



# CHILD SAFETY WEEK CAMPAIGN REPORT 2019



“  
Never doubt that a small  
group of thoughtful,  
committed citizens can  
change the world; indeed,  
it's the only thing that  
ever has.

- Margaret Mead

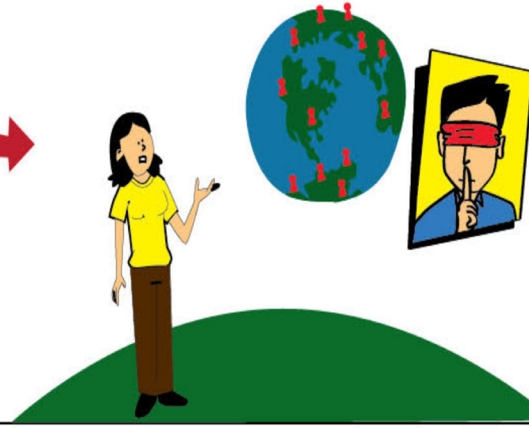
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# CHILD SAFETY WEEK 2019

1 in 2 children in India are affected by Child Sexual Abuse  
While the numbers differ, the problem persists globally.



Adults equipping themselves with knowledge and imparting Personal Safety Education to children can help address this issue.



With this vision and hope Arpan launched Child Safety Week, from 14th to 20th November, 2019.

14th Nov: Children's Day, India  
19th Nov: World Day for the Prevention of Child Abuse  
20th Nov: International Children's Day



We wanted to create a space for people to come together for dialogue, action and to change the narrative around Child Safety.

**Change the Narrative**



This initiative was aimed at building a movement against Child Sexual Abuse by way of a concentrated period of time annually for conversations, actions and change efforts for Child Safety.

Child Safety Week was envisaged as a community-led and collectively-owned effort towards building a safer future for our children.



In 2019, Child Safety Week reached over 7,00,000 people, building awareness and action on the issue of Child Sexual Abuse.



### Community Building:

It was heartening to see all types of organisations coming together to

create awareness about the issue of Child Sexual Abuse.



123 organisations: including government bodies, corporates, not-for-profits, and others, came together to create change under the Child Safety Week movement.



### Pledges & Appeals:

The pledge and appeal for Child Safety was a key call to action for this campaign. Collectively, 90,666 pledges were taken and appeals were made.

Several organisations went the extra mile: Pizza Hut displayed posters on how and why to pledge at their different outlets, schools pledged through the week so that students imbibed the message, students appealed in sign language, and many more such stories emerged.



## Focus Areas



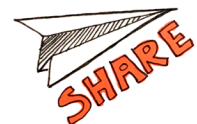
### Digital Engagement:

We focused on igniting conversations and sharing information through heightened engagement to communicate the urgency of addressing the issue of Child Sexual Abuse. We reached over 6,00,000 people digitally and had enlightening conversations across social media channels on all days, especially on a Facebook Live conversation that focused on Online Safety for children and adolescents which reached 64,397 people and engaged 8,000 users and a 24-hour Tweetathon from 19th November 12 PM IST to 20th November 12 PM IST, with a Tweet chat on 19th evening. On Twitter, #iStandForChildSafety & #ChildSafetyWeek were trending in the top 10 in Mumbai and top 30 in India.

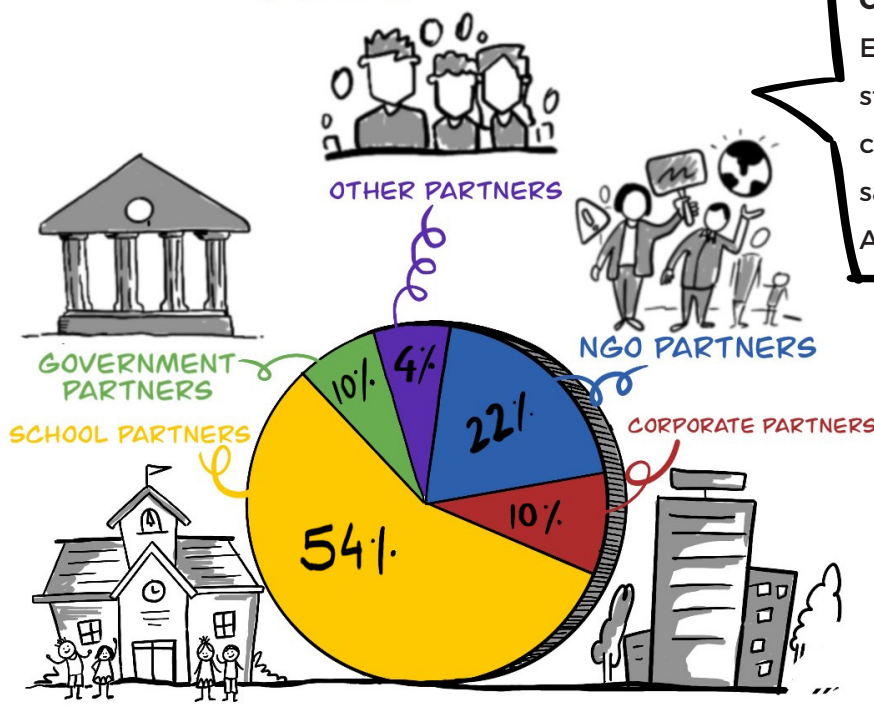


### Activities:

The true spirit of Child Safety Week being a collectively-owned movement was seen in the ownership of partner organisations while driving offline engagement, be it through awareness sessions, conversations or other activities. 196 activities took place during Child Safety Week, engaging a variety of community stakeholders across cities.



# PARTNERS



**Community Building:**  
Engaging different stakeholders in taking collective action towards safety from Child Sexual Abuse

AKANKSHA FOUNDATION



[Click here](#)

PIZZA HUT



ZEE LEARN (KIDZEE, MOUNT LITERA ZEE SCHOOLS)

SNEHA MUMBAI



[Click here](#)



# PLEDGES

PLEDGES  
90666

**Pledges and Appeals:**  
Getting adults and organisations to pledge to keep children safe and getting children to appeal to adults to keep them safe



ANANDWAN SCHOOL



[Click here](#)

MAHARANI SAIBAI VIDYAMANDIR



[Click here](#)

MCGM VIRTUAL CLASSES



[Click here](#)

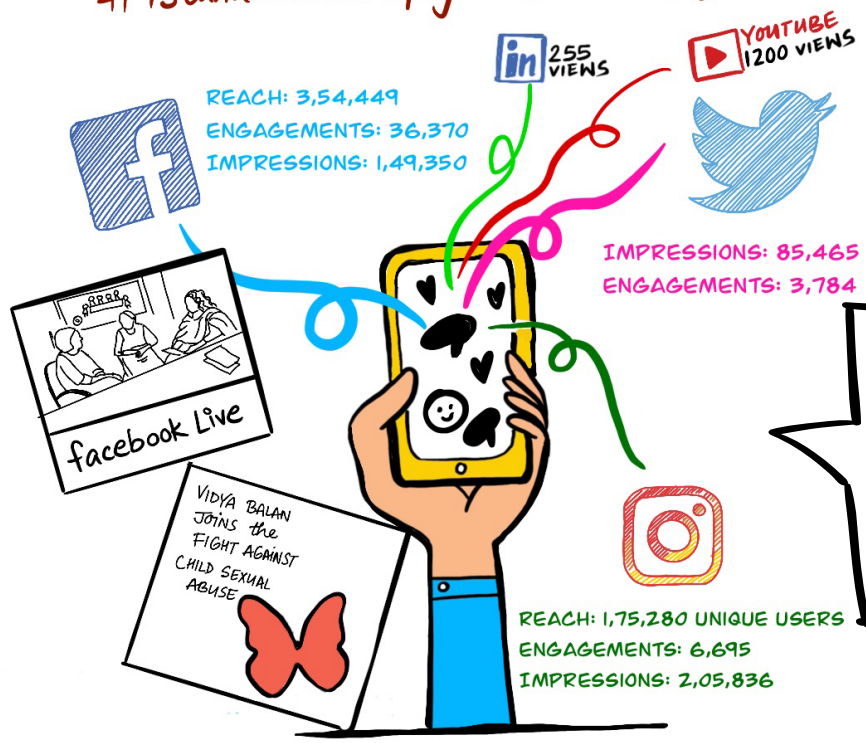
VIDYA BALAN



[Click here](#)

# DIGITAL ENGAGEMENT

#iStandForChildSafety #ChildSafetyWeek



**Digital Engagement:**  
A curated set of online activities and engagements to further the conversation on prevention and addressal of Child Sexual Abuse

FACEBOOK LIVE - ONLINE SAFETY



[Click here](#)



# ACTIVITIES

**Activities:** Community-led trainings, events and other activities to start conversations in local communities about Child Sexual Abuse and Child Safety



LAUNCH OF SISHU SURAKSHA

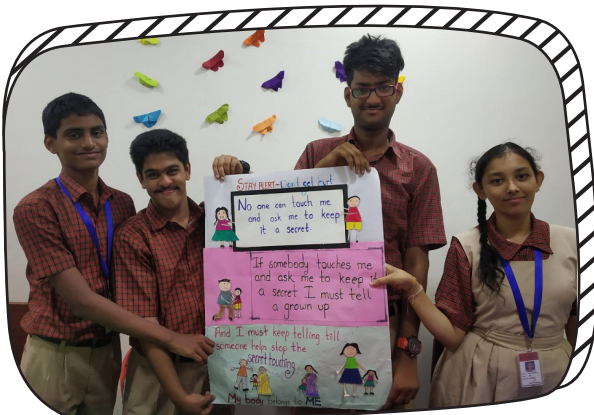


LINKEDIN LOCAL THANE



[Click here](#)

VICTORIA MEMORIAL SCHOOL FOR THE BLIND



ONE FUTURE COLLECTIVE



## STORY OF CHANGE

### **Child Safety Matters by Veena**

The biggest hurdle with combating the issue of Child Sexual Abuse is the silence and stigma attached to it. The Child Safety Week was curated by Arpan to address this very challenge. This concentrated period of one week helped me mobilize a lot of support for the cause: Godrej Industries and CMS were two large organizations that I was able to enrol in this initiative. The two organizations lent their voices to the cause by pledging for Child Safety; they sent out communication to more than 25,000 employees educating them about the subject. They also set aside dates for holding awareness sessions in the weeks to come.

I continued to conduct Parent Awareness sessions during this week too and the parents also took the Child Safety pledge. We handed out Child Safety week lapel pins at these sessions. Many of my friends distributed these badges among their office colleagues and friends. 400 badges went out during this week – that is 400 champions of Children’s Safety and many many more conversations on the topic.

During this week, I also created an online support group on Whatsapp where we have more than 60 concerned parents and leaders of children’s institutes participating in discussions on POCSO, ways to handle disclosure, how to spot signs and symptoms of Child Sexual Abuse etc. There are pressing concerns like – how to deal when the abuser is also underaged, how to teach Physical Safety to children who are differently-abled, etc. These thrice-a-week online classrooms and discussions on the group and in private have led to an increased understanding of the subject for all of us. I am sure every parent in the group is going to spread the message of Child Safety far and wide.

A lot has happened during the Child Safety Week, and yet there’s miles to go before we stop. Every voice that supports this cause will serve as a deterrent to the perpetrators. Child Safety Week helped us mobilise action to speak up and stand up as one for our children’s safety.

## TESTIMONIALS

Team Responsible Netism was thrilled to be a part of the Child Safety Week. One of the few initiatives dedicated to Child Safety. This collective effort to educate children about looking after themselves and ensuring adults fulfill their responsibilities as caregivers or guardians was very well-received and appreciated by all. It aligned with our motto of Child Safety being every child's right and every adult's responsibility. The pledge was very empowering and inspiring. We also did a Facebook Live connecting with parents helping them become proactive digital guardians. This proved to be a very interactive platform that empowered parents with online safety tips to specifically protect children in cyberspace. I think this should be an ongoing campaign.

- Sonali Patankar, Founder Responsible Netism

Child Safety Week was a great platform to raise awareness about prevention of Child Abuse in general, and Child Sexual Abuse in particular. It also provided the opportunity to consolidate the efforts of various organizations working on the issue in the city.

- Jyoti Rathee, Member, Delhi Commission for the Protection of Child Rights

## TESTIMONIALS

During the Child Safety Week, we at Zee Learn got people talking about Child Safety and commit to take action for it by taking a Child Safety pledge. Several activities were planned to promote the initiative and get maximum participation from stakeholders and at the same time spread the word in the locality at large. Various activities were conducted including Online pledge, Offline pledge (signature campaign) at centre, Walkathon by children, Staff and parents' rally, Session for parents, children, teaching and non-teaching staff, Thumbprints of children were taken as part of an activity as well as Media coverage for the I-care seminar.

Through a host of such activities, we got participation of more than 9,000 stakeholders from Kidzee who promised to make Child Safety their responsibility in order to build a safer and happier future for children.

It was difficult to contain the enthusiasm of our school network as well and we were happy to see participation of close to 3,000 stakeholders from our MLZ schools network.

We thank each one of you for joining us on this journey to bring large scale visibility, attention and action on this issue. As we look for better academic success for our children, without striving for safety and security, the efforts are incomplete.

- Zee Learn

It was an overwhelming moment for the students when the teachers and parents pledged to Child Safety during the Child Safety Week. Banners were displayed in the school premises and short talk sessions based on the topic were arranged. We shared posters and messages through the school Facebook page whereby ex-students also pledged to Child Safety.

- St. Anthony High School, Mumbai

## WHAT DID WE LEARN?

1. Tiny, individual acts of change can create a movement.
2. Large budgets are not required for building people-powered action for change.
3. Movements need sustainability and a plan for 'What's next?' as much as they need a plan for 'What if we fail?'
4. Building institutional memory and careful documentation of campaigns and movements helps grow later movements exponentially.



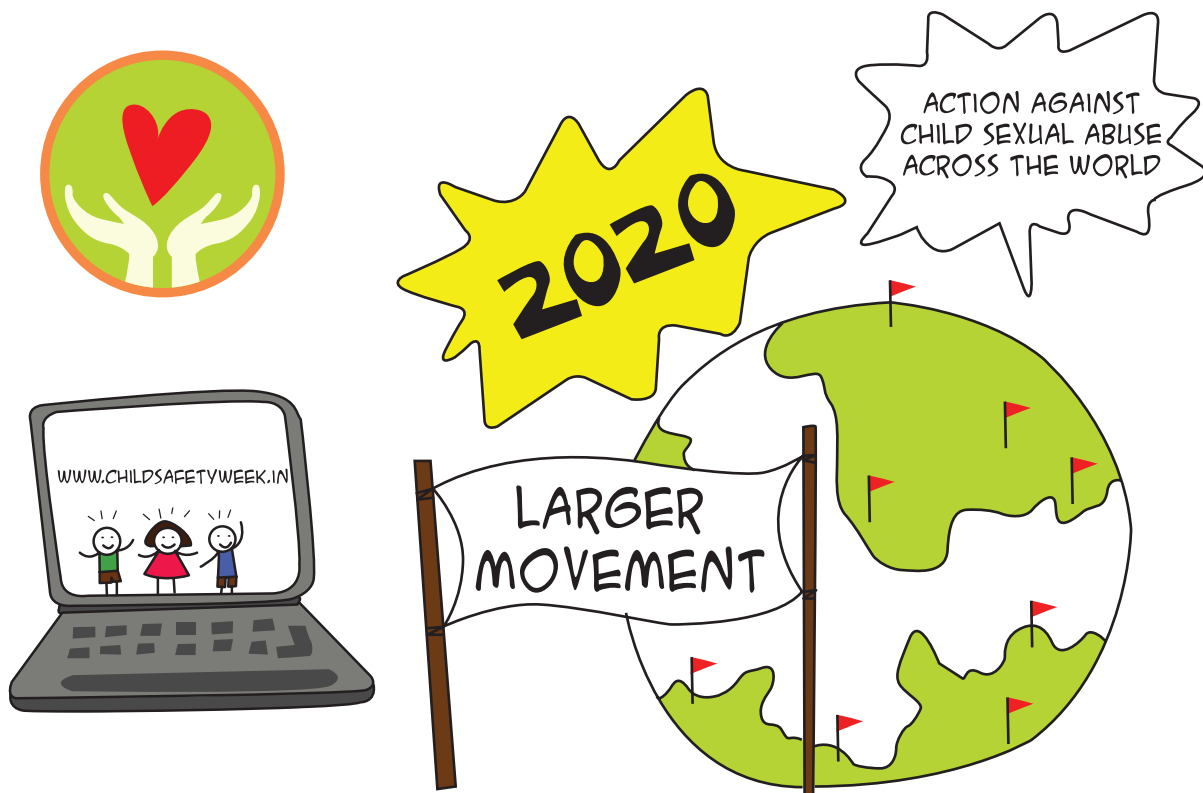
## WHAT'S NEXT?

### Retaining the website as an information portal:

[www.childsafetyweek.in](http://www.childsafetyweek.in) will continue to be live as an information portal with [resources](#), regular [blogs](#) and information around Child Sexual Abuse.

### Continued social media engagement:

The social media channels of Child Safety Week will remain live and active to ensure continued conversation and solution building on the issue of Child Sexual Abuse.



We hope to make this a much larger global movement in 2020!  
Join us for Child Safety Week 2020, [sign up here](#)

## PARTNERS FOR Child Safety WEEK 2019

### School Partners

1. Anandi Special School
2. Anandwan School
3. Arvina Trece Da Costa
4. Bahujan Hitay Hostel, Ulhasnagar
5. Bahujan Hitay Hostel, Wardha
6. Billabong High International School
7. Bulbul English School
8. Carmel of St. Joseph School Malad
9. Central Institute of Education School, University of Delhi
10. Collector Colony Hindi BMC School
11. Dhyaprakash School (Ghatkopar- Marathi)
12. Diamond Jubilee Convent School
13. Eden High School and Junior College
14. Eklavya Parivartan School
15. Emelia Joseph
16. G.J Vartak School
17. Gandhi Bal Mandir Prathamik Shala, Kurla
18. Guru Nanak Hindi Primary School- Sion
19. Holy Star High School
20. J. B. Khot High School
21. K.M.S Dr. Shirodkar High School
22. Kolhapur Nagarpalika School
23. Lokmanya High School
24. Lokmanya Vidyamandir English School Secondary Section
25. Maharaja Agrasen School
26. Maharani Saibai Vidyamandir
27. Maharani Saibai Vidyamandir (Marathi)
28. Michael High School - Kurla
29. Mother Teresa English Secondary School & Jr. College of Commerce and Science
30. Mothers Pride School
31. Nirmal Vidyalyay Prathamik Vibhag
32. Our Lady of Remedy High School
33. Peoples Education Society
34. Pradnya Bodhini High School, Goregaon
35. Pragati Vidyalyaya
36. Priyadarshani Vidyamandir English
37. Priyadarshani Vidyamandir

38. Marathi Radhika Madhyamik Vidyalyay
39. Rajda Municipal School
40. Ramkrishna High School
41. Rizvi Springfield High School
42. Ryan International School
43. Sadhana School
44. Sandesh Vidyalyaya English Medium School
45. Scribblers International Preschool and Daycare
46. Seva Sadhan Society
47. Shemrock School
48. Sheth Baburao M Padwal Vidyalyaya (Marathi Medium)
49. Shishu Vikas Trust Kandivali
50. Shree Ekveera Vidyalyaya
51. Shree Veda International School
52. Shri Jamnadas Adukia High School and Jr. College of Commerce (Hindi)
53. Shrimant Harshita School
54. Somaiya Junior College of Education
55. St. Louis School
56. St. Anthony School
57. St. Catherine Secondary School
58. St. Josephs Convent School
59. St. Mary School
60. St. Rock High School
61. Usha Pravin Gandhi College NSS Students
62. Usha Pravin Gandhi College Students
63. Victoria Memorial School for Blind
64. Vidya Vikas Mandal Vidyalyaya
65. Vile Parle Mahila Sangh School
66. Wadibunder MPS school

### NGO Partners

67. Aakashsha Foundation Pune
68. Animedh Trust
69. Arpan
70. Baal Adhikar Seva Goregoan 2019
71. Bakuli Aid Foundation
72. Dost Education
73. Global Giving
74. Hi 5 Youth Foundation
75. IDEA Foundation
76. Jai Vakeel Foundation
77. Jeevan Aadhar
78. Kaivalya Education Foundation
79. Learning Space Foundation
80. MD Bazar Bohrai

81. Development Society
82. Navodaya Movement
83. One Future Collective
84. Protsahan India Foundation
85. Reponsible Netism
86. Rubaroo Breaking Silences Foundation
87. Saddhama Sunday School
88. SNEHA MUMBAI
89. TATA Trusts
90. Teach for India
91. The Gender Lab
92. Ummeed
93. Vector NGO
94. Vivekananda Youth Forum

### Corporate Partners

94. 91 Springboard
95. CMS Info Systems Limited
96. GBIM
97. Godrej Industries Limited
98. Hispanic Horizons
99. Indian School of Counselling and Healing Studies
100. InOrbit Mall
101. iProbono
102. LinkedIn Local Thane
103. Pizza Hut
104. The Mood Space
105. Wework
106. Zee Learn (Kidzee, Mount Litera Zee Schools)

### Government Partners

107. Assam SCPCR
108. Central Board of Secondary Education
109. DCPCR
110. Directorate of Education, Govt. of Delhi
111. Kolhapur Zilla Parishad
112. MCGM Special Needs School
113. MCGM Virtual Class
114. Ministry of Health & Family Welfare, GOI
115. National Service Scheme, Government Law College
116. NCERT
117. NCPCR
118. Women & Child Welfare Development, Thane

### Other Partners

119. Noun & Verb
120. Nitasha Nambiar
121. SBI Staff Quarters Borivali (W)
122. Tetseo Sisters
123. Oberoi Splendor Papyrus Library



Illustrations by Nitasha Nambiar



#ChildSafetyWeek #iStandForChildSafety



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