



Save the Children's Child Protection Strategy 2013-2015

Making the world a safe place for children



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Save the Children

Opening message

Save the Children makes a difference to millions of children's lives around the world through its child protection work. We believe that all children have the right to be protected from abuse, neglect, violence and exploitation so that they can survive, learn, participate, play and develop.

We have a very ambitious goal: By 2015, we aim to have improved the lives of 21 million children through preventive and remedial child protection measures and to have invested US\$ 250 million to support child protection programmes. In 2012, we reached over 23 million children and 30.7 million adults, and Save the Children members invested over US\$151 million to support child protection programmes. We will continue our work to dramatically improve the quality and increase the scale of our child protection programmes, through capacity-building, advocacy, interagency collaboration, and resource mobilisation.

This paper sets out our child protection strategy for 2013-2015. It explains our priorities and how we will measure success. The strategy also includes our child protection breakthrough: "All children are cared for in a safe

family environment and no child is placed in harmful institutions."

Despite Save the Children's strong child protection work and that of many other committed organisations, children all over the world continue to experience abuse, neglect, violence and exploitation every day, and grave violations of their rights continue to be witnessed. This cannot be justified and needs to be stopped now.

I call on everyone – all of Save the Children's members and country offices – to take action and to engage and invest in child protection so that we fulfil our ambition to end all forms of violence against children. But we cannot achieve this alone. Partnerships with civil society organisations, governments, United Nations agencies and children are crucial to making this happen.

Together we can make the world safe for children.

*Elisabeth Dahlin, Secretary General,
Save the Children Sweden*



I. Executive summary and introduction



Child protection deserves to be a priority – Children experience abuse, neglect, violence and exploitation¹ in all the countries where Save the Children works. Millions of children are affected and even more are at risk. Child protection is therefore a key priority for Save the Children’s domestic and international programmes, in both development and humanitarian contexts. We are the key independent child protection actor globally, with long experience of working in partnership with civil society organisations, child-led initiatives, governments and other key actors to stop all forms of violence against children.



“No violence against children is justifiable and all violence against children is preventable.”

Professor Paulo Pinheiro, Independent Expert for the UN Study on Violence against Children (2006)²

Child protection failures affect progress in all sectors' – Protecting children from violence, abuse, exploitation and neglect is essential for them to enjoy their rights to survival, development and participation. Many children drop out of school because of the protection issues they face and young girls die because of early marriage and other harmful practices. Every failure to protect children has negative effects that continue into their adult life – and also holds back a country's national development. By contrast, where children are protected, their health, education and well-being are improved as well as their ability to contribute to society as future citizens.

In all contexts – Save the Children is a “dual mandate” organisation that delivers for children in both development and emergency contexts. Humanitarian crises make children even more vulnerable. Therefore, our work addresses the immediate and long-term child protection consequences of emergencies. We are also giving increasing attention to urbanisation, as safety nets are often weakened as a consequence of urban growth.

Our priority areas – Save the Children's four child protection priority areas for the period 2010-2015 are:

- Children Without Appropriate Care
- Child Protection in Emergencies
- Physical and Humiliating Punishment
- Children and Work

The focus of each priority area, including goals and objectives, are described below and in Section 3. See also the key definitions in Annex 1.



Save the Children defines 'child protection' as a set of measures and structures to prevent and respond to abuse, neglect, violence and exploitation affecting children.

Every child deserves a life free from abuse, neglect, violence and exploitation. Experience has shown that this happens most often when the child is loved and cared for in a safe family environment.

Because of this, Save the Children has adopted a specific child protection breakthrough within its four priorities:³

“All children thrive in a safe family environment and no child is placed in harmful institutions.”

Table I summarises the key child protection objectives that we aim to achieve by 2015. These objectives guide our members and country offices.

Table I: Overview of key child protection goals to be achieved by 2015

Vision	All children are protected from abuse, neglect, violence and exploitation
Overall goal	The lives of 21 million children will be improved through preventative and remedial child protection efforts in 2015
Children Without Appropriate Care	By 2015, 4.6 million children ⁴ without appropriate care, and their families, including children affected by HIV and AIDS and those on the move, will benefit from good-quality preventive and/or remedial interventions within an improved child protection system
Child Protection in Emergencies	By 2015, 3.7 million children ⁵ affected by armed conflict and disaster will be protected from abuse, neglect, exploitation and violence through preventive and remedial interventions based on the <i>Minimum Standards for Child Protection in Humanitarian Response</i> ⁶
Physical and Humiliating Punishment	By 2015, 9.2 million children ⁷ will be protected from physical and humiliating punishment in all settings
Children and Work	By 2015, 3.5 million children ⁸ children will benefit from services that will enable them to fulfil their rights
Breakthrough	All children thrive in a safe family environment and no child is placed in harmful institutions

Our approach – Save the Children's approach is based on every child's right to be protected and cared for, ideally by their own family or in a family-like environment. We are strengthening community-based and national child protection systems and we are working in partnership with governments and civil society actors. We promote the ethical and meaningful participation of children in all stages of our programming and we are addressing discrimination and poverty to reach the most vulnerable children. Changes in legislation, policies, services and social norms – and increased investment in child protection – are necessary to prevent and respond to all forms of violence.

Save the Children is guided by the UN Convention on the Rights of the Child, by other international instruments and by our own Theory of Change. The Theory of Change provides overall strategic guidance to our programmes to develop and test evidence-based solutions with a view to scaling them up through advocacy and partnership. We are putting increasing emphasis on creating a strong evidence base by strengthening monitoring, evaluation and learning.

Safeguarding – Save the Children aims to be a child-safe organisation. This means we will do all that we can to ensure that children (and their families) we work with are free from any form of abuse or exploitation. We do everything we can to ensure that our programme design and implementation is safe for children.

Anyone representing our organisation will at all times adhere to the highest standards of behaviour towards children and their families. Wherever there are concerns regarding our own representatives, they will be investigated honestly and fairly with due regard to internal disciplinary procedures and national legal procedures. Procedures are also in place to protect any children whose rights have been violated.

Responsibility for the implementation of the safeguarding policy lies with Save the Children International's Human Resource Department. However, all staff members within the organisation are responsible for ensuring that we do no harm and that our child protection programmes do not put children at risk. For further details please see [**Save the Children's Child Safeguarding Policy here.**](#)

Child protection strategy – This strategy sets out the changes that Save the Children expects to see in the protection of children by 2015. Our child protection strategy 2013-2015 articulates the main targets and aims we expect to achieve.⁹ It will be successfully achieved only through the joint efforts of all sections of the organisation.

2. The magnitude of the problem, trends, progress and challenges



“Children have suffered violence at the hands of adults unseen and unheard for centuries. But now that the scale and impact of violence is becoming visible, they cannot be kept waiting any longer for the effective protection to which they have an unqualified right.”

From the UN Study on Violence against Children¹⁰

Abuse, neglect violence and exploitation are serious human rights violations that occur in all parts of the world. This includes within the home, in schools, in institutions, at work, in the community, in armed conflicts and in natural disasters. Exposure in one setting may be compounded by violence in another. Violence against children is increasingly linked across countries and regions, through child trafficking, child abusive images, unsafe migration, and the increasing frequency of migration due to climate-related disasters.

The full scale of violence is unknown, as much of it goes unreported because of shame, fear or inadequate reporting mechanisms. Some of the violence against children remains legal, state authorised and/or socially approved. The figures in the box give an indication of the enormous magnitude of the global child protection crisis – although the specific nature of child protection issues can differ between the developed and developing world, the fundamentals are the same.

Fact box: The global child protection crisis

- It is estimated that 150 million girls and 73 million boys worldwide are raped or subjected to other forms of sexual violence each year.¹¹
- Since 1990, an estimated 90% of those killed in conflicts around the world have been civilians, and 80% of those have been women and children.¹²
- In at least 13 countries, children are being recruited into armed forces and groups.¹³
- It is estimated that between 100 and 140 million girls and women in the world have undergone some form of female genital mutilation.¹⁴
- Among young women aged 15-24, 48% were married before the age of 18 in South Asia (9.7 million girls), 42% in Africa, and 29% in Latin America and the Caribbean.¹⁵
- Some 17,700 asylum applications were lodged by unaccompanied or separated children in 69 countries in 2011, mostly by Afghan and Somali children.
- It is estimated that over 145 million children have lost one or both parents.¹⁶ Over 8 million children without appropriate care around the world live in residential care facilities.¹⁷
- Around the world, 115 million children – 74 million boys and 41 million girls – are involved in the worst forms of child labour.¹⁸
- Three out of four children experience violent discipline at home.¹⁹
- 16.6 million children have lost one or both parents due to HIV and AIDS and have important care needs: 90% of those children live in sub-Saharan Africa.²⁰

Both the long- and short-term repercussions of violence can be devastating. Exposure to violence in early childhood can affect the maturing brain. Children's prolonged exposure to various forms of violence, abuse, exploitation and neglect – either as victims or witnesses – can disrupt nervous and immune systems and lead to social, emotional and cognitive impairments, as well as risky behaviour, including substance abuse and early sexual activity.

Violence against children has a devastating effect, not only on the development of the child, but also on the development of societies, and has enormous economic and social costs. Studies in Australia, New Zealand and the USA have calculated the financial costs of child abuse and neglect for these societies.²¹ Over 1 million children are affected every year in the USA, costing an estimated US\$220 million per day.²² Child abuse and neglect costs New Zealand around US\$1.7 billion each year, representing over 1% of gross domestic product.²³ In 2007 in Australia, an estimated 177,000 children under the age of 18 were victims of abuse or neglect, costing the country between US\$10.7 billion and US\$30.1 billion that year.²⁴

Progress has been made. The 2009 United Nations Children's Fund (UNICEF) report card on child protection²⁵ shows some progress over the last two decades, such as a number of governments strengthening their commitment and actions (including laws, policies and services) to stop violence against children. However, the report notes that progress has been altogether too little and too slow.

Data from some countries where data is available shows that girls are now getting married at a later age, and that the rates of the worst forms of child labour and female genital mutilation/cutting are declining.

Examples of progress on child protection at international level

In order to advance the goal of protecting children during armed conflict and ending the impunity enjoyed by perpetrators, the UN Security Council established a Monitoring and Reporting Mechanism to systematically monitor, document and report on violence against children.²⁶

The Guidelines for the Alternative Care of Children (Guidelines) were formally endorsed by the UN General Assembly on 20 November 2009. The Guidelines focus on two main issues: ensuring that children are not unnecessarily placed in alternative care; and, where out-of-home care is provided, ensuring that it is delivered under conditions that are appropriate to the child's rights and best interest.

Less than two decades ago, international agencies and non-governmental organisations (NGOs) were only beginning to integrate child protection into their interventions. Today, most interventions in both humanitarian and development contexts include child protection components.

Despite some remarkable developments, overall progress has been too limited and too slow – partly because the Millennium Development Goals (MDGs) framework failed to address children's protection and wider human security issues.²⁷ Contrary to the Millennium Declaration – which recognised the human rights dimension of development and the importance of protecting children from conflict, violence, abuse and exploitation – the MDGs do not include a goal of protecting adults and children. This has resulted in a lack of donor and government attention, and has sent a signal to the international community that child protection is not a priority. Save the Children is, therefore, advocating for the post-2015 MDG framework to include child protection.



3. Save the Children's child protection priority areas



During the design of Save the Children's global strategy for the period 2010-2015, Save the Children decided that the organisation should focus its child protection work on four priority areas:

- Children Without Appropriate Care
- Child Protection in Emergencies
- Physical and Humiliating Punishment
- Children and Work

Each priority area includes a strategic goal and a set of strategic objectives relating to identified sub-themes (see also key definitions in Annex I).

3.1 Children Without Appropriate Care²⁸

“We were never taught to live on our own. On certain days we were given soap, a toothbrush, toothpaste and clothes, usually the same for all. Until the age of 12 we all had the same haircut. It was like living in an incubator.” Girl in an institution, Russia²⁹

Figure 3.1 Children Without Appropriate Care: goal and sub-themes for the period 2010-2015³⁰

<p>By 2015, 4.6 million children without appropriate care, and their families, (including children on the move and children affected by HIV and AIDS) will benefit from good-quality interventions within an improved child protection system</p>	<ul style="list-style-type: none"> • Children in, or at risk of requiring, alternative care Children without appropriate care benefit from good-quality care services either in their own families or, when necessary, in family and community-based alternatives • Children on the move Children who move, either voluntarily or involuntarily, have better access to local and national care and protection systems to protect them from exploitation, abuse, neglect and violence
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Millions of children are without appropriate care due to violence and abuse, poverty, conflict, parental illness, HIV and AIDS, disability and humanitarian disasters, etc. Such children live in many different circumstances, including being on the street, on the move, in extended families, in institutions, or being unsafe in their own families due to the family situation or poor parenting skills.

There are, for example, an estimated 8 million vulnerable children worldwide who are living in poor-quality institutional care that is harmful to their physical, social and intellectual development.³¹ Yet four out of five of those children have one or both parents alive who, with support, could care for them. Numerous studies have highlighted the damage that institutionalisation has on child development. A recent study in Romania found that institutionalisation in young children is one of the biggest threats to early brain development, with effects similar to that of severe malnutrition, lead poisoning and the mother's drug use during pregnancy.³²

Children affected by HIV and AIDS have lost or are at risk of losing their primary caregivers, which can leave them with precarious care arrangements. Without appropriate guidance, love and security from a stable family structure, these children may

be pushed on to the streets, engage in harmful or exploitative work to care for their families, or become increasingly vulnerable to harmful situations.

Millions of children are on the move both within and between countries and very little attention is paid to their care and protection at national, regional or international levels. Children on the move, and especially those who move alone, are vulnerable to all forms of violence and discrimination. They often lack access to services and risk ending up in institutions, detention centres, on the street, or in poor-quality accommodation.

What we do

“Thank God, now I know a lot of people, and some of them are important people. Yani (name of Case worker) often visit me, and I also travelled to Bandung (child and family support centre). Now I can give advice to In, not like before, because he was in the institution and we hardly saw each other, but now we have time to talk to each other.”

In's 47 year old father, who has been reunited with his daughter after she had been placed in an institution in Indonesia



“Keluargaku Harapanku” (my family, my hope) – a picture by Moro, a 15 year old child researcher, Indonesia

Save the Children has extensive experience of working in partnership with governments and other organisations to reform care systems away from institutional care towards family-based care. We support the development and implementation of family- and community-based prevention and alternative care models to divert vulnerable children from inappropriate care arrangements. We also advocate for reform strategies or policy frameworks that are compliant with the *Guidelines for the Alternative Care of Children*,³³ and which include national care standards, legislation to support family-based alternatives and increased budget allocations for family-based care.

We advocate on care issues and work closely with key groups at international level, for example the Better Care Network.³⁴

“I arrived in Italy through Spain and France, crossing the northern border. In my journey I felt I was alone. I had the same feeling when I arrived in Rome. But since then I have met field workers at the day centre for children on the move “CIVICOZERO” of Save the Children. I know I can count on them, on their support. Another child asked me to move on to London a few days ago. “No, I will stay in Rome, now I am not alone anymore,” I answered.”

M, 17 years old, from The Gambia

Save the Children has pioneered the concept of protecting children on the move, leading the international debate on care for children on the move in development and emergency settings, as well as in reception, assistance and durable solutions in the European Union (EU). We support programmes and influence changes to national policies to ensure that children at risk of unsafe migration benefit from quality care and support in their families, or when necessary in family- and community-based alternatives, and that they have access to protection services. We also advocate for changes in policies and service provision to ensure that children in transit and at their destination receive adequate and coordinated support. In addition, we advocate for coordination and coherence across asylum, migration and trafficking policies that are based on the best interest of the child, so that States provide services which at least meet the minimum standards of quality care.

Save the Children is an active member of the Inter-Agency Group on Children on the Move.³⁵

Save the Children resources on Children Without Appropriate Care

The full Children Without Appropriate Care strategy can be found [here](#).

Handbooks, tools and other resources can be found on [OneNet](#) and on the [Resource Centre on Child Protection and Child Rights Governance](#).

Click on the links for information about the [Children Without Appropriate Care Task Group](#) and sub-task group on [Children on the Move](#).

3.2. Child Protection in Emergencies³⁶

“There is nowhere safe for us. The soldiers go everywhere, even into our homes.”

11-year-old boy, Nablus, Occupied Palestinian Territories³⁷

“Another thing they do is to use children to protect themselves. They know we can't shoot our own children, so they put the children in front – so they're a human shield – and march into our villages. It's terrifying for the children. Many of them die.”

15-year-old Syrian boy³⁸

Figure 3.2 Child Protection in Emergencies: goal and sub-themes for the period 2010-2015³⁹



Children are extremely vulnerable during a humanitarian crisis. They are at risk of recruitment into armed forces and groups, sexual violence, separation from their families, psychosocial distress, trafficking and economic exploitation, genocide, physical violence, killing and maiming, and other forms of harm. Family separation and the breakdown of national and community-based child protection systems make girls and boys especially

vulnerable to abuse, exploitation, violence and neglect.

Discriminatory attitudes and practices that existed prior to the emergency often intensify during a humanitarian crisis, and children become excluded from life-saving child protection services or information due to their gender, age, ethnicity, sexual orientation or disability.

What we do

*"I was a child soldier. At the beginning of the war, neither of my parents was able to find work. I have seven brothers and sisters. I voluntarily joined the army when I was 17 years old. The community approached me and spoke to me about my situation and I realised being in the military wasn't a good solution and so I left the movement. Now I am trying to make sure other children do not go down the same path that I did."*⁴⁰

Former child soldier in West Africa

"The football brings us together. That is good. Now we want to move on. We want to play against other teams outside the camp. The next step is to get real football shoes. This is just the beginning for us girls."

Mary Hamoda, Sherkole Refugee Camp, Ethiopia

Save the Children has selected three areas of work to bring about significant change for children in emergencies:

- sexual violence against children in emergencies
- children associated with armed forces or armed groups
- family separation.

In addition, our child protection in emergency work includes capacity-building, resource-mobilisation, psychosocial support and inclusion of child protection in disaster risk reduction.

Sexual violence is addressed through community interventions and national strategies that fight the impunity of perpetrators, prevent sexual violence and provide rehabilitation services for victims. We also work with the Special Representative of the UN Secretary-General for Children and Armed Conflict to advocate for more child-friendly implementation of the Monitoring and Reporting Mechanism.

Save the Children has considerable experience in assisting with the release, reintegration and rehabilitation of children associated with armed forces or armed groups, and in working with governments, armed forces and armed groups to prevent child recruitment. We advocate for more protective legal frameworks and practices in collaboration with other agencies, such as Child Soldiers International, Watchlist and UNICEF.

We work with governments, UNICEF and other NGOs to register separated and unaccompanied children, and to trace and reunite children with their families. We advocate for children's right to birth registration and support government efforts to develop information management systems. Interagency guidelines and tools for family tracing and reunification have been developed.

Save the Children is a key actor in the area of child protection in emergencies. We are also one of the leading organisations in the interagency Child Protection Working Group⁴¹ within the Global Protection Cluster. Our extensive experience in rights-based programming often places us in a leading position to improve knowledge and produce innovative practices, tools and standards, such as the development of the inter-agency *Minimum Standards on Child Protection in Humanitarian Action*.⁴²

Save the Children's resources on Child Protection in Emergencies

The full strategy on Child Protection in Emergencies can be found [here](#).

Handbooks, tools and other resources can be found [here](#).

Information about the Child Protection in Emergencies Task Group and contact details for the Chair of the task group can be found [here](#).

3.3 Physical and Humiliating Punishment

“With these two hands my mother holds me, this I love. But with these two hands my mother hits me. This I hate.” Girl, East Asia and the Pacific⁴³

Figure 3.3 Physical and Humiliating Punishment: goal and sub-themes for the period 2010-2015⁴⁴



Punitive violence by parents and other adults is the most common form of violence against children. Over 40 States still authorise the whipping or flogging of children in their penal systems and around 80 States authorise the beating and humiliation of children in their schools. By the end of 2012, 33 States had prohibited hitting of children in all settings, including in the home – many of them because of advocacy pursued directly or indirectly by Save the Children. However, a large majority of children in the world are still living in countries with no law prohibiting corporal punishment in the home.⁴⁵

Teachers, parents and other caregivers often lack knowledge on how to guide children using non-violent methods, and in many communities physical and humiliating punishment is deeply rooted in social norms and culture. A recent study⁴⁶ in 37 countries found that two-thirds of children aged between 2 and 14 experience corporal punishment, and 86% experience physical punishment and/or psychological aggression. These high numbers are confirmed in many countries where Save the Children has supported research. Children around the world continue to feel scared of, and frustrated and humiliated by, their parents, despite these being the people they should be able to trust the most.

In a humanitarian crisis, children are more at risk of physical and humiliating punishment, due to the increased stress on families, separation and the breakdown of formal and informal safety nets.

What we do

“I used to hit them (my children) very hard every time. I realised it is wrong to hit them... That is when I began to change. Now, instead of hitting them I just talk to them.”

Parent in the Philippines

Save the Children works towards eliminating all forms of physical and humiliating punishment of children in the home, in schools and in all other settings. This is done through advocating for legal reform and supporting awareness-raising initiatives leading to changes in attitudes and practices. We also promote parenting education and positive discipline programmes targeting caregivers, teachers and other people working with children. In the years to come, we will have a stronger focus on promoting child participation in all aspects of programming. We will also involve boys and men as partners in stopping violence against children.

We are the leading organisation in this area, with programmes addressing this issue in more than 50 countries around the world.

Save the Children's resources on Physical and Humiliating Punishment

The full strategy on Physical and Humiliating Punishment can be found [here](#).

Handbooks, tools and other resources can be found [here](#).

Information about the Physical and Humiliating Punishment Task Group and contact details for the Chair of the task group can be found [here](#).



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3.4. Children and Work

“The husband wakes me up and rapes me. He has threatened me with a knife and said I must not tell anyone.”

15-year-old domestic worker, Guinea⁴⁷

Currently it is estimated that there are over 115 million girls and boys⁴⁸ who are engaged in hazardous work that is mentally, physically, socially or morally dangerous and harmful to them and interferes with their education by depriving them of the opportunity to attend school or limits their attendance due to excessively long and heavy work. Some of the children who are engaged in hazardous work experience its worst forms – including slavery, forced and bonded work, child trafficking, illicit activities, and involvement in armed conflict, prostitution or pornography.

Save the Children recognizes that not all forms of work is harmful. While some forms of work violate the rights of children, other forms of work do not, such as light work that can be combined with schooling or work where young people are not exposed to hazards that impact on their wellbeing. Many children and youth combine school and part time work successfully and in the process can acquire self-esteem, develop a sense of belonging to their family and community, gain relevant knowledge and skills as well as gain important life skills such as time and financial management.

In our programs, guided by the Convention on the Rights of the Child, the best interests of the child principle and the involvement and participation of children themselves, Save the Children addresses the complexity of broad issue of children and work through an integral approach that combines our expertise in child protection, economic strengthening, health and education to create opportunities for them to become healthy, educated and empowered citizens.

A thematic strategy for the children and work priority area is being developed and will be completed in 2013. The strategy will have a focus on children working in the agriculture sector, domestic labour and the role of the private sector to address harmful work.

Save the Children's resources on Children and Work

A draft revised position paper on children and work, updating our position on this topic, was formulated in 2003⁴⁹ and will be finalised in early 2013.

Handbooks, tools and other resources on Children and Work can be found [here](#).



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4. Child Protection Breakthrough

“All children thrive in a safe family environment and no child is placed in harmful institutions.”

Save the Children's child protection breakthrough has the following objectives:

1.

Keep children safe

Children grow up in a safe family environment free from harm caused by violence, exploitation, abuse or neglect.

2.

Strengthen families and prevent unnecessary separation

Children without appropriate care benefit from quality care either in their own families or, when necessary, in family and community-based alternatives.

3.

Securing family reunification in humanitarian crises

Separated and unaccompanied children are provided with adequate family tracing and reunification services in the best interest of the child, and children at risk of separation receive preventive support services.

Please see the full breakthrough results framework in Annex 3.

Save the Children's breakthroughs are areas in which dramatic changes in policy and practice are needed in order to protect and fulfil children's rights.

We have identified an area where we believe the need for changes in policy is particularly critical and where we believe we can make an important contribution to leading that change. Our Child Protection Breakthrough is based on extensive consultations and will continue to be our focus beyond the current strategy period.

Evidence tells us that children are best protected and cared for in a safe family-like environment, ideally by their own families, but when that is not possible, in a substitute family or other community-based alternative. Placing a child in an institution should always be the last resort. This applies to all contexts, including humanitarian disasters when children's vulnerability increases.

Without safe family-based care, children are at risk of ending up in harmful work or other forms of exploitation, on the street or in institutional care. Young children in institutional care are more likely to experience poor health, physical underdevelopment, a deterioration in brain growth, developmental delay and emotional attachment disorders. Consequently, these children have reduced intellectual, social and behavioural abilities compared with those growing up in a family setting.

Keep Children Safe

Families possess the greatest potential for protecting children from all forms of violence, and can empower children to protect themselves.⁵⁰ However, it is also recognised that families can sometimes be dangerous places for children, since violence, abuse and exploitation often take place behind closed doors. The work on keeping children safe will have a strong focus on addressing physical and humiliating punishment, notably through the promotion of positive parenting/discipline, awareness-raising and bans on corporal punishment.

Ending violent disciplinary practices in the home also reduces the risk of children ending up in abusive, harmful work and other forms of exploitation, including unsafe migration.

Strengthening families and preventing unnecessary separation includes awareness-raising and promoting reforms to care systems away from institutional towards family-based care, including through laws and policies that are in line with the *International Guidelines on Alternative Care*.⁵¹ Providing effective family strengthening and quality alternative care requires capacity-building and investment in community-based care services and professional social workers.

Our work to promote community and family-based care and support for children affected by HIV and AIDS is another crucial component of family strengthening. It will be supported by system-strengthening approaches that provide caregivers with adequate support to meet their needs and those of their children. Our focus will be on enhancing families' resilience and their ability to overcome difficulties, through strengthened social welfare systems that identify vulnerable families, link them to support and ensure that the required support has been provided. Encouraging efforts to ensure a robust para-social work system will be crucial to this area of work.

Securing family reunification in humanitarian crises involves ensuring that separated and unaccompanied children are provided with family tracing and reunification services, in the best interest of the child, so that children do not end up in institutional care or being on the move, which could place them at risk of harm and/or exploitation. Children at risk of separation will also receive preventive services. Our focus is on safe families – and family strengthening will also reduce the risks faced by children if an emergency does occur.

5. Approaches

“Understand that one person can do something about violence but many people can stop violence.”

Girls and boys during regional consultation in Europe and Central Asia.⁵²



5.1 Theory of Change

Save the Children's Theory of Change is founded on working in partnership with others to develop innovative programmes, provide a voice with and for children, and use evidence to influence governments and other key actors to adopt the

The Families First programme in Indonesia demonstrates key strategic elements of government care system reform, moving from institutional to family-based care, with support from Save the Children. The reform was initiated after Save the



Figure 5.1 Theory of Change

right policies and implement them at scale. We will continue to use this approach in our child protection work.

Further details of the Theory of Change can be found in Annex 4.

The two examples below demonstrate what the Theory of Change means in practice. They illustrate critical components of our child protection breakthrough.

Children, UNICEF and the government of Indonesia conducted a survey on the situation of children living in institutions, which revealed that almost 90% of these children had at least one living parent.⁵³ The government has adopted national guidelines on care, institutions have been regulated, and the government is diverting financial resources from institutions to family-based care. An innovative family support centre has been piloted and there are plans to connect community-based social workers to professional government social workers

trained by Save the Children. The programme is being piloted in one province and will be replicated in other provinces in the country.

The Safe Families programme in the Philippines shows an innovative approach towards making homes (and schools) safe for children by scaling-up training on positive discipline⁵⁴ and advocating for legal reform. Children and their communities have been advocating against physical and humiliating punishment since 2004 and Save the Children has, in collaboration with the University of Manitoba, developed and field-tested positive discipline

training for teachers and parents, in particular a non-violent approach to discipline, which teaches children and guides their behaviour. It is based on research into effective parenting as well as children's healthy development, and is founded on child rights principles.

This training has now been scaled up and is about to be incorporated into teacher training and family support modules run by the government. A law against corporal punishment is likely to be adopted by parliament soon.

Theory of Change	Indonesia: Families First	Philippines: Safe Families
Be the voice	National policy changes through National Standards of Care – Save the Children and the government are leading a care reform in Indonesia. This reform has been used globally as a good practice model for care reforms.	Save the Children is recognised as the voice on positive parenting. Children and community members are ‘change agents’ in preventing family violence and in advocating for laws and policies that protect children in families and communities
Be the innovator	Providing social services to families in communities through the Child and Family Support Centre and plan to connect community-level para-social work support to professional Ministry Social Workers trained by Save the Children	Constituencies of support for legal reform and changing public attitudes and practices. Positive discipline training to social workers, teachers; and to fathers, mothers, caregivers and children through civil society organisations; family support
Build partnerships	Ministry of Social Affairs, Association of Social Workers, Faith-based organisations, academia, civil society organisations, communities and children	Ministry of Social Welfare and Development, local government units, Ministry of Education, civil society organisations and coalition with NGOs, communities, children, caregivers. Academia (University of Manitoba), media and corporate sector
Achieve results at scale	Government policy change and the way family support services are delivered will result in sustainable impact at scale – impacting over 42 million people in Java	Ministries have requested Save the Children support for geographic scale-up of training on positive discipline to social workers and teachers across all main islands. This model will inform global roll out of positive discipline training. Practice and policy impact on more than 25 million children.



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Capacity-building is crucial for realising the Theory of Change. Save the Children builds the capacity of civil society actors, including child-led initiatives, to enable them to promote and advocate for child protection, as well as to hold to account those with responsibility for protecting children. We also build the capacity of professionals working with children so that they can better prevent, detect and report violence against children.

We cultivate strategic partnerships and innovative collaborations with corporations that share our vision of a better world for children. These efforts enable us to increase our resources and the impact of our work for the benefit of children. Our collaboration with IKEA to stop harmful child work is an example of this. We also form partnerships with religious leaders and we are active in a number of interagency collaborations around child protection.

5.2 Systems approach

Save the Children believes that the building and strengthening of community-based mechanisms and national child protection systems represents a holistic, inclusive, sustainable and well-coordinated way to protect all children – while at the same time addressing the more specific needs of particular groups. Experience from the Asian Tsunami humanitarian response, for example, has shown that countries with pre-existing national child protection systems were better able to protect children after the disaster occurred.

Child protection is closely linked to other child welfare services that work with children, and more needs to be done to integrate child protection into health, education, justice and broader social welfare services. These services need to be designed to strengthen child protection and must never undermine it.

The body of work on system-strengthening has consistently highlighted the importance of strengthening the interaction between community-based child protection mechanisms and national child protection systems. It is evident that indigenous or spontaneous community-based child protection mechanisms, especially in emergency situations, has often been neglected. We therefore must do more to enhance our understanding of the role of community mechanisms and how we can effectively support them.

Our mapping of existing child protection systems, often collaboratively with other agencies, has proven to be a good entry point for building a relevant system for each context. The mapping includes identifying key actors and determining their capacity to prevent and respond to children's right to protection. But systems are dynamic and constantly changing so it is important to understand the country context and cultural values, which will influence child protection work.

Strengthening community-based and national child protection systems – and the links between them – will continue to be a key approach to our child protection work. We see children as actors in their own protection and promote the meaningful participation of children. We address discrimination and poverty to reach the most vulnerable children and we are increasingly focus on preventing violence and promoting appropriate care by strengthening families and family-based care.

For further information, see **[Building rights-based national child protection systems: a concept paper to support Save the Children's work](#)** and **[David's story: The role of national child protection systems](#)**.



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6. Advocacy objectives to be achieved by 2015

Advocacy is an integral part of Save the Children's programs and we adopted the **Child Protection Advocacy Strategy for 2010-2015**⁵⁵. We revised it to integrate four top advocacy objectives that we want to achieve by 2015, to contribute towards the child protection breakthrough:

- a. Eight additional States ban physical and humiliating punishment against children in all settings.
- b. At least ten States adopt and implement laws and policies that promote family and community-based care in line with the international guidelines for the alternative care of children.
- c. In emergency situations States commit to provide coordinated assistance and support to unaccompanied and separated children, where relevant.

- d. The post-2015 framework integrates goals and targets that include an explicit focus on improved protection for children, ideally with a specific child protection goal.

There are other advocacy objectives within the child protection priority areas that are not included here. Please refer to their respective program strategies.

For existing child protection advocacy and communications tools, check [OneNet](#) and the [Resource Centre on Child Protection and Child Rights Governance](#).

CPI Communications resources

For existing child protection advocacy and communications tools, check [OneNet here](#) and the [Resource Centre on Child Protection and Child Rights Governance](#).

7. Measuring impact

Monitoring and Evaluation (M&E) is the systematic and continual collection and analysis of information about the progress of a project or programme over time. It is vital for good planning and is linked to organisational learning. Evaluation is an assessment at one point in time that can be carried out for different purposes, including verifying if objectives have been achieved, what impact the project or programme has had, and how it can be improved. A good M&E system is crucial to ensuring that our programmes are evidence based and that only effective and efficient programmes are scaled-up.

Globally, the child protection sector suffers from a lack of evidence, data and statistics. Many programmes are developed without a rigorous evidence base. This is especially true for sensitive or hidden issues such as sexual abuse and exploitation. But there is also little evidence on children without appropriate care – including children living on the streets, children on the move and children living in institutions. As a response, each year Save the Children members and country offices produce evaluations of our child protection programmes, adding to the global evidence base on child protection.

Save the Children has put in place a robust M&E system to monitor progress towards the achievement of Save the Children's child protection goals. The key indicators that we track globally are:⁵⁶

1. **Total reach:** the number of children reached directly and indirectly by our child protection programmes
2. **Utilization of child protection services:** the proportion of children and caregivers in a 12-month period who have utilized prevention or response interventions delivered or supported by Save the Children
3. **Quality of child protection services:** the proportion of child protection prevention and response services supported by Save the Children which meet minimum quality standards
4. **Child protection policy change:** the number of countries where one or more policy or legislative changes to improve children's protection rights, in line with the priority areas, have taken place in the last 12 months with the support of Save the Children
5. **Child protection funding:** the level of expenditure for Save the Children's child protection programmes
6. **The percentage of orphans and vulnerable children (OVC) receiving services that address priority needs:** this indicator will measure children under 18 years of age who have been identified (by programmes, families or communities) as orphaned or vulnerable and are being supported by an OVC programme through Save the Children, its partners or through linkages with other partner services.⁵⁷

Improving the M&E of our child protection programmes, and promoting learning across countries, is a key component of our global child protection strategy. In addition to supporting the monitoring of the key global indicators listed above, the child protection strategy includes:

- the development of indicator menus for each of the four priority areas of the strategy. These menus will support project and programme M&E in country offices
- the provision of country-level and regional child protection M&E training workshops
- the development of child protection M&E tools and guidance manuals.

Save the Children is a member of the **global child protection M&E reference group** (CP MERG). The group develops interagency best practice M&E tools that we will embed in our programmes.

All of our child protection monitoring and evaluation resources can be found at the **CPI M&E page on OneNet**.

8. Fundraising

Save the Children invested over US\$ 151 million to support child protection programmes that reached more than 23 million children and 37.5 million adults in 2012. But in order to reach our 2015 target of improving the lives of 21 million children and investing US\$ 250 million in child protection programmes, we need to make increased efforts to fundraise for child protection work.



9. The role of the Child Protection Initiative

The Child Protection Initiative (CPI) is an internal mechanism for members to engage in key thematic areas to maximise the impact of working together. It acts as a technical advisory and servicing body to Save the Children members and international programmes by providing thematic leadership, expertise and a strategic framework for programming, advocacy and communications. The initiative is led by Save the Children Sweden with a **Steering Group** representing ten members. This group provides strategic direction and leadership and consists of senior managers.

The CPI has a small **Core Team**, including a director, programming, advocacy and communication expertise (**see the CPI's full structure here**). Regional representatives support country and regional offices as well as members to expand and strengthen their child protection portfolio through coordination, networking and a knowledge management role. They facilitate capacity-building and advocacy, as well as the implementation of the global indicators, and also provide support in the development of country offices' strategies.

In addition, **Member-Led Task Groups** have been formed to develop thematic strategies, policy documents and programme tools. They also provide capacity-building and support to members and country offices in the implementation of their thematic strategies. The CPI Global Programme Manager leads a monitoring and evaluation task group.

While core teams within the Global Initiatives do not fundraise themselves, they play an important role supporting country offices and members in their fundraising efforts. They do this by bringing together expertise and experience from across the organisation and providing input on project proposals and other relevant background information, as well as intelligence on which partners or donors have an interest in that specific thematic area.

As much as possible, the Global Initiatives share information on upcoming calls for proposals, for example on **OneNet** and in targeted communications.



Annexes



Annex I: Key Child Protection definitions

Child protection means measures and structures to prevent and respond to abuse, neglect, violence and exploitation affecting children.

Children without appropriate care are children who are not receiving suitable, continuous and quality care, nurture and guidance at a physical, emotional, social and psychological level from either their families or from other primary carers that are meant to replace the family environment and are responsible for their well-being and development. This includes neglected and/or abused children in their families, children living on the street, children affected by HIV and AIDS, children in institutions or other forms of poor quality alternative care, and children who have become separated, either voluntarily or involuntarily, from their families, including children on the move, and those who are at risk of requiring alternative care.

Children on the move means those children moving for a variety of reasons, voluntarily or involuntarily, within or between countries, with or without their parents or other primary caregivers, and whose movement might place them at risk (or at an increased risk) of inadequate care, economic or sexual exploitation, abuse, neglect and violence. 'Children on the move' is an umbrella term that brings together a series of categories of children to highlight their common protection needs, including, for example: children who have been trafficked, children who migrate (eg, to pursue better life opportunities, to look for work or education or to escape exploitative or abusive situations at home, or because of other protection needs) children displaced by conflict and natural disasters, and children who live and work in the streets.

Child protection in emergencies is the prevention of and response to abuse, neglect, exploitation of and violence against children in emergencies. An emergency is defined as *'a situation where lives, physical and mental well-being, or development opportunities for children are threatened as a result of armed conflict, disaster or the breakdown of social or legal order, and where local capacity to cope is exceeded or inadequate.'*

Corporal or physical and humiliating punishment of children⁵⁸ refers to different forms of behaviours – physical and emotional – by adults which can cause damage to the development of the child and violates the rights of the child, specifically their right to protection according to Article 19 of the Convention on the Rights of the Child and its General Comment No.8.

There are two categories of punishment that can occur separately or together:

- Corporal or physical punishment and the threat of it involves hitting ("smacking", "slapping", "spanking") children, with the hand or with an implement – a whip, stick, belt, shoe, wooden spoon, etc. But it can also involve, for example, kicking, shaking or throwing children, scratching, pinching, biting, pulling hair or boxing ears, forcing children to stay in uncomfortable positions, burning, scalding or forced ingestion.
- Humiliating or other cruel or degrading punishment of children takes various forms, including psychological punishment. This includes punishment which belittles, humiliates, denigrates, scapegoats, threatens, scares or ridicules the child.

National child protection systems require States to recognise their ultimate responsibilities and human rights obligations to children in order to be effective, and consist of:

- laws and policies that protect children from abuse, neglect, exploitation and violence and respond in the best interest of the child when violations occur
- a central government coordination mechanism for child protection, bringing together central government departments, different provinces, central and local levels of government and civil society
- effective regulation and monitoring at all levels of child protection standards, for instance, in childcare institutions and schools
- a committed workforce with relevant competencies and mandates
- mechanisms that bring perpetrators to justice.

Annex 2: Save the Children's Overall Global Strategy 2010-2015



Annex 3: Child Protection Breakthrough Results Framework

Child Protection Breakthrough Goal

All children thrive in a safe family environment and no child is placed in harmful institutions.

OBJECTIVES

1. Keep children safe
Children grow up in a safe family environment free from harm caused by violence, exploitation, abuse or neglect

2. Strengthen families and prevent unnecessary separation
Children without appropriate care benefit from quality care either in their own families or, when necessary, in family and community-based alternatives

3. Securing family reunification in humanitarian crises
Separated and unaccompanied children are provided with adequate family tracing and reunification services in the best interest of the child, and children at risk of separation receive preventive support services

KEY OUTCOMES

PUBLIC ATTITUDES	POLICY	PRACTICE
<p>1. 1. Safe communities and families Communities and families no longer accept physical and humiliating punishment</p>	<p>1.2. Ban violence States ban physical and humiliating punishment against children in all settings</p>	<p>1.3. Child protection systems Parents and caregivers practise positive discipline</p>

PUBLIC ATTITUDES	POLICY	PRACTICE
<p>2.1 Families and family-based care the first option Children, families, States, and communities understand the risks and consequences of children being separated from their families and promote the benefits of family-based care</p>	<p>2.2. Laws and policies promote family-based care States endorse laws and policies that promote family-based care in line with the <i>International Guidelines on Alternative Care</i></p>	<p>2.3 Direct service provision Quality family strengthening and alternative care services including trained community-based and professional social workers contribute towards the prevention of unnecessary separation</p>

PUBLIC ATTITUDES	POLICY	PRACTICE
<p>3.1 Enabling families to be together Communities recognise the risk of family separation in emergencies and know how to prevent it through family tracing and reunification and other relevant activities</p>	<p>3.2 Child protection policies States and partners develop and implement agreements to provide coordinated assistance and support to unaccompanied and separated children</p>	<p>3.3 Coordination of child protection services Through effective coordination Save the Children and partners ensure that timely, adequate services are provided to at-risk or separated and unaccompanied children without delay, following appropriate best interest assessments.</p>

Annex 4: Key components of the Theory of Change

The following are the four key components of the Theory of Change that Save the Children uses in its child protection work.

Being the voice for and with children:

- Increasing opportunities for children to speak out on policies and actions most relevant to them
- Influencing attitudes, policies and practices to challenge the social acceptance of violence, based on the knowledge and experience we have gained from project implementation, research and analysis
- Mobilising and advocating for resources, sustainable policies and accountability concerning the implementation of children's rights to protection

Being the innovator:

- Developing and collating evidence-based solutions that can be replicated by governments and other organisations across the world
- Strengthening the capacity of our partner organisations to design and deliver child protection programmes and promote new technologies as a learning tool
- Promoting cross-regional learning and using knowledge management to stimulate innovation

Achieving results at scale:

- Scaling-up preventive and remedial evidence-based and cost-effective programmes through social mobilisation, partnerships and effective national and community-based child protection systems
- Promoting the use of new technologies and corporate social responsibility for scaling-up

Building partnerships:

- Building partnerships to promote the right of every child to be protected from abuse, neglect, exploitation and violence and enhancing the capacity of civil society to advocate effectively
- Coordinating and collaborating with children's own initiatives, local partners and other organisations that can disseminate and scale-up evidence-based child protection work at all levels
- Mobilising for increased funding for child protection work, as well as for effective communication to ensure wider understanding of why child protection is a key component of children's rights

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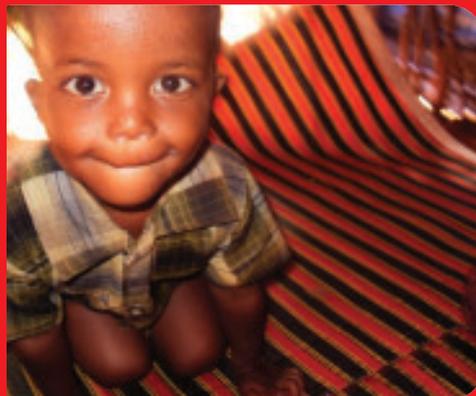
Notes

- ¹ The phrase 'abuse, neglect violence and exploitation' is also referred to as 'all forms of violence' or 'violence' elsewhere in this document.
- ² UN Study on Violence against Children, 2006: <http://www2.ohchr.org/english/bodies/crc/study.htm>
- ³ Save the Children International defines a breakthrough as "... a remarkable shift from the current trend and a sustainable change in the way the world treats children, as experienced by the majority of affected children in the world. This kind of change is only achieved over several years, utilizing our full Theory of Change in partnership with others."
- ⁴ Figures have been revised using 2012 total reach as a baseline.
- ⁵ Ibid.
- ⁶ The Minimum Standards for Child Protection in Humanitarian Response can be found here: <http://cpwg.net/minimum-standards/>
- ⁷ Figures have been revised using 2012 total reach as a baseline.
- ⁸ Ibid.
- ⁹ The Child Protection Initiative (CPI) developed a Business Plan (Save the Children, Child Protection Initiative, 2009-2015, High Level Business Plan) in 2009, aimed at guiding and providing strategic directions to Save the Children's activities on child protection for the period 2010-2015 (current Save the Children International's strategy). However, since then many changes have occurred within Save the Children, including in relation to the Global Initiatives (GIs). In particular, the CPI has witnessed a reconsideration of its initial mandate and way in which it operates, based on nearly three years of experience. As part of the planned mid-term global revision of the organisation's global strategy, the CPI – like the other GIs – has been invited by Save the Children International to revise its original business plan and develop a child protection strategy for Save the Children members and country offices, covering programme, advocacy and fundraising for the period 2013-2015.
- ¹⁰ Page 5, UN World Report on Violence Against Children, 2006:
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- ¹⁶ UNICEF, *The State of the World's Children 2009*, UNICEF, New York, December 2008, p. 133.
- ¹⁷ P S Pinheiro, *World Report on Violence against Children*, UNICEF: New York, 2006
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- ²⁰ Child protection in the context of HIV and AIDS: Responses, Research and Recommendations. ICASA Conference, Addis Ababa, December 2011, <http://resourcecentre.savethechildren.se/node/6008>
- ²¹ Methodologies varied per country but generally direct costs included hospitalisation, chronic health problems, mental health costs, costs incurred by the child welfare system, law enforcement, and costs of the judicial system. Indirect costs included special education, mental health and healthcare – not directly resulting from abuse or neglect, juvenile delinquency, lost work productivity, adult criminality, early intervention, and adult homelessness. See *Prevent Child Abuse America, Estimated Annual Cost of Child Abuse and Neglect*, April 2012.
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- ²⁵ UNICEF, *Child Protection from Violence, Exploitation and Abuse. A statistical snapshot*, June 2011.
- ²⁶ They serve as the basis to gather evidence on violations and include: Killing or maiming of children; Recruitment or use of children as soldiers; Sexual violence against children; Attacks against schools or hospitals; Denial of humanitarian access for children; Abduction of children.
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- ²⁸ The full strategy for the children without appropriate care priority area is available on Save the Children's OneNet at: http://onenet.savethechildren.net/whatwedo/child_protection/SCDocuments/Key_Documents/CPI_CWAC_strategy.pdf
- ²⁹ Save the Children, *Keeping Children Out of Harmful Institutions. Why we should be investing in family-based care*, 2009, p.9.
- ³⁰ Figures in this section have been revised using 2012 total reach as a baseline.
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- ³³ Guidelines for the Alternative Care of Children:
http://www.unicef.org/aids/files/UN_Guidelines_for_alternative_care_of_children.pdf
- ³⁴ <http://bettercarenetwork.org/bcn/>
- ³⁵ For an example of Save the Children's active involvement in the Inter-Agency Group on Children on the Move, see the joint statement submitted by the Group to the 2012 Day of General Discussion hosted by the UN Committee on the Rights of the Child: <http://resourcecentre.savethechildren.se/node/6716>.
- ³⁶ The full strategy of this priority area is available on Save the Children's OneNet at: http://onenet.savethechildren.net/whatwedo/child_protection/SCDocuments/Key_Documents/CPI_CPIE_strategy.pdf
- ³⁷ NGO Advisory Council for Follow-up to the UN Study on Violence against Children, *Five Years On: A global update on violence against children*, forthcoming, p. 33.
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- ⁵⁶ Save the Children International is rolling out a set of 16 global indicators that cover the core strategic areas in which the organisation works. Since 2011, all country offices managed by Save the Children International have been required to report against these indicators annually. Further information on the global indicators is available on Save the Children's OneNet at:
<http://onenet.savethechildren.net/whatwedo/me/Pages/default.aspx>
- ⁵⁷ Discussions are ongoing about whether this indicator will remain a separate global indicator or whether it will be merged into other existing child protection global indicators. A formal decision will be communicated across Save the Children later in 2013, as part of the 2014 planning process.
- ⁵⁸ The definition of physical and humiliating punishment used by Save the Children is from the UNCRC *General Comment No.8 (2006)*.





WE ARE the world's leading independent organisation for children.

OUR VISION is a world in which every child attains the right to survival, protection, development and participation.

OUR MISSION is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Child Protection Initiative

May 2013

<http://resourcecentre.savethechildren.se>

cpi@rb.se