

Good Treatment Campaign 2018 Summary Report

In 2018, everything has doubled! The number of networks running campaigns, the number of churches and organisations involved in the campaigns, the number of children promoting the campaign and the number of adults spoken to all exceeded their totals last year but at least double the amount. This is exciting, and shows that these campaigns are gaining traction, reaching thousands more people with positive messaging on how to treat children well.

"I really like this campaign because we kids through talks, sharing and entertainment, receive life lessons, and learn how to solve difficult things in life." - Young person in Uganda

"Community leaders appreciated the work of their children and were thankful to the network for helping their children to speak for themselves." – excerpt from GTC report in Ranchi, India

Key numbers:

- **22 networks** ran Good Treatment Campaigns
- **906 churches and organisations** worked together to reach people in their communities and across the city with campaign messages
- **75,565 children** were involved in promoting the campaign
- **2,294 of these children** were trained as leaders
- **218,215 adults** given promise cards and reached with positive messages from the campaign
- **70,183 signatures** were collected from adults committing to treat children well

Each of the 200,000 adults spoken were given promise cards and/or talked through these 5 key ways to treat children well. Many were then asked to sign a commitment to treat children well through these 5 simple steps.



Increasing the impact

Networks used the traditional GTC techniques of empowering children to take the campaign to adults by giving out promise cards, having conversations and collecting signatures. In order to increase the scale and enhance this work, many networks also engaged media, business, local authorities and other larger NGOs in the campaigns to help the messaging spread even further.

- The network in **Bangalore, India** for example promoted the campaign through 3 media outlets in the city. Santa, the network coordinator found that *"Because this event was covered by 3 local media channels the reach was large and the key message was strongly conveyed."*
- In **Tanzania**, 2 social welfare officers, 1 ward councillor and 7 Local church authority representatives were invited to be part of running campaign, the network sent them invitation letters explaining campaign objectives. Their involvement ensured that local government authorities aware of campaign and gave permission to organize local gathering to talk with about 70 adults in an open space.
- In **Hyderabad, India**, the District Education Officer heard for the first time about Viva and its work. The network took the opportunity to also talk about future programmes. The network also managed to build sponsorship for their campaign from other organisations. Only 3,000 cards were printed with the network budget while the remaining 21,000 cards from another NGO and 15,000 more to be distributed by World Vision.

Campaign Highlights

Raising children as leaders

- The network in **Delhi, India**, spent 36 hours training children about their rights and how to run the campaign.
- 30 Children in **Tanzania** were empowered through trainings to conduct the campaign, they all developed confidence and self-esteem to address congregations of 70 to 80 people in churches and on the street.
- In **Bangalore, India** 100 young people helped to lead the campaign. They received training on leadership and became representatives in schools and organizations as well as helping other children to take part in the campaign. They each demonstrated and practised leadership.
- After the campaign, Peer Ambassadors in **Uganda** engaged other children who were not able to take part to share what they had learnt. One of the young people said, *"Feeling loved and cared for by our parents makes us stronger because of their support. We want our voices to be heard out loud and this is possible only with the support of our parents. Our parents need to learn how to listen to us as children and give us a chance to express ourselves. So hopefully this campaign will help bridge some of these gaps."*



Children understanding their rights and self-worth

- In **Hyderabad, India** children have now come to know their main basic rights. Girls in particular were really motivated and encouraged. Some of the children had doubts regarding their rights but they were able to speak to teachers to learn and understand more.
- Many of the adults involved in the campaign in **Uganda** are role models for the children and have taught them invaluable lessons just by the way they handle everyday situations. Through the campaign, children have been taught how to work for what they want and never let anything stand in their way and to look past the fears and to explore new areas in life (self-discovery).

Changing community attitudes

- The network coordinator in **Zimbabwe** reported that the campaign resulted in improved perception of children, understanding of children's needs and rights and overall improvement in the treatment of children.
- In **Uganda** the network leaders have seen a lot of change in how parents relate with their children and cases of parents using canes to discipline their children have decreased. They are now adopting the use of alternative discipline.
- One mother in **Patna, India** said *"it was the first time in my life I felt that we are missing many important things which is really needed for our child."*
- Pastors in **Hyderabad, India** said they came to know for the first time about the Child rights and their responsibility for the girl child.



Impact on churches

- For the majority of the churches and ministries in **Ranchi, India**, it was their first time participating in a campaign of this kind. Not only their leadership but the members displayed a lot of enthusiasm. Pastors announced about the campaign in their church services and members were asked to pray for the success of the campaign. Feedback from the areas where these campaigns were held showed that the community leaders appreciated the work of their children and were thankful to the network for helping their children to speak for themselves.
- The organiser in **Uganda** noted that when people from different areas of the community work together, they often find that they have much in common and can easily solve community problems. Most of the churches and organisations that participated in this activity are already part of the network and have been very instrumental in strengthening family bonds in their respective communities. They offer emotional and spiritual support.

Innovation

- In **Bolivia**, where the campaign has been running annually for over 10 years, 14 Government organizations were involved in the campaign in which 128,000 licenses were delivered by 32,000 children and adolescents from educational units and the network. A new addition this year was to issue awards to 145 educational units that promote good treatment and participate in the socialization of the licensing methodology. Other campaign activities included 3 organized talent festivals, more than 10 media outlets giving coverage in the 4 cities and a "5K for Good Treatment" event in which more than 350 people participated.
- The network in **Bangalore, India** also tried new methods to attract attention to the campaign by running a cyclathon alongside the campaign. They found sponsors for the event and attracted media interest spreading their message further and raising funds at the same time.

