



POWERED BY *arpan*  
Special Programme for  
Child Safety Agents

# Child Safety Week 2022

## IMPACT REPORT





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# About Child Safety Week

Millions of children are traumatised as a result of Child Sexual Abuse (CSA) globally.

**1 in 2**  
children in India  
experiences some  
form of CSA<sup>1</sup>

**1 in 5**  
children faces  
severe CSA<sup>1</sup>

In **97%** of CSA  
cases, the abuser is  
known to the victim<sup>2</sup>

Source: 1) Study on Child Abuse by Ministry of Women and Child Development, Government of India (2007).  
2) National Crime Records Bureau (2019).

CSA can affect how a person thinks, acts and feels over their lifetime, resulting in both short-term and long-term consequences. However, in a country like India—with a significant social and cultural taboo the conversation around sexual abuse is almost non-existent. In addition, the stigma attached to accessing mental health services is huge. However, prevention is always possible. Through the constant and untiring efforts of various organisations, there is better awareness around the issue of CSA. One such effort is 'Child Safety Week', observed every year between the 14th and 20th of November.

Child Safety Week, powered by Arpan is a collaborative movement of raising awareness and encouraging collective action to address the issue of CSA. Government and non-government organisations, corporates, schools, celebrities, influencers and parents at large get together and undertake various activities to shatter the taboo around CSA and create consolidated voices for prevention.

## Why the week of 14th –20th November?

- Children's Day in India (14th November)
- World Day for Prevention, Healing and Justice to End Childhood Sexual Violence (18th November)
- World Day for Prevention of Child Abuse (19th November)
- World Children's Day (20th November)



# Executive Summary

***‘Change happens through movement, and movement heals.’***

– Joseph Pilates

Just as the saying goes, the Child Safety Week movement has constantly been striving for a change in the mindset, behaviour and action of adults and children by creating awareness about CSA, taking preventive measures and by ensuring a safe and fruitful healing journey for survivors of CSA.

Taking this movement a step forward, the fourth edition of Child Safety Week experienced positive support and efforts of the government, various organisations, renowned personalities and the community at large towards raising awareness about CSA. The week was extremely engaging, with over 170 organisations and 16 eminent personalities joining hands to raise their voices and initiate dialogues around CSA.

Hon. Dr Zoya Ali Rizvi (Deputy Commissioner, National Health Mission, Ministry of Health and Family Welfare, Government of India) and Hon. Mr Eknath Shinde (Chief Minister, State Government of Maharashtra) provided steadfast support giving it a massive boost through their networks.

Various organisations conducted a range of activities from awareness sessions with adults in their communities and employee engagements through training sessions to schools empowering children through Personal Safety workshops. Social media hustled and bustled with tweet chats, Facebook and Instagram live sessions, video messages and informative CSA content.

Distinguished personalities lent their powerful voices to propel CSW campaign messages, which were imprinted on the hearts of the masses. Western and Central Railways’ (Mumbai Division) gave excellent support through platform announcements and banners as well as by permitting us to perform ‘Nukkad Natak’ (Street Play) at multiple stations deserves a special mention in the success of reaching out to millions of people with Child Safety messages. At the same time, the media helped us reach far and wide across India via their print and digital news networks.

## **‘Where did we reach?’**

We know this question is on your mind! Our voices reached out to over **13.7 million** people to create awareness about CSA!

We cordially thank each and every partner for their enthusiastic and positive support in taking this movement forward. We count on your continued support beyond Child Safety Week to walk the journey towards ‘A world free of Child Sexual Abuse’.

Best Wishes,

Team – Child Safety Week 2022

# Impact

7

Days

170+

Partners

16

Influencers

1,37,86,310

Total Reach

## Reach through Movement Builders

Digital Reach  
25,28,189

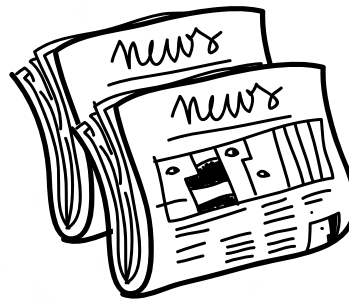
Online and Offline  
Activities  
7,018,433

95,46,622

## Reach through Child Safety Week Social Media handles



12,65,909



## Reach through media (PR)

29,66,639



## Website Clicks

Child Safety Week – Traffic

7,140

# Child Safety Week 2022

## Campaign Theme: #Never Too Late

CSA has normally been considered a taboo topic—one that must not be discussed with children; however, for their safety, it is crucial to teach them about CSA and Personal Safety. One may be apprehensive/ about initiating this in the right way, but the right way is to just initiate the conversation!

This year's campaign 'Never Too Late' is based on the idea that not being afraid to speak about CSA with children and adults is the first step in ensuring our child's safety and it is #Never Too Late to step forward! The key message for each day of Child Safety Week 2022 was woven around this theme, covering multiple aspects like knowing, learning, teaching, disclosing, healing, speaking up and protecting. To support our messages, we also provided multiple resources on the Child Safety Week website.



## Campaign Video:

This year, Arpan created a unique silent campaign video depicting the importance of empowering children with Personal Safety Education to safeguard themselves from sexual abuse. It also tried to bust the conventional myth of 'only girl children are sexually abused'. This monochrome, silent rendition created a deep and long-lasting impact on viewers!



## Credits: Arpan

The video starts with a shot of a happy adolescent aspiring to buy a new mobile phone and trying to earn money through his own efforts. However, his innocent and honest efforts eventually lead him to face an unsafe situation. Through a wonderful play of expression, the story reveals how he gets away from the situation and seeks help from his helpful adult by recalling the personal safety lessons he had learnt earlier. The video exposes the stark reality that any child can get sexually abused by anyone!

# Campaign Messages with Creatives



**To Know:** There exist many myths about CSA. However, it is #NeverTooLate to know the facts and signs of abuse to protect your child.



**To Learn:** The risk of a child getting involved in harmful sexual behaviour can be reduced if you have the resources to recognise it. It's #NeverTooLate to learn about age-appropriate resources and how they help protect your child.



**To Teach:** Parents, teachers and schools can be an important source of information for children because every adult plays a significant role in educating them about safe and healthy practices. Therefore, it is #NeverTooLate to teach your child Personal Safety and encourage them to refuse assertively and seek help.



**To Disclose:** A child may or may not be sexually abused, but making them feel safe with you is what matters. Let them understand that they can talk to you if they face any problem—no matter how insignificant. Convince them that it's #NeverTooLate to disclose to a trusted adult.



**To Heal:** Help the survivor—child or adult—understand their own emotions and feelings. Let them know they are not alone and they are not to blame themselves for it. It will take time, but with the right therapy and techniques, it is #NeverTooLate to heal.



**To Speak:** If you find anything wrong with something or someone, do not hesitate to address it openly. If you come across the worrisome behaviour of a child or any other person around, it is #NeverTooLate to speak up.

**To Protect:** CSA is a global issue, and its impacts are extensive. We, as parents, teachers and a community, can unitedly make a difference. Let us make it a topic that can be openly discussed without fear so that it is #NeverTooLate to protect our future generations.





## Call to Action:



### Build Awareness

Panel discussions, Media articles, Pledges, Rallies, Webinars, Social media posts



### Train children and Adults

Awareness sessions, Train children using e-learn modules, Training trainers



### Get Help

Access helpline numbers and get counselling and therapeutic assistance for survivors of CSA to heal from the trauma.

## Resources

To keep our children safe, adults—parents, teachers or caregivers—need to openly communicate with them about Personal Safety. However, at times, it is difficult for adults to find the correct vocabulary to explain the topic to children. With years of experience in this field, we realised this and reached out to multiple organisations worldwide that have spent decades working on the issue of CSA. Through these efforts, we have developed valuable resources to help parents, teachers and other caregivers teach children about Personal Safety. We curated a RESOURCES PAGE that includes a host of Arpan's resources on the official website of Child Safety Week and made the resources available to the public. With multiple online and offline activities from Child Safety Week's official handles and partners, we could reach 7,140 hits on the website and the resources could successfully reach 1,159 people.

The screenshot shows the website [childsafetyweek.in/resources/](https://childsafetyweek.in/resources/). The navigation menu includes HOME, THE ISSUE, RESOURCES (highlighted), HELPLINES, EVENTS, MOVEMENT BUILDERS, and CONTACT US. The main heading is "Personal Safety & Online Safety Resources for Children".

**Readable Resources for Children**

**For 0-8 years old**

- My Safety Book for 4-7 year Old in English हिंदी मराठी (for Children) : By Arpan (India)
- What to Say Guide for 0-5 year old in English (for Parents) : By Committee For Children (USA)
- What to Say Guide for 6-8 year old in English (for Parents) : By Committee For Children (USA)
- Your Conversation Guide for 3-5 year old in English (for Parents) : By Darkness to Light (USA)
- Your Conversation Guide for 6-8 year old in English (for Parents) : By Darkness to Light (USA)

**Audio - Visual Resources for Children**

**Short Films & Songs**

- Kornal - A Short Film हिंदी में : By Childline India Foundation (India)
- The Pantosaurus Song – Talk PANTS in English : By NSPCC (UK)
- No Go Tell മലയാളത്തിൽ : By Bodhini (India)
- Child Sexual Abuse & The Law: What Children Need to Know हिंदी में : By HAQ (India)
- Body Safety Video Course in English: By Rubaroo (India)



# Movement Builders

## Government

Hon. Dr Zoya Ali Rizvi (Deputy Commissioner, National Health Mission, Ministry of Health and Family Welfare, Government of India) and Hon. Mr Eknath Shinde (Chief Minister, State Government of Maharashtra) offered great support to this through their wide networks. While Child Safety Week, 2022 saw an overwhelming response all over India, states like Maharashtra, Gujarat, Chhattisgarh, Uttarakhand, Meghalaya, Haryana, Uttar Pradesh, Mizoram, Madhya Pradesh, Sikkim, Bihar and Himachal Pradesh outshined through the extra efforts of various Government departments following a directive by the Ministry of Health and Family Welfare (MoHFW).



## Western and Central Railways

We partnered with Western and Central railways, which helped us reach out to millions of people every day with our messages! Banners and announcements were featured at multiple Central railway stations in Mumbai. Arpan's 'Nukkad Natak' (Street Play) at prominent Western railway stations raised curiosity among people and the community to know and learn more about the issue and how to keep their children safe.



## Non-Governmental Organisations, Schools and Corporates

Various non-governmental organisations, schools and corporates from diverse areas of work did their best to support this movement for child safety. Their innovative approach in creating awareness among people, children and their employees made a huge difference.





## Faith Foundation – Shillong

An Instagram live conversation with Shannon Massar (Founder, Faith Foundation and Kong Iba—Child-Friendly Shillong) was immensely insightful. Both organisations work towards creating safe communities for children in Shillong. Post the inauguration of Child Safety Week at Nongmensong community hall, various activities were conducted with tremendous enthusiasm, such as a role-play on the prevention of CSA, awareness sessions with adults and children and distribution of informative pamphlets on CSA in public places.



## Kaivalya Education Foundation

Kaivalya Education Foundation observed Child Safety Week in schools under their purview, such as Kalamdevi Ashram School, Vikramgarh Aided School and Palghar and Dongari Ashram School. The schools implemented a plethora of activities, such as awareness sessions on topics like safe-unsafe touches, personal safety, an informative movie screening, taking a pledge, drawing competitions and school rallies with slogans of 'My Safety, My Responsibility'.





## Learning Space Foundation

Learning Space Foundation (LSF), an NGO working for the prevention of Child Sexual Abuse (CSA) in Telangana contributed to Child Safety Week, 2022 in multiple ways. They believe that silence is the root cause of CSA. This can only be changed by raising awareness and encouraging collaborative action. Hence, LSF organized Child Safety Awareness Walkathon (CSAW), which received a wonderful response from over 2500 people including children to elderly persons.



Various schools, colleges, corporates, NGOs, communities, individuals and athletes enthusiastically participated in the walkathon highlighting the campaign theme Never Too late with key messages. LSF also conducted awareness sessions on CSA, poster and slogan-making competitions and participated in a Twitter relay with Arpan.



## Celebrities and Influencers

Vidya Balan, a renowned actor and Arpan's Goodwill Ambassador, has always been a strong advocate for the prevention of CSA. Despite her busy schedule, she supported the Child Safety Week campaign by sharing a powerful video message on the issue of CSA and the importance of addressing it.

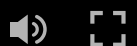
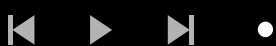
Other celebrities like Tara Sharma Saluja, Chhavi Mittal, Siddharth Roy Kapur, Nirmal Soni, Hema Malini, Tara Alisha Berry, Sudha Menon, Jatin Sapru, Shweta Kawaatra, Pooja Jurmania and RJ Graciella Thangkhiew lent their voices to the campaign by sharing video messages to create awareness on the issue of CSA and to emphasise how empowering children with Personal Safety Education is critical. Ms Sarthika, who runs a scrunchie brand called 'GO GO Scrunchies', supported the campaign by creating special Child Safety Week-themed scrunchies and put them up for sale. Child Safety Week 2022 was strongly backed by 16 celebrities and influencers.



**CHILD  
SAFETY  
WEEK  
2022**

**HIGHLIGHTS**

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







# Media Coverage

We extend our gratitude to every form of media that helped us reach the corners of India through its print and digital news networks.



## तरुण छत्तीसगढ़

आम आरती का आनंद पैकिंग कार्यक्रम

● रायपुर, १३ नवंबर 2022 ● सर्कारिये सुवाहा ६३ ● सर् - ३४ ● पीक - 224 ● पृष्ठ - ६ ● प्रकाशनांक 14 नवंबर 2022 ● १.६००

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### पूरे भारत भर में 'बाल सुरक्षा सप्ताह' के चौथे संस्करण की जोर-शोर से शुरुआत

रायपुर 13 नवंबर। एक ऐसे देश में जहाँ सामाजिक और सांस्कृतिक के नज़रिए से लैंगिकता यह विषय वर्जित है, वहाँ लैंगिकता या लैंगिक शोषण के बारे में बातचीत करना लगभग न के बराबर होता है। भारत में हर दो में से एक बच्चा किसी-न-किसी तरह के बाल लैंगिक शोषण का सामना करता है। नेशनल क्राइम रिकॉर्ड ब्यूरो के अनुसार, 97% मामलों में शोषणकर्ता बच्चे के पहचान वाले होते हैं। अगर लैंगिक शोषण से उबरने में बच्चे की मदद नहीं की जाती है, तो इसका असर भविष्य में बच्चे की सोच, व्यवहार और भावनाओं पर थोड़े समय और लंबे समय तक के लिए हो सकता है। बाल लैंगिक शोषण की रोकथाम और हस्तक्षेप के लिए, मुंबई स्थित एक संस्था, अर्पण अधिकार-आधारित दृष्टिकोण से काम कर रही है। अर्पण का मानना है कि हर बच्चे को शोषण से सुरक्षित रहने का अधिकार है। अर्पण बच्चों और वयस्कों को व्यक्तिगत सुरक्षा सिखाने के लिए हमेशा नवीनतम तरीके अपनाती है, जिसके परिणामस्वरूप हम परिवर्तनकारी बदलाव देख पा रहे हैं।



## Concluding Remarks

As we close the fourth edition of Child Safety Week, 2022, we cordially thank each and every partner for being our co-travellers and extending their enthusiastic and positive support to take this movement forward. We are extremely grateful to those who supported us to take another step towards creating awareness about CSA to support the campaign.

We count on your continued support beyond Child Safety Week to walk the journey towards 'A World Free of Child Sexual Abuse'.

Thank you again for making Child Safety Week 2022 and the campaign #NeverTooLate a massive success!

Best Wishes,

Team Child Safety Week  
Arpan



## PARTNERS AND MOVEMENT BUILDERS

### Influencers

- Chithkala Rajaram
- Nilofer - ethereal\_lily
- Pooja Jurmania
- Sarthika
- Vidya Balan
- Nirmal Soni
- Tara Sharma Saluja
- Chhavi Mittal
- Tara Alisha Berry
- Sudha Menon
- Hema Malini
- Jatin Sapru
- Sidharth Roy Kapoor
- Shweta Kawaatra
- RJ Graciella Thangkhiew (Radio Mirchi Shillong)
- Eknath Shinde

### Individuals

- Dr Anaba
- Dr Hiba Maldar
- Alankar Patil
- Bhaishree Rameshbhai Oza
- Nitasha Nambiar
- Shruti Khurana
- Priya Maurya
- Sonali

### Government Bodies

- Rashtriya Kishor Swasthya Karyakram
- Central Railway
- Western Railway

### NGOs

- Asociacion Pop Noj
- Brave Movement
- Child Body Safetyng
- Circles of Safety
- Early Childhood Association
- H3 Foundation
- HAQ CRC
- Inchara Foundation
- India Fellow
- Jagshanti Foundation
- Kotak Education Foundation
- One Future Collective
- Protsahan India Foundation
- Shaktiism
- The Movement India
- Ummeed Child Development Center
- Faith Foundation - Shillong
- GRAMOTHHAN
- iVolunteer
- Idare
- WeProtect Global Alliance
- FFCP Muskaan
- Sevalaya
- Piramal Foundation
- The hands of hope foundation
- Share and Care Foundation
- Mudita Foundation
- Firki
- Ahimsa Welfare Society
- Childline -Rajgarh-M.P
- Angels Social Development & Research Association
- YI Goa
- Anugrah
- Rubaroo (Humara footpath)
- Kaivalya Education Foundation, Mumbai
- Learning Space Foundation
- Bahujan Hitay Society, Amravati
- Janvi Charitable Trust
- Teach for India
- Utkarsha Sanstha
- AROEHAN
- Nari NGO
- Majlis
- Child Friendly Shillong
- wheresthedna
- SEWA NGO
- Bhakar Foundation
- SNEHA MUMBAI
- Muktang Education Trust
- Childline - Bharwani
- Arpan
- Enfold Proactive Health Trust
- Break the Silence
- Mukka Maar
- Protect And Save The Children
- Nyaaya
- Humrahi
- Counsel To Secure Justice
- Prerana Anti Human Traficking
- Fly Foundation
- Childline India Foundation

- Meraki For All
- Bal Umang Drishya Sanstha
- Equal Community Foundation
- Rubaroo
- Prasanchetas Foundation
- Aware India 2020
- Parwarish Cares Foundation
- Vipla Foundation
- Samadhan Abhiyan NGO
- Whystles Early Childhood Programme
- Animedh Charitable Trust
- Agape Blessed Foundation Trust
- Safety Circle India
- Its a Penalty
- Yi Dindigul
- Child Survival India
- Vidya Bhawan Society
- Padmashakti consultancy
- Aarohan
- Kalapandhari Sanstha, Latur

### Corporates

- Myra Veda Luxury Essentials
- Upturn Learning Solutions LLP
- Yes Bank
- Overbooked@ms
- Kids Education Revolution
- Prasar Digital Marketing
- Itwplayworx
- Aanchal Tastesutra
- Anticlock movies
- Shades And Motion Creative Hub
- Gliders Helmets

- Shreya Shah Educational Training & Counselling

### Schools

- Lodha World School
- Dr. S. Radhakrishnan International School, Borivali
- Al-Ittihad Urdu High School
- Chinchavali English MPS
- Cosmos High School -Primary
- Dnyanprakash Vidyalay Primary, Ghatkopar
- Dnyanprakash Vidyalay Secondary, Ghatkopar
- Goregaon East Municipal Secondary School (Marathi Medium)
- Holy Star English High School
- K. D. Gaikwad Nagar Municipal U.P. Marathi School No. 1
- Priyadarshini Vidya Mandir (English Medium)
- Priyadarshini Vidya Mandir (Marathi Medium)
- Ramkrishna School
- Aatman Academy
- Harshita Raje English Medium School
- Shree Ekveera Dnyan Prasarak Mandal's Mother Teresa Primary (Eng) School
- Shree Ekveera Dnyan Prasarak Mandal's Ravindra Bal Vidyaniketan
- St. Joseph's Convent High School

- St. Anthony Primary School
- Swami Vivekanand High School - English
- Swami Vivekanand High School - Hindi
- Swami Vivekanand High School - Marathi
- Y B Chavan High School
- Nirmal Vidyalaya Madhyamik Vibhag, Wadala
- Busy Bees School
- Vijay Kids
- Bambini Preschool & Day Care centre
- Gyanankur English School
- Yashwantrao B. Chavan High School
- Ravindra Bal Vidya Niketan
- Ramakrishna

### College

- National Law Univerity Delhi
- Goa Institute of Management (GIM), Poriem-Sattari-Goa

### Broadcast

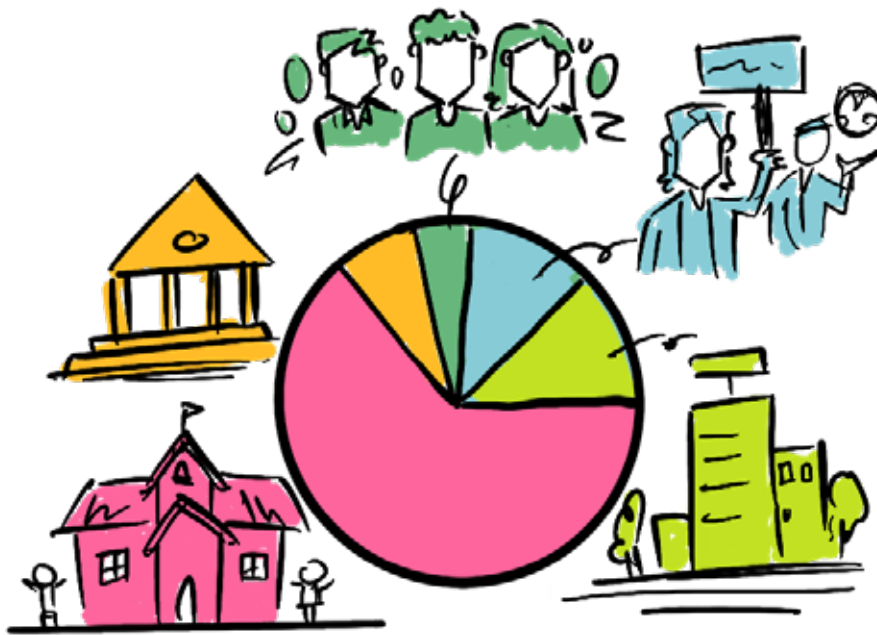
- Goan varta
- Nyaay Darbar

### Community / Network

- Crosswave
- Dil se India
- Kids Stop Press
- UnTaboo
- We The Mums
- Inner Wheel Club of Mumbai
- Diaries of Gayatri (Gayatri M)



- IfactorIndia
- Helping Hands of Rejuvenation of Dreams
- The Self Growth Project
- Indunited
- Vidya Balan Inspire
- The How Revealing Project
- Yi Kanchipuram
- Young India - Karur
- Family Service Centre



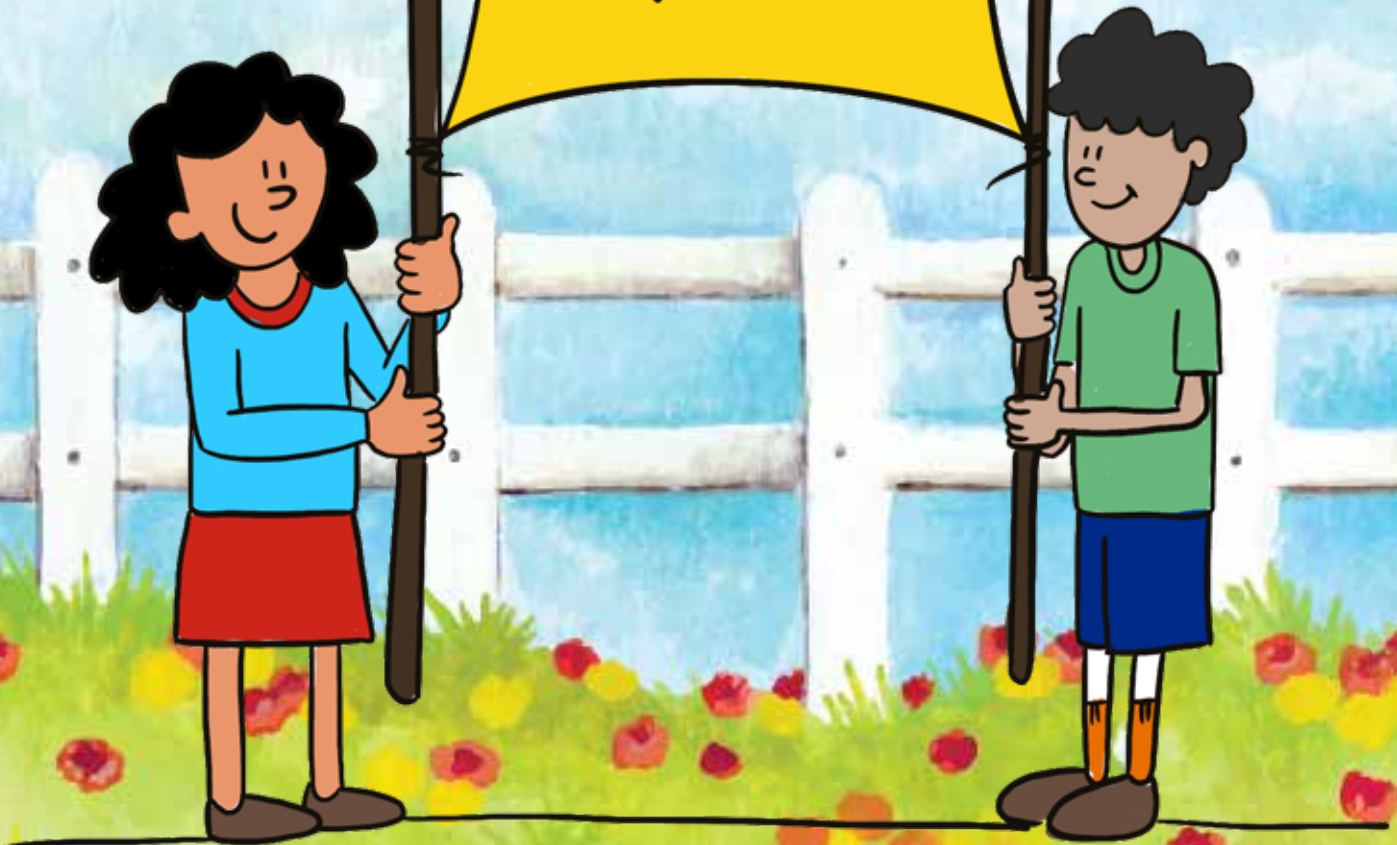
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POWERED BY *arpan*  
Towards Freedom from  
Child Sexual Abuse

"Dear Adults,  
Take a stand and  
lend a hand to keep  
us Safe and Protected"



**#NeverToLate**

**#ChildSafetyWeek**



/childsafetyweek/



@childsafetyweek



@childsafetywk



/child-safety-week



/ChildSafetyWeek

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