



viva
together for children



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Good Treatment Campaign Guide

The Children's Good Treatment Campaign is intended to be a simple programme to implement and manage. It addresses key issues facing children by engaging with a large number of local adults in a network community, ideally through the actions of children connected with the network and trained by the network.

This is a campaign programme which can potentially increase awareness across networks about children's needs and rights. Some Viva-associated networks may wish to use the programme to build upon the existing public face of the network around an identified issue and to engage the support of a local celebrity or promotion theme. This could be an effective way of embedding the programme into a network's current strengths and direction.

The programme is to be carried out by children and for children. These children can be child ambassadors from a network, church members or young people connected with member organisations. Children's involvement must be fun, voluntary, and inclusive, and it should arise out of a sense of ownership of the issues and programme. Children should be involved in deciding, planning, implementing and reviewing activities and ideas. Child participation is very critical to make this campaign a success.

The campaign is based on six statements about children's good treatment. There are images and videos for each of the six statements, with suggested wording to be used. Viva will run the campaign digitally on its social media platforms, and networks are encouraged to do the same. The campaign can be carried out in person or through virtual platforms and tools, depending on the situation.

The Six Statements

The **Six Statements** about children's good treatment are:

- Tell them that you love them every day.
- Listen to what they have to say and spend time with them.
- Accept them as they are and recognise their qualities.
- Support their learning and train them to accept good values.
- Teach them responsibility and help them to resolve conflicts.
- Teach them to love and care for the environment.

The programme is based on a promise to commit to good treatment of children by signing a **Promise Card**, which can be digitally or manually distributed. The Promise Card is based on the six statements. The promise card can be formatted as a leaflet, certificate or business card. In this way, it is assumed that there will be ongoing commitment to maintain good treatment of children even when the campaign ends.

The campaign will take place in **September and October 2024**. Viva will post on its social media platforms and encourages networks to like and re-post these on their own sites, or put their own posts directly. Viva is using social media globally from 9 Sep to 18 Oct, posting three times a week. The campaign can be run over six weeks as follows:





Campaign ideas

The following are ideas that can be used in the campaign, though networks are encouraged, and welcome, to be as creative as possible.

- Social media posts by networks with images and videos as supplied by Viva.
- Other posts such as cards, animations, and short reflections on good treatment, whether in video or written form.
- Virtual meetings.
- Podcasts.
- Walks with children, teachers, and community members through which children explain the message of good treatment using the six statements to community members, inviting adults to commit to good treatment of children (see the promise card).
- Activities in places such as public parks, schools and churches could include clowns, puppets, distribution of flyers, plays, and mime performances focusing on the six statements.
- Campaign posters can be displayed as permitted.
- Activities to raise environmental awareness, such as cleaning up trash in rivers or beaches to reduce plastic waste, planting trees, and giving educational talks about environmental care, etc. (You can partner with other organisations that address this theme to achieve a greater impact).



I: _____, commit myself in my relationship with children and adolescents to:



Tell them that you love them every day.



Listen to what they have to say and spend time with them.



Accept them as they are and recognise their qualities.



Support their learning and train them to accept good values.



Teach them responsibility and help them to resolve conflicts.



Teach them to love and care for the environment.

And join with other members of my community to make it a safer place for children and adolescents.

Signature

Date

Place