

## **BREAKING THE SILENCE \_ END CHILD ABUSE**

### **PUBLIC EDUCATION CAMPAIGN DOMINICA**

#### **TARGET GROUP**

The activities proposed will target children, parents and caregivers and religious leaders.

#### **CHILDREN**

The activities are aimed at educating children in the school settings (Pre-School, Primary and Secondary) about child abuse to better empower them to protect themselves. The activities will focus on what is child abuse, what is appropriate and inappropriate touching, and what boys and girls can do to help protect them. It is hoped that girls and boys will be better protected from violence due to the enhancement of their skills in the area of child abuse.

#### **ADULTS/COMMUNITY LEADERS**

Parents, Teachers and community leaders will be targeted in order to become:

- Better informed on the matter of child abuse
- Be convinced in helping their children and others
- Adults will reinforce/adopt the behaviors that we want them to adopt/change/maintain

This outreach will be done using educational sessions in the community and Parent Teachers Association and parenting programs.

#### **RELIGIOUS OFFICIALS**

- Outreach will continue to be made to religious leaders and it is expected that a Church policy on Child abuse will be endorsed by religious officials.
- Leaders will also be better informed on matters on child violence and use their power and authority to influence others to campaign against child violence

#### **Expected outcomes**

It is expected that at the end of these activities the following would be accomplished:

- All preschool children in the southern and northern part Dominica will be able to know the difference between good secrets bad secrets and good touches and bad touches.
- ECD practitioners in the communities of Portsmouth and Roseau would have enhanced skills to recognize the signs of abuse in children and how to

communicate information to children about good touch bad touch and good secret bad secrets

- Children ages 12-16 attending secondary school from xx communities would know where to go and what to do in cases of abuse
- All primary school children especially those 8-11 age group attending Child Friendly Schools (CFS) schools will know where to go and what to do in case of abuse and would be empowered with knowledge and skills to adopt/change or maintain behaviors that protect themselves
- The Social Welfare Division and by extension the Ministry of Social Services, community Development and Gender Affairs will have increase knowledge about the factors that leads to Child Sexual Abuse in the Carib Terriory
- Public are aware of what is CSA and what to do in cases of child abuse

## Strategies

**The strategies that will be used will include the following**

- **Capacity Building and sensitization workshops for children** (pre-school through secondary) on CSA. This would involve the use of various art forms such as puppetry for the pre-school children and drama, posters competition for the primary and secondary school children
- **Bottleneck analysis of Child abuse** involving consultation with key stakeholders in the Carib Territory
- **Social mobilization:** This would be done in the form of rally around Universal children Day, involving community leaders, the private sector, civil society. In addition following capacity building for parents in one of the communities, the Department would work with one of these communities to come up with activities that the community can do to further protect children from harm and violence
- **Public Awareness campaign:** this would involve mainly the Development and airing of radio ads on child sexual abuse awareness and prevention in Creole and English would have been developed and aired.

## Monitoring

We will monitor through pre-and post-test after our sensitization sessions; develop a log of reports on abuse; and next year we intend to conduct a survey to see if the public is more aware of what is child abuse and how to respond to it.