
Global Campaign: Bangladesh Launching It Takes Me to End Physical Violence against Children

23 March 2017



“Violence against children is a global scourge that devastates the lives of one billion children every year. It occurs in every country and every community, rich and poor.

Our Values compels us to take action in defense of the most vulnerable children, and we will not achieve World Vision’s mission unless we intensify our efforts.

This will be a priority for the Partnership for the next five years, making a significant contribution toward our vision, our strategic mandates and the child well-being aspirations.”

The campaign will be a bold expression of our intent to ‘promote human transformation, seek justice, uphold the rights of children to be protected’.

I encourage us all to bring the best of our collective creativity, the strengths of our teams and our prayers together as we take on this exciting global challenge”.

Kevin Jenkins Global President

World Vision International

Experiences does WVB has with campaigning at country level

WVB run Three campaigns Successfully (2012-2016)

- ◆ Bride Not Before 18
- ◆ Child Healh Now
- ◆ Empowering Workning Children

Partnership with Government	Connected with community people	Build Political Will	Children as Change Agent
Integration	Convince Media	Mobilised Civil Society	Mobilise Resources

People's Opinion

- 200 Adult peoples viewpoint
- (18 KII/24FGDs)
- 200 Children's perspective
- District Covered: Dhaka (Urban) , Dinajpur (Ethnic diversity), Mymensing(Disaster prone), Sylhet(Rural), Barishal (Disaster prone & Urban)& Satkhira (Border Area)

Campaign For

IT Takes Me to End Physical Violence in all settings

Situation of Physical Violence

- Each year 1 Billion Children some form of Violence
- *One in five girls between the ages of 15 and 19 have been victims of physical violence.*
- **Physical Tortured at educational institutions 172 (March 2016-Feb'17)**
- **Murder 265 & 18, Suicide 151; killed by parents 64**
- 82 % children aged 1-14 years are the victim of violence discipline
- 57% get physical torture at workplace
- 77.1% in School



Causes of Physical Violence

Insufficient options for families

Lack of parental care

Low priority issue for government

Lack of moral values/education

Ignorance

Insufficient local security

Lack of Good Parenting

Absence of monitoring/
intervene of local govt.

Not much functional of local govt. structure



Consequences of Physical Violence

BODY AND BRAIN

Brains of abused children can be smaller

They can have damaged immune systems and higher risk of cancer

As adults, they lose more days due to ill health each year

DEVELOPMENT AND RELATIONSHIP

Victims score lower grades and are more likely to drop out of school

Child witnesses of domestic violence are more likely to be aggressive themselves

Repeat victims of violence are more likely to be depressed

RISKY BEHAVIOUR

Physical violence victims are more likely to smoke and abuse drugs later in life

They are more likely to be obese

They are more likely to attempt suicide

LOST POTENTIAL

Violence costs US \$7 trillion or 8% of global GDP

Victims are more likely to have problems at work

As adults, they are more likely to experience financial problems

GOAL: 5 million children are protected from physical violence at home, school and in the work place in Bangladesh by 2021.



THREE HIGH LEVEL OUTCOMES

CHANGE SOCIAL NORMS, ATTITUDES, AND BEHAVIORS WHICH CONDONE PHYSICAL VIOLENCE AT HOME, SCHOOL AND IN THE WORK PLACE ARE ELIMITATED



EFFECTIVE POLICIES AND FUNCTIONING LOCAL, REGIONAL AND NATIONAL CHILD PROTECTION SYSTEMS SUPPORT PROTECTION OF CHILDREN FROM PHYSICAL VIOLENCE AT HOME, SCHOOL AND IN THE WORK PLACE.



MULTISPECTRAL COLLABORATION BETWEEN SECTORS AND ACTORS IS SUPPORTED TO ENSURE THE PROTECTION OF CHILDREN FROM PHYSICAL VIOLENCE AT HOME, SCHOOL AND IN THE WORK PLACE.



Aligns with the Sustainable Development Goals & Targets



It takes me
to end physical violence against children

World Vision



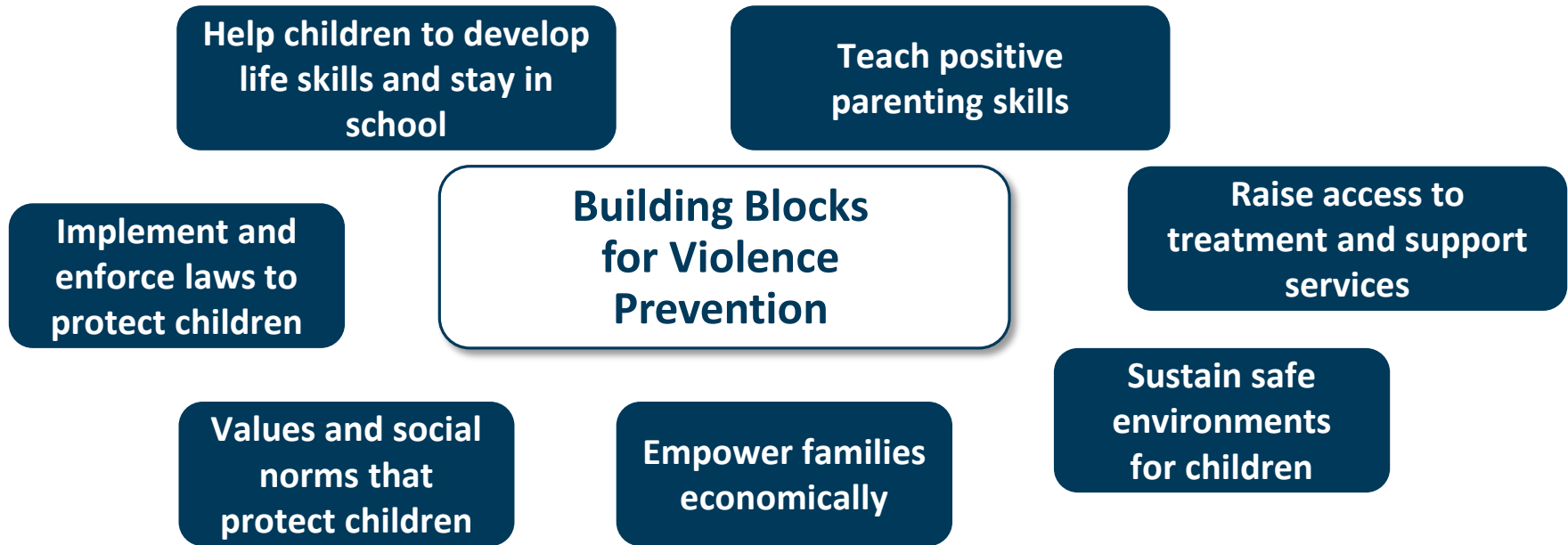
The foundations



Key Messages

- 5 million children will be protected from physical violence through different initiatives of this campaign
- It simultaneously slows economic development of a country, also erodes a country's human and social capital
- This campaign will be child centred and will run from the smallest community to the entire country
- It is a problem that only harms each child but jeopardise their future survival, health and education

Evidence-based Strategies to Reduce Physical Violence





Shared Awareness
Shift debate from problems to solutions
Tell policymakers how they can make children safe

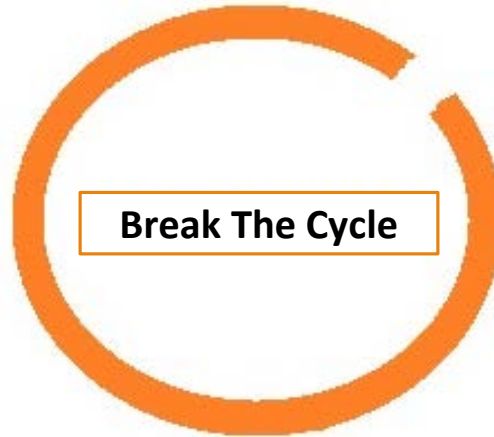
Building Blocks for Violence Prevention

Shared Platforms
Unite all sectors behind an integrated approach
Inspire a Movement to demand action and results

Shared Systems
The systems, capacity and investment to make children safe
Success builds political will and strengthens alliances



What can be Done



Act now

Violence is not inevitable. It is possible to break the cycle of violence against children, and it is our moral and human rights imperative to act now. We can prevent violence and we can start today.

Our Call for Action to Government

- Double their efforts to achieve the Sustainable Development Goal (SDG) target to end all forms of violence against children
- Adopt, implement and enforce legislation that explicitly bans corporal punishment/Physical violence of children in all settings
- Raise awareness of national laws and policies, prompt public discussions and invest in community mobilisation programmes to address cultural, religious and societal norms that allow corporal punishment/physical violence to persist
- Allocate adequate budget to implement national laws & policies including SDGs focusing Physical Violence

