



# IMPACT REPORT 2020

BY ARPAN

[www.childsafetyweek.in](http://www.childsafetyweek.in)



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# EXECUTIVE SUMMARY

Child Safety Week from the 14th of November to the 20th of November is an annual people led movement towards collective action against Child Sexual Abuse (CSA). Objectives of the Child Safety Week is to break the taboo around conversations on CSA; empower parents to become vigilant and provide a safe environment for children; engage Government bodies to push programmes and policies towards prevention of CSA; have educational institutes run at least one programme to make children aware and empower them to participate in their own safety; engage organisations to sensitize their employees and implement policies towards keeping children safe. This year given the pandemic, Child Safety Week 2020, went digital and that has enabled us to have incredible reach and engagement. In order to achieve our objectives, we used a multipronged approach to engage the digital audience:

- #ItCanWeCan campaign with simple 1 minute videos in multiple languages to create awareness and dispel misconceptions on the issue so that it could be shared across platforms including WhatsApp to maximise the reach of the message. The #ItCanWeCan campaign had a reach of over 142,000 across social media platforms like Facebook, LinkedIn, Instagram, Twitter and WhatsApp.

- Webinars & a Tweet relay by individuals and organisations working on the issue, in order to share different perspectives on CSA and have a deeper engagement with the audience. There were 12 such webinars conducted and the sessions were attended by 760 individuals around the world.
- Enroll the support of Movement Builders, influencers & organisations to drive engagement and create awareness. With participants from 9 countries namely United States, United Kingdom, Philippines, Malaysia, Ghana, Hong Kong, China, Kenya and Vietnam; we had over 184 corporates, organisations and individuals participating in the event through pledges, activities to raise awareness on CSA. The movement was supported by influencers like Neerja Birla, Anil Swarup, Amit Chandra, Vidya Balan, Onir, Lillete Dubey, Sahil Salathia, Aman Mittal, Rahul Bose and Faye D'souza. A few of our movement builders also conducted fundraising activities to raise awareness and support some organisations working on the cause of Child Sexual Abuse.



## EXECUTIVE SUMMARY CONTINUED...

It was amazing to see the power of collective action when through all our digital initiatives we had a reach of over 5.8 million and through our media coverage we reached over 7.2 million. The total reach of Child Safety Week 2020 was an amazing 13 million.

Some key learnings from the event were that despite the constraints of the pandemic, information on an issue like Child Sexual Abuse is needed and well received. This is especially so when digital platforms, influencers and the media give you an opportunity to reach out to millions. But above all, the power of a collective is in the collaborative and cumulative efforts of every individual and organisation that is a part of it. The success of the movement would not have been possible without it.

The way forward for Child Safety Week in the months to come is to continue engaging with our audience on social media, updating the website with content and resources that can provide information and support to caregivers to deal with Child Sexual Abuse. We will also launch a podcast on various platforms to showcase the work of organisations and people working on the issue and inspire many more to take up the mantle of creating a world free from Child Sexual Abuse.



# INTRODUCTION

**Awareness is a key ingredient in success.  
If you have it, teach it, if you lack it, seek it.**

– Michael Kitson

This quote sums up what Child Safety Week 2020 has been all about.

Child Safety Week 2020 has been an amazing collective effort towards creating awareness on the issue of child sexual abuse and its prevention. A people-led movement that was initiated by Arpan in 2019, Child Safety Week, raises awareness and encourages collective action on the issue of child sexual abuse annually. It marks its significance across three relevant days observed for children. 14th November – Children’s Day in India, 19th November – World Day for Prevention of Child Abuse and 20th November – International Children’s Day. Notwithstanding the restrictions imposed by the pandemic, this year, Child Safety Week went digital. Through conversations on social media, webinars and other activities, we aimed to break the taboo around the issue of Child Sexual Abuse and make such conversations mainstream through various digital media.

It has been incredible to see how despite the pandemic and the festivities (Diwali, the festival of lights in India, was on the 14th of November this year) the initiative built momentum and had the support of organisations and influencers not just from India but around the world.



## Objectives of Child Safety Week

Child Safety Week is a dedicated week aimed at enabling long-term impact. The objectives of the initiative were:

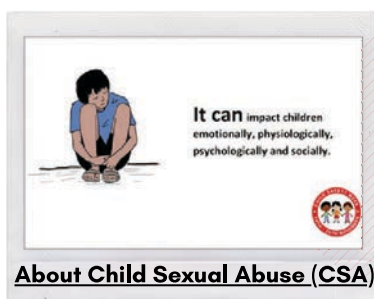
- **Break the taboo** around conversations on CSA and make such conversations mainstream.
- **Parents become vigilant** and provide a safe environment for children.
- Government bodies **push programmes and policies towards prevention of CSA.**
- All educational institutes run at least one **programme to make children aware and empower them** to participate in their own safety.
- Organisations **sensitize their employees and implement policies** towards keeping children safe.



# ACTIVITIES

In order to achieve our objective of activating conversations on digital media on the issue of Child Sexual Abuse, we used a multipronged approach to engage the digital audience which has been enumerated as follows:

- #ItCanWeCan campaign**, with content in multiple languages.
- Webinars & a Tweet relay** by individuals and organisations working on the issue.
- Enroll the support of Movement Builders**, influencers & organisations to drive engagement and create awareness.



## #ItCanWeCan:

1 in 2 children in India is affected by Child Sexual Abuse. While the numbers differ, the problem persists globally. And yet, there is ignorance around the issue, its impact on children and the role we, as adults, can play in keeping children safe. The objective of the #ItCanWeCan videos was to educate people that **ItCan** happen to any child and **WeCan** do our bit to keep children safe. To shed light on this issue, 7 videos were created in 3 languages on 7 different aspects of child sexual abuse with the intention of empowering adult stakeholders as under:

**a. About Child Sexual Abuse (CSA):** An introductory video to give information on what exactly constitutes CSA followed by the impact of CSA on children in different ways, be it emotionally, physiologically, psychologically or socially. The video also shared what could be done to reduce the impact of CSA. Watch the video [here](#) to know more.

**b. CSA Myths:** There are many misconceptions around Child Sexual Abuse. Some of these misconceptions can hinder our ability to protect our children from Child Sexual Abuse and this video helped in busting these myths. It shows how it can happen irrespective of factors like gender, place, societal strata and relationship with the assailant. Watch the video [here](#) to know more.

**c. Grooming:** Very often we do not realize that someone is working towards building a relationship and gaining a child's trust with the intent of preparing a child for sexual abuse. This video threw some light on how grooming is done gradually, in a shrewd manner and how it could be done by people you would never suspect. Watch the video [here](#) to know more.



## ACTIVITIES CONTINUED...

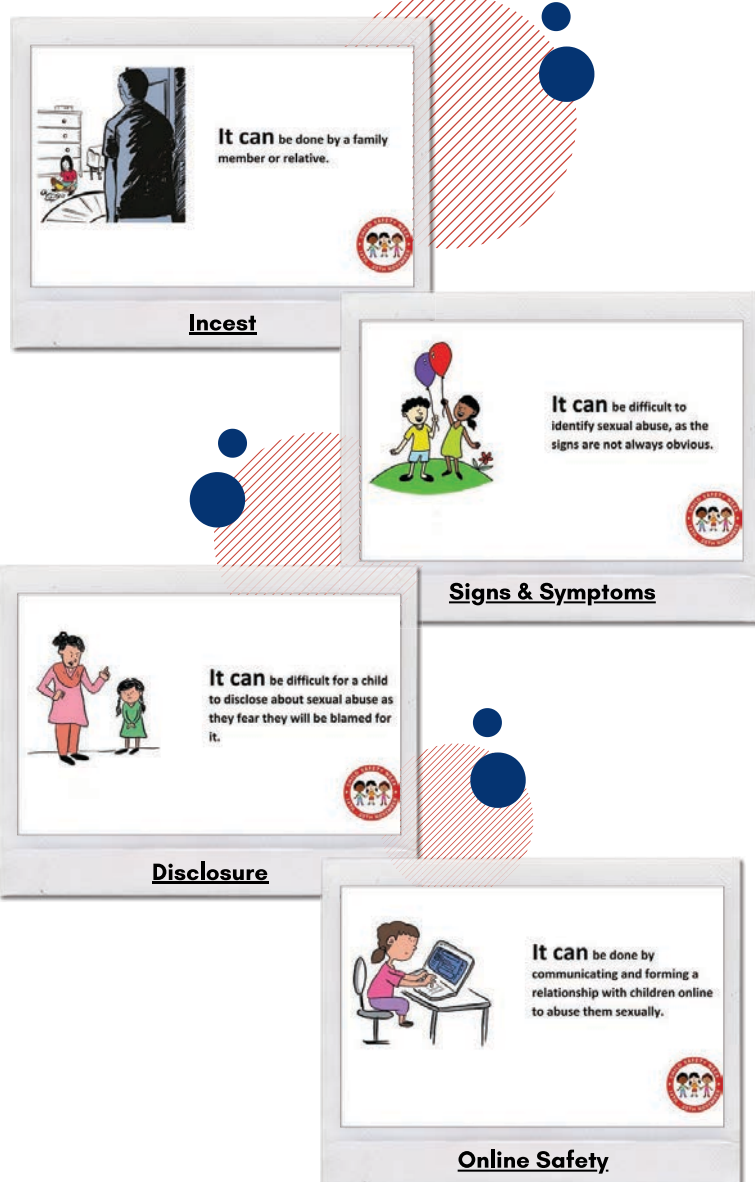
**d. Incest:** It can be very difficult for a child to disclose about Sexual Abuse when the abuser is a close family member. Because of the proximity with the abuser, the repercussions are more pronounced and graver for the victim. This video showed the incidence and impact of incest on a child. Watch the video [here](#) to know more.

**e. Signs & Symptoms:** The signs of Child Sexual Abuse are not always visible. It is important to keep an eye on subtle or drastic changes in the child's behaviour, their emotional and physical traits. The video focuses on the various manifestations of CSA and how we could tactfully alleviate the victim's suffering. Watch the video [here](#) to know more.

**f. Disclosure:** It can be difficult for children to disclose about Child Sexual Abuse as they think no one will believe them or because they themselves might be blamed for it. The video also shows how caregivers can enable children to get rid of their inhibitions and facilitate the disclosure process. Watch the video [here](#) to know more.

**g. Online Safety:** Being online especially in the current circumstances is inevitable for children. The video focuses on the various ways through which Child Sexual Abuse can happen online, and how, instead of keeping them away from the virtual world, we can empower our children with the dos and don'ts of the online world. Watch the video [here](#) to know more.

**Outcome** - The #ItCanWeCan was a massive success with a reach of over 142,000 across social media platforms (76,538) like Facebook, LinkedIn, Instagram and Twitter and distribution through WhatsApp (76,170). The campaign garnered unanimous praise from one and all. The simplicity, relevance, and emotional appeal of the campaign successfully managed to strike a chord with the masses and convey the message in an effective manner.



## ACTIVITIES CONTINUED...

### Webinars & a Tweet- Relay on different aspects of the issue:

A multi-faceted issue like Child Sexual Abuse needs awareness to be built from different perspectives. Child Safety Week 2020, saw NGOs and individuals, working on different aspects of Child Sexual Abuse, come together to amplify conversations on Child Sexual Abuse and its prevention. The initiative also intended to touch upon issues like Global Perspectives on CSA; Holistic Healing for survivors of CSA; Educators and their role in the prevention of CSA; Demystifying the law on sexual offences against children; etc. 12 webinars were conducted on various topics related to child sexual abuse with panellists from around the world as under:

#### 1 - Global Perspectives on Child Sexual Abuse

This webinar was organised by **Arpan & Together for Girls**, where experts like **Dr. Lois Engelbrecht** – Founder Trustee, Centre for Prevention and Treatment of Child Sexual Abuse, Manila, Philippines; **Katelyn N. Brewer** – President & CEO, Darkness to Light, USA; **Donald Findlater** – Director, Stop It Now! helpline UK & Ireland; The Lucy Faithfull Foundation, UK; **Pooja Taparia** – Founder and CEO, Arpan, India and **Daniela Ligiero** – Executive Director & CEO, Together for Girls (moderator) came together to discuss trends being witnessed on the issue of CSA, how interventions are being modified along with the changing environment, progress made in the last decade, challenges we see today and ways in which we can address them.

#### 2 - Holistic Healing for Survivors of Child Abuse

Child Sexual Abuse is one of the most traumatic life events a child can go through. It has a long-term impact on the emotional and psychological wellbeing of the survivor. It, therefore, becomes important to understand what can be done for them to holistically heal. In this webinar led by **Arpan**, the moderator **Anupriya Das Singh**, Senior Manager Healing Services, Arpan discussed the various strategies that are known to help release and heal the pain/trauma caused by the abuse with panellists **Sonal Kapoor**, Founder & Director, Protsahan India Foundation; **H'vovi Bhagwagar**, Psychologist and EMDR specialist; and **Namrata Joshi**, Assistant Manager Healing Services, Arpan and an ABT specialist.

**Live Webinar**  
**GLOBAL PERSPECTIVES ON CHILD SEXUAL ABUSE**  
 Together for girls  
 Moderator  
**Dr. Daniela Ligiero**  
 Executive Director & CEO, Together for Girls  
 Panelist  
**Donald Findlater**  
 Director of the Stop It Now! Helpline UK and Ireland, Lucy Faithfull Foundation, UK  
 Panelist  
**Katelyn N. Brewer**  
 CEO, Darkness to Light, USA  
 Panelist  
**Dr. Lois Engelbrecht**  
 Founder Trustee, Centre for Prevention and Treatment of Child Sexual Abuse, Manila, Philippines  
 Panelist  
**Pooja Taparia**  
 CEO & Founder, Arpan, India  
**16th NOV. 2020**  
 7:30 am PST, 10:30 am EST, 3:30 pm GMT, 9 pm IST.  
 REGISTER  
[bit.ly/CSW2020\\_GlobalPerspective](https://bit.ly/CSW2020_GlobalPerspective)  
[www.childsafetyweek.in](http://www.childsafetyweek.in)

**Live Webinar**  
**HOLISTIC HEALING FOR SURVIVORS OF CHILD SEXUAL ABUSE**  
 Keynote Speaker  
**Ms. Neerja Birla**  
 Founder & Chairperson, Aditya Birla Education Trust  
 Panelist  
**Anupriya Das Singh**  
 Senior Manager, Healing Services, Arpan  
 Panelist  
**Sonal Kapoor**  
 Founder Director, Protsahan  
 Panelist  
**H'vovi Bhagwagar**  
 Psychologist and Trauma Specialist  
 Panelist  
**Namrata Joshi**  
 Psychiatric Social Worker in Art Based Therapy  
**17th NOV. 2020** 11:00 am  
 REGISTER  
[https://bit.ly/CSA\\_HolisticHealing](https://bit.ly/CSA_HolisticHealing)  
[www.childsafetyweek.in](http://www.childsafetyweek.in)





## ACTIVITIES CONTINUED...

### 3 - Kya Apko Pata Hai? Demystifying the Law on Sexual Offences Against Children

There are several misconceptions with respect to the law and legal procedures in cases of Child Sexual Abuse. Most stakeholders (including parents, teachers, doctors, social workers, etc.) fear the criminal justice system and are reluctant to report. Moreover, there is limited information available on the beneficial provisions of the Protection of Children from Sexual Offences (POCSO) Act and effective mechanisms for implementation of the same. This session, organised by **Majlis**, aimed to simplify the law and bust the various myths and stereotypes surrounding the legal procedures. The panellists for this webinar were **Adv. Flavia Agnes**, Founder – Director, Majlis; **Adv. Audrey D'mello**, Director – Majlis; **Adv. Persis Sidhva**, Project Director, Majlis; and **Adv. Jacinta Saldanha**, Project Director, Majlis

**क्या आप को पता है?**  
Demystifying the law on Child Sexual Abuse  
Date: 17th November 2020 Time: 5:00 p.m. to 6:00 p.m.

On the occasion of **Child Safety Week** we invite you to join us for a webinar

Opening remarks **Flavia Agnes**

in conversation with **Audrey Dmello**, **Persis Sidhva**, and **Jacinta Saldanha**

Majlis provides social and legal support to survivors of sexual & domestic violence.

**Majlis** Legal Centre

### 4 - Exploring the Barriers that Prevent Children from Speaking Up about Abusive Experiences and Undoing them

**Rubaroo** organised this webinar to throw light on the factors that prevent children from speaking about abusive experiences and how we as adults can create safe spaces for them to open up. Speaker, **Apphia D'souza**, Senior Project Officer and Counselor, tried to inculcate perspectives on how to communicate and empathise with children who have experienced abuse.

A webinar on **Exploring the Barriers that Prevent Children from Speaking Up about Abusive Experiences and Undoing them**

Speaker: Apphia Dsouza, Senior Project Officer and Counselor.

18th November, 2020 | 11 am to 12 pm, IST.

Meeting ID: 856 4116 8480  
Passcode: 814190

**STAY SAFE**  
**Rubaroo**  
Breaking Silences Foundation



## ACTIVITIES CONTINUED...

### 5 - Treatment to Offenders - A novel approach of Primary prevention of Child Sexual Abuse

The participants gained awareness and insight regarding the concept and understood the importance of treatment to potential offenders, in this webinar led by **Dr. Ujjwal Nene**, Sexual Health Consultant and Sr. Clinical Psychologist, KEM Hospital, Pune with panelist **Dipti Pande**, Clinical Psychologist and Counsellor, Founder - Solace Emotional and Mental Well-being. That is, the general public benefitted by learning that a person with an inclination towards pedophilia can seek help and get treatment before they give in to their urges and offend. This can be a highly effective method of prevention of child sexual abuse.



### 6 - Role of Creative Communities in Ending Child Sexual Abuse

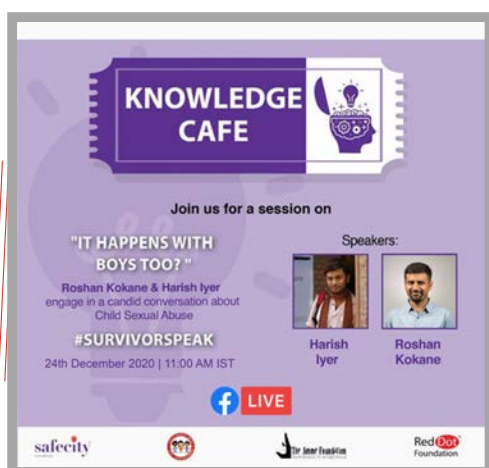
The panellists **Kevin Lee**, Editorial Lead, We are Yuva; **Amir Rizvi**, Communication Designer, Citizens for Justice & Peace; **Reema Ahmad**: Founder, Candidly; **Sonal Kapoor**, Founder, Protsahan India Foundation; and **Nicole Rangel**, Co-founder, Leher discussed about the impact of creative mediums on our daily lives and how we could leverage its pervasive nature to create awareness about the issue in a more widespread and effective manner in this webinar organised by Leher.



## ACTIVITIES CONTINUED...

### 7 - "It happens with boys too?" (#SurvivorSpeak)

Roshan Kokane and Harish Iyer engaged in a candid conversation about Child Sexual Abuse in this webinar led by **Harish Iyer**. In a highly motivating manner, the panel shared personal anecdotes with the objective of: Engage. Learn. Heal.



### 8 - Educators and their role in Prevention of Child Sexual Abuse

Arpan led this webinar, where the panellists **Anil Swarup**, Founder Chairman, Nexus of Good and Former Secretary School, Education, GOI; **Swati Popat**, Founder, President ECA; **Manisha Arondekar**, Principal Dr. S Radhakrishnan School; **Shailendra Sharma**, Principal Advisor Directorate of Education, Delhi; and **Aditi Ray**, Director Training and Advocacy, Arpan explored the role of educators in prevention of Child Sexual Abuse. They also touched upon the tools they need for capacity building and support from families/school system.



I am really glad to have been on the panel for the webinar on 'Educators and their role in Prevention of Child Sexual Abuse.' It gave me an opportunity to talk about how we have been teaching children personal safety as a part of the curriculum for over 10 years and have seen that when parents and children are aware, they are more vigilant and are better skilled to prevent Child Sexual Abuse. We believe that every adult and child should have access to this information and movements like Child Safety Week help in amplifying conversations around the issue.

#### MANISHA ARONDEKAR

PRINCIPAL OF DR. S. RADHAKRISHNAN  
INTERNATIONAL SCHOOL, BORIVALI  
AND DR. SARVEPALLI RADHAKRISHNAN  
VIDYALAYA, BORIVALI



## ACTIVITIES CONTINUED...

### 9 - Online Child Sexual Abuse, Reporting Mechanisms & Safety Measures

This webinar, organised by **Responsible Netism**, led a panel discussion on Cyber Safety as a part of the ISafe Alliance. Focus was on the various manifestations of CSA in an online environment, the reporting procedure, and the precautionary measures that should be undertaken. The panellists for this webinar were **Sonali Patankar**, Founder, Responsible Netism; **Vineet Kumar**, President Cyber Peace Foundation; **Mohamed Mustafa**, Founding CEO Disc Foundation; and **Nitish Chandan**, Investigation & Technology law specialist, Cyber Peace Foundation.

**CHILD SAFETY WEEK 2020**  
14TH - 20TH NOVEMBER

**SAFE**  
Internet Safety Alliance for Engagement

**CHILD SAFETY WEEK 2020**

PANEL DISCUSSION ON

**Online Child Sexual Abuse, Reporting Mechanisms and Safety Measures**

Thursday, November 19, 2020, 7 pm

IN CONVERSATION WITH

MOHAMED MUSTAFA  
FOUNDING CEO - DISC FOUNDATION

NITISH CHANDAN  
DATA PRIVACY INVESTIGATIONS & TECHNOLOGY LAW SPECIALIST, CYBER PEACE FOUNDATION

SALONI SAWNANI  
ASSOCIATE DIRECTOR - HEALING SERVICES ARIANA

SONALI PATANKAR  
FOUNDER, PRESIDENT, RESPONSIBLE NETISM

MODERATED BY

REGISTER: [https://bit.ly/CSA\\_OnlineSafety](https://bit.ly/CSA_OnlineSafety)

### 10 - The Role of Government and Civil Society in combatting Child Sexual Abuse in the times of COVID-19

This webinar led by HAQ - Centre for Child Rights aimed to bridge the gap between various Government child protection functionaries and those who work on the issue of child safety by enabling a dialogue. It provided a platform to discuss some of the challenges in addressing the issue of child safety and what can be the immediate, short-term and long-term, preventive and responsive measures that can be taken to scale for the realization of children's right to protection and access to justice in true spirit.

HAQ: Centre for Child Rights, As Part of Child Safety Week, Invites You to Join A Webinar

**Role of Government Agencies, Private Sector and Civil Society in Combatting Against Child Sexual Abuse**

Ms. Namrita Aggrawal, Addl. Secretary, DSLSA

Mr. Shankaranand Jha, ChildLine India Foundation

Ms. Sonal Kapoor, Founder Director, Protsahan

Moderated By:

Ms. Richa Bakshi, Corporate Counsel, Litigation, Amazon India

Adv. Tara Narula

Ms. Urmi Chudgar, HAQ: Centre for Child Rights

**20.11.2020 11:00 AM to 01:00 PM**

Meeting Platform: GoToMeeting  
Meeting ID: 325-847-117  
Passcode: #CSW2020

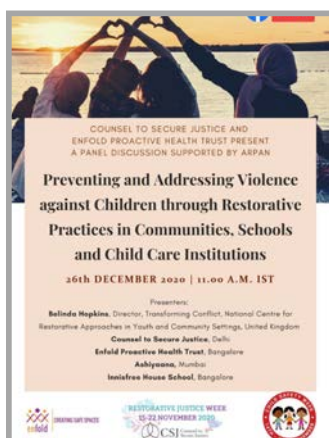
HAQ: Centre for Child Rights



## ACTIVITIES CONTINUED...

### 11 - Preventing and Addressing Violence against Children through Restorative Practices in Communities, Schools and Child Care Institutions

In this 2 part webinar, organised by the think tank Centre for Social Justice (CSJ), the panel discussion brought together organisations from across India working on restorative practices with children in the educational as well as those in contact with the justice system. In the first panel session, panellists **Nimisha Srivastava**, Program Director, Counsel to Secure Justice; **Belinda Hopkins**, Director, Transforming Conflict, National Centre for Restorative Approaches in Youth and Community Settings, United Kingdom; **Suman Bolar**, School Administrator & **Arati Dinesh**, Principal, Innisfree House School; and **Dr. Sangeeta Saksena**, Co-Founder, Enfold Trust explored the scope of restorative practices within the education system, both as a preventive, as well as a responsive tool. In the second panel session, panellists **Urvashi Tilak**, Director, Restorative Justice, CSJ; **Shivangi Puri**, Social Worker and Facilitator, Restorative Practices, Enfold; **Arti Mohan**, Program Officer, Restorative Justice, Counsel to Secure Justice; **Sachi Maniar**, Director, Ashiyana and Children impacted by the Juvenile Justice System; **Nimisha Srivastava**, Program Director, Counsel to Secure Justice; and **Arlene Manoharan**, Co-Head, Restorative Practices, Enfold focussed on the use of Restorative Circles with children in the juvenile justice system.



### 12 - Pop the Culture: The Role of Literature, Theatre and Films in Spreading Child Sexual Abuse Awareness

There are books, there are plays and there are films. Then there are books, plays and films on Child Sexual Abuse awareness. How are these creative expressions creating an impact on the awareness efforts for Child Sexual Abuse, and educating children & parents using pop culture, was the focal point of the discussion in this webinar organised by **Payal Shah Karwa** with panellists **Anirban Dhar (Onir)**, Producer, Anticlock Films; **Anju Kish**, Sexuality Educator, Award-winning Author, Founder, UnTaboo; and **Prof (Dr) Debarati Halder**, LL.B, M.L., PHD(NLSIU) Professor legal studies, United world School of law, Karnavati University & managing director (hon), Center for cyber victim counselling.

These webinars were attended by over 760 individuals invested in understanding the issue better.

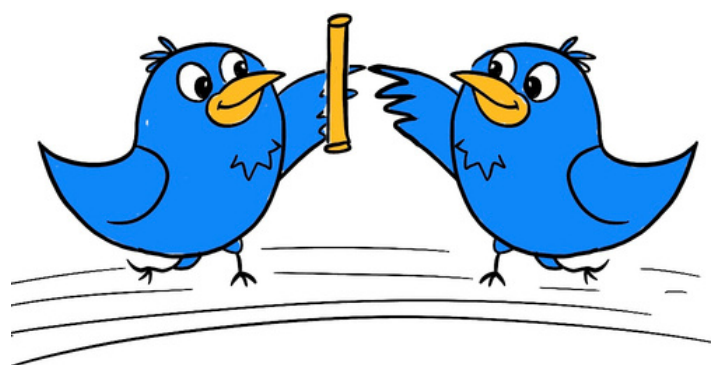


## ACTIVITIES CONTINUED...

### Tweet Relay

To mark the World Day for Prevention of Child Abuse, organisations working closely on the issue of Child Sexual Abuse, took over Child Safety Week handles for one whole day to raise awareness on child safety by sharing tweets around the work they do, and their experiences while working on the issue during the Tweet Relay. Organisations like HAQ, Rubaroo, Protsahan, One Future Collective, The Hands of Hope Foundation, Majlis, First Moms Club and Arpan came together to create awareness, teach safety measures, conduct polls, and share real life incidents, statistical figures and motivating quotes.

#CSW2020, #PreventCSA, #EndCSA, etc. are few of the hashtags that were used effectively during the event.



Name of the organisation	Tweet Relay - Timings
HAQ	10 AM - 11:30 AM
Rubaroo	11:30 AM - 1 PM
Protsahan	1 PM - 2:30 PM
One Future Collective	2:30 PM - 4 PM
The Hands of Hope Foundation	4 PM - 5:30 PM
Majlis	5:30 PM - 7 PM
First Mom's Club	7 PM - 8:30 PM
Arpan	8:30 PM - 10 PM

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# MOVEMENT BUILDERS

**'It takes a village to raise a child'**  
– African Proverb.

It takes each one of us to keep a child safe. A true collective effort needs the support of the community; individuals, organizations, corporates and relevant stakeholders from around the world made a meaningful contribution to the objective of the Child Safety Week, 2020.

Our Movement Builders helped us to create awareness on the issue of Child Sexual Abuse and encouraged people to take action for preventing it and enabled us to touch the lives of millions of individuals. With participants from 9 countries namely United States, United Kingdom, Philippines, Malaysia, Ghana, Hong Kong, China, Kenya and Vietnam; the following table gives us an idea of the magnitude of the partnerships we were able to forge for Child Safety Week 2020.

Category	Count
Community	3
Corporate	21
Govt.	6
NGO	98
School / College	38
Individual	18
<b>Total</b>	<b>184</b>

To magnify the reach of the campaign, Movement Builders distributed the **#ItCanWeCan** videos in languages they knew would be most appropriate for their target audience. Few movement builders conducted pledge taking activities, wherein they took the oath to play an active role in keeping children safe. Corporates, communities and organisations organised awareness sessions on the issue, took the pledge to keep children safe and shared the **#ItCanWeCan** videos to raise awareness on the issue. Besides this, 22 NGOs working on the issue around the world participated in various ways like sharing the **#ItCanWeCan** videos, participating in the Tweet Relay, organising Webinars and engaging on social media. Through our movement builders who had a cumulative social media following of 44,773 posts were made for Child Safety Week and videos and messages on WhatsApp had a reach of over 76,000. 42 events were conducted by our movement builders reaching out to 53,714 individuals and pledges were taken by 1212 people and 10 organisations.



## MOVEMENT BUILDERS CONTINUED...

Please find the details of the outreach through movement builders in the table below:

Social Media Engagement	Total Followers	Total Posts
Facebook	21,377	226
Instagram	6,825	151
Twitter	10,503	74
LinkedIn	5,994	51
Youtube	75	22

Message Circulation	Total Message	Reach
WhatsApp	710	76,170

Pledges	Total
Adult	1,126
Children	86
Organisation	10
Total	1,222

Number of Activities	42
Participation	53,714



Note - A detailed list of all the movement builders can be found at the end of the report





## MOVEMENT BUILDERS CONTINUED...

### We are happy to share what few of our movement builders had to say about their participation in Child Safety Week 2020:



When we initiated the Child Safety Week in 2019, little did we know that it would become such a great platform for the organisations across the globe to come together to raise awareness on the issue of Child Sexual Abuse. We are thrilled to have been a part of this and we hope that year on year, Child Safety Week continues to encourage open conversations on Child Safety and encourages people to work towards preventing it, so that, one day, we are able to create a world that is free from Child Sexual Abuse.

**POOJA TAPARIA**  
FOUNDER & CEO, ARPAN



"We are glad to have been a part of Child Safety Week 2020. We think movements like these enable amplification of conversations around keeping children safe from Sexual Abuse not just in India but around the world. We hope that these conversations continue beyond Child Safety Week so that people can be more vigilant and proactive in their approach towards child safety."

**DR. LOIS ENGELBRECHT**  
FOUNDER TRUSTEE, CENTRE FOR PREVENTION AND TREATMENT OF CHILD SEXUAL ABUSE, MANILA, PHILIPPINES



SBI is proud to be a part of this movement to engage in conversations to prevent Child Sexual Abuse. We believe that every child deserves a safe and happy childhood and one key step in keeping children safe is to engage in conversations and empowering ourselves with the knowledge of how Child Sexual Abuse can be prevented.

**MANJULA KALYANASUNDARAM**  
MANAGING DIRECTOR, SBI FOUNDATION



# INFLUENCERS



This year we also had many influencers join the movement who took up the mantle and shared personalized video messages to inspire people to take action for prevention of Child Sexual Abuse.

**Neerja Birla**, Founder and Chairperson of the Aditya Birla Education Trust; **Anil Swarup**, Founder Chairman, Nexus of Good, Former Secretary, Government of India; **Amit Chandra**, Chairperson, Bain Capital India Office; **Vidya Balan**, Actor; **Onir**, Filmmaker & National Award Winner; **Lillete Dubey**, Film & Stage Actor; **Sahil Salathia**, Actor; **Aman Mittal**, CEO Kolhapur Zilla Parishad; **Rahul Bose**, Actor, Founder of HEAL; were among the eminent influencers who made their presence known by raising voice on the issue. **Faye D'souza**, a respected Indian Journalist, organised a live conversation on the issue to raise awareness amongst her followers. Here is what few of them had to say on the occasion:

Together we must amplify the conversations on Child Sexual Abuse and the steps that we can take to stop the perpetrator and help survivors heal. We must bring enough awareness to stop the perpetrators while supporting the victim to heal. We have to create a safe environment for them. We have to help them and rehabilitate them. We have to help them look forward to their future.

**NEERJA BIRLA,**

FOUNDER AND CHAIRPERSON OF  
THE ADITYA BIRLA EDUCATION TRUST



## INFLUENCERS CONTINUED...

A large number of cases of Child Sexual Abuse go unreported for one reason or the other. How do we ensure that we dispel this darkness for thousands of children and usher in light in their lives? Having tough laws is not enough. All of us need to raise the bar by increasing the level of conversation in society on this one important issue. We need to be alert when we spot signs of trouble. We need to support wonderful organisations like Arpan when they work on this issue.

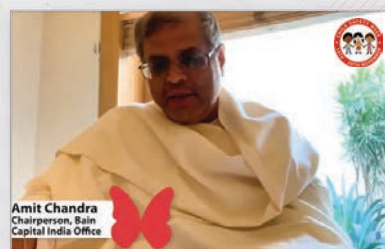
**Amit Chandra,**  
Chairperson, Bain Capital India Office

I have been supporting Arpan in creating awareness on the issue of Child Sexual Abuse and how it can be prevented. Let's all break the taboo and start conversations on Child Sexual Abuse. Have conversations with your friends and family on it. Learn ways of keeping children safe from sexual abuse, participate in webinars, make your colleagues and employees aware and share posts on social media. This is your opportunity to make a difference in a child's life.

**Vidya Balan,**  
Actor

Conversations around Child Sexual Abuse has to become social conversations. It is the opacity that creates much of the problem. So, break the taboo, make it a social conversation and a national movement.

**Anil Swarup,**  
Founder Chairman, Nexus of Good, Former Secretary,  
Government of India



**Amit Chandra,**



**Vidya Balan**  
Bollywood Actor



**Anil Swarup**



# FUNDRAISERS

We had enthusiastic and innovative fundraising campaigns held by organisations like GiveIndia & Fankind where 5 donors would get a chance to play Antakshari with veteran actress Vidya Balan over a video call. Child Safety Week also saw fundraisers like Aquathon Week, organised by Dr Prachi Shah Arora, an online exhibition of 21 artworks based on the theme 'Every child is different and unique', organised by artist Kirthi Shetty; and an online musical concert Ruhaani, organised by Ulaunch, Amoli Trust, Progrescio and Rishabh, to create awareness on the issue of Child Sexual Abuse.

We would like to express gratitude to all our movement builders who extended their support by raising funds to support organisations working in this space.

## Play Antakshari with **Vidya Balan**

And support Arpan

[Share the love](#)



# ENGAGEMENT AND REACH

## Digital

While the entire world was locked down during the pandemic, Child Safety Week found new opportunities in the online space. With all our online activities, this year, we had a reach of over 5.8 million through our digital initiatives. Few of the prominent ones that proved to be massive enablers in this regard were:

- ItCanWeCan Campaign
- Webinars
- Tweet Relay
- Influencer Participation

We also had a great engagement on our website where visitors took pledges, participated in online activities, read informative blogs etc to engage on the issue.

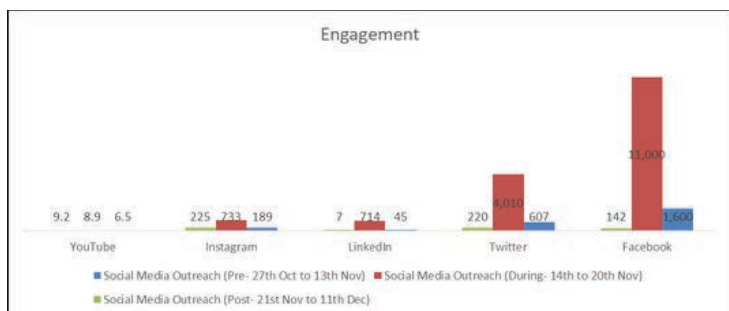
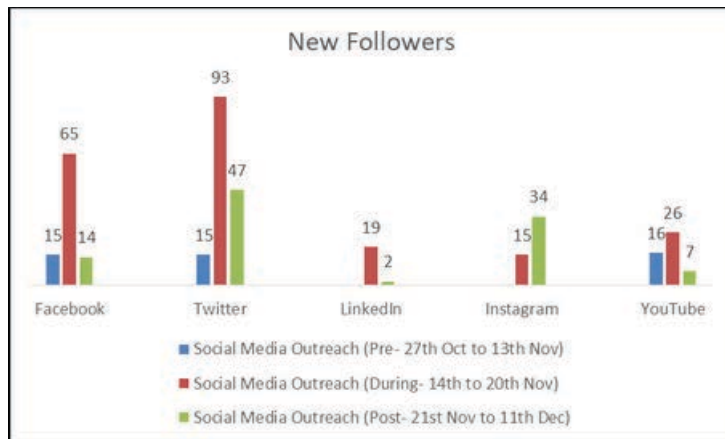
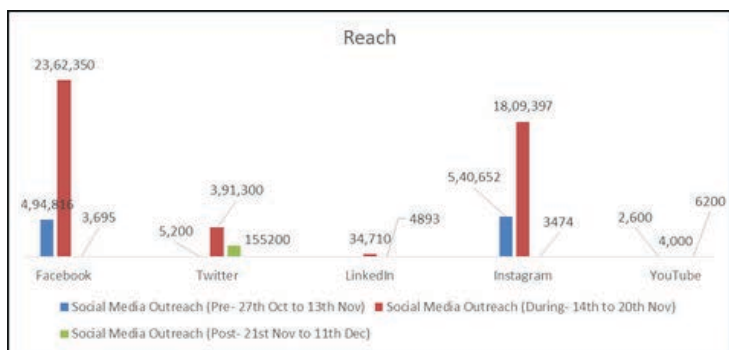
In the weeks leading up to the Child Safety Week, we had a reach of over 1 million. This had set a solid foundation for what turned out to be an astounding reach of over 4.6 million. Of the various channels of communication, Facebook (2.86 million) and Instagram (2.35 million) were major contributors followed by Twitter, LinkedIn and YouTube.

We started the social media promotions way before the commencement of the Child Safety Week 2020. We ran multiple hashtags during the Child Safety Week 2020, made engaging social media posts, hosted live webinars and also conducted a tweet relay. And, even after Child Safety Week was over, we continued the promotions by making regular posts on our Social Media handles. The total outreach on social media for the duration of the campaign was over 5.8 million.



## ENGAGEMENT AND REACH CONTINUED...

The below graphs represent the reach we saw on our social media promotions pre-event, during and post-event.



On account of the awareness created during the week and with the support of our movement builders, influencers, and volunteers we were able to garner hundreds of followers, out of which 93 were on Twitter and 65 followers on Facebook in a period of 7 days from 14th to 20th November 2020.

Our videos performed extremely well garnering a reach of over 127,000 on Facebook with an engagement of 35,426 minutes viewed, a reach of over 1 million on Instagram with an engagement of 76,956 views and an engagement of almost 9 hours of watch time on Youtube with average audience age from 25-34 year-olds where 50% were males and 50% females, throughout the event from a period of 14th to 20th November 2020.

We received tremendous engagement on Facebook during the Child Safety Week with 12,458 likes, 218 shares and 446 comments followed by 3,274 likes, 1,107 retweets, 243 comments on Twitter; and 3,597 likes, 18 shares and 213 comments on Instagram.



# MEDIA COVERAGE

Child Safety Week 2020 received attention from the media for its efforts to create awareness through dialogues on the tabooed issue of Child Sexual Abuse and being able to successfully take these conversations mainstream. **The Hindu** wrote about how organisations and influencers from all over the world came together to create awareness on Child Sexual Abuse through informative webinars, engaging social media posts and various other online events.

Various regional newspapers like **Amar Ujala, Samay Bhaskar, Sunshine Samay, and The Coalfield Mirror** covered the different activities conducted by the movement builders during the Child Safety Week 2020. Online articles in digital newspapers like **The Hindu BusinessLine** also spoke about the tremendous efforts taken by leading corporates, influencers, organisations, schools, other NGOs, as well as, individuals to contribute to the noble cause of encouraging conversations around the issue of Child Sexual Abuse. Through our media coverage, we have been able to reach out to over 7.2 million.

The total reach for Child Safety Week 2020 was an astounding 13 million.



# TESTIMONIALS

I was fortunate enough to be given an opportunity to volunteer with Arpan and help them with the creation of media content for the CSW campaign. I enjoyed working with the people of Arpan and it was a great learning experience for me in terms of professionalism, time management and attention to detail. I also was able to learn about the different wonderful NGOs that work towards the betterment of children.

**Miti Joshi**  
Volunteer for CSW



I am a huge supporter of Arpan and the teams work towards prevention of Child Sexual Abuse.

Working so closely with Arpan during this Child Safety Week campaign has been a really good experience. I have seen the hard work each member put into making this a success. I am glad to be a part of this initiative.

**Nitasha Nambiar**  
Creative Partner

Our experience for CSW 2020 was quite unique. The initiative which CSW has taken is commendable and we loved working with such a reputed organization. As our work focuses on children, CSW 2020 was a great addition to it.

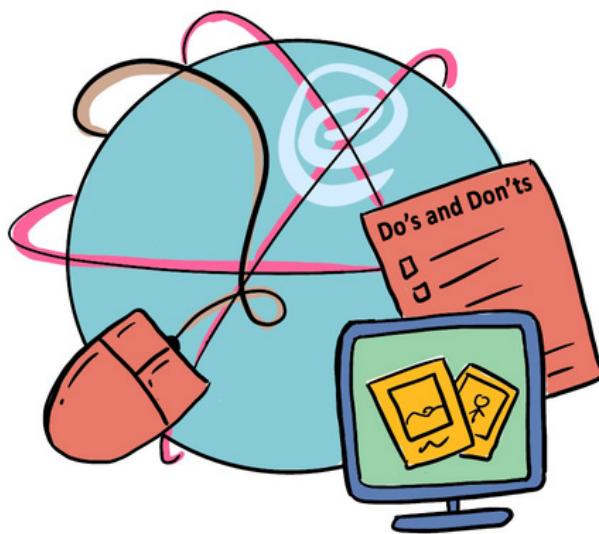
**Gayatri Joshi**  
Enlightening Their Future





# KEY LEARNINGS

- Notwithstanding major uncontrollable factors like the pandemic and the festival of Diwali, people still participated in huge numbers which ultimately goes on to show how effective and well received our initiatives were and how much this information is needed.
- The onset of the pandemic brought with it the obvious 'mass transition' from traditional modes of communication to the digital mediums and engaging with influencers can play a major role in creating awareness by harnessing on their strong base of loyal followers.
- Finally, we ended up adhering to the old saying, "The whole is greater than the sum of its parts." A collaborative effort from all the NGOs had a more pronounced impact than what initiatives at an individual level would have brought. The effect is magnified when people join hands for critical issues such as Child Sexual Abuse.



## NEXT STEPS: ROAD AHEAD

### Website

We intend to make [www.childsafetyweek.in](http://www.childsafetyweek.in) a resource hub by continuously updating it with new resources, regular blogs and relevant information on Child Sexual Abuse. This will empower millions of people to acquire knowledge on the issue and take action towards the prevention of Child Sexual Abuse. A dedicated site with consistent and relevant content would prove to be a massive enabler in our quest to mitigate CSA.

### Social Media Engagement

We believe that in this digital age, social media has become “The Place” for people to consume content and seek information. Hence, our social media channels will be active and we will be accessible and approachable to continue the conversation and enable solution building on the issue of Child Sexual Abuse. This would also help in inculcating the seriousness of the issue among the uninitiated, and at the same time, act as a source of constant reinforcement of the same to our existing followers.

### Podcast

Given that Podcasts are one of the key ways of engaging audiences we will launch the ‘Movement Builders’ podcast on popular platforms to showcase the work of NGOs and individuals working on the issue of Child Sexual Abuse to share their stories and inspire many more to take up the issue which is oft-ignored and yet has so much impact on the lives of little children.



# ANNEXURE: LIST OF MOVEMENT BUILDERS

- Aakansha Foundation Pune
- All India Professionals' Congress (AIPC)
- ATECF
- Bahujan Hitay trust -Latur
- Bahujan Hitay - Goa
- Bakuli Aid Foundation
- Bookelphia
- Breakthrough India
- BUDS
- ChildrenFirst
- Coco Moco Kids
- Counsel to Secure Justice
- CPTCSA
- Cuddles Foundation
- Darkness to Light
- Dr. Ujjwal Nene
- Dr. Prachi Shah
- Dr. S. Radhakrishnan International School, Borivali
- Early Childhood Association
- Educate Girls
- EduWorld
- FFCP Muskaan
- Firki
- Fly Foundation
- GiveIndia
- Global Shapers - Kolkata
- Gramothhan
- HaQ
- Indian Academy of Pediatrics (IAP)
- Indian Child Abuse Neglect and Child Labour (ICANCL) Group
- International Centre for Missing & Exploited Children, (ICMEC)
- iVolunteer
- Jag Shanti Foundation
- Jai Vakeel Foundation
- Jeevan Adhar
- Jeevandeep Edumedia Pvt. Ltd.
- Kaivalya Education Foundation
- Kirthi Shetty
- Kolhapur English School
- Ladli Foundation
- Learning Space Foundation
- Leher
- Lemon & Lime Kids
- Majlis
- Manav Vikas Foundation
- MCGM Special Needs School
- MD Bazar Bhorai Development Society
- Mr. Mahesh
- Mumma Diaries
- MVP Samaj of Social Work College, Nashik
- Myraveda
- One Future Collective
- Payal Shah Karwa
- Praja
- Project Mumbai
- Protsahan
- Punarwas Special School (Sheetal Lad)
- Rahi Foundation
- Responsible Netism
- Rizvi Springfield High School CBSE Section
- Rizvi Springfield High School SSC Section
- RobinAge
- Somaiya Junior College of Education
- Samadhan Abhiyan
- SBI Foundation
- Setco Foundation
- SEWA NGO
- She Will Survive
- Shree Ekveera Dhyan Prasarak Mandal's Mother Teresa Primary Eng School
- Shree Ekveera Dhyan Prasarak Mandal's Ravindra Bal Vidya Niketan
- Sol's ARC
- The Hands of Hope Foundation
- The Vatsalya Foundation
- Together for Girls
- Udayancare
- Ummeed Child Development Center
- UNIMO
- Utsa Foundation
- Valuable Edutainment Pvt. Ltd.
- Viji Ganesh
- Vivekananda Youth Forum
- Young Women's Christian Association of Empowering Women
- ZeeLearn
- Aditya Birla World Academy
- The Aditya Birla Integrated School
- Teachers Help Teachers
- Mind Care
- Action For Child Labour Cholai
- CSIBER Kolhapur
- Rashmi Bagri
- Navjeevan Rack Pickers Project
- Preeti Hansraj Bhangre
- St. Michael School, Ahmednagar
- G.S.S. English Medium School
- Anand Mukk Badhir Vidyalaya Anandvan
- St. Jude India ChildCare Centres
- Protect and Save the Children
- Bahujan Hitay Hostel, Ulhasnagar
- Vidya Vikas School
- Gram Urja Foundation



## ANNEXURE: LIST OF MOVEMENT BUILDERS CONTINUED...

- K.L. Mehra School
- Sarawak Women for Women Society
- Mahila Prabodhini Manch
- Tech Mahindra Foundation
- Young India
- Voice4Girls
- Masoom Light Up Night Schools
- Anticlock Films
- Grandeur & Love
- Penguin Holidays Pvt Ltd
- Usha Pravin Gandhi College of Arts Science and Commerce (UPG college)
- Bahujan Hitay Society, Amravati
- Shishu Vikas Trust's Pimary and Secondary School
- MVP Samaj of social work, Nashik
- Bulbuls English School
- Sevalaya
- Public Concern For Governance Trust
- Fankind
- Ekam Foundation Mumbai
- Enlightening their Future
- IDEA FOUNDATION (PUNE)
- Rubaroo
- Medical Students Association of India
- Children of the World (India) Trust
- Janjagruti Vidyarthi Sangh
- Enfold Proactive Health Trust
- Mudita Foundation
- Ulaunch
- Upturn Learning Solutions LLP
- Oracle
- Dr. Devendra Panchal
- Sukhavati Foundation
- Mr. Linus Dlima
- Mr. Dolphy D'souza
- Hemangi Vichare
- Shrutika Trimbakkar
- National Theatre of Ghana
- Kenya - LVCT Health
- American International School Vietnam
- Al-Ittihad Urdu High School
- Apni Shala
- Kotak Education Foundation
- Savitridevi Thirani Vidyamamdir,Thane
- Sagar Patil Mavim, Kolhapur
- Kumar Gaurav (The Bihar Teachers - History Makers)
- Soroptimist International
- Sankalp Shahdol
- Thane WCD
- Police Department: Crime Against Women Cell
- Maharashtra Municipal Administration
- Maharashtra State Council Of Education Research & Training (MSCERT)
- Kokan WCD
- Dhan Foundation
- Child learning Centre
- R.N Sheth School
- K.V.K.G School
- Harshala Gaikar
- Vaccha Charitable Trust
- Mumbai Mobile Creches
- Hifazat Network
- Diliksha Pathak (Individual)
- Open Mind Foundation
- Committed Community Devlopment Trust
- Apne Aap Women's Collective
- Mumbai Smile Foundation
- G.N. Ashram School Ambedhanra
- Jansewad Madhyamik Vidyalay Dighori
- Mahatama Jyotibhaphule Vidyala (Ghatkul)
- R. Vidyalyaya Dewada
- Global English School
- G.S.S English School
- Social Work Association Washim
- Juneja Wires Pvt Ltd
- Shivaji University
- Little Flower English Medium High School, Kolhapur
- Municipal Corporation Kolhapur
- Apeksha Homio Society (Gadchiroli)
- Bihar Education Project Council
- Saraswati Mandir Vidyalyaya
- Night College of Arts and Commerce, Kolhapur
- Chaitanya Public School
- Navi Mumbai Municipal School No 31
- Children's Self survival organization
- Radha Saple





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[www.childsafetyweek.in](http://www.childsafetyweek.in)