

Mira
Bhayandar



A Public Awareness Campaign by *arpan*
Towards Freedom from
Child Sexual Abuse

#Protected ByPOCSO

Child Safety Week Impact Report 2024

Kandivali

Malad

Thane

Mulund
West

Vihar Lake

Beware!

**Stalking
Groping or
Filming**
a child in a sexualised
manner makes you a
Child Sexual Abuser.

Child Sexual Abuse is
a punishable offence.

All children in India are
#ProtectedByPOCSO

**Stop right now
or get caught.**

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arpan
Towards Freedom from
Child Sexual Abuse

Child Safety Week 2024

Andheri
West

MUMBAI

Andheri

Andhra West

Chembur

Naraina
Link

Sion Koliwada

Dadar



Gharapuri

Juna Chova

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CHILD SAFETY WEEK 2024 IMPACT REPORT

A Public Awareness Campaign by Arpan

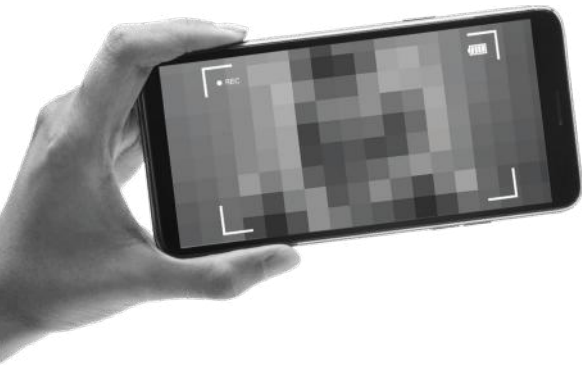


ABOUT CHILD SAFETY WEEK

Child Sexual Abuse (CSA) is a pervasive issue in India, with 50% of children experiencing abuse (MWCD 2007) and 182 cases reported daily (NCRB 2022). CSA often remains hidden due to societal taboos and lack of awareness. Child Safety Week (CSW), observed annually from 14th to 20th November, aims to break the silence and stigma surrounding CSA.

The 2024 campaign, **#ProtectedByPOCSO**, focused on raising awareness about the legal and social consequences for offenders under the Protection of Children from Sexual Offences (POCSO) Act. The campaign united government bodies, NGOs, corporates, schools, celebrities, and influencers to amplify the message that CSA is a punishable offense.





EXECUTIVE SUMMARY

Child Safety Week (CSW) 2024, organized by Arpan, marked a significant milestone in the fight against Child Sexual Abuse (CSA) in India. The sixth edition of this annual campaign, observed from November 14-20, 2024, focused on the #ProtectedByPOCSO theme, which achieved unprecedented reach and impact.

Key Achievements:

- 1. Expansive Reach:** The campaign had a reach of ~70 million, making it India's first large-scale initiative, directly targeting child sexual offenders.
- 2. Bold Messaging:** The campaign's theme, #ProtectedByPOCSO, delivered a clear warning to potential offenders: "Child Sexual Abuse is a punishable offence. All Children in India are #ProtectedByPOCSO. Stop Right Now or Get Caught."
- 3. Multi-Channel Approach:** The campaign utilized various channels for maximum visibility.
 - Public transport advertising on buses, bus stops, and metro trains through partnerships with local authorities, posters in local trains, and autorickshaws.
 - Outdoor advertising on Billboards in high-traffic locations.
 - Screening of the campaign video in movie theaters and on major OTT platforms.
 - Social media engagement with support from celebrities and influencers.
- 4. School Participation:** Over 160 schools across four states participated by displaying school uniforms with campaign messages, sparking critical conversations within communities.
- 5. Media Coverage:** The campaign received extensive coverage in national and regional media outlets, further amplifying its message.
- 6. Measurable Impact:** A before-and-after survey revealed significant shifts in awareness, legal knowledge, and public perception, reinforcing the campaign's effectiveness in educating communities about CSA and the POCSO Act.

The success of CSW 2024 demonstrated the power of collaboration, innovation, and bold action in addressing the critical issue of CSA. By uniting government bodies, NGOs, corporates, schools, celebrities, and the general public, the campaign reinforced that child safety is a shared responsibility and took a significant step towards breaking the silence surrounding CSA.



CAMPAIGN OVERVIEW

Campaign Theme and Message:

The campaign focused on directly addressing offenders, warning them of severe legal and social consequences under the POCSO Act. It emphasized the urgent need for proactive steps to prevent sexual abuse and protect children.

Creative Approach:

Five key creatives were used, highlighting the different forms of CSA:

1. Groping a child
2. Showing sexual content to a child
3. Sharing sexualised photos or videos of children
4. Filming a child in a sexualised manner
5. Asking a child to touch you for sexual pleasure



These creatives were presented in 3 languages, English, Hindi and Marathi, to ensure wider reach and understanding.

Campaign Video:

A powerful narrative video was created, depicting a potential offender experiencing visions of future consequences, including social isolation, career loss, public humiliation, and arrest under the POCSO Act. This impactful portrayal aimed to deter child sexual offenders by highlighting both personal and social repercussions.



As I watched the film, a chill ran through me. The man in the video—it was unsettling how easily he could have been someone familiar, someone trusted. The realization hit hard. I felt a deep sense of fear, goosebumps rising as I absorbed the seriousness of the issue. Children face this reality, often in silence. It was uncomfortable, but necessary to see. This is why we need to keep raising awareness—because knowing is the first step toward change.

— Female, 34 years



PARTNERSHIPS

The campaign's success was made possible through collaborations with:

- **Government partners:** Thane Municipal Corporation (TMC); Women and Child Development (WCD) Department, Thane; Brihanmumbai Electric Supply and Transport (BEST); Mumbai Metropolitan Region Development Authority (MMRDA); Maha Mumbai Metro Operation Corporation Limited (MMMOCL).



Campaign messages on BEST Buses



Campaign messages on TMC Buses



Campaign messages on Mumbai Metro Train

- **Corporates and NGOs:** Signpost India, Forbes Marshall, and several NGO partners including Aas Vidyalaya, EDINDIA, Faith Foundation, Sol's Arc, and others.



NGO Partners

Campaign messages on Bus Shelters

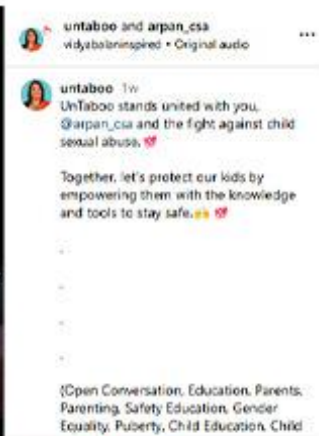
Activity by Faith Foundation



Activity by SNEHA



Social Media post by Untaboo



- **Schools and institutions:** across four states - Andhra Pradesh, Chhattisgarh, Goa and Maharashtra.



The red colour of the poster immediately caught my attention, and I noticed a few others around me reacting the same way. I felt a sense of relief knowing that India has laws like POCSO to protect children. It made me think about how important it is to raise awareness.

— Female parent, 35 years



- **Celebrities and influencers:** Arpan's Goodwill Ambassador Vidya Balan, and many others such as Kalki Koechlin, Tisca Chopra, Tara Sharma, Shweta Kawatra, Manav Gohil.



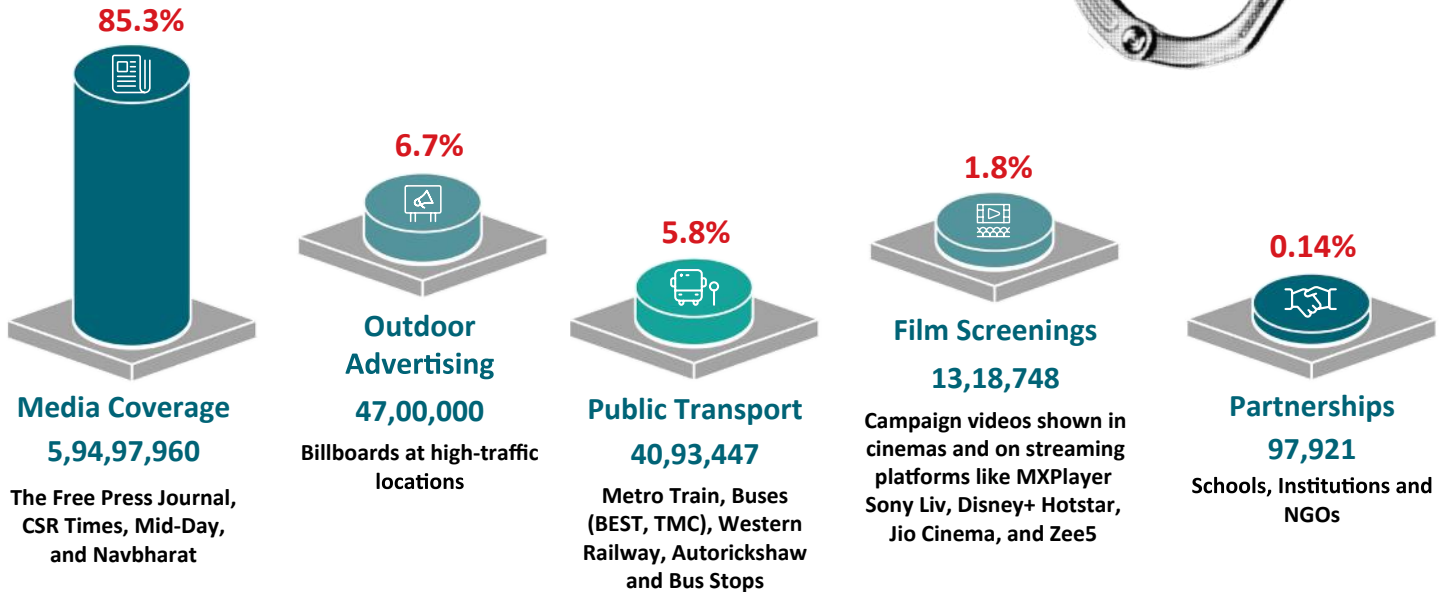
- **Media:** National and regional publications such as The Free Press Journal, Mid-Day, Indian Express, Deccan Herald, Maharashtra Times, Pudhari.



CAMPAIGN IMPACT

The campaign achieved significant reach and impact:

6,97,08,076 (69.7 Million)

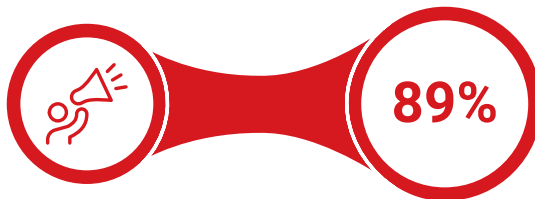


A before-after campaign survey conducted at key locations revealed:

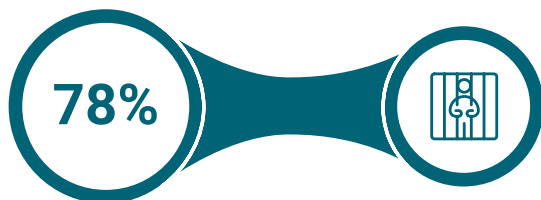
- Increased Awareness:** **83%** of respondents said the messages were new to them, highlighting the information vacuum about CSA in society.
- Legal Knowledge Boost:** **66%** could correctly identify POCSO as the law protecting children from CSA, up from **14%** before the campaign.
- Strengthened Legal Perception:** **99%** of people now recognize that CSA offenders can be jailed, an increase of **9%** from before the campaign.
- Deterrence Impact:** **78%** felt that awareness of the law would deter potential offenders and prevent CSA.



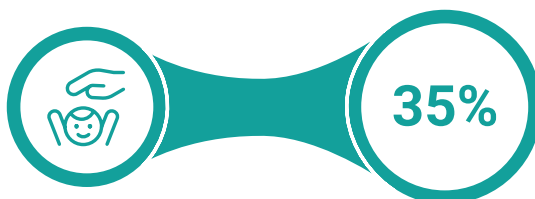
5. Message Recall:



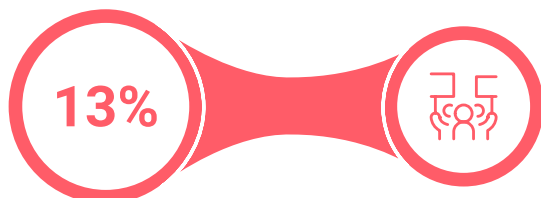
78% remembered the jail sentence for CSA offenders



35% recalled the POCSO law



13% remembered the campaign tagline "Stop Right Now or Get Caught"



As I watched the ad in the theatre, the message stood out clearly. It was reassuring to learn about laws like POCSO that protect children, and it motivated me to learn more about CSA. Ads like these should be shown in more places to reach as many people as possible.

— Male, 33 years



6. Media-wise Recall:



BUS COMMUTERS

36%

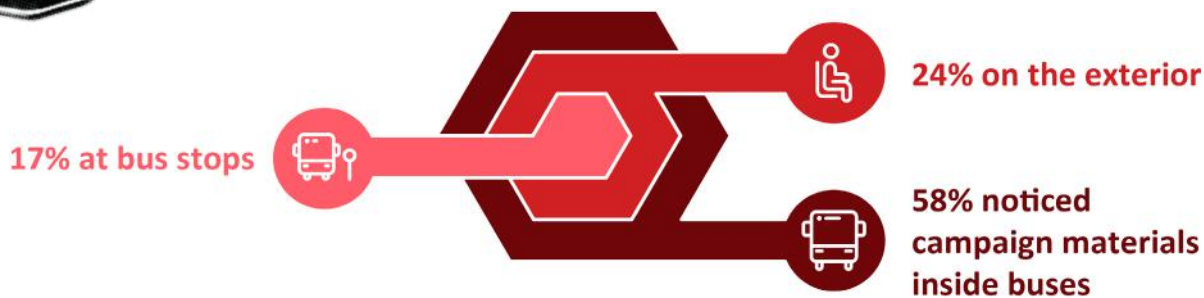
Bus commuters showed an increase in awareness of the POCSO Act from 4% to 36%



TRAIN COMMUTERS

29%

Mumbai local train commuters showed an increase from 7% to 29% in POCSO Act awareness



I want to learn more about the POCSO Act, as I wasn't aware of it before. I'm also planning to discuss it with my husband and family to make sure we're all informed and ensure the safety of our children.

– Female parent, 40 years



CONCLUDING REMARKS

The sixth edition of CSW was a testament to the power of collaboration and bold action. We thank all partners, supporters, and advocates for their unwavering commitment. The campaign's impact and reach set a new benchmark for future initiatives in combating CSA in India. Together, we move closer towards a shared vision of **A World Free of Child Sexual Abuse**.

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Child Safety Week 2024



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