



It takes a world
to end violence against children

Campaign

2022

**Progress
Report**



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Foreword

We have just experienced another landmark year for World Vision's *It takes a world to end violence against children* global campaign. We have worked alongside children to amplify their own, powerful voices, bringing real and lasting change in their lives.

Since the campaign's launch in 2017, we have impacted the lives of 325 million children. In 2022, our advocates and supporters took over 1.5 million advocacy actions to end violence against children. With children and young leaders at the forefront, we influenced 318 policy changes that led to new government legislation, increased funding, and improved local systems and structures to protect children.

This is a remarkable achievement made possible through strong collaboration between our staff and our many child advocates, donors, and partner organisations. We are immensely grateful for this outpouring of support and truly blessed to be a part of a global community that is united in changing the world for children.

However, there is much still to achieve as we face a global hunger crisis, coupled with the effects of Covid-19, climate, the war in Ukraine, and subsequent cost-of-living crisis. Last year, instead of advocating across a wide breath of issues related to violence against children – all of which are important – we made the strategic choice to deepen our impact in just a few areas.

Ending child marriage was one such issue, with a clear call to action. We are continually working with children themselves, empowering them to speak out. We are growing our partnership with faith leaders in local communities, to shift social norms. Over the summer, we empowered six young leaders to write an open letter during the End Child Marriage global mobilisation. Our advocates and supporters responded enthusiastically with over 45,000 advocacy actions taken. We also developed a digital open space called "The Gathering" which invited young leaders,

changemakers, supporters, and faith leaders to unite and take action.

Importantly, we have also held leaders to account on their promises - ensuring words translate into real action. Through *It takes a world*, young leaders from 28 countries across the globe joined the Solution Summit with local and national level policymakers to highlight policy gaps, working with governments to promote 18 policy changes to increase funding and implement laws to protect children from violence.

Meanwhile, we have scaled up successful innovations. Through World Vision's Digital Accelerator initiative, we are equipping children and young people with the tools to safely engage in digital activism and promote change. Social Listening means we can contribute to trending social media threads, and advocate for ending violence against children in real-time conversations.

With greater focus on fewer issues, our work at the grassroots, a child-led approach, and embracing innovation, we have continued to position World Vision as a leading voice on the fight to end violence against children now and into the future.

As it is written in Proverbs 3:27, "*Do not withhold good from those to whom it is due, when it is in your power to act.*" Every child deserves to grow up in a world free from the fear of violence. Standing alongside children, and together with our supporters and partners, we will use every tool and platform at our disposal to take a stand and mobilise action to end violence against children. Thank you for joining us as we go even further.



Andrew Morley

Andrew Morley
President and CEO
World Vision International





IT TAKES A WORLD TO END VIOLENCE AGAINST CHILDREN

CAMPAIGN OVERVIEW

The *It takes a world to end violence against children* global 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.

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.



More money, better spent

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



Scale up what works

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



Accountability for commitments

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

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

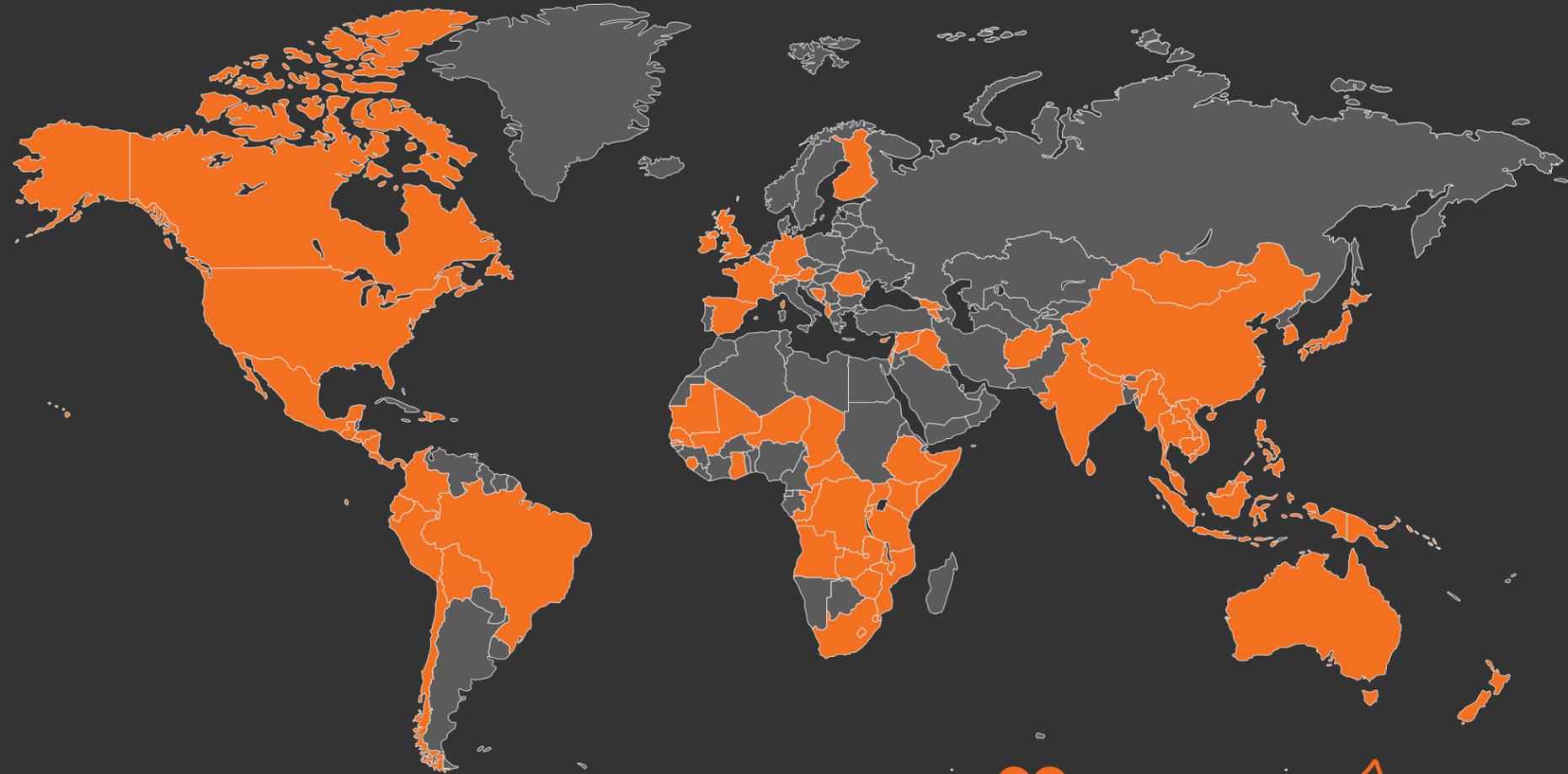
Campaign progress at-a-glance

Since the launch of *It takes a world* in 2017...



325 million

Total number of children impacted



87



participating countries (map includes countries where the campaign is active)

1,300



policy changes to better protect children

300



contributions to budget actions taken by government to invest in ending violence against children

In Fiscal Year 2022
(This report covers the period October 1, 2021 to September 30, 2022)



1.1 million children and youth meaningfully participating



1.5 million advocacy actions taken by supporters

877



programmes where World Vision is advocating to end violence against children

318



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

111



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

Campaign highlights YOUNG LEADERS AT THE FOREFRONT TO END VIOLENCE AGAINST CHILDREN

It takes a world represents our relentless pursuit to end violence against children. Foundational to this effort is empowering young people to speak out when it occurs and to hold those in power accountable. Together with powerful, outspoken young leaders from around the world, such as Sarafina from Ghana and Carlos from Brazil, we are working together to inspire others and build a world where children can live free from the fear of violence.



Sarafina

Sarafina, a World Vision young leader from Ghana, won the 2022 Emerging Leaders Award for her outstanding contribution to social change and transformational impact in her community and the world. Since Sarafina joined the young leader's programme, she has been a role model for many girls who wish to study and build a more equitable society.

"My life has changed a lot since I joined the young leader's programme, from being a country-side girl to being a spokesperson in many global events to represent thousands of children's voices and defend our rights, especially to be protected from violence and child marriage."

"I have learned many new skills and had the opportunity to share this space with many young leaders from other countries. This is a life-change experience that I will never forget. I am more confident, knowledgeable, and skilled in advocating for children's rights. My goal is to end violence against children and take care of the environment as climate change will determine our climate change tomorrow and in the future."

Carlos

Carlos joined the young leader's programme in Brazil when he was 14 years old. Since then, he has been a child activist who believes in the power of change and uses his power and voice to bring relevant issues for children to the public.

In 2019, Carlos attended the 30th anniversary of the UN Convention of Child Rights in Geneva and delivered a speech at the UN on the issue of discrimination and inequality. He also spoke about gender and children's rights at the European Commission.

In 2022, while participating in an initiative called Youth Monitoring of Public Policies (MJPOP), Carlos represented World Vision at the Climate Change conference in Buenos Aires, Argentina. In his remarks, Carlos said: "As part of MJPOP and [the young leader's programme], my aim is to mobilise our networks to ensure that children and young people have a voice and are empowered to fight inequalities and violence against children."

As an advocate for youth, Carlos has also been invited to submit a paper to GAGE-ODI* on his child-led research that explored the types of discrimination and exclusion that occur and affect children in his community. In his own words, the research concluded that "[d]iscrimination and violence go together. Thus, if we don't fight discrimination against children, we will not end violence against them."

*GAGE-ODI stands for "Gender & Adolescence: Global Evidence", a research initiative managed by the Overseas Development Institute.



CREATING IMPACT AT THE GRASSROOTS

Across the globe, *It takes a world* has taken shape in as many ways as the different contexts the campaign is active. In each context, the campaign is driven by the specific needs and concerns of children and young people in their local communities. In the stories that follow, whether it's at home, in the streets, or at school, you'll see how children, young people, and their communities have risen-up through *It takes a world* to make real-world impact toward ending violence against children.



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Myanmar | Building confidence and stronger relationships at home through positive discipline

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

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

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

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

Haiti | Communication, not whips, is the key to helping students thrive at school

Judette, 15, attends school in Fort Liberté, Haiti. After an altercation with another student, she received a beating from school staff as punishment. "I felt really bad that I would come to school and get beaten. I told my mom that I wanted to leave the school," she says.

In Haiti, children endure physical punishment at school despite it being outlawed since 1843. The country further prohibited the practice in 2001 by passing the Law Against Corporal Punishment of Children. Yet, many schools in the country continue this practice in one form or another.

Mrs Laurent Loudwige, a former teacher at Judette's school and who now serves as the school's secretary has recently learned that there is a better way. "I participated, along with other teachers, in a training organised by World Vision on positive discipline. In the training, we learned what positive discipline is, that it is a method of education that prohibits the use of violence while promoting positive behaviour," says Loudwige.

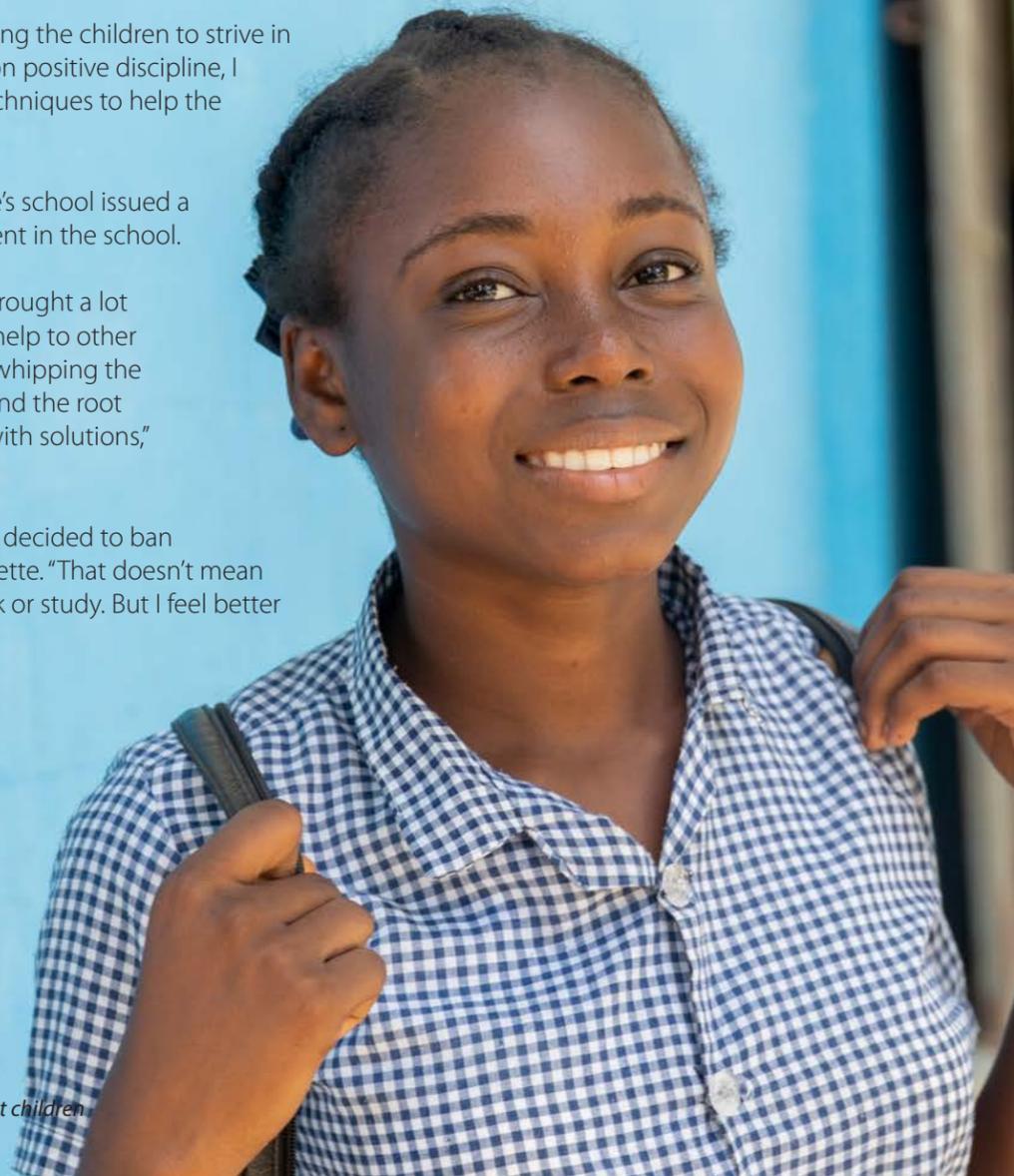
"Communication is key in helping the children to strive in school. Thanks to the training on positive discipline, I have learned new tools and techniques to help the children."

Following that training, Judette's school issued a note to ban corporal punishment in the school.

"Using positive discipline has brought a lot of changes; I am able to bring help to other untrained teachers. Instead of whipping the student, we communicate to find the root of the problem and come up with solutions," explains Loudwige.

I feel overjoyed that the school decided to ban corporal punishment," says Judette. "That doesn't mean that I will not do my homework or study. But I feel better about myself and everybody."

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Georgia | Opportunities for a new life for street-connected children

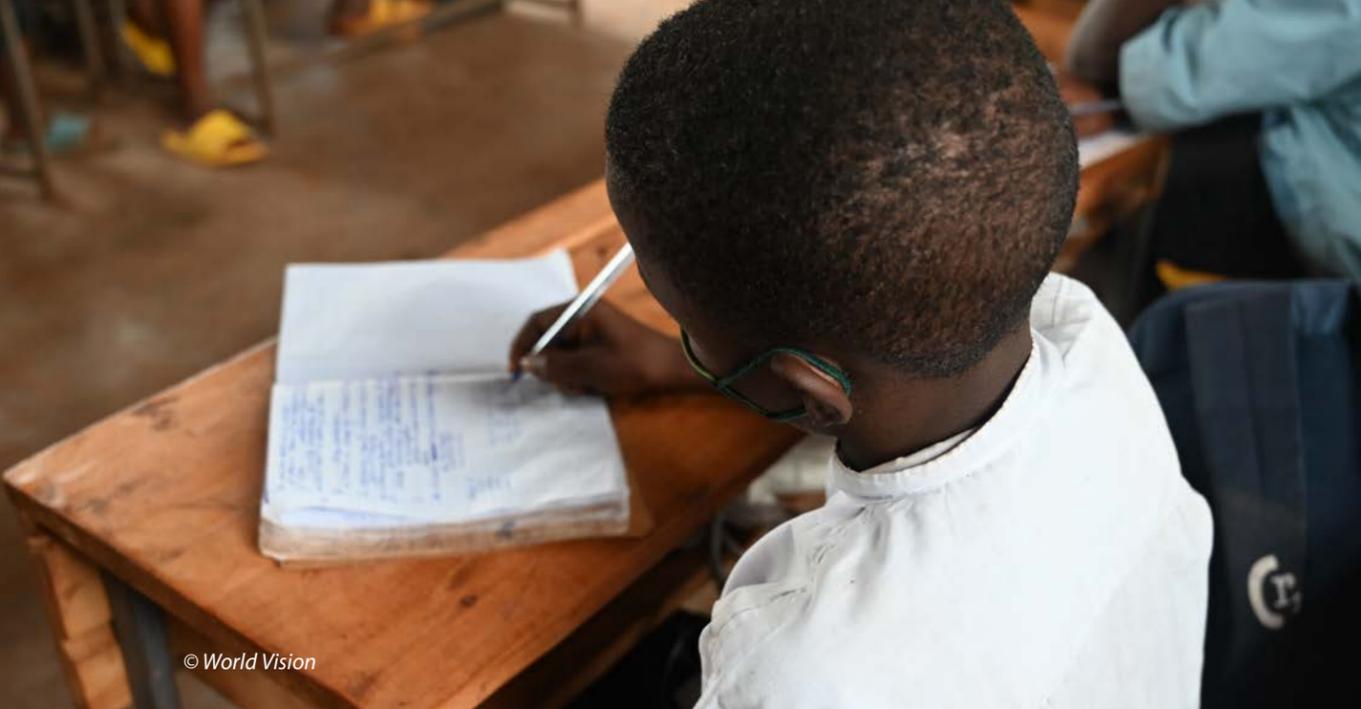
Through the *It takes a world* to end violence against children global campaign, World Vision is working with teachers, social workers, psychologists to combat the exploitation of Georgia's street-connected children.

In the streets of Tbilisi, every day begins with a fight for survival for nearly 2,000 children. They are forced to beg on busy intersections and near churches to secure food for their families, leaving them tragically vulnerable to exploitation from early childhood.

Last year, a 24-hour response service was launched in Georgia by the State Care Agency, with World Vision's support. This service deploys mobile teams to support to homeless children and their families, especially during desperate times of needs. These mobile teams conduct regular street outreach to establish rapport with children, provide direct assistance and refer them to appropriate social services.

World Vision also operates day care and crisis intervention centres that provide vulnerable children with medical, nutrition and psychological support. These centres create a safe, family atmosphere where children can learn, play, and feel cared for.

A mother of 7 young children who enrolled three of her children at one of the centres said, "We wanted to give them the opportunity to leave the streets and start a new life."



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Rwanda | Child protection clubs help to keep children out of work and in school

John* lives with his mother and five siblings. John's mother has been the sole provider for their family since her husband abandoned them. Even though she works as a day labourer at multiple rice farms, providing for all her children's needs is often out of reach. Sometimes even having enough to eat is a struggle for John's family. Understandably, school fees were regularly left unpaid.

John's debts at school accumulated. He was often sent home because of unpaid fees. He was on the verge of dropping out of school and at risk of becoming a victim of child labour. On the days he missed school, he was reported to have gone to a rice farm to work.

Members of his school's child protection club found out and wanted to help. They all decided to talk to their parents to contribute to John's school needs.

It Takes Every Rwandan to End Child Exploitation is a campaign that supports children and the community to fight child labour and child abuse. At schools in the Western province of Rwanda, child protection clubs have been formed to train students in ways to stop child exploitation.

Elisee, one of the club members, explains that World Vision's training empowered the club to identify child abuse and report it. They had always wanted to help their friends, and now they know how.

"We identify children who are involved in child labour or dropped out of school and talk to their parents about the effect of child labour," says Elisee.

Now that school fees are no longer a concern, John dreams of a better life for his family. He wants to work hard and get good grades so he can go to university. With an education, he hopes to be able to support his family. Having benefited from the club, John pledges to help prevent child labour and to advocate for other children struggling to stay in school.

*John's real name has been hidden to protect his identity.

Zambia | Going the distance for education and leading by example to end early child marriage

Every day in Chibombo district of Zambia, Isabel, 16, walks 32 kilometres to and from school and she wouldn't have it any other way. Not only does she receive an education, but she is also a role model for other girls in her rural community who may be tempted to drop out and opt for marriage instead.

"My current situation is not easy, but I am happy to persevere because at school I have friends and teachers that support me and make me love learning," says Isabel. "I push myself to walk to school every day despite being tired because many children, especially girls in my community, have stopped school in preference for marriage. So, I want to lead by example to show other girls that they can also do it."

Isabel also says she leans on her father for strength and inspiration to persevere through the long walks to school, which shows the importance of parental support in ensuring girls have access to education. "Sometimes thoughts of stopping school cross my mind but when I think of the support and encouragement I receive from my father, I gather up the courage to continue and never give up," says Isabel.

Through the Campaign against Child Marriage, World Vision Zambia creates awareness among parents and guardians in communities on the importance of child protection and education of children, especially girls.

Isabel's father, Andrew Dube, 54, who is a member of the Child Protection Committee, vows to lead by example and support his daughter's education. "As a parent and a member of the Community Child Protection Committee, it is my duty to ensure that my child gets educated, I want her to do better than me and achieve more things in her life," says Andrew.



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INFLUENCING POLICY THAT LEADS TO REAL CHANGE FOR CHILDREN

Together with our child advocates, community leaders, supporters, and coalition of partner organisations, we have put a spotlight on harmful practices against children, created urgency for policy makers to act, and influenced policy changes that protect the most vulnerable children from violence. Through the Solutions Summit and Ending Child Marriage global moment, together we have challenged governments and civil society to act and implement commitments they have made to end violence against children.

YOUNG LEADERS NEED TO HAVE A SEAT AT THE TABLE.



The Solutions Summit: Ensuring commitments lead to implementation

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

National policy asks from young leaders included:

- Prohibiting violence against children in all settings
- Calling up evidence-based positive parenting and parent/caregiver support programmes
- Ensuring schools are safe and accessible for all children to learn and grow
- Ensuring and increase funding to end violence against children in all settings.
- Strengthening accountability for commitments made to end violence against children

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

What we achieved

18  **policy asks achieved**

27,637  **total petition signatures and mobilisation actions taken**

442,037  **actions taken on social media**

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

4,467,745  **total number of people reached**

COUNTRY HIGHLIGHTS

World Vision Indonesia* worked with the national parliament to pass a new law that codifies any sexual violence against children as a criminal offense. World Vision Indonesia and our partners collected incident data related to sexual violence against children and presented an analysis of the data to parliament, stressing the urgency of including sexual violence under the definition of a criminal offense.

*The official name of World Vision in Indonesia is Wahana Visi.

World Vision Zimbabwe engaged faith leaders, parliamentarians and chiefs at local and national levels and worked through the national child rights coalition to contribute to the issuing of a law on ending child marriage, signed by the president in May 2022. The law prohibits and criminalises child marriage to a maximum of 5 years jail sentence.

World Vision Mongolia urged the government to consult with children on the updated version of the child protection law. They pushed for policy proposals to end violence against children through enhancing and updating child protection law and increasing the budget for child protection and ensure its effective utilisation.

World Vision Uganda signed a two-year Memorandum of Understanding with Buganda Kingdom with Ending Violence Against Children. The MoU is focused on child protection, education, and resilience and livelihood, including linking households to microfinance institutions and skills development for victims of child marriage and teenage pregnancies.

World Vision El Salvador contributed to the Code of Conduct to prevent exploitation of children in the tourism industry and to the policy for trafficking prevention in the tourism industry.

World Vision Armenia influenced the government to agree to institutionalise the Violence Free School project model.

World Vision Mali worked with faith leaders who resolved not to officiate marriages of anyone below 18 years and have opened a register that documents birth registration of their members.

Ending child marriage moment: Rallying supporters and advocates world-wide

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

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

Excerpt from open letter:

“Every child in the community needs to know their rights in relation to child marriage laws and policies. Governments should make people in school and college aware of the bad effects of child marriage and popularise the national helpline number so people can report cases of child marriage. The government should also ensure people who are involved with child marriage face strict punishment and let people know about the punishment.”

“And we want our governments to monitor and enforce laws which protect children’s rights. We need a social movement against child marriage with community, government and NGOs working together to make society violence free for every girl.”

Read the complete open letter:

<https://www.wvi.org/end-child-marriage>

THE GATHERING

An online space – The Gathering – was also created using the digital platform *HowSpace* for changemakers and supporters to connect and take actions to end child marriage. The Gathering celebrated the courage and achievements of young people who are speaking out and highlight specific examples of policy change and local solutions to end child marriage and allow supporters to be inspired and get involved.



PLAY

Check out a video
about The Gathering



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What we achieved

45,095

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

634

participants with 161 being faith leaders at The Gathering

600

“champions” to end child marriage identified at The Gathering

ADVOCATING ON THE GLOBAL & REGIONAL STAGE

World Vision's authoritative voice and influence extends from local communities in the most remote places to regional bodies to the halls of the United Nations. We have continued our advocacy and engagement with global decision-makers to influence global and regional policies and investment to end violence against children. Here are some highlights from last year.

Advocating and influencing global policy at the United Nations



Ending child marriage was at the forefront of World Vision's advocacy and influencing at the United Nations. Our evidence was quoted in an annual report of the UN Secretary-General to the General Assembly. World Vision also proactively supported a coalition of civil society organisation's calling for the UNGA to adopt November 18 as a World Day for the Prevention of and Healing from Child Sexual Exploitation, Abuse and Violence.



The Ministerial Declaration of the UN High-level Political Forum includes specific reference and calls to end child marriage based on World Vision's advocacy with UN Missions representing their governments and strong push by the Group of Friends on Children and the SDGs where World Vision is a proactive participant.



World Vision delivered oral statements at the official session of the UN Human Rights Council related to the nexus between climate change and violence against children.



We advanced our priorities during a roundtable between the Committee on the Rights of the Child and Child Rights Connect members where a commitment on child participation was reached, thus scaling up on their participation in the Convention on Child Rights meetings.

Calling for the end of harmful practices at the African Union 3rd African Girls Summit



World Vision's regional offices in East, West, And Southern Africa coordinated and facilitated the organisation's engagement in the African Union (AU) 3rd African Girls Summit held in Niamey, Niger in November 2021. The Summit was attended by 2,500 in-person participants and 1,500 virtual participants from 35 African countries.

At the Summit, World Vision amplified the children's voices and advocated to end harmful practices such as child marriage and female genital mutilation (FGM) as part of the It takes a world campaign.

World Vision was instrumental in influencing and contributing to the [Niamey Call to Action and Commitment on Eliminating Harmful Practices](#), which promotes budget allocation to ending violence against children and linkages between COVID-19 and child marriage.





World Vision-supported Children's Committee on Child Protection speak out at the East Africa 2nd Inspire Conference

World Vision Eswatini, Sierra Leone, Niger and Zambia and partners from Kenya, Tanzania and Uganda mobilised children to participate in the African Children's Parliament prior to the Africa Union Mid-Year Heads of States Coordination Meeting in Lusaka, Zambia, July 2022. This was in collaboration with Joining Forces East and Southern Africa Region and West Africa Region.

At the Children's Parliament, children called on governments to address their commitments enshrined in the African Charter on the Rights and Welfare of the Child.

The Children's Committee on Child Protection reminded government representatives that their respective country's national constitutions provide for important rights including the right to life, education, participation, a name, freedom of speech, shelter, religion and protection. Yet, many African children still face challenges which make it difficult for them to enjoy these rights. While laws do exist to protect children, there is a lack in enforcement.

In the Children's Committees remarks they said: "Among the many challenges are child marriages, teenage pregnancies, child labour, children living and working on the streets, child neglect and sexual abuse. In addition, children are at risk of child trafficking, corporal punishment in and out of school, harmful cultural practices, emotional abuse and poor education infrastructure."

Counting Pennies 3: Global investment in ending violence against children still lacking, report finds

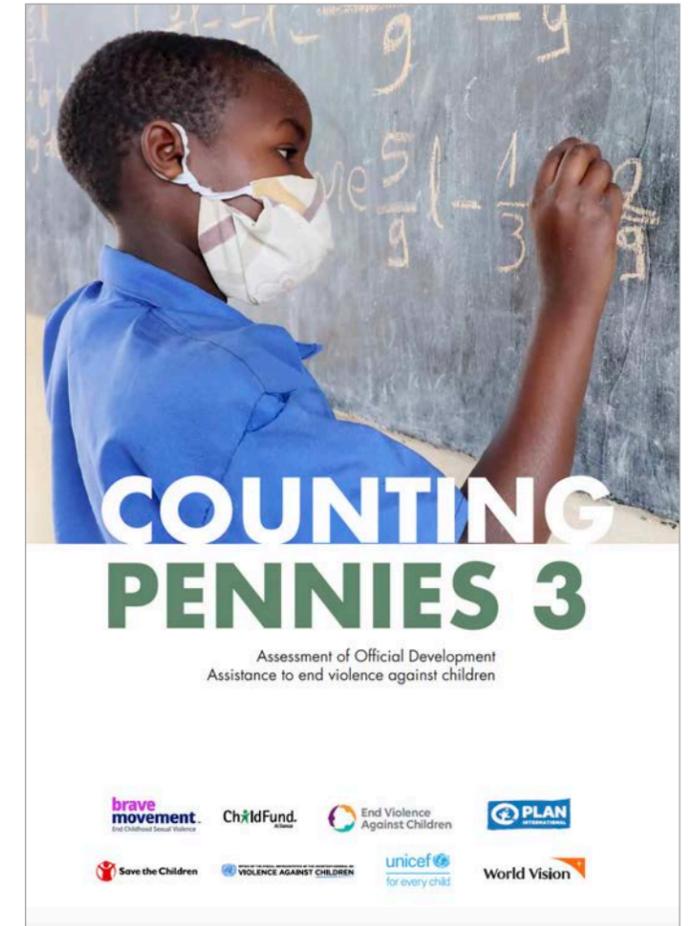
World Vision and a coalition of partners launched Counting Pennies III during the high-level week of the UN General Assembly, the third in a series of reports that examine what percentage of Official Development Assistance (ODA) goes to ending violence against children.

The report illustrates how the onset of the pandemic and the events of the last two years have precipitated a devastating increase in violence against children around the world. Despite the overall magnitude of the problem and the cost of inaction, funding also remains heavily concentrated between only a few donors and recipient countries.

With the current climate of fiscal austerity as well as investment being diverted towards tackling various political, health, and environmental crises, this shift in donor priorities will have disproportionately severe consequences for already-underfunded efforts to end violence against children. This is an outcome that must be avoided at all costs. This report features a series of recommendations to increase investment and to improve monitoring of ODA allocations to end violence against children.

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

Read the full report
<https://www.wvi.org/publications/policy-report/it-takes-world/counting-pennies-iii-analysis-official-development>



Key findings:



US\$1,757.3 billion (0.78%) of the total 2020 ODA investment – the previous high was .96%. Out of this figure, only 12% (US\$278.5 million) is dedicated to projects that specifically focus on ending violence against children.



Spending on projects that solely address violence against children is 50% lower in 2020 compared with 2018.



The total amount of ODA investment per child has decreased since 2018 from US\$0.68 to US\$0.64 per child.

SCALING INNOVATION, EXPANDING THE ROLE OF FAITH

Over the last six years, the world has changed dramatically and it takes a world that has evolved and adapted to keep up with the times. Whether it be through embracing digital technology or growing partnerships with the greatest influencers of them all – faith leaders – we have scaled innovation and pushed through boundaries to build a world where no child has to live in fear of violence.

Amplifying the voice of children through digital platforms

World Vision's Digital Platform Project was piloted with 35 children and young people in Bangladesh and Brazil. In each country, ten sessions were conducted to equip children with the tools to safely engage in digital activism. Topics from these sessions included social media, blogging, lobbying, networking, and mass mobilisation.

With the newly acquired skills and knowledge, participating children and young people will be able to share what they have learned with their peers and create child-led movements to mobilise their communities for local to global change across digital platforms.

The Digital Platform Project aims to empower young leaders and provide digital spaces and opportunities for them to oppose violence against children and promote change. In the coming year, the project will be scaled up to include more children in other countries and regions and build a globally connected network of collaboration and learning.



Faith leaders play a key role in social and behaviour change to end child marriage, research suggests

A study conducted by World Vision in Bangladesh and Mozambique suggests that at the community level, faith leaders may be key actors in influencing social and behaviour change regarding child marriage. The study also found that faith influencers may underpin multiple other behaviours in other areas of life such as parenting, family relations, and reproductive and sexual matters, particularly in Mozambique.

In Bangladesh, respondents who had participated in World Vision activities were 13% less likely to indicate that their faith supported child marriage than other community members, and most survey respondents noted that they followed the advice of their faith leaders and faith congregation members.

While in Bangladesh, faith leaders' role in raising awareness of community members against child marriage was noted to be prominent, in Mozambique, most of the discussion centred around the potential role that faith leaders could play.

The study was conducted in communities where World Vision implements Channels of Hope and Celebrating Families – two initiatives that recognise and integrate the role of faith into a community's development journey.

World Vision is committed to continuing our work with faith leaders and communities to further identify, measure, and understand the faith dimensions in social and behaviour change that leads to the end of child marriage and other forms of violence against children.

To learn more about Channels of Hope: <https://www.wvi.org/faith-and-development/channels-hope>

To learn more about Celebrating Families: <https://www.wvi.org/faith-and-development/celebrating-families>





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Social and behaviour change demonstration sites launched in Ethiopia and Bangladesh

Last year, World Vision Ethiopia and World Vision Bangladesh became *It takes a world* social and behaviour change (SBC) demonstration sites. The main task of a SBC demonstration site is to implement the *It takes a world* campaign in a way that generates changes in individual and collective attitudes, beliefs and behaviours that condone violence against children. The SBC demonstration sites leverage both the advocacy and programmatic aspects of national level campaigns.

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

Listening and engaging on social platforms to influence the conversation

World Vision continued to embrace Social Listening as an approach to understand and contribute to trending social media conversations related to violence against children. Social Listening has enabled 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.

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 we achieved

-  65 end violence against children social listening reports
-  We contributed 185+ direct responses to trending threads and online conversations related to ending violence against children.
-  During World Vision's Ending Child Marriage moment, we saw our highest increase in share of voice, second only to UNICEF.



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Budget advocacy for child protection: Ensuring more money, better spent

World Vision launched a budget advocacy toolkit aimed to help its field offices achieve better advocacy outcomes for child protection through advocating for changes to local and national government budgets.

The capability to analyse government budget data, track government commitments, contribute priority budget items, and influence accountable allocations and spending for child rights is crucial for World Vision's child protection work.

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

To learn more, please contact:

Martha Bedane
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What is budget advocacy?

Budget advocacy is activism to influence changes to budget systems and budget policies which address human rights abuses and the root causes of poverty and vulnerability. It focuses on budget transparency, accountability and participation. This includes engaging budget policy and laws, and systems in revenue and tax, including domestic resource mobilisation, allocations and expenditures, and accountability to oversight.

By influencing decision-making processes and public service delivery, budget advocacy aims to trigger critical impact through the existing infrastructure and/or delivery mechanisms of the public sector.

WHAT WE ARE LOOKING FORWARD TO IN 2023

Changemakers global moment

In May 2023, offices across the World Vision Partnership will unite to affirm the continued advocacy and leadership of children and young people.

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

Elevating the voices of changemakers in Geneva and New York

Coinciding with the Changemakers global moment, World Vision in Geneva and New York will work to elevate ending violence against children as a global priority in planning and financing at multilateral institutions such as the World Health Assembly and UN. Our efforts will also stress the importance of including children in the conversation and decision-making for shaping health systems for ending violence against children.

Addressing child rights and the digital environment at the United Nations

World Vision will place a strong emphasis on child rights and the digital environment to influence the Rights of the Child resolution at the UN General Assembly as well as the Head of States Declaration on the SDGs. We will also seek to influence other key government declarations where they will be committing to an important set of actions for the most marginalised and vulnerable people. Focusing on ending violence against children, child marriage and children participation will be central our advocacy.



Scaling up social behaviour change demonstration sites

World Vision will continue to deepen our work at social behaviour change (SBC) demonstration sites by adapting programming based on lessons learned and measuring changes in behaviors and norms that condone violence against children. Throughout this process, key learnings and recommendations will be shared with other World Vision offices who are interested to develop or scale-up SBC interventions and programming that aim to end violence against children.

Mobilising a child-led movement to end early marriage in Africa

World Vision is planning a child-led movement leading up to the Day of the Africa Child in June 2023. Through amplifying the voices of children and partnering with high-level government representatives and goodwill ambassadors, the movement will focus on ending child marriage.

Advancing budget advocacy with governments

World Vision will be engaging in dialogue with governments across all regions using the Budget Advocacy Toolkit to influence increase budget allocation and spending to end violence against children. Child participation will be a key piece of this effort.



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

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



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