

# Latin America and the Caribbean Regional Campaign Launch Report



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

World Vision 

World Vision is a Christian relief, development and advocacy organisation dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world's most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

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## FOREWORD

Across Latin American and the Caribbean, we bear witness to alarming levels of violence against children. As a child-focused international development organisation, we also hear the children and youth of the region telling us directly that violence is the most pressing concern of their lives and generation.

Because of this, we feel the urgency to act at a greater scale than ever before to ensure children can feel safe and thrive in their homes, schools and communities.

Accomplishing this goal will require more of us all. It calls for people and institutions from across all of society to partner together to transform the social norms and practices that devalue children and their development. We see the need to respond to root causes, inequality, social exclusion and injustice; to support parents and caregivers to create healthy and nonviolent households as their children's first protectors; and to eradicate prejudices and stereotypes that stigmatise and perpetuate violence.

World Vision's new campaign, **It Takes a World to End Violence Against Children**, is an unprecedented partnership to accomplish these goals. In the pages that follow, you will be introduced to some hard realities about the state of violence against children and its costs to their lives and society as a whole. You will also learn about the transformational efforts that are already bringing hope and change in difficult contexts.

We will not tire until every adult and institution takes responsibility for the protection and care of children.

We invite you to use your influence and join our efforts so that all children throughout Latin America and the Caribbean may live free from fear.



**It Takes a World**





## IN LATIN AMERICA AND THE CARIBBEAN:

- Violence against children is the most frequently mentioned problem in the region according to children, adolescents and youth.
- More than half of children experience violent discipline, in all but two of the 12 countries with available data in Latin America and the Caribbean.
- Homicide is the leading cause of death among adolescent boys in seven countries in the region, with Central America the most dangerous place in the world to be a young male in poverty
- Bullying affects 50% of young people in the region
- One in five girls is married before age 18.

Sources: ILO, PAHO, UNICEF, WHO, World Bank, World Vision.

(These figures are considered low as this information is often underreported due its sensitive nature.)

**Violence against Children includes all forms of physical, sexual and mental violence, neglect or negligent treatment, maltreatment or exploitation, harm or abuse, including commercial sexual exploitation, trafficking, child labour and harmful practices, such as child marriage.**

*“Many children face violence in the places they should feel most safe: their homes, school and communities. I have seen children whipped into line in schools, slapped and demeaned at home, threatened and assaulted by everyone from bullies to gang members to police officers. Girls are trafficked for sex or pregnant far too young, while too many children are used as labour in work that is dangerous or disrupts their growth and education. Violence is the unspoken secret in every culture. Everyone knows it happens, but nobody wants to talk about it. It’s time to shine a light on it.*”

*“Such abuses against children are never justified—and they are preventable. We have strong evidence of which interventions really work, from equipping families to protect their children through offering them new skills, improving family income and economic security; training teachers; engaging community members and religious leaders; implementing healthy alternatives to harmful traditional practices; campaigning for better child protection policies and enforcement; and empowering children and youth to speak out. And at this moment in time, we have a groundswell of will with a global movement for change.*”

*“Every one of us is responsible to do our part to make homes, schools and communities safe for children, including our businesses, churches and streets. Join us in this campaign. Let’s work together to end violence against children.”*

*Kevin J. Jenkins  
President and Chief Executive Officer,  
World Vision International*

## INTRODUCING IT TAKES A WORLD

Every year, violence affects more than one billion children, in every country and every community. It robs them of their dignity, their rights, their potential, their futures. The toll on their lives, and our societies, is unacceptable.

World Vision has a long history of standing with and for children in tough places. We strive for the world's most vulnerable and marginalised to experience childhood in a protective environment where they can flourish. Our inspiring staff and partners have helped secure countless victories for children and their communities over the past 67 years, working in many difficult contexts across nearly 100 countries. Child protection, an essential foundation for all other development work, is our number one priority in Latin America and the Caribbean. Our new campaign, It Takes a World, commits the organisation's full weight towards ending violence against children in all its forms. Together with partners from all sectors of society, we will:

As an international partnership driven by our Christian faith, we believe that any acts of violence against a child are a violation of the life God desires for every child. We also believe each instance is preventable.

At this moment in history, a rising wave of attention and interest is pushing this issue to the fore of global, regional and national priorities. A new agenda is forming with ending violence against children as a central goal for sustainable development. Reaching out in partnership, World Vision aims to contribute to this momentum by working together with other organisations, networks and movements, the private sector, faith communities, and especially children and youth themselves who share our vision and are ready and willing to cultivate champions for children in all spheres of society.

We are at a juncture of unprecedented attention and mobilisation of resources to tackle the problem and its root causes. Through engaging all stakeholders—especially children and families—in developing lasting solutions, we believe society can deliver for children at a new level of magnitude with lasting solutions. Ending violence against children cannot wait.

**Ignite movements to catalyse changes in attitudes, raise awareness and drive courageous and effective action**

**Strengthen prevention, response and restorative measures to address violence against boys and girls**

**Increase long-term, targeted funding and ensure greater accountability for implementation of existing and new commitments to end violence**

*“As Special Representative of the Secretary General on Violence against Children, I warmly welcome the launch of World Vision’s campaign to accelerate action and end violence in children’s lives. Building on the strong collaboration and process of follow-up to the UN Study recommendations over the past several years, **this creative campaign will have a multiplier effect on all our work.**”*

*“Working together through partnerships and alliances, no matter how big or small, we can drive the process of social change to collectively realise the vision of a world free from violence and fear for all children by 2030!”*

*“There is no time for complacency, the clock is ticking and through our enhanced cooperation in this campaign, and serious investment in proven strategies that work, violence in children’s lives can become part of the distant past.”*

*Marta Santos Pais,  
Special Representative of the United Nations Secretary-General on Violence against Children*

## LAC REGION CAMPAIGN PRIORITIES WITH STATISTICS – BY ISSUE

**Family/Domestic violence** —including physical and psychological punishment and sexual abuse—is named specifically as a top-priority concern for the campaign in all of the 14 countries where World Vision works in Latin America and the Caribbean.



### Corporal and Psychological Violence

- In all but two (Costa Rica and Panama) of the 12 countries with available data in Latin America and the Caribbean, more than half of children experience violent discipline. (UNICEF (2014).
- In the Dominican Republic, 62.9 of children are disciplined with physical or psychological violence in their homes (ENHOGAR 2014).
- In Nicaragua, 7% of medical-legal assessments result from physical punishment of children and adolescents. (Instituto de Medicina Legal).
- In Peru, Some 73.8% of boys and girls and 81.3% of adolescents have been victims of psychological or physical violence on the part of someone with whom they live. (ENARES 2015).
- 6 out of 10 children suffer physical violence at home, according to a 12-city survey across Brazil (Source: Child Security Index, Igarapé Institute and World Vision).



### School-related violence and Bullying

- In Bolivia, nearly 1 in 5 boys aged 13 to 15 years reported being bullied most often in the past 30 days by being hit, kicked, pushed, shoved around or locked indoors. (UNICEF 2014 ).
- In Ecuador, at least one in five children reported being a victim of physical bullying within the past month. (bullying rates are higher against minority (afroecuadorian) children, rising to 8 out of 10. (UNICEF 2014).
- In Costa Rica, 6 out of 10 children in sixth grade reported being bullied within the past month (UNICEF 2014).
- Nearly 2 out of 5 (40%) of children and youth report feeling unsafe in their communities or schools, according to a 12-city survey across Brazil (Source: Child Security Index, Igarapé Institute and World Vision).



## Organised Crime, Gangs and Armed Violence

- In seven countries in Latin America and the Caribbean, homicide is the leading cause of death among adolescent boys (UNICEF 2014).
- Colombia ranked among the 10 countries with the highest number of homicide victims under age 19 in 2012 (UNICEF 2014).
- In 2015 El Salvador was declared the most violent country in the continent, with 102 homicides for each 100,000 people (IML 2015). The juvenile murder rate is the highest in the region.
- Guatemala had the world's second-highest rate of homicide victims under age 19 in 2012, at more than 20 per cent (1 in 5) homicide victims. (UNICEF 2014).
- In El Salvador, Guatemala, Brazil, Venezuela, and three other Latin American and Caribbean nations, homicides kill more adolescent boys than any other cause of death, and many of the advances made in child survival are offset by losses due to homicide. (UNICEF 2014).



## Gender-based and Sexual Violence

- In Haiti, One out of four females and one out of five males experienced at least one incident of sexual abuse as a child. (25.7% of women and 21.2% of men now between the ages of 18-24). (CDC 2014).
- In El Salvador and Guatemala, 33 per cent and 38 per cent of adolescent girls aged 15 to 19, respectively, reported ever experiencing physical, sexual or emotional violence at the hands of a husband or partner. In both countries, the most commonly reported form of partner violence was emotional abuse, followed by physical and then sexual violence.
- In Mexico, 30 per cent of girls aged 15 to 17 who have ever cohabited or been married reported experiences of physical, emotional, economic or sexual violence in the last 12 months committed by a partner or ex-partner (28 % emotional violence, 4 % economic violence, 3 % physical violence, 2 % sexual violence). (UNICEF 2014).
- In Colombia, More than 1 in 3 adolescent girls in a relationship reported having been physically abused—pushed, beaten, hit with objects, choked, burned or bitten—by their partner (UNICEF 2014).
- In Chile, in nine out of 10 reports of sexual abuse in the country, the victims are children. (Fundación Amparo y Justicia).

## IT TAKES KNOWING THE PROBLEM

What many people think they know about violence against children can be far from reality. This campaign aims to dispel misperceptions like these, along with the many attitudes that overlook or sanction violence against children, so that lasting solutions may be put into action.

### Where Violence Happens

Homes, schools and communities—the very places a child should be safest—are where most abuses occur across the countries of Latin America and the Caribbean. However, a recent survey of thousands of individuals by World Vision and Ipsos across the region reveals that many people are unaware of this:

#### MYTH:

Children are most at risk of violence in public places (55 per cent of people polled) and least at risk in the home (53 per cent).<sup>1</sup>

#### REALITY:

Immediate family members are the most common perpetrators of all forms of abuse.<sup>2</sup>

1 Percentages reflect public perception as responses to World Vision/Ipsos survey in 2017, unless otherwise noted.

2 UNICEF (2014). Hidden in Plain Sight.

World Vision commissioned Ipsos, a leading global research firm, to survey more than 11,000 individuals across 28 countries in 2014 to better understand public perceptions about protecting children from violence. More than 4,300 participants were from Latin America and the Caribbean.

In 2017, a follow-up survey across included more than 6,000 people across Bolivia, Brazil, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Peru. It found:

- About 2 out of 5 respondents personally know a victim.
- More than 2 of every 3 people believe violence against children in their country has increased in the past five years.
- Only 10 per cent recognise that children are at most risk of violence in the home.
- Most violence goes unreported, so it is hard to know the extent of the problem, say four out of five respondents.
- Across all 11 countries surveyed in both years (2014 and 2017), there has been a significant drop in people's sense that children are safe from violence in their own countries.



**It takes communities of faith**

## Forms of Violence

The very nature of the problem makes reliable, real-time data on violence against children limited. For example, evidence on the rates and degree of neglect and abandonment in the home are extremely hard to come by. However, emerging research and analysis over recent years is bringing the invisible problem out of the shadows. Data gathered from an array of studies using various methods show that the most prevalent forms of violence children experience in the region are:

Physical and psychological abuse, including corporal and degrading punishment, primarily in the home and school, and often by parents and caregivers.<sup>3</sup>

School-related violence, including bullying

- More than half of children region-wide report having been bullied at school, with rates going as high as 63 per cent in Colombia. This includes being robbed, insulted or threatened, or physically struck or mistreated.<sup>4</sup>

Sexual assault and abuse

- Between 5 per cent and 40 per cent of adolescents report having been sexually abused at some point in their lives, according to surveys using school-based samples conducted in different Latin American countries.
- Women in some population-based surveys report experiencing childhood sexual abuse at levels that range from 4.7 per cent in Guatemala to 7.8 per cent in Honduras.<sup>5</sup>
- Children make up the majority of victims in cases that are reported or discovered by health-care practitioners, in several countries' analyses.
- About 1 in 5 girls is married by age 18 and more are in a nonformal union. Of those, a quarter report some form of abuse by their partner. In several countries, a surprisingly significant share of births are to mothers under age 18—and even under 14.

*“The world stands at a critical juncture in regard to violence against children. The big question is not whether to respond but how; only a collaborative, systemic approach will work in preventing violence against children.”*

*“It is time to sound the call for actors at all levels; public and private, government and civil society, faith-based, community level, family level, and children and youth themselves; to work together in achieving our collective vision of ending violence against children.”*

Michael Wessells, Ph.D., Faculty, Columbia University, Mailman School of Public Health

### Forms of violence: Public awareness varies

The majority of people polled by Ipsos (64%) in Latin America correctly identified abusive punishment as a most common form of violence against children—specifically “physical punishment that is not harsh enough to injure a child.”

However, they tend to overestimate the relative reach of other forms, mainly gang violence (61%) and child labour that disrupts a child's education or development (60%).

*(Source: World Vision/Ipsos poll, 2017)*

3 UNICEF (2014) Hidden in Plain Sight.

4 UNICEF (2014) Hidden in Plain Sight: p. 124. Information on bullying was collected from a sample of over 91,000 sixth-grade students (ages 10 to 14), representing approximately 10 million sixth-graders in the region, in the Second Regional Comparative and Explanatory Study (SERCE) conducted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) between 2006 and 2007 in 16 countries in Latin America and the Caribbean.

5 Contreras, J. M.; Bott, S.; Guedes, A.; Dartnall, E. (2010) Sexual violence in Latin America and the Caribbean: A desk review. P.29 citing Montaña, S. et al. (2007). ¡Ni una más! El derecho a vivir una vida libre de violencia en América Latina y el Caribe. Santiago de Chile: Economic Commission for Latin America and the Caribbean (ECLAC) [Comisión Económica para América Latina y el Caribe (CEPAL)].

## Root Causes

The root causes of violence are many, and often interconnect to form a dangerous web for children. They range from societal to intimately personal.

Poverty and economic distress, cultural norms, weak or non-existent social safety nets, discrimination due to ethnicity or rural origins, and gender inequality are among drivers of violence against children. A lack of trained teachers, of secure spaces for recreation and other activities, and of economic or educational opportunities for children and youth also put them at risk. At the household level, poor parenting practices, lack of education, a history of abuse, and use of alcohol or drugs create vulnerability.

Among causes that are particularly prevalent in certain parts of Latin American and the Caribbean, compared with other regions of the world, are:

- Attitudes of machismo and aggression against women and girls
- High levels of migration and family separation, including absence of one or both parents
- Violent contexts, organised crime, and the presence of gangs

The root causes of violence against children are often complex and embedded in cultural norms or economic and societal distress. However, they can be addressed by a variety of measures in order to better protect children. These will be discussed in coming pages and through examples of interventions throughout this report.

### Public opinion identifies the top causes of violence against children in the region as:

- Alcoholism and drug abuse (81%)
- The cycle of abuse by past victims (79%)
- A lack of knowledge on the part of people who could prevent it (70%)
- Organised crime and gangs (64%)
- Fewer than half cite the cultural attitudes and practices that make violence acceptable to many (45%)

*“Latin America is home to just eight per cent of the planet’s population and 38 per cent of its homicides. Tragically, the region also leads the world in violent victimisation of all types against youth and adolescents. The physical and psychological impacts of violence against children spans generations and is reversing hard-won development gains.*”

*“World Vision’s global campaign to prevent violence against children can and will make a real difference. The initiative is guided by the principle that child victimisation of any kind is unacceptable and intolerable. By drawing on the latest data and evidence of what works, the campaign will undoubtedly make children safer.”*

**Robert Muggah**  
Co-founder  
Igarapé Institute and SecDev Foundation



**It takes government**

## Costs & Consequences

Each child who suffers violence faces not only the terror of the experience and its physical and emotional wounds, but social and spiritual scarring that can have long-term consequences on his or her well-being and behaviour.

By producing very high levels of stress—called ‘toxic stress’—violence can undermine the healthy growth of children’s bodies and brains, making them more susceptible to poor health and impairing social, cognitive and emotional development. The after-effects last a lifetime.

A failure to end violence against children risks jeopardising the progress and losing the investments made over recent decades in child survival, health and education. There is also a steep price to pay in overall economic development. Globally, existing research estimates that the costs of violence against children reach as much as US\$7 trillion annually or 8 per cent of global GDP.<sup>6</sup>

Whether the damage is done due to organised crime and armed violence or privately in homes afflicted by domestic abuse, the impact is pervasive, slowing economic development and imposing broad social costs related to maltreatment, such as health care, child welfare, criminal justice, and the value of lost future productivity and earnings.

Youth violence in Brazil alone is estimated to cost nearly US\$19 billion every year, of which US\$943 million can be linked to violence in schools.<sup>7</sup> In seven Latin American and Caribbean nations, including El Salvador, Guatemala and Brazil, homicides kill more adolescent boys than any other cause of death, and many of the advances made in child survival are offset by losses due to homicide. One study has estimated that over a period of 15 years, the net accumulation of human capital in Latin America and the Caribbean has been halved by the increase in crime and violence.<sup>8</sup> Another calculates that nearly \$29.6 billion in income is lost annually across Latin America and the Caribbean as a result of child labourers missing the education and development that would help them reach better earning potential as adults.<sup>9</sup>

The resulting implications stretch to reduced consumer spending, increased strain on public budgets, and a less stable and attractive environment for business and investment.

*“Meeting the direct costs of health, criminal justice and social welfare responses to violence diverts many billions of dollars from more constructive societal spending.”*

*“The much larger indirect costs of violence due to lost productivity and lost investment in education work together to slow economic development, increase socioeconomic inequality and erode human and social capital.”*

*World Health Organization, 2008*

6 ChildFund and ODI (2014). The costs and economic impact of violence against children, Pereznieta, Montes, Routier and Lanston, [https://www.childfund.org/uploadedFiles/public\\_site/media/ODI%20Report%20The%20cost%20and%20economic%20impact%20of%20violence%20against%20children.pdf](https://www.childfund.org/uploadedFiles/public_site/media/ODI%20Report%20The%20cost%20and%20economic%20impact%20of%20violence%20against%20children.pdf)

7 UN, *Toward a World Free from Violence*, p. 19, 2013, citing Ellery, F., N. Kassam and C. Bazan, *Prevention Pays: the economic benefits of ending violence in schools*, Plan, 2010, p. 8.

8 UN, *Toward a World Free from Violence*, p. 19, 2013, citing Heinemann, Alessandra, and Dorte Verner, *Crime and Violence in Development. A Literature Review of Latin America and the Caribbean*, World Bank Policy Research Working Paper 4041, 2006, p. 7.

9 World Vision UK and Overseas Development Institute (October 2016), by Paola Pereznieta, Matthew Jones and Andres Montes. *Eliminating Child Labour, Achieving Inclusive Economic Growth Policy Paper*, p. 24.

## Responses & Responsibilities

Just as the root causes of violence interconnect, so must the responses be multi-faceted and engage stakeholders ranging from family members to community members to government authorities. Sectors spanning health care, education, law enforcement and economic opportunity—as well as recreation, family and religious life—all have an impact on the safety of childhood. A lasting and holistic response will go far beyond the formal child protection system of any town, country or region.

Even so, child protection systems and policies are crucial to prevent and respond effectively to violence against children. World Vision has learned what it takes to make them stronger, from decades of programme work scaled through engagement and partnership with governments and civil society at the local, national and global levels. Our advocacy and policy recommendations are rooted in these experiences, and in the insights communicated to us by children and youth directly.

Over the past decade, a number of countries in the region have reformed or enacted new laws to better protect children, often as a result of advocacy by civil society including World Vision and its partners. A close analysis of the child protection systems across 34 areas where World Vision runs development programmes in 10 Latin American and Caribbean countries was done in 2011-2012 to better assess the needs and most effective ways to strengthen systems to prevent, protect and respond to all forms of violence against children.<sup>10</sup> World Vision then launched a region-wide project aimed at strengthening child protection systems in 14 countries, with 76 area development programmes conducting advocacy and programming activities. An evaluation of results, led by researchers from Columbia University in 2016, noted several indicators of progress since the programme's start, highlighted here with the strengths and challenges found in the initial assessment.<sup>11</sup>

### Government's Role: What does the public think?

- 89 per cent of people agree that it is the government's responsibility to protect all children;
- Two out of three people (69%) say that governments are “unwilling” to take action to end violence against children
- There is a very low view of government and judicial system effectiveness in addressing violence against children: only 11 per cent and 14 per cent, respectively, say these institutions are being effective—the rate drops as low as 3% in Guatemala.
- More people believe the family is the most effective child protector (44%), followed by schools and clinics, then social workers and social welfare organisations.
- 95 per cent say ending violence against children should be a global priority on a par with health and education.
- More than 3 in 4 people agreed with the statement that “more should be invested in preventing children from getting involved in organised crime; sending them to penitentiaries will only teach them to be better criminals.”

### Compared with 2014:

- Fewer residents agree that “governments don't have the means to address it, no matter what the laws are.”
- Across most countries polled, fewer people agree that their governments are doing enough to punish those who commit violence against children

*World Vision/Ipsos polls, 2014 and 2017*

10 World Vision (2014). *Child Protection Systems in Latin America and the Caribbean: National and Community Study across 10 Countries*. Countries in the assessment were Bolivia, Brazil, the Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Nicaragua and Peru. The methodology used the Analysis, Design and Planning Tool (ADAPT)

11 Columbia Group for children in Adversity/World Vision (2017). *Strengthening Child Protection: Evaluation of a systemic approach in Latin America and the Caribbean Area* (unpublished as of this writing). Michael Wessells, Ph.D., Kathleen Kostelny, Ph.D., Ilan Cerna-Turoff, MA, MPH. The 14 countries included in World Vision's Regional Project for Strengthening Child Protection in LAC were Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua and Peru. The five countries evaluated in depth were Bolivia, Dominican Republic, Guatemala, Nicaragua and Peru.

**Table: Findings from Child Protection Systems evaluations**

**STRENGTHS  
(from 2014 findings)**

**GAPS  
(from 2014 findings)**

**PROGRESS  
(from 2016 evaluation)**

**Strong legal frameworks exist for child protection**

Many countries in the region have ratified the UN Convention on the Rights of the Child, and have included it in their constitutions. There are numerous laws addressing many aspects of child rights and protection. This demonstrates a willingness to continue to improve the situation of children and adolescents in each country.

Among countries with national laws prohibiting corporal punishment of children are Brazil, Costa Rica, the Dominican Republic, and Peru.

**Realities on the ground don't match up to legal frameworks**

Insufficient attention is given to the types of mechanisms needed to ensure laws and policies can be implemented. In all 10 countries, the state lacked capacity to act on existing laws to protect children.

For example, in Nicaragua, nearly 30% of sex crimes against children and adolescents were not punished due to a lack of follow-through and of proper information.

In the five countries evaluated, gaps between the laws and implementation narrowed due to advocacy and action to establish, plan and budget for child protection groups, committees, offices and services

Children and adolescents reported feeling safer at home, school and on the way to and from school.

Data consistently indicated that schools had become less violent environments for children and adolescents, with reported reductions in bullying, peer-to-peer violence, and the use of corporal punishment by teachers and school administrators.

**Economic growth and health and education improvements**

All countries in the assessment have shown macroeconomic growth and improvements in health indicators. Social and economic factors can have a strong impact on child protection.

Over the past decade 73 million people have been lifted out of poverty, productivity has increased, and there are fewer jobless residents in the region.

The number and share of the population living in extreme poverty dropped by half in Latin America and the Caribbean between 1990 and 2003, from 71 million (or 16 per cent) to 34 million (or 5 per cent) living on less than US\$1.90 per day. (World Bank Atlas of Sustainable Development Goals 2017)

**Lack of public investment in child protection and lack of state capacity and coordination**

State services related to child protection do not receive sufficient funding to meet existing demand, especially at the local level. There is an absence of the primary government institutions responsible for child protection in remote and rural areas.

Where the state has failed for too long to enforce child rights in their country, Guatemalans have come to expect private NGOs and other nonformal actors to provide child protection systems.

Services and supports for children and adolescents affected by violence had increased, coordination among partners had increased, and the capacity of child protection actors had been strengthened.

Data consistently indicated that schools had become less violent environments for children and adolescents, with reported reductions in bullying, peer-to-peer violence, and the use of corporal punishment by teachers and school administrators.

In Guatemala, the Municipal Offices for Child and Adolescent Protection have taken on a leadership role to convene local institutions and organisations to work together to fulfill a variety of functions for child protection.

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### Nonformal actors strengthen the social safety net

Especially at the community level, civil society was recognised as filling the gaps left by the formal system in ensuring a protective environment for children.

The primary nonformal actors that were identified by children and adolescents who participated were families, schools, community-based NGOs, World Vision, and UNICEF.

### Lack of knowledge about rights, resources, laws and services related to child protection

Children, their parents, and many community members do not know their rights. They are also uninformed on which service providers or officials to turn to when reporting crimes, and what to expect from them.

Children participating in Honduras could not identify a single law or protection policy that related to them, for example.

### Levels of community mobilisation around ending violence against children increased through the project

This high level of community mobilisation provided a meaningful platform for changing social norms and values related to violence against children.

Children and adolescents demonstrated an increased sense of agency and life skills, a heightened capacity to protect themselves, and active engagement in promoting the rights and protection of other children and adolescents.

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## IN FOCUS: MEXICO'S INNOVATIVE CASH TRANSFER PROGRAMME FOR HEALTH AND EDUCATION ALSO REDUCED RURAL CHILD LABOUR

Mexico's flagship conditional cash transfer programme, Prospera (initially known under the name 'Progresa' and later 'Oportunidades'), a leader in such approaches, is among the most extensively evaluated social protection plans in the world.

Prospera provides poor Mexican households with monthly cash transfers equivalent to approximately 20 per cent of average recipient household income, on the condition that children in the household attend school and all household members obtain preventive medical care and attend health education talks. By 2010, it had reached approximately 5.5 million households (more than 20 per cent of all households in Mexico) in nearly 100,000 marginalised localities (14 per cent of which were located in urban and semi-urban areas).

Studies have shown an impact from the programme in a variety of contexts, with a particular benefit for teenagers in rural areas:

- One study examined the short-run impact of Oportunidades on children's work in rural areas. Here, the authors found that the programme significantly reduced child labour among 12- to 17-year-old boys and girls, though not among younger boys and girls.
- Similarly, another study in rural communities found Oportunidades had only a limited effect on child labour among primary school pupils, but that it substantially increased transition into secondary school in rural areas, having a markedly stronger effect among rural secondary school pupils.
- A later study, examining the long-term impact of Oportunidades in rural areas, found that 15 to 16-year-old boys who were exposed to the programme for 5.5 years were 14 percentage points less likely to work than boys who were never exposed to the programme.

## IT TAKES LISTENING WHEN CHILDREN SPEAK UP

We are propelled by the children who implore us to work with them as agents of change to address the violence against them.

According to their own words, children and youth consulted by World Vision say violence is the biggest concern affecting them today across all regions, nations and economic contexts.

World Vision talked with more than 2,000 children and youth across many countries in 2016 while preparing for this campaign, to better understand their input and the concerns that are most relevant to them. In Latin America and the Caribbean, which face the highest homicide and armed violence rates in the world, youth tell us they feel unsafe in their own homes and communities. Violence in the home is widespread, with 83 per cent of children experiencing violent forms of discipline, and where 60 per cent are physically punished.

The participation of children and young people in the issues that affect their lives not only helps us understand how best to serve their needs, it also helps them to become active and responsible citizens. World Vision actively strives to create dialogue between children and youth and the adults in their communities and governments, across generations, so they can partner together for progress.

Involving children and youth is a core approach of **It Takes a World** as a campaign. The following are examples of the innovative ways they told us they would like to be involved in the solutions.

- Adding messages to food packaging labels to raise awareness of preventing violence against children (Honduras)
- Mapping cases of violence in the community and spreading information about where to report cases of violence (Guatemala)

- Creating a social media campaign to reduce violence against children, especially cyberbullying (Colombia)
- Using technology such as mobile phone apps to raise awareness of what behaviours and disciplines are appropriate (Chile)
- Asking adults to sign a petition, to raise awareness that violence against children is a crime (Mexico)
- Conducting peer- and parent-education activities (Various countries)

**“Do not remain silent. Report and raise your voice against all forms of abuse and harassment.”**

Child, Nicaragua

**“People should have more responsibility, particularly if they are parents, because there are parents who hit their children because of their school grades.”**

Salvador, age 6, Chile

**Nine out of 10 people in the region believe children and their families should have more say in planning policies and programmes.**

WVI Ipsos poll, 2014

*To end violence against children, it takes listening to them, involving them and empowering them.*

## IN FOCUS: ABUSE IN THE HOME

Across the region, children and youth fear domestic violence and consider it a major issue in their communities. They report that children are emotionally, physically and sexually abused at home, while the police turn a blind eye to the situation. They believe that World Vision's campaign should reach out to parents and communities to help improve their child-raising practices.

"When rights are violated by the parents, the community is an accomplice if it remains silent," children from Colombia told World Vision during the consultation. To other children, they said: "Do not give up, let's use our imagination and fight for our dreams, so that childhood can be without violence."

## IN FOCUS: CHILDREN AS AGENTS OF POLICY CHANGE

In Bolivia, World Vision helped create the National Congress of Children and Young People, a forum of about 160 children, ages 10 to 17, who represent the six regions of the country. Together, they develop recommendations to address issues concerning Bolivian children and their living environments. From 2003 to 2011, proposals from the children's congress informed the drafting of 36 national laws and decrees and were fully or partially incorporated into official Bolivian law.

From 2010 to 2013, the children's congress adopted 72 proposals, many of which were taken into consideration by the government for Bolivia's legal reform process. The children's proposals have informed 20 per cent of the national legislative reform measures developed during this period.

The political participation in a national parliamentary structure was strongly self-determined by the children and youth and had an empowering impact on the young delegates, who recognised they were exercising their human rights to be involved in the decentralisation process taking place in Bolivia. The process provided opportunities to develop their public speaking, negotiation and leadership skills. Children also perceived a change in attitudes among the adults with whom they engaged and, in some cases, more respect within their communities. They observed more favourable attitudes towards child participation in political decision-making processes.



**It takes listening to children**

## IN FOCUS: VIOLENCE HAS CENTRAL AMERICA'S CHILDREN ON THE MOVE

Many families struggle to protect and provide for their children amid violent crime in the “Northern Triangle” of Central America, which includes the countries of El Salvador, Guatemala, and Honduras, where the highest murder rates in the world are found. In many cases, a parent has migrated to find work in another country, making the children left at home vulnerable to many risks. The effects of a region-wide gang epidemic have spread through El Salvador and neighbouring Guatemala and Honduras, where the terror has spilled over from major cities into small towns. Day after day, these populations live in fear of being robbed, held at gunpoint, threatened, extorted, or kidnapped. The people in these fragile contexts are taking desperate measures.

“In our country [it] seems like it is a crime to be young,” said one respondent to a youth poll conducted by World Vision in Central America. “Violence is affecting a lot of children and youth. Families prefer to send their children abroad to avoid tragedies.”

Children and young people are the most vulnerable—especially when they are born into poverty. Murders of teens are also the highest in the world, and the primary cause of death for male children in the region, where a poor young man is 28 times more like to be killed than a wealthy young man. The nightmare is pushing tens of thousands of children to try to flee to safer places. In the first nine months of 2014, more than 50,000 children from Central America crossed into the United States without their parents.

In a June 2014 survey of Latin American and Caribbean youth conducted by World Vision, 97 per cent of young people believe violence is contributing to migration of children from the most-affected countries. Two-thirds of the respondents from El Salvador, Guatemala, Honduras and Mexico said their countries’ child protection systems are “very bad.” A separate in-depth analysis by World Vision in the region confirmed that the child protection systems in several of the most-affected countries are functionally broken and in need of repair.

Of the 20 worst homicide rates worldwide, 17 are in the broader region, such as Jamaica, Belize, Guatemala, Venezuela, Colombia and the Dominican Republic, coming to 31 per cent of the world’s total. The driving forces behind the widespread violence are multifaceted. While narco-trafficking is by far the top cause for the region’s violence, so are a longstanding culture of violence, prevalence of gangs, easy access to firearms and weak judicial institutions. Perpetrators are too often untouched by the law.

Coupled with the danger of violent acts, there are disturbing societal trends in the region affecting children and young people, notably the criminalisation of children who live or work on the streets. As a result, there has been an increase in adolescents detained in overcrowded conditions that put them under further risks. Non-governmental organisations provide valuable support to local governments to strengthen their protection systems. For example, a project implemented by World Vision in 18 municipalities of Guatemala supports coordination with local stakeholders including government authorities and civil society to prevent, detect and treat any case of abuse, neglect, exploitation or other violence against children.



**It takes the private sector**

## IT TAKES SCALING UP WHAT WORKS

Despite the prevalence and intensity of violence against children, evidence increasingly shows that meaningful—and even rapid—change is possible. There are proven solutions that World Vision and others have successfully implemented in local and national contexts across the world.

Ending violence against children requires challenging and changing the attitudes, beliefs and behaviours that condone it; ensuring governments enact policies that prohibit it; and providing services that prevent and respond to it.

The most effective measures to end violence against children, as identified by the major agencies and institutions in the field, are articulated in the INSPIRE package, a set of seven strategies to end violence against children. INSPIRE identifies key areas where countries and communities should intensify their efforts in order to tackle the issue (see left).

The challenge we have now is to work together to bring these solutions to scale.

The following are a few examples of barriers to ending violence against children, and INSPIRE-aligned responses that World Vision is scaling up through It Takes a World:

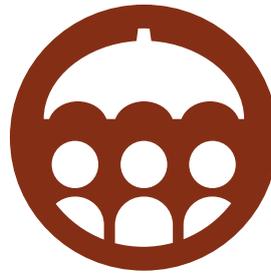
<http://apps.who.int/iris/bitstream/10665/246212/1/WHO-NMH-NVI-16.7-eng.pdf?ua=1>



Implementation  
and enforcement  
of laws



Norms and  
values



Safe  
environments



Parent and  
caregiver support



Income and  
economic  
strengthening



Response and  
support services



Education and life  
skills

Figure 1: The seven “INSPIRE” strategies above were developed with the World Health Organization (WHO), UNICEF, the Pan American Health Organization (PAHO), The U.S. President’s Emergency Plan for AIDS Relief (PEPFAR), Together for Girls, the Centers for Disease Control (US), End Violence Against Children, the United Nations Office on Drugs and Crime (UNODC), the United States Agency for International Development (USAID), and the World Bank. Source: WHO (2016)

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**BARRIER: Weak and under-funded implementation of policies, resulting in limited impact at the community level.**

**ANSWER: Social Accountability and Community-Led Advocacy**

**Aligns with: INSPIRE 1, 2 & 6**

- Through social accountability empowerment including the Citizen Voice and Action model, citizen hearings, child parliaments and youth forums, we help community members give context to national laws, advocate for themselves, lead development of local-level ordinances and practices, and monitor services.
- World Vision's policy and advocacy work presses for increased long-term funding to adequate levels, and for equitable access to stronger prevention, protection and response services.

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**BARRIER: Attitudes and norms that condone or ignore violence**

**ANSWER: Changing Beliefs and Behaviours**

**Aligns with: INSPIRE 2 & 4**

- Through scale-up of proven curricula like "Positive Parenting" and "Celebrating Families," our staff and partners help transform the perspective and behaviours of parents and caregivers in many communities and contexts.
- World Vision partners to run national awareness campaigns with TV, radio, social media and community outreach, highlighting instances of positive change, using communications outlets to show it is possible.

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**BARRIER: The world has failed to fully engage faith and traditional leaders in shifting attitudes and behaviours.**

**ANSWER: Catalysing faith and traditional leaders**

**Aligns with: INSPIRE 2 & 3**

- Religious leaders, community elders and other traditional leaders often hold significant sway over people's attitudes and standards of acceptable behaviour in their communities. Their influence can bring about positive, lasting change and this campaign will scale up outreach to these important partners.
- 'Channels of Hope,' World Vision's model to train and equip faith leaders and others to respond to core issues affecting their communities—such as maternal and child health, gender equity, gender-based violence, and child protection—is poised to expand its impact through this campaign.

## IN FOCUS: KEEPING CHILDREN SAFE AT SCHOOL

Aligns with: INSPIRE 1, 2 &

School should be a place where all children feel safe. Yet in nearly all the countries consulted, children told World Vision about being subject to violence and bullying at school. They reported this school-related violence in the region takes three main forms:

1. Violence and verbal abuse on the part of their teachers.
2. Bullying by their peers.
3. Violence against girls, including sexual violence.

Physical and psychological punishment, verbal abuse, bullying and sexual violence in schools are often reasons for absenteeism, dropping out and lack of motivation for academic achievement. Children can be victims, perpetrators, or witnesses of such abuses. Meantime, early pregnancy usually means the end of formal education for girls, making them even more vulnerable and less economically independent as women.

World Vision, through its education and community programmes, works with partners to create a positive school environment free from violence in all its forms. Schools are uniquely placed to break patterns of violence by giving children, their parents and communities the knowledge and skills to communicate, negotiate and resolve conflicts in more constructive ways. Some approaches that succeed include:

- Teacher training and support on positive discipline methods and gender-sensitive, inclusive teaching practices. In many countries there is an acute lack of trained teachers, and as such they are more inclined to use corporal punishment.
- School policy development for codes of conduct for appropriate teacher and student behaviour, developing response and referral mechanisms in the school, and improving the school environment.
- Community engagement and social accountability, working with community groups and local government to improve the learning environment, influence policy, and change social norms around violence against children through school action plans. World Vision also works with local and national faith leaders and groups to identify and encourage positive approaches to developing safe and nurturing schools.
- Empowering girls through life skills so they can make healthy decisions about their sexual and reproductive health, and know how to access resources to help and protect them. World Vision also works with key people such as families, schools, faith leaders, government officials, traditional leadership, boys and men—and the girls themselves—to understand the value of education and the opportunity it creates for girls.



**It takes teachers**

## IT TAKES WORKING WITH FAITH

Religion is central to the lives of the vast majority of people in Latin America, with 69 per cent of the population identifying as Catholic and 19 per cent as Protestant Christians. Two-thirds or more of Latin Americans across 13 countries surveyed say their faith is “very important” to them.<sup>12</sup> As a Christian relief, development and advocacy organisation working across many contexts, World Vision has long partnered with faith groups in serving the most vulnerable, and understands the spiritual dimension of transformational development. From these relationships, we have seen ways to strengthen the impact faith leaders and congregations can have on the pressing challenges of their communities.

**‘Channels of Hope’** is one of World Vision’s most effective approaches to working with traditional leaders—especially faith leaders—to respond to

serious issues such as maternal and child health, gender-based violence and child protection. Participants from local churches and faith-based groups are led through a transformational process that helps them recognise and change the underlying cultural attitudes that are damaging to children, families and the most vulnerable people in their communities. People of influence in the community are trained and equipped to better serve the most vulnerable around them.

- Since 2013, more than 17,000 faith leaders around the world have been mobilised through 470 Channels of Hope Child Protection and Gender workshops;
- More than 618 facilitators have been trained to lead local faith leaders and community members through Channels of Hope workshops on gender-based violence.

<sup>12</sup> Pew Research Center on Religion and Public Life, 2014. Religion in Latin America. <http://www.pewforum.org/2014/11/13/chapter-2-religious-commitment-and-practice/> These countries include Honduras, Guatemala, Nicaragua, El Salvador, the Dominican Republic, Colombia, Ecuador, Puerto Rico, Costa Rica, Peru, Brazil, Bolivia and Venezuela.

## IN FOCUS: PARTNERING WITH CHURCHES IN EL SALVADOR

Aligns with: INSPIRE 2 & 3

World Vision in LAC is carrying out many joint efforts in partnership with local churches to provide spiritual nurture for children, families and communities. The movement “Together with Children and Youth” is a coalition of churches in Central America and Mexico that are united with World Vision to raise awareness amongst the populations of the effects of violence,” says Harold Segura, Regional Director of Church Relations and Christian Identity for World Vision LAC. It also underscores “the importance of relations that are based in love and caring relations, especially towards children.”

In El Salvador, for example, World Vision is facilitating workshops that gather parents and church leaders to learn about the theological and biblical foundation for raising children with loving, caring relationships and the importance of a home that is a safe place for children to grow.

Mario Vega, pastor of San Salvador’s ELIM International church, observed that “the nuclear family as we know it—father, mother, children—ceased to exist in El Salvador many years ago. The church’s ministry to the family must now take on a completely different role. I think that a very important role for the church is to become the guardians of children,” to look after them and meet their needs.

“The church doesn’t need to ‘reach into’ the communities. It is already there,” says Vega.

## IT TAKES PARTNERING WITH BUSINESS

Ending violence against children will require much greater, and much more effective, collaboration across sectors of society than has been seen before. Cross-sector partnerships, involving two or more actors from government, business, civil society (including faith-based organisations), UN agencies and/or other non-state actors (such as academics), will be critical. Partnerships typically leverage strengths in skills, knowledge, resources and influence to create solutions that are more innovative, more transformational, more sustainable, more effective and more efficient than partners could achieve on their own.

**The business community and its leaders are positioned to play a vital role in developing new solutions and mobilising the resources and will to drive social change protecting children.** Each of us has a part in making ours an even more child-safe society – and we can start in our own homes, neighbourhoods and organisations.

**It Takes a World** recognises this, and World Vision will continue to convene opportunities to catalyse collaboration for ending violence against children. We encourage businesses to participate actively in these platforms to ensure their investments contribute as effectively as possible to child-friendly priorities in their contexts.

The campaign will partner with businesses:

- from large multi-nationals through to national businesses and small and medium enterprises;
- at global, regional, national and local levels;
- across industries;
- in bilateral and multi-stakeholder partnerships, and more.

The benefits are widespread, as well as direct. While many macroeconomic and social benefits derive from investing in ending violence against children, there are also immediate and long-term benefits to business—such as positive brand reputation, risk reduction, and development of a loyal long-term customer base.

Consider how each line of business can address root causes and help create a protective environment for the care of children. The following examples are a brief illustrative list to stimulate this thinking, along with their alignment with the INSPIRE strategies. For instance:

- **Supply Chains and Procurement:** Importers, retailers and industry associations are among businesses that have a large stake in making sure their products don't use oppressive child labour. Improving standards and transparency in procurement helps level the playing field between companies and improve brand reputation. (INSPIRE 1, 5, 7)
- **Human Resources:** training employees plays a role in making sure all staff members are aware of clear protocols and prepared to recognise, deal with and prevent violence against children—including positive support in their roles as parents, caregivers and community members. (INSPIRE 4)
- **Information Technology:** Digital specialists can provide insight and systems to keep children and their information safe online. (INSPIRE 7)
- **Travel and Hospitality:** Tourism industry professionals can develop and train staff to help prevent, recognise and report cases of child trafficking. This extends from hotel staff to travel agents who can make sure that vendors meet standards for being child-safe and child-friendly. (INSPIRE 3)
- **Corporate Philanthropy:** Providing funding for counselling and therapy for affected children; supporting publicity and volunteer programmes to make children aware of dangers and how to find assistance. (INSPIRE 6)



# It takes institutions

## IN FOCUS: TEAMING UP WITH BASEBALL TO END CORPORAL PUNISHMENT IN DOMINICAN REPUBLIC

As part of World Vision's Region Free of Violence campaign, countries in Latin America and the Caribbean have been advocating for the protection of children from corporal punishment.

In Dominican Republic, physical punishment is so common that it affects more than 8 in 10 children in some communities, and more than 6 in 10 children nationally. Two well-known national baseball teams—Tigres del Licey and Leones del Escogido—partnered with World Vision to raise awareness and advocate for protecting children.

At special end-of-season baseball games, World Vision Dominican Republic promoted child protection messages in the stadiums, and the sports teams signed a petition asking the national government to adopt a comprehensive law to address all forms of abuse of children and adolescents, including prohibiting physical punishment.

Baseball fans at these games added hundreds of signatures, helping drive the number of supportive citizens signing the petition to more than 10,000 nationwide. This helped to bolster the policy requests submitted by World Vision Dominican Republic along with other partner organisations in the NGO Coalition for Children.

Together, these efforts helped ensure that prohibition of corporal punishment was a mandate in the Dominican Republic's National Roadmap for the Prevention and Elimination of Violence against Children.



## IN FOCUS: ECUADORIAN NEWSPAPER IN RACE TO PROTECT CHILDREN

In 2015, Grupo El Comercio, a high circulation national Ecuadorean newspaper, agreed to work with World Vision to leverage the media company's annual 15K race event to bring the issue of child protection to the fore in the minds of Ecuadorean citizens and policy makers and raise funds for the cause.

Building on this initial success, in 2016 more than 18,000 runners—including 1,000 athletes with disabilities—participated in the 15K race, and more than 100,000 people were exposed to child protection messaging. Many more were reached through radio and TV slots associated with the event. The increased profile of child protection issues and the funds raised through the event have enabled new investments in interventions to protect children from seasonal child labour problems, and to support children affected by the April 2016 earthquake in Manabi Province on the Ecuadorian coast.

**EL COMERCIO**



## IN FOCUS: A PUBLIC-PRIVATE PARTNERSHIP WITH TIGO TO FIGHT CYBERBULLYING BOLIVIA

As the use of digital devices by children in Bolivia has increased, so has the problem of cyberbullying. Tigo, one of Bolivia's largest mobile phone providers, has partnered with World Vision and the Government of Bolivia to address this trend. Through the "Convivencia sin Violencia" (Living Together Without Violence) site online, the partnership educates children and adolescents, parents, and teachers on how to use digital technology safely and without violence.

Since the website launched in 2014, more than 22,000 pledges have been made by children and adults committing themselves to resolving disagreements peacefully and to take action when they see violence being committed by others. To date:

- 45,000 children, adolescents, parents, volunteers and teachers have participated in face-to-face workshops provided by the partnership
- Nearly 13,000 children and adolescents have been mobilised to take part in awareness-raising events across Bolivia
- Over 1.1 million people have been reached through social networks and mass media with key messages
- 250 young volunteers have been trained to go into schools to run classes and workshops that help children understand online risks and how best to protect themselves.

The government, particularly through the Ministries of Justice, Culture and Education, has supported the development of the training courses, enabled public officials to be trained, and publicised the campaign. Building on these successes, World Vision, Tigo and the government are currently planning a second phase to gather data that will better inform public policy recommendations to enhance the online safety of children in Bolivia.



**It takes the media**



**It takes family**

## **IN FOCUS: CARTOON NETWORK SPREADS THE WORD THAT BULLYING ISN'T FUNNY**

¡Basta de bullying, no te quedes callado! (Stop Bullying, Speak up!) is a Latin America-wide campaign that has helped raise awareness and provide practical tools to prevent and reduce a problem that affects half of the young people in the region.

Led by a partnership of Cartoon Network, World Vision and Plan International since 2012, the campaign promotes the ¡Basta! (Enough!) pledge to commit to stop bullying. Resources include a mobile app, colourful websites in Spanish and Portuguese ([www.bastadebullying.com](http://www.bastadebullying.com), [www.chegedebullying.com](http://www.chegedebullying.com)), a game, and a toolkit on bullying prevention for children, parents and educators. Overall, through very significant investments in media coverage including public service announcements, the campaign has reached at least 59 million households in the region.

More than 1.5 million children and adults across Latin America have signed the pledge to stop bullying, as a result of this alliance between private sector and civil society organisations. World Vision developed the online module, and has been working across Latin America, through 14 of its national offices, with children, parents, child protection specialists, ministries of education and local school districts to promote the pledge and get the toolkit into the hands of teachers and students.

Barry Koch, Senior Manager and Vice President of Cartoon Network Latin America, reflected that getting to these numbers is “a formidable achievement.” He is keen to stress that it is important to shift the culture and society from seeing violence as an acceptable norm. “We are counting on the pledges to inspire concrete actions to resolve problems peacefully and respect diversity.”



## IT TAKES ALL OF US

The 2030 Agenda for Sustainable Development, also known as the Sustainable Development Goals, is expected to unlock unprecedented political will and funding to reach collective global aims for a better society. Among this set of 17 goals and 169 targets to wipe out poverty, fight inequality and tackle climate change are several that specifically address ending forms of violence against children.

With the adoption of the Sustainable Development Goals (SDGs), we have seen violence against children acknowledged as a global development issue for the first time. It Takes a World is part of World Vision's global response to the SDGs.

The world's governments have set ambitious targets to end violence by 2030, in order to deliver the vision of a world where all children grow up free from violence and exploitation. This task is beyond the reach of any one organisation or group, but all of us—civil society, business, government, children, and families—working together can make a real and tangible difference in the lives of vulnerable children.

World Vision is an active member of the Global Partnership to End Violence Against Children, which provides a platform for countries – and all those working toward the goal of ending violence against children – to share best practices and lessons learned, and to facilitate greater cooperation and coordination of common efforts.

*“Guaranteeing the rights of all children and adolescents means acting to prevent all the factors of vulnerability that affect their development and growth. Violence against children in all its forms is a violation of their rights, and it is the responsibility of all sectors to provide effective responses in order to eradicate such violations and urgently demand public policies that enforce and restore rights.”*

*Esmeralda Arosemena de Troitiño  
Rapporteur on the Rights of the Child  
InterAmerican Commission on Human Rights*

### Sustainable Development Goal targets related to ending violence include:

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

5.3 Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

16.1 Significantly reduce all forms of violence and related death rates everywhere

16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children  
16.9 By 2030, provide legal identity for all, including birth registration

## A CALL TO ACTION

### **World Vision invites you to join us in ending violence against children.**

Over the next five years, It Takes A World will run from the smallest community to the largest world stage. To end violence against children, change needs to take place at all levels. It takes a commitment. It takes recognising the signs and symptoms of violence. It takes ordinary citizens calling out behaviour and practices that harm children. It takes politicians standing up for what is right, not just what is popular. It takes faith leaders challenging the hidden and damaging beliefs of their congregations. It takes new ideas and technologies, from different and unusual partners.

World Vision has unique strengths as both an international non-governmental organisation (INGO) and a trusted local actor. It is the existing community relationships and partnerships built by local staff over many years that give insight on how best to deliver impact for the most vulnerable children. Our activities and influence, rooted in the experience gained through a long-term, trusted presence in thousands of rural and urban communities, also spans to the halls of power of global institutions through advocacy with United Nations bodies, multilateral organisations and governments.

World Vision has considerable technical expertise in initiatives contributing to ending violence against children: the campaign will scale up and build on the experience and expertise developed from implementing child protection and other programmes worldwide. All this is supported by World Vision's work in 99 countries, with 44,000 staff and the organisation's overall global budget of \$2.5 billion.

For this, it takes YOU. Whether you are a child or a parent, concerned community member or educator, policy maker or minister, law enforcement officer

or business owner, victim or survivor, celebrity or journalist, friend or partner, student or policy maker, there is an action to take TODAY. It takes every one of us, standing up to say: The time to end violence against children is now. Join with us and take action today to:

- Protect children
- Volunteer
- Pray
- Advocate
- Bear witness
- Partner
- Donate
- Spread the word

*“Latin America is the region with the most inequality in the world and one of the most violent. Boys, girls and adolescents are the principal victims of violence in all its forms, with lifelong physical and emotional wounds that affect their development as full citizens.*”

*“World Vision’s call to us to prioritise childhood and end the violence reminds us of civil society’s role as the voice of conscience for these children of Latin America who don’t yet vote and in many cases don’t even have a voice in the decisions that directly affect them at the family, school and institutional levels.*”

*“Only if we walk together can we achieve the ‘tenderness revolution’ our region so needs. Love and faith are the catalysts that will bring it about. We invite volunteers to have a key role in this process. Volunteerism is a civic virtue and habit of the heart that can increase public will and multiply results for solidarity in Latin America, contributing to a better present and future for children as well as to the SDGs (Sustainable Development Goals) in the region.”*

*Dacil Acevedo  
General Director  
Centro Latinoamericano de Voluntariado (CELAV)*



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



   @WorldVisionLAC

#ItTakesAWorld  
#NecesitamosATodoElMundo

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