. Youth-led advocacy campaigns and community events are key drivers to create this change. Economic support is also being provided to most vulnerable children and their families, along with establishing child protection systems and referral mechanisms to report incidences of violence against children.



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## Better policies: Corporal punishment against children banned in Mexico

In response to an uptick of violence against children at home due to COVID-19 lockdowns, the Congress of Mexico approved new national legislation in December 2020 banning corporal and humiliating punishment. Beyond the home, the law also applies to places where adults interact with children, such as schools, hospitals, reception centres and reintegration centres.

Persistent, targeted engagement with legislators by World Vision Mexico and its partners played an integral role in the process of this law's passage, which took nearly two years.

While this breakthrough is cause for celebration, the work continues to ensure this new law is adopted and enforced in all the states of Mexico so every child can live without fear of corporal and humiliating punishment.

### Persistence pays off: How World Vision Mexico and its partners influenced the national government



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Children and young people experience physical violence because some parents do not have patience with children. For example, if children break something, the parents hit them hard or talk ugly to them. We are mistreated with blows and kicks that can damage our minds, bodies, and our self-esteem. Children become quieter as they are afraid of being hit again. We become scared and this is not okay.

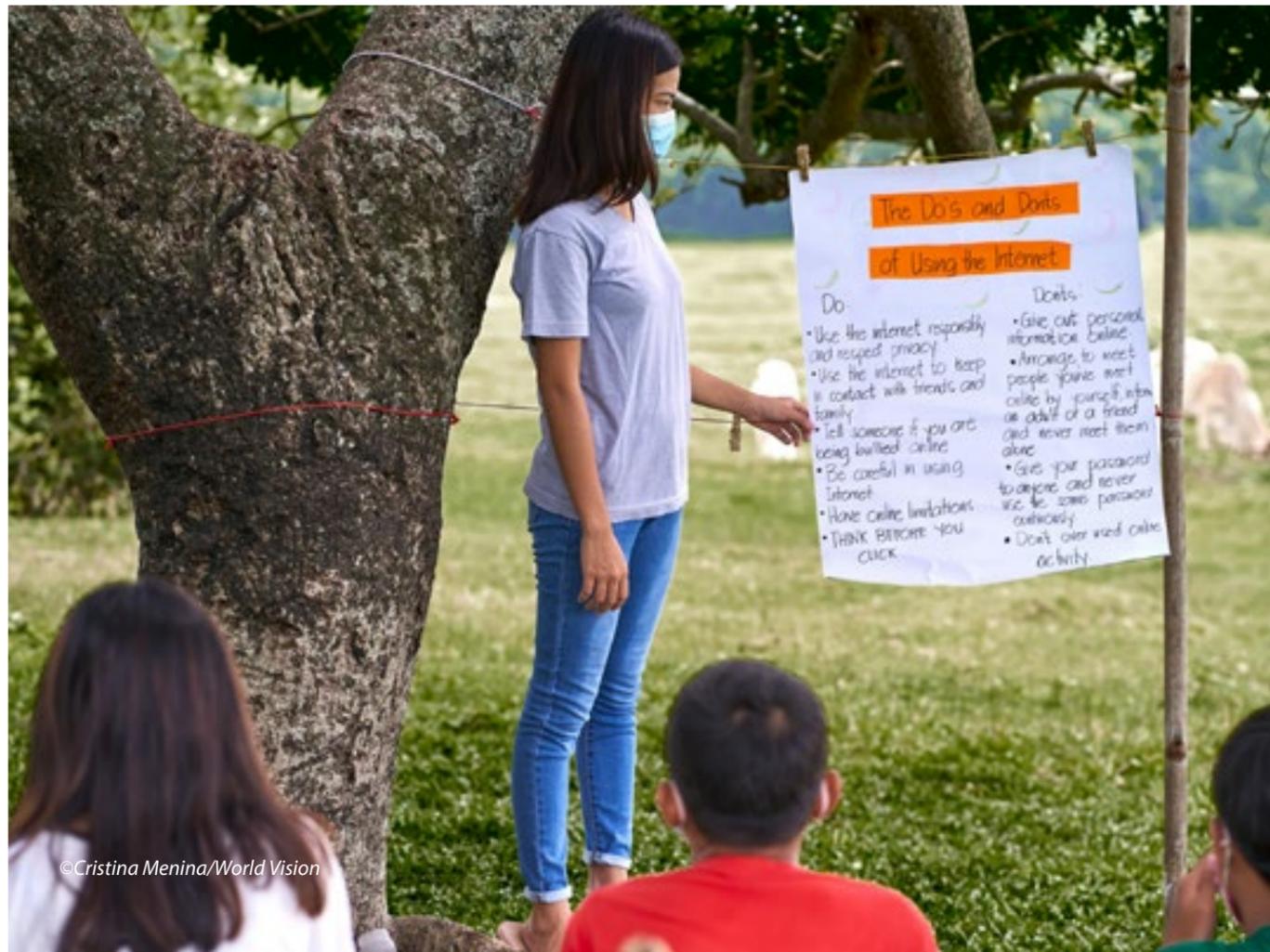
*Juan, young leader, Mexico (not pictured)*



## Stronger partnerships: Child-friendly reporting and referral process embraced by the Philippines government

The Philippines' Senate and House of Representatives are using reporting and referral statistics generated by a partnership between World Vision Philippines, International Justice Mission, and Compassion International to track how efficiently incidents of violence against children are handled and responded to across the country.

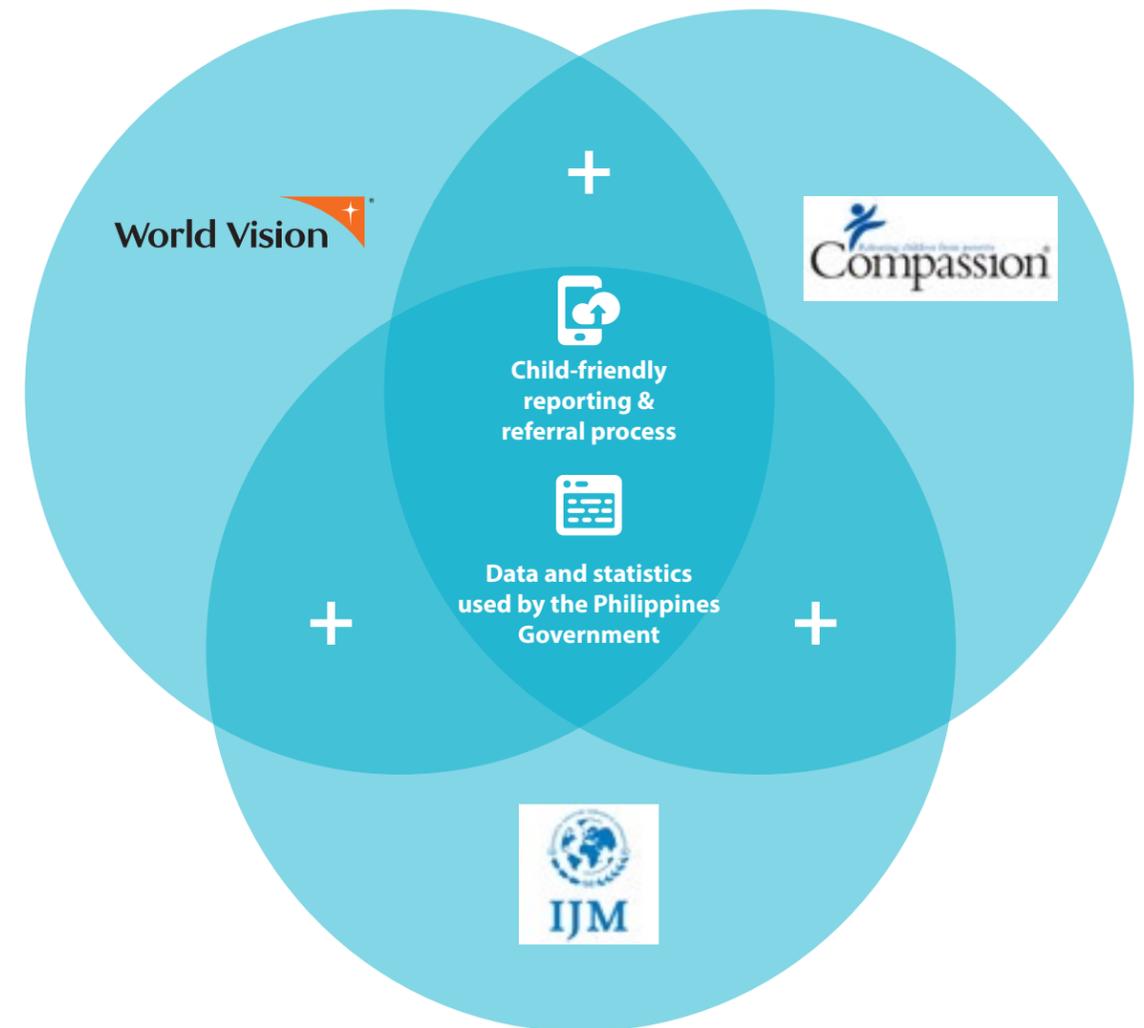
This three-way partnership focuses on addressing the online sexual exploitation of children and is working to strengthen local government community-based child protection systems in schools, churches, local councils, and raising public awareness. The reporting and referral mechanisms developed by this partnership improve the linkages between formal and informal child protection actors, especially parents and faith leaders, making the reporting and referral process more effective and child-friendly. **As a result, affected children and their families can receive timely and quality support through local systems and structures, such as hotlines and community police help desks.**



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## From strength to strength: The partnership between World Vision, Compassion International, and International Justice Mission

**World Vision Philippines and Compassion International leads the engagement with faith leaders and receive direct reports from communities on violence against children incidents.**



**IJM contributes its expertise in public justice, including legal advice, prosecution support, rescue and after care service.**



## Growing investment: Additional US\$220,000 in government spending allocated to protecting children in the Democratic Republic of Congo



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The Government of the Democratic Republic of Congo have **committed an additional US\$220,000 for child protection interventions in the coming year.** This includes providing the National Committee to Combat the Worst Forms of Child Labour with an operating budget for the first time since its establishment ten years ago and increasing the budget of the Ministry of Gender, Family, and Children. The funding will go towards a national action plan to prevent child labour, remove and rehabilitate children who are already involved in child labour, and protect working children over the minimum working age from exploitation and hazardous working conditions.

World Vision partnered with the First Lady of the Democratic Republic of Congo, raised the voices of children, and engaged in persistent lobbying and social mobilisation to help influence the government's budgeting decisions. As part of the advocacy efforts, children shared a skit to members of parliament where they portrayed the worst forms of child labour. The presentation was followed by a conversation about the role of government and to obtain signed pledges from members of parliament to increase budget for child protection sectors. Child advocates made clear that it was the government's responsibility to protect children from the worst forms of child labour.

## Authoritative research and evidence: The use of "Citizen Voice and Action" increases trust between communities and police in Bangladesh

Key findings from a first-of-its-kind study conducted by World Vision Bangladesh show that Citizen Voice and Action (CVA) acts as a catalyst to positively transform relationships between citizens and justice systems, and that better relationships directly impact the quality of police service provision. **The findings revealed that 83% of surveyed police officers said action plans were being implemented in collaboration with their communities, leading to greater ownership for follow-up and joint action.** With increased openness and trust, citizens are more likely to report incidents of violence against children to the police knowing that actions will be timely and effective.

The comparative study was launched after two years of implementing CVA interventions between local communities and the police to understand the role and effectiveness of using CVA and how CVA strengthens child protection services provided by the police. The study compared 16 communities that had applied CVA and 16 communities that did not.

World Vision intends to use these findings to globally advocate for CVA implementation as a way to hold governments at all levels accountable and ensure they can provide services to prevent, report and respond to violence against children.



### What is Citizen Voice and Action?

Citizen Voice and Action (CVA) is a process of informing, educating, and organizing a dialogue between local communities and their governments to attain the services they have a legal right to. CVA equips communities with tools to help them identify service gaps and effectively advocate with local and national governments to improve quality and meet standards for services.

CVA is evidence-based and is a proven social accountability model that operationalises and strengthens relationships of direct accountability among citizens, policymakers and service providers. It tackles the root causes of poverty, vulnerability, marginalisation, exclusion, inequality and poor governance.

[To learn more about CVA, click here.](#)



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# Catalysing global to local change

## Launch of Ending Violence Against Children Strategy will improve coordination among UN agencies in Geneva to end violence against children everywhere

As co-chairs of the [Child Rights Connect Working Group on Children and Violence](#), World Vision and Arigatou International launched the Group's Ending Violence Against Children Strategy to strengthen coordination among UN agencies in Geneva, national governments and local organisations to end violence against children.

To realise these goals, the Working Group will draw on the expertise of each partner organisation to scale up efforts on ending violence against children through an integrated multi-pronged approach, such as through combating sexual violence, strengthening education, and improving children's access to justice systems.

The key task of the Working Group is to ensure recommendations and resolutions are concrete and lead to real change at the national level. For example, the Government of Mozambique have already accepted several recommendations to end violence against children including efforts to ensure girls have free access to quality Sexual Reproductive Health Rights, to combat school drop-out rates amongst girls, to ensure reintegration of young mothers and to expand the national strategy to end child marriages. Today, World Vision and our partners in Mozambique are working with government authorities on an implementation plan. The participation of young leaders will be prioritised to ensure their voices and needs are heard in the process.

### Key goals of the strategy include:

1. Enhancing meaningful child participation and ensuring their voices are considered in any recommendations
2. Promoting concrete, measurable actions that national governments can implement
3. Keeping national governments accountable to achieve violence-against-children related Sustainable Development Goals
4. Raising visibility of issues of violence against children that may not be receiving adequate attention
5. Ensuring recommendations on ending violence against children are aligned across key UN entities and initiatives.

## Governments are paying more attention to ending violence against children through the Sustainable Development Goals Voluntary National Review process

In 2021, 42 countries presented Voluntary National Reviews (VNR)<sup>3</sup> at the United Nations High Level Political Forum (HLPF) with 97% of VNR reports addressing violence against children in some form and 90% of VNR reports referring to measures that address a specific type of violence, such as gender-based violence, child marriage, and child labour.

The high percentage of VNRs reporting on violence against children is a significant increase compared to previous years as a result of a coordinated effort by World Vision and its partners to advocate for more governments to report on their progress on ending violence against children.

A multi-pronged approach was used to ensure that advocacy initiatives were

coherent and aligned from national to global levels across many stakeholders. In countries where World Vision has presence and had the space to engage directly with government, it raised the voice of children through consultations with children, technical input, and the review of draft VNR reports. In places where World Vision does not operate, advocacy was conducted at the UN level in New York, and with other civil society organisations globally.

At the HLPF meeting, World Vision national level staff also had the opportunity to participate in panel discussions where they shared their field experience and placed a spotlight on progress, good practices and gaps on advancing national and global efforts towards ending violence against children.

<sup>3</sup> VNRs are reports that reflect a country's implementation and achievements towards achieving the Sustainable Development Goals by 2030.



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## Counting Pennies 2 report spurs donors to address investment gaps to end violence against children

World Vision and a coalition of partners released *Counting Pennies 2*, a report that offers a rare glimpse into the state of donor investment to end violence against children and offers key findings and recommendations for how to improve the situation in the future.

The report showed a small increase in official development assistance (ODA) allocated to ending violence since the Sustainable Development Goals were approved, but no changes in the investment per child.

In 2015, the world's leaders listed violence against children as one of the top priorities in the 2030 Agenda for Sustainable Development. Since then, an increasing number of countries have committed to accelerate progress in ending violence against children. However, progress has been slow and further undermined by the outbreak of COVID-19.

Lack of political will and investment in child protection by national governments and donors are considered some of the critical obstacles to achieving results. However, without adequate mechanisms to monitor budget allocations at national or international levels, the quantity and effectiveness of investments are often difficult to determine.

*Counting Pennies 2* has effectively drawn attention of main donor countries to underinvestment in ending violence against children and while they have not made many new commitments to funding, they have largely recognised the gap. The report is now being used to support ongoing policy dialogues with donor countries to support more effective and adequate funding for ending violence against children

[To download the full report, click here.](#)



## Empowering and mobilising supporters

### Just Married draws 80,000 global petition signatures and engages nearly 100,000 children and young people

In May 2021, World Vision's [Just Married](#) mobilisation rallied supporters, children and young people to call on governments to ban child marriage, strengthen and implement existing laws and fund services to prevent and respond to child marriage.

Influencers like US actress Melissa Joan Hart, US actress Sal Stowers and Mexican pop singer Fey joined 35 World Vision offices around the world to raise awareness and call on decision-makers to end child marriage, jointly led by World Vision US and World Vision International.

Ending child marriage is a priority topic for many of our offices, but Just Married marked World Vision's first global call to end this practice.

Overall, Just Married engaged nearly 100,000 children and young people worldwide and generated 80,000 petition signatures.



**My fight is to change the traditional views of girls in my town. Many people see us as potential wives when we are just kids who want to go to school and chill out with our friends. I want to be a doctor; I do not want to be married as a child. I want to study and choose to whom to marry when I become an adult. A marriage when we are children destroy all our lives and dreams.**

**We deserve better.**

*Sarafina, 17, young leader, Ghana*



### Amplifying children's voices



**"I want to marry, but I'm not in a hurry"**

**Watch** 10-year-old Shemema from Ghana do her part to end child marriage by reciting her poem "I Want to Marry." Shemema's video went viral, with over 1.6 million views across social media.



©Cristina Menina/World Vision



## Momentum building for the passage of the Safe from the Start Act in the United States

Through mobilising the support of bipartisan co-sponsors and a diverse coalition of partner organisations, World Vision is working closely with the U.S. House of Representatives and Senate to advocate for the continuation of the Safe from the Start Act, a programme that was first launched in 2013 to address gender-based violence in humanitarian emergencies. To-date, 72 bipartisan congress members have co-sponsored the bill, but more are needed to secure its passage in 2022.

### Passing the Safe from the Start Act would establish that it is U.S. policy to:

- Prevent, mitigate and respond to gender-based violence in emergencies and support activities that empower survivors.
- Promote accountability on behalf of survivors.
- Build capacity of governments and in-country civil society organisations to provide survivor-centred services and resources during humanitarian crises.
- Integrate protocols and strengthen coordination among humanitarian responders to protect women and

girls from violence and from sexual exploitation and abuse by humanitarian actors.

- Actively involve women and girls in the design, implementation, and evaluation of these programmes, empowering them to be leaders in response efforts.

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**Global gains made in addressing harmful practices like child marriage, which perpetuate cycles of poverty and violence, are at risk of being reversed if we do not act quickly. World Vision remains committed to addressing gender-based violence alongside the US government in the many fragile, humanitarian and conflict-affected contexts where we work.**

*Margaret Schuler, Senior Vice President, International Programs, World Vision US*

## Keep the pressure on: What does it take to move a bill through the US Congress?

As soon as the Safe from the Start Act was introduced by a bipartisan group of representatives in early 2021, World Vision took the lead and immediately began building a coalition, engaging with lawmakers, promoting the bill with constituents and asking them to ask their Congress members to co-sign. Here are some highlights:



### Build a coalition

- Lead Girls Not Brides USA, a coalition of over 60 organisations united in advocacy to end child marriage.
- Participate in the [Coalition to End Violence Against Women and Girls Globally](#).



### Mobilise public opinion

- Coordinate a “Week of Action” designed to schedule in-person meetings between members of Congress and their constituents.
- Conduct a [Virtual Advocacy Summit](#) - this online event attracted 500 participants and included a range of well-known speakers.
- Organise summer in-district meetings with political leaders and constituents.
- Launch a social media campaign and partner with popular influencers. Posts for #EndChildMarriage received 5,052,183 impressions from 8 total posts, with support from actor/director Melissa Joan Hart, influencer Kamila Ferrari, HGTV host Breegan Jane and Days of Our Lives actor Sal Stowers.
- Promote the bill through emails to World Vision donors, sponsors and advocates.



### Engage with directly with congressional legislators

- Conduct email outreach and bilateral meetings with key committee and leadership offices in Washington, D.C. to support the strategy and movement of the bill.
- Take a leading role to write a letter to the House Foreign Affairs Committee in support of the bill, which was signed by 75 partner organisations.



### How all this makes a difference

- Through the Week of Action and in-person meetings, we achieved 70 in-person meetings with legislators in 2021.
- Through public mobilisation, between June and December, we generated 2,197 emails, 4 phone calls and 38 Tweets to Congress.
- Through these combined efforts, and working with coalitions, 72 members of Congress co-sponsored the bill.



©Maria Bou Chaaya/World Vision





# Engaging with faith communities

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**The CHATs [Community Hope Action Teams] and faith leaders have played a great role...CHATs teach us on how to protect children and the faith leader also teaches that it is a responsibility of parents towards their children and those that are not theirs.**

*A Christian congregation member, Uganda*



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## Community Hope Action Teams create safer communities for children

World Vision-supported Community Hope Action Teams (CHAT), small groups who design and manage a church or faith community's child protection plan, are a key engine to drive change and create safer communities for children.

In a recent study conducted in Guatemala, Senegal and Uganda, findings show that active and engaged CHAT groups took actions that were innovative, situation-specific, creative, dynamic – and sometimes unconventional – in the effort to end violence against children.

### Common initiatives and practices included:



Referring to the religious texts when discussing child protection issues.



Developing action plans.



Working to sensitise the surrounding community by involving key stakeholders from the community, such as teachers, village leaders, women's groups, other community-based organisations.



Establishing funds to support the most vulnerable children.



Focusing on and promoting a few key child protection issues that are specific to their context and community.

CHAT groups are part of World Vision's Channels of Hope for Child Protection project, which seeks to address violence against children by raising religious leaders' awareness of key child protection issues, mobilising local faith community resources and, as a result, foster the development of an enabling environment for the protection, support and well-being of children.

[To learn more about Channels of Hope, click here.](#)

## Faith leaders in Afghanistan are leading the way to eliminate violence against children

Faith leaders in three provinces of Afghanistan are beginning to record and report cases of violence against children when they occur. This new practice comes after extensive engagement and advocacy between faith leaders, World Vision and local communities.

In the provinces of Herat, Badghis and Ghor, there were previously no means for tracking cases or accountability when a child is violated, especially in local training centres such as mosques and religious schools.

Riding the momentum this change has generated, World Vision continues to collaborate with local faith leaders to advocate for solutions that will end practices that negatively impact children with hopes of expanding greater protections for children nationally.



## An interfaith effort underway to protect children in Mozambique

Faith leaders of different religious backgrounds are rallying together to pray and exert constructive pressure on the Government of Mozambique to fully implement the Child Marriage Law, a recently passed legislation that bans and criminalises child marriage across the country. This is in response to lagging enforcement observed by local communities.

In 2016, World Vision established the Interfaith Platform for Child Protection to convene and call on faith leaders to unite in prayer and joint action to end violence against children. Today, through the Platform, faith leaders are also coming together to publicly call on the government to prioritise the protection of children as they face challenges caused by the COVID-19 pandemic and ongoing military conflict in Cabo Delgado Province. These advocacy efforts are timely as the government is currently reviewing its five-year plans (2019-2024) and development priorities.

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The union of faith leaders from different religions means that love for the child is above everything else. The protection of children is a foundation of all our beliefs. This is why whenever we see that children and communities are in danger, we come together to pray and take concrete actions. Children are better protected, and this has made a lot of difference for our communities.

*Pastor Manito Bitone, Mozambique*



## Innovating how we campaign

### Becoming more data-driven: The National End Violence Against Children Policy Dashboard

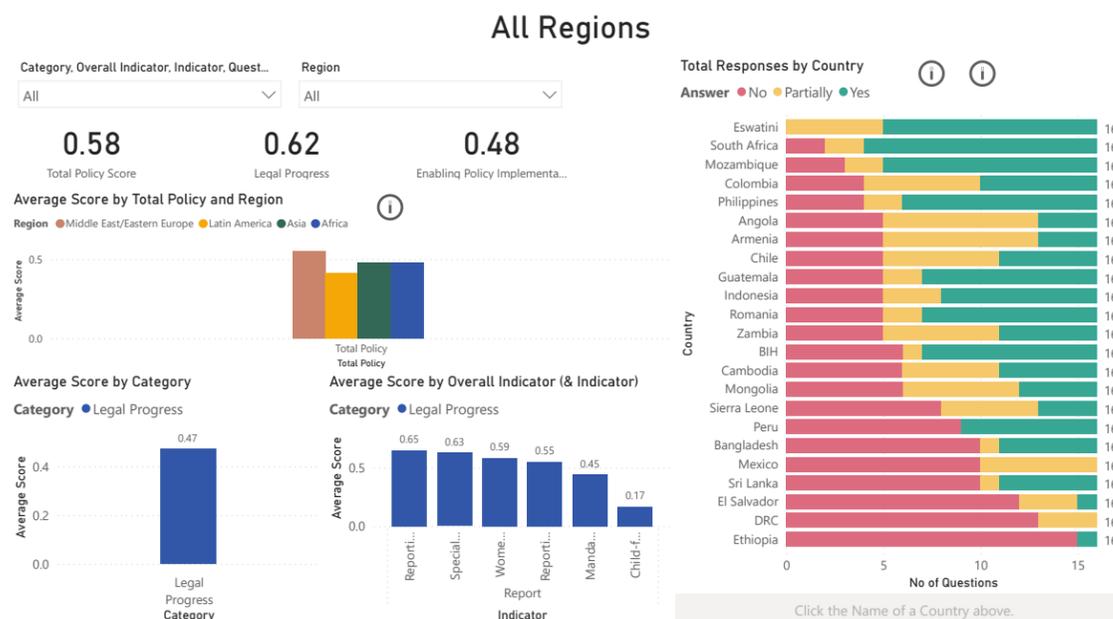
World Vision launched the National End Violence Against Children Policy Dashboard to strengthen its evidence footprint on policy gaps and successes to end violence against children. The dashboard will help inform World Vision’s advocacy work, measure progress towards campaign goals, establish policy objectives and influence partners and government donors.

Built using 2019 policy data from 23 World Vision field offices, the dashboard presents quantitative scores that measure a national government’s legal and policy compliance with specific articles of the UN Convention

on the Rights of the Children. This gives staff real-time policy data and analysis of national government commitments to end violence against children.

The dashboard also represents a critical tool for building World Vision staff competency related to policy analysis. Equipping staff across the Partnership to effectively utilise policy evidence in decision making can lead to stronger programming and better results for children.

With the level of detailed information and analysis the dashboard provides, World Vision advocates will have the capability to speak with authority in local and national conversations and to come to the table at regional and global events with detailed and rigorously researched policy recommendations and analysis.



## What's trending: Influencing conversation through social listening

World Vision is piloting a Social Listening approach to understand and contribute to trending social media conversations related to violence against children. The Social Listening pilot enables World Vision to speak out and advocate for ending violence

against children in global discussions as they emerge in real-time through insights on audiences and pre-positioning. In particular, we are "listening" for conversations on child marriage, child labour, child soldiers, conflict, violence in education, sexual abuse and other forms of gender-based violence. This way, World Vision can step into existing conversations, generate or add to momentum where social media audiences are already engaged and eager to act, leveraging influencers and shaping our own content appropriately for maximum engagement.

World Vision's social listening efforts also include identifying top-performing content and platforms that move the needle on ending violence against children and collaborating or identifying influencers and media sources who can help advance *It takes a world* campaign messages to wider groups of audiences and followers.

Through social listening, World Vision aims to be a leading voice for children and active participant in conversations that influence change and mobilise social media audiences to end violence against children.



### What is Social Listening?

Social listening is the analysis of social media conversations and trends happening around a specific topic, brand, campaign or industry. These insights help one understand why, where, and how these conversations are happening.

While traditional monitoring tells you *what*, listening can tell you *why*.

World Vision is using social listening to discover insights, identify and connect with influencers, contribute to trending conversations about ending violence against children, and empower social audiences to take action.

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## Legislation is not enough: Applying behaviour science to drive real change

Citizens rarely change their behaviour when new laws are passed, especially if laws are not properly enforced and if they conflict with entrenched social norms. For people to change harmful behaviours towards children, legislation needs to be accompanied by effective social and behaviour change strategies.

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

## Discouraging harsh punishment in Ghana through a growing social movement to disapprove violence against children

With an increase in awareness and social pressure, caregivers in Ghana are treating children better and are more responsive when violence against children occur. After a recent effort to reduce harsh punishment against children, a study by World Vision showed that caregivers were less likely to use physical violence against children, to say that the punishment they give depends on their mood and to believe that a child should be physically punished in order to be raised or educated properly. Caregivers were also more likely to praise a child, to do positive things with a child, and more likely to name faith leaders and tradition leaders/assembly members as people to whom they should report abuse.

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**The law bans child marriage, but we still see many girls being married off by their parents. So, the problem is not the law but is the people who do not respect the law and the authorities who do not do enough to protect girls from child marriage.**

*Fatawu, young leader, Ghana*



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The volunteers are part of World Vision-supported Nurturing Care Groups, which are small groups 10 to 15 community-based volunteer behaviour change agents who meet every two weeks with World Vision staff. Together, they develop and cascade behaviour change messages to caregiver groups in local communities. The aim of Nurturing Care Groups is to enhance behaviour change through peer support and social influence that results in the creation of new community norms.

## Overcoming social norms in Lebanon to prevent child labour and school dropouts

World Vision is working to curb child labour and school dropouts in Lebanon, paying special attention to social norms in addition to addressing financial factors.

Child labour and school dropout rates among Lebanese children and the children of Syrian refugees have increased since the end of 2019 due to persistent economic and political crisis, the August 2020 Beirut Port explosion and the ongoing COVID-19 pandemic.

While financial factors played a key role, a World Vision study revealed there were other drivers leading parents and caregivers to allow their children to go to work or dropout from school. Prevailing social norms such as the expectation of children to contribute to household income and the low value of education, along with the lack of awareness about the severity of risks, also share blame.

World Vision Lebanon will be bridging together its work in child protection and education, and its advocacy efforts with donors, to develop solutions that will shift long-held community perceptions and ensure the wellbeing of Lebanese and refugee children.



## Changing perceptions of social norms can reduce child marriage in developing countries

According to a barrier analysis study conducted by World Vision in four developing countries, social norms are a common factor that enables child marriage to continue at an alarming rate, such as the general attitude that the marriage of children under 18 was acceptable. If this norm were to shift, it could make a massive difference toward reducing child marriage.

### The study provided several clear directions to make this possible:



Increase the perception that older brides with education, skills and income generating opportunities make far more desirable brides than young girls.



Increase the perception that faith leaders approve of waiting until a girl is 18 before giving her in marriage and that God approves of waiting.



Increase the capacity to discuss and access family planning with daughters when they enter puberty.

This study - which was conducted in Bangladesh, Kenya, Myanmar, and Tanzania and funded by Global Affairs Canada - aimed to understand personal reasons and motivations that enable child marriages to occur.

World Vision is now working with local community leaders, faith leaders and parents to apply these learning and shift behaviour and attitudes to end child marriage.



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## The Social Norms Atlas: Understanding social norms is key to changing behaviour

Under the leadership of the Social Norms Learning Collaborative, World Vision contributed to creating The Social Norms Atlas to foster awareness, understanding, and the ability to address a variety of social norms as they relate to development outcomes, including ending violence against children.

Understanding social norms matter because they influence the behaviour of whole communities and often reinforce discrimination and social inequities, including gender inequities. However, social norms are not always permanent. It is possible for social norms to evolve over time, and sometimes even disappear. If programmes are being designed to sustain or shift behaviour, experts and practitioners need to understand how norms relate to behaviours.

With support from a dedicated volunteer, World Vision Chile translated the Social Norms Atlas into Spanish, providing an invaluable service to the entire Spanish-speaking world.

### ILLUSTRATIVE LISTS OF BEHAVIORS, ATTITUDES, AND INFLUENTIAL SOCIAL NORMS

BEHAVIORS	ATTITUDES	INFLUENTIAL SOCIAL NORMS
 <b>Parents prioritize sending their sons to school over their daughters.</b>	<p>In my opinion, it is equally important to invest in education for my daughter and my son.</p>	<p><b>People in my community expect that parents will prioritize their sons' education over their daughters.<sup>1</sup></b> India, Pakistan</p>
 <b>Teachers use corporal punishment to discipline students.</b>	<p>I believe that it is acceptable for teachers to ignore children who can't keep up with the lesson plan.</p>	<p><b>Almost all of the teachers in my school use physical punishment to discipline students.<sup>2</sup></b> Kenya, Ghana, Mozambique, India</p>
 <b>Teachers often ignore students with disabilities.</b>	<p>I think it is appropriate for teachers to use corporal punishment to maintain order in their classrooms.</p>	<p><b>Most students who identify as LGBTQI+ in my school are bullied.<sup>4</sup></b> United States, Australia, Thailand</p>
 <b>Students stand-up for other students they see being bullied.</b>	<p>I believe that children bullying each other is natural and hard to stop.</p>	<p><b>Teachers in my school expect boys to participate and excel more than girls in subjects of math and science.<sup>5</sup></b> New Zealand, Germany</p>
 <b>Teachers encourage participation of male students more than female students.</b>	<p>I think that boys are naturally better than girls in math and science.</p>	<p><b>Teachers in my school think it is acceptable to ignore students with disabilities or to pay them minimum attention.<sup>3</sup></b> Bangladesh, Ethiopia, Gaza, West Bank, Jordan, Zambia</p>

1. Unterhalter et al., 2014; Azam & Kingdon, 2013; Purewal & Hashmi, 2014 | 2. Matofari, 2019; Parkes & Heslop, 2011; Tiwari, 2018 | 3. Hunt, 2020; Malungo et al., 2018 | 4. Kann et al., 2016; Hillier et al., 2019; Mahiddi University et al., 2014 | 5. Watson et al., 2016; Gentrup & Rijosk, 2018

[To learn more about the Social Norms Atlas, click here.](#)



## BEHAVE! A revamped course on behaviour change, developing capacity, and catalysing an internal network for change

In 2021, World Vision offered a new edition of the 8-lesson online course “BEHAVE! Social and Behaviour Change for your Personal and Professional Life”. Across the World Vision Partnership, 380 colleagues from all levels and all sectors enrolled in the course.

By the end of the course, participants were able to: explain what social and behaviour change is, summarise the main concepts of three attitude and behaviour change theories and models, name and describe determinants of change, name and describe the main steps of a behaviour change intervention and apply elements of behaviour science to change one personal behaviour.

The course also generated increased interest in applying behaviour science to ending violence against children. An informal network of social behaviour change enthusiasts was established, leading to another innovation: Social Behaviour Change (SBC) Demonstration Sites.

SBC demonstration sites develop and implement interventions that are designed to change behaviours and social norms that condone violence against children.



## Social behaviour change interventions:



Influence policymakers to design policies that are informed by the science of behavioural change.



Encourage governments, civil society, faith communities, businesses and academia to allocate funding for interventions that have tested for clear behavioural outcomes.



Encourage governments and other stakeholders to scale what works for changing behaviours and social norms, including from World Vision's work.

To learn more, please contact: [mirela\\_oprea@wvi.org](mailto:mirela_oprea@wvi.org)



# What gives us hope for tomorrow and beyond

by Tamara Tutnjevic, Interim Director of Global Campaigns, World Vision International

After five years of the *It takes a world to end violence against children* campaign, we are witnessing what it means to courageously champion an issue that has a massive impact on children and their future but falls low on the political and public agenda.

Within the pages of this annual progress report, *It takes a world* has shown us what is possible when every part of our World Vision Partnership is activated alongside our partners, supporters and the communities we work with. Through this movement we've created, the world is paying attention and momentum is on our side to end violence against children.

Whether it's children, faith leaders, local authorities, parents or teachers rising up to the challenge with us, this has only strengthened my belief that lasting change is within reach.

I am most encouraged by how children have raised their voice and driven action to end violence in their communities and beyond. They are pushing boundaries and changing norms in their communities, supporting their peers and friends, and securing higher budgets for local action to end violence.

The brave activism, conviction and optimism of child and youth advocates around the world are what gives me hope that we can win this battle. Together, we can prevent violence against children and transform our communities in ways we never dreamed of.

However, with every step towards progress, we still see growing incidents and risks of violence, reminding us that we are living in increasingly complex times. The stakes have never been higher. We know that ending violence against children is not only good for children but necessary for the future of better societies.

As we enter another year of the *It takes a world* campaign, we are committed to improving our programme responses, strengthening our advocacy, broadening our strategic partnerships, and continuing to learn and innovate. Most of all, we are committed to listening and acting with children. They are our future champions and leaders. They are our hope for a better tomorrow.

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**We feel proud that we could stop some child marriages. Now we can assist our classmates, and we feel proud for this good initiative. Community people now respect us ... For our good work, the attitude of our family members has changed, and due to this, we are now able to pursue our studies. Community people acknowledge our legitimate rights.**

*Gaurika, young leader, Bangladesh (not pictured)*



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

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

[www.wvi.org/ittakesaworld](http://www.wvi.org/ittakesaworld)

