

Project: Young Lions Competition – UNICEF Public Engagement on Ending Violence against Children in Schools

Objectives: Objective 1. Make schools free from violence and safe places for girls and boys to stay, learn, thrive and progress.
Objective 2. Generate awareness online/on social media about violence against children in and around schools

Date: September 2018



Background

Violence against children is common and widespread. About three quarters of the world's children or 1.5 billion girls and boys experienced violence in the past year. Children experience violence at all stages of childhood, in both rich and poor countries, communities and households. Violence – in any of its many forms, physical, sexual and psychological – has a devastating effect on children. Violence against children most often happens by the people they see every day.

Schools have always been considered as a place for children to learn, grow, thrive and succeed. But for many girls and boys around the world, schools have become a dangerous place. Corporal punishment, bullying by peers or adults, physical, verbal and sexual harassment and online bullying and abuse are only some forms of violence that children face in and around schools.

The facts speak for themselves:

- Worldwide, close to **130 million** (slightly more than 1 in 3) students between the ages of 13 and 15 experience **bullying**;
- **732 million** (1 in 2) school-age children between 6 and 17 years live in countries where **corporal punishment** at school is not fully prohibited;
- Close to **500 attacks or threats of attacks on schools** were documented or verified in 2016 in 18 countries or areas around the world.
- **59 school shootings** that resulted in at least one reported fatality were recorded in 14 countries during the past 25 years. Nearly 3 in 4 of these occurred in the United States.

The presence or threat of violence in and around schools compromises children's ability to fully benefit from educational opportunities. Violence stops children from learning and cuts short their dreams.

That is why in 2018, UNICEF kicks off a Campaign on Ending Violence against Children in and around schools. The campaign aims to raise awareness about this crisis, influence change of behaviour and attitudes, spread the idea of zero tolerance to violence against children and help empower girls and boys to speak out when they experience or witness violence.



Target Audience

Who are the people we want to reach out to? What can they do in Ending Violence against Children in schools?

Schools to be violence-free zones and provide a safe and inclusive environment for children to come to school, to be in school and to learn.

Children, including school age children and young people using social media – to become aware, including through social media, and to speak up against violence

Teachers, including those who use social media - to become aware and knowledgeable about the impact of violence, including through social media; to adopt good practices and to take action.

Parents and caregivers, including those who use social media - Involvement of parents and caregivers in creating violence-free schools will encourage community action.



Ideas and Considerations

If you are a young creator, come and compete with your creative idea on how to engage schools and the school community around the issues of violence against children.



The Task

You will come up with video concept or a social media campaign idea that can be utilized online and/or offline, to raise awareness about the violence taking place in and around schools globally.

A call to action through social media should also be considered when devising the idea to drive a possible action.

Ideally, the concept can generate earned media attention and raise awareness worldwide. The concept should work across all regions and not be too specific to one area or context.



The Deliverables

- An idea to engage children and young people to address any or a few forms of violence against children in and around schools
- An idea to make school teachers and principals to become aware of violence against children issues in and around schools
- An idea to engage parents and caregivers in creating violence-free environment or a violence-free zones within and around schools
- An idea to engage communities around schools to spread the idea of non-tolerance to violence against children



Tone of your Ideas

Emotionally engaging



Format for your creative ideas

- Video
- Audio-visual
- Social media campaign
- Stunt
- Out of home



Timeline/Date of Submission

September 2018



Key Dates and Priority Moments

- September 2018 – UNICEF Back-to-school and End Violence against Children Campaigns launch in schools around the world.