



# **CHILD SAFETY WEEK**

**14th November - 20th November  
2019**

# WHY CHILD SAFETY WEEK?

## Child Sexual Abuse (CSA)

Affects 1 in 2 children in India and yet it is

- Hushed up and not spoken of
- Not considered a priority by society
- Spoken of only when there is a big case

Is preventable and yet

- There is ignorance about what can be done to prevent it

Myths around CSA

- doesn't happen to boys
- happens in lower income groups only

## Arpan

Our vision is to achieve a world free of child sex abuse

- We want to create large scale visibility, awareness and urgency around the issue
- We need each citizen and organisation to become an active stakeholder to achieve this vision



# WHAT IS THE CHILD SAFETY WEEK?

The Child Safety Week is an initiative towards building a people led movement for collective action for change towards addressing concerns of child safety by way of dedicating a concentrated period of time annually for conversations, actions, and change efforts for child safety

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# WHY 14TH NOVEMBER TO 20TH NOVEMBER 2019?

Key dates around children and child rights fall in this week:

- 14th November: Children's Day, India
- 19th November: World Day for the Prevention of Child Abuse
- 20th November: International Children's Day



# WHAT ARE WE TRYING TO ACHIEVE

1. To get people **talking** about child safety
2. To get people to commit to **take action** for child safety, we're targeting 10,00,000 persons taking the child safety pledge
3. To **change the narrative** around child safety by looking at it through a lens of hope and not fear



**WHAT IS THE RED  
BUTTERFLY DOING HERE?**



# THE RED BUTTERFLY CAMPAIGN

1. It is the **theme** for the inaugural year of the Child Safety Week
2. The **butterfly** symbolises hope, freedom and transformation
3. Symbolises the **butterfly effect** and our belief in the power of small actions and conversations to create big change
4. The **red** colour of the butterfly signifies the power of passion for social change

“The **butterfly effect** says that a small change can make much bigger changes happen; that one small incident can have a big impact in the future. The term butterfly effect comes from an analogy where a butterfly flaps its wings in Chicago and a tornado occurs in Tokyo.”

**10,00,000** people pledging to stand up for child safety will create a massive ripple effect through society.



# PLAN OF ACTION

**CHILD SAFETY WEEK 2019**



# KEY ELEMENTS

#	Elements	Brief
1	Child Safety Pledge  #IStandForChildSafety	Key piece of the campaign: all activity culminates with a common call to action of taking this pledge and raising awareness and committing to work for child safety
1.1	Red Butterfly Campaign	Use the symbol of the red butterfly offline and online to draw attention to the cause and get people to take the Child Safety Pledge



The key element of the child safety week is getting people to pledge for child safety, accompanied by a mix of offline and online activities geared at generating conversation and action for child safety.

# HOW CAN YOU ENGAGE?

1. Take the pledge and get others to take the pledge;
2. Organise an event around child safety during this week;
3. Engage with us on digital media.

**We can provide specific engagement plans after a more detailed conversation.**



# HOW CAN YOU ENGAGE?

1. Get your organisation and all employees to take the child safety pledge;
2. Host an internal discussion around child safety at your office;
3. Print and place the butterflies and the pledge at your offices;
4. Host an external event around child safety: it could be a workshop, an ideas lab, a quiz etc;
5. Share the pledge and your participation in the Child Safety Week on your social media.





**THANK YOU!**