

MASOOM Concept Final

For Schools

Concept

SPEAK. SHARE. SMILE.

The campaign's prime objective is to educate kids to speak their minds and share their problems/ worries at different levels. It is all about making them aware of safe and unsafe touch (child sexual abuse); encouraging them to speak up when they feel unsafe and insecure.

Since children fear to express their feelings when they go through such problems, they fail to understand the wrong and right, thus the campaign evokes children to share their feelings without fear. And in turn, the responses from their understanding parents would ease out their apprehensions and bring a smile on their faces. The campaign emphasizes children to take this pledge- "I Speak. I Share. I Smile."

To give a positive overtone, the imagery used is very vibrant and has an emotional connect. The copy has been kept minimal with a strong call to action.

Concept badge (Mascot)



Posters (Kids)

Poster - School



SPEAK. SHARE. SMILE.

Learn to say "NO!" when you feel it's wrong.
Remember not every touch is safe. A hug, a kiss, or a touch that makes you sad, scared and confused is a wake up alarm for you. So, whenever you feel uncomfortable or unsafe, SPEAK UP and SHARE IT with someone you trust. It will always bring a SMILE on your face and keep you safe.

Don't let anyone:	What to do:
<ul style="list-style-type: none"> • Touch your body part (unless it is to keep you clean and healthy) • Take off your clothes or their own clothes • Show you pictures of people without clothes 	<ul style="list-style-type: none"> • Shout "No!" loudly • Leave that place • Talk to a trusted adult • Share all your secrets

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CHILDLINE is a national 24-hour free, phone emergency outreach service for children in need of care and protection.

CALL:

CHILDLINE India Foundation
childlineindia.org.in

An initiative by:

MASCOM
MAINTAINING CHILDREN'S SAFETY

Poster - School



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Banner and Label



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Name:.....

Class:.....Div:.....Roll No.:.....

School:.....

Subject:.....

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**24-hour emergency
free phone service for
children in distress**

Standee



For Parents

Concept

I SUPPORT. I SECURE. I SUGGEST.

The campaign is rendered for parents asking them to support the child's revelation, secure his tomorrow and suggest ways to overcome situations. It's objective is to encourage parents to understand and support their child.

Since children fear to speak up their problems and worries, so parents need to show full support and belief in them in order to secure and protect them from child sexual abuse. Parents need to understand and help their child, as their one suggestion may change their child's life. Thus, the campaign lays stress on their responsibility towards their child.

Posters can be displayed in offices and public places frequented by the parent community.

Concept badge (Mascot)



Posters (Parents)

Poster - Offices (Parents)



SUPPORT. SECURE. SUGGEST.

Encourage your child to SPEAK UP!

Don't just teach your child about good and bad habits; also teach them about the right and wrong touch, for he/she might be a victim of sexual abuse. When your child feels insecure, sad and scared; listen to them, SUPPORT them and make them feel SECURE. You SUGGEST the ways they can tackle such situations.

What to do:	What not to do:
<ul style="list-style-type: none">• Be informed of your child's surroundings and activities• Recognise the change in their behavior• Be supportive and encourage them to talk to you• Educate your child about sexual abuse	<ul style="list-style-type: none">• Don't get angry when your child shares with you.• Don't have the child confront the abuser• Don't tell the child to demonstrate the incident again• Don't blame your child

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MASCOM
MAINTAINING AWARENESS OF CHILDREN'S SAFETY

Leaflet letter (for parents)

Folded A4 size

CHILDLINE is India's first 24-hour, free, emergency phone service for children in need of care and protection. You can dial 1098 the toll-free number to access our services from any mobile or landline phone. We have received over 27 million calls to date. We not only respond to the emergency needs of children but also link them to services for their long-term care and rehabilitation.

For any questions, requests or to report a case of CSA please contact us at:

Child Sexual Abuse Awareness Program Team,
CHILDLINE India Foundation
406, Tower Kankar, C Floor, P B Marg, Wazirpur,
New Delhi 110008, India. Ext. No. 112
Phone: 022-2435 1098, Fax: 022-2435 1099
Email: info@childlineindia.org
Website: www.childlineindia.org



An initiative for care & protection of children
by



CHILDLINE is a national 24-hour free, phone emergency outreach service for children in need of care and protection.

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Dear Parent,

When we bring our children into this world, we make every special effort to make it safe and secure for them. However, today's grim reality is that India has the world's largest number of sexually abused children.

- One in every 10 children is sexually abused at any point of time
- A child below 16 years is raped every 137 minutes
- A child below 10 years is raped every 137 hours

Most of these cases go unreported because victims are too scared to speak out or aren't aware of what to do in such a scenario.

It is commonly believed that Child Sexual Abuse (CSA) happens only with girls. However, out of every ten children abused, seven are girls and three are boys, according to a nationwide study by the Ministry of Women and Child Development, Government of India. Experts on the subject have also found that abusers are not strangers but trusted people the child knows such as family members, neighbours, visiting relatives and people who have unimpeded access to the child.

Abusers can be both men or women or even other children. As parents, we normally assume that our children can never be victims of CSA, but the fact is: every child needs to be protected. One reason why 92% of children in India have been sexually abused is because children and parents are unaware of what constitutes sexual abuse, how to protect oneself from abuse, and what to do in the case of abuse.

WHAT IS CHILD SEXUAL ABUSE?

Child Sexual Abuse (CSA) is the use of a child by a person in a position of power for their own sexual gratification. It can be physical, verbal or visual in nature. For children this is referred to as 'Unsafe Actions'.

- **Physical:** Sexual intercourse (oral, anal or vaginal), fondling of genitalia (directly or on top of clothing), sexual kissing, making the child fondle the abuser's genitalia, making children sexually interact with each other, or attempted intercourse.
- **Verbal:** Imparting age inappropriate knowledge about sexual activities, talking about conducting sexual acts with the child, using obscene language, or telling vulgar jokes.
- **Visual:** Showing the child adult images or blue films, exhibiting genitalia to children, conducting sexual acts in the presence of children.

CSA can have many devastating effects on children. Their traumatic experiences give them a distorted sense of values and a negative outlook towards people and life in general. They may have low self-esteem, feel inadequate and mistrust others. These children are also highly vulnerable to substance abuse, physical violence, STDs, HIV/AIDS and unwanted pregnancies.

POCSO Act, 2012:

The Protection of Children from Sexual Offences (POCSO) Act strengthens the legal provisions for the protection of children from sexual abuse and exploitation. The Act lays down stringent punishments (up to life imprisonment) and fine for a broad range of sexual crimes such as Sexual Harassment (SH), Sexual Assault (SA), Penetrative Sexual Assault (PSA), Aggravated Sexual Assault (ASA), Aggravated Penetrative Sexual Assault (APSA) and the Use of Children for Pornography.

WHAT YOU CAN DO AS A PARENT:

- **Be Informed:** Always know where your children are going, who they are with, what they doing and when they will be back. Ask them about what they do when alone with other adults or friends in a non-threatening manner.
- **Be Supportive:** Encourage your children to talk to you. Believe your children when they tell you about a child sexual abuse incident. Let them know that they do not need to keep secrets about touchings. Let them know that you will not be angry or upset with them for telling.
- **Be Aware:** Recognize warning signs of abuse such as changes in your child's behaviour and fear of a particular person or place. Children express sexual abuse incidents through various mediums such as drawing, playing and writing.
- **Be Alert:** Child sexual predators often use grooming techniques such as paying special attention to a child, approaching you about your child under false pretences (offering to pick up children from school, playgrounds or schools).
- **Inform your Children:** Talk to your children about safe touch and unsafe touch. Teach them the correct vocabulary about private body parts- like penis and vagina. Remember this is for their safety- you will not be encouraging sexual behaviour.

WHAT YOU SHOULD NOT DO AS A PARENT:

- Do not get angry or upset if your child tells you about an 'Unsafe Action'
- Do not have the child confront the abuser or confront the abuser in front of the child
- Do not make the child repeat the incident for family members or otherwise. Respect the child's privacy.
- Do not ignore the problem or take it lightly; it will not go away.
- Do not blame your child. Removing the child from the home/school is not a solution. Though initially you have to remove the child from the abusive environment, you also have to solve the problem.

IF YOUR CHILD DISCLOSES UNSAFE ACTIONS:

- Medical attention may be needed. Consult your family doctor or any public medical facility. Medical facilities are bound by confidentiality.
- Contact the authorities in the school or the police to report the incident
- Call CHILDLINE on 1098 if you need any assistance

The Child Sexual Abuse Awareness Program for Schools:

In an attempt to create awareness and help children protect themselves, CHILDLINE India Foundation (CIF) has initiated a CSA Awareness Program. This program is aimed at helping prevent child sexual abuse and encouraging children to report incidents to a trusted adult.

The Program has various elements including a session in which our film, 'Komal' is screened. 'Komal' is India's first animation film that aims at teaching children concepts of Safe touch, Unsafe Touch and Personal Safety Rules.

The film recently won India's National Film Award for Best Educational Film and is also being screened in many countries. Young Indians, an initiative of Confederation of Indian Industry (CII) is implementing Project KOMAL, to take the film to school children.



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THANK YOU.