Celebrating One year of the Global Campaign

It takes me to end physical violence against children - at home, school and work place

SIGNIFICANT MOMENTS

Launching of the Campaign

<table>
<thead>
<tr>
<th>Launching Date</th>
<th>The Launching Events Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Launching: 11 December 2016</td>
<td>11,000 stakeholders</td>
</tr>
<tr>
<td>External Launching: 23 March 2017</td>
<td>1,400 staffs</td>
</tr>
</tbody>
</table>

Developed Promotional Materials

- Developed 18 new promotional materials
- Children participate in drawing (including sponsored children)

Child Led Campaign

- Child led budget dialogue: USD64,000 allocated
- Research on physical violence in educational institutions: 25 children participated
- The global campaign launching event in Brussels: One child participated
- The campaign music event at Taiwan: Two children participated
- The global story book competition: 1,000 children participated
- Child Forum leaders promoting campaign: 751 Child Forum leaders

Stakeholders Engagement

- Engaged FBO Leaders: 367 leaders in 3 Regions
- FBO leaders committed: Promoting campaign initiative
- Making action plan

Engagement of Staffs

- Campaign orientation: 1,400 staffs and 3,600 facilitators
- Policy orientation using computer: All WVB staffs
- Message from leaders using computer: 4 messages

Child Led Survey

- Children surveyed the context of child related desk: 4 Police Stations in 4 Regions

Way forward

- Strengthen CP system: Work with Local Government Authorities
- Functioning Child Protection Committees
- Allocate budget for children
- Establish Reporting & Referral Mechanism within Structures
- Create sensitization among 10 million people
- Work with school, colleges and universities through APs
- Work with other organizations to strengthen advocacy efforts
- Engage staffs to take initiative at their own

15-day Media Campaign

Through

- Print media
- FM Radio
- Community Radio
- Social media (Facebook)
- Online portal

7,740,422 people covered

Way forward

- Dialogues with FBO Leaders: 367 leaders in 3 Regions
- Children surveyed the context of child related desk: 4 Police Stations in 4 Regions
- Children engaged: 367 leaders in 3 Regions
- FBO leaders committed: Promoting campaign initiative
- Making action plan

Community Sensitization

- 100,000 community people sensitized through multi sector collaboration
- 100,000 people mobilizing ground people
- 18 CBOs promoting and creating sensitization among communities