



**ChildSafe**  
network

*Together, protecting children.*

## **ChildSafe Network Charter**

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A Friends-International Initiative for the Protection of Children

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## Introduction

### Friends-International

Friends-International is a social enterprise that started in August 1994 in Phnom Penh (Cambodia) in response to the lack of services for street children and youth. The first program was called Mith Samlanh (“Friends” in Cambodian). Over the years, Mith Samlanh became a best practice program and a reference to working with street children and youth. Since 1999, Friends-International has been developing a range of interlinked programs around the world, including (but not limited to):

- **FRIENDS PROGRAMS:** best practice programs that provide the highest standards of services to marginalized urban children and youth, their families and their communities and provide effective working models for partners.
- **CYTI ALLIANCE:** a network of organizations that provide the highest standard of services to marginalized urban children and youth, their families and their communities.
- **CHILDSAFE NETWORK:** a network of individuals and organizations from all tiers of society and the international community who protect children and youth from all forms of abuse.
- **FRIENDS SOCIAL BUSINESSES:** social business initiative that ensures Friends-International’s financial sustainability and reduces donor-dependency.

### The ChildSafe Network Charter

**The ChildSafe Network Charter** is a guide for the ChildSafe Network to advance its mission and remain a best practice child protection program.

### The ChildSafe Network

**Starting in 2005, Friends-International created the ChildSafe Network (CN), a proactive child/youth protection network program that involves key members within all tiers of society and the international community.** It is designed to protect children and youth from all forms of abuse and reduce child exploitation and trafficking opportunities.

The ChildSafe Network program aims at creating a protective environment for marginalized children and youth, especially those who live and work on the streets and children at risk of abuse. It develops social responsibility through defining policies, influencing attitudes and encouraging positive actions, all supported by an active social marketing strategy. Friends-International is developing this network by involving wider communities and especially local and international businesses, in the protection of

children and youth in areas where Friends Programs and CYTI Alliance – organizations which offer direct services to marginalized children and youth, their families and communities – are established.

The network consists of key people, government, businesses and organizations. Select individuals are trained and certified to recognize children who may be in dangerous situations and can take appropriate action to prevent it. Participation from the private sector is also essential for the network to have visible presence. With local and international support, child protection messaging reaches to all levels of society and reaches beyond defined borders.

## Vision

Throughout the world, ALL children and youth are effectively protected from all forms abuse and have access to quality services to ensure sustained protection.

## Legacy

Protecting children and youth is natural response within local and international communities, especially governments, businesses and individuals.

## Mission

The **ChildSafe Network** provides the highest standards of protection to marginalized urban children and youth by:

- protecting** urban children and youth from all forms of abuse within the scope of the International Convention of the Rights of the Child;
- preventing** urban children and youth from engaging in risky behavior and/or dangerous situations that compromises their futures;
- influencing** all tiers of society and the international community to provide supportive environments for children and youth by adopting positive behaviors.

This is achieved by supporting the development of creative, innovative and holistic programs for children and youth, while building networks and supportive structures within government programs, organizations, businesses, communities and individuals from all levels of society.

## Coordination of the ChildSafe Network

The ChildSafe Network is coordinated by Friends-International. The ChildSafe concept is adapted and implemented by many different levels and groups within society. Friends-International retains all copyrights to the name and logo of the network. Such artwork can only be used according to contracts and prior authorization of Friends-International.

Internally, the program is coordinated by a International ChildSafe Network Coordinator. Each Friends-International country office has a ChildSafe Network Country Coordinator to activate and

supervise program activities. This person reports directly to the Country Director of the FI Office (FI Cambodia for instance). Each implementing organization has a ChildSafe Manager. Several project teams (e.g. hotlines, centers) should also be headed by a project manager.

All staff employed by Friends-International has read, understood and signed Friends-International's child protection policy. All implementing partners have child protection policies in place as well.

## Social Marketing Components

### Branding

The logo means a symbol of protection. The network is positioned as a network of positive action. The use of the logo is very important and needs to be protected at all times. Only those that have received certification or who are staff of Friends Programs or implementing partners are allowed to wear the logo. Children trust the person wearing the logo and therefore those who wear the logo must understand their responsibility to retain such trust.



*Together, protecting children.*

The logo is adapted to:



*Together, protecting children.*

English



一起, 保护儿童。

Chinese



*Ensemble, protégeons les enfants.*

French



*Gemeinsam Kinder beschützen.*

German



*Bersama melindungi anak-anak*

Indonesian



*Insieme, per proteggere i bambini.*

Italian



*Juntos, protegiendo niños.*

Spanish

### Tagline

**Together, Protecting Children.**

The tagline illustrates the essence of the program. It reflects the need to unify child protection efforts and stresses that EVERYONE has a responsibility to protect children.

### Rationale

We are a development organization, not a charity. All our material needs to be positive and uplifting. No pictures of children in vulnerable or risk situations will be published for marketing purposes.

### Target Population

## Four main target populations

1. Those we protect — all children ***regardless of their gender, sexual orientation, religion, ethnicity, nationality, health, legal situation, political ideals and social background and status*** — and especially marginalized urban children and youth (up to 24 years of age), including (but not restricted to):

- Street living children / youth
- Street working children / youth
- Children and youth of street families
- Children / youth in slum and squatter areas
- Children who have dropped out of education system
- Runaway children / youth
- Migrant/trafficked children / youth
- Children / youth affected by HIV/AIDS
- Drug using children / youth
- Children / youth in conflict with the law

2. Their families and their communities, other related groups

3. Society as a whole (Includes businesses, government partners, local authorities, etc)

4. International Community (corporations, travel agencies, travelers, airlines, guidebooks, etc)

### **Definitions:**

-Children: 0-17

-Youth: 15-24

## Promotion

Try to diversify your media channels and medium types to maximize ChildSafe visibility and exposure. If possible, forge ChildSafe media partnerships for long-term campaign support (ie AsiaLIFE magazine). Such promotion should include advertisements in guidebooks, magazines, maps, websites and other publications that travelers use.

Promotion can be in the form of: booths at special events (concerts, trade shows), t-shirts (THINK), posters (Geneva International Airport), postcards (THINK), pins (ChildSafe supporters), etc...

## ChildSafe's 8 Core Values

### **1) Always child-centered, always about child-protection.**

All efforts are taken to protect children and their well being.

### **2) Protecting all children regardless of their gender, sexual orientation, religion, ethnicity, nationality, health, legal situation, political ideals and social background and status.**

### **3) Protecting is good for society, community, business and the individual.**

Societies where children are protected and not at risk gives children a greater chance to fully develop and become healthy and productive members of their society.

Also, ChildSafe offers an opportunity to improve income while protecting children. All of our members and partners are promoted and recognized in their community. Promotional activities encourage members of the community to use ChildSafe members' services.

### **4) Working closely with all network members to keep them actively involved.**

ChildSafe provides regular adapted trainings with practical solutions to all its members and partners. Simple and specific messages are delivered to the ChildSafe partners in training. Short training sessions are adapted to fit with their business' schedule.

Regular contact with individuals as well as annual meetings provide that chance to share experiences, voice concerns and offer recommendations. Its crucial that members feel ownership of the program and its identity (thumb).

### **5) Promoting positive action in everything we do.**

In order to promote responsible behavior to society as well as encourage responsible tourism, the ChildSafe project insists on good practices and refuses to associate a country's or a business' image with a negative message.

### **6) Championing Child Rights in all that we do.**

Our work is driven by the implementation of the UN Convention of Rights of the Child.

### **7) Promoting the network to ensure that members benefit from being a part of the network.**

Different promotion materials are developed for various partners. To support the development of our members' child protection skills, we provide them with promotion material to identify them as ChildSafe. These materials are removed if our policy is not respected. International Companies are provided with different tools tailored to their needs.

### **8) Friends Programs and CYTI Alliance members are part of the ChildSafe Network program.**

Local ChildSafe Projects are implemented by Friends Program (FP), CYTI Alliance members and/or affiliates, providing high-standard services for vulnerable children. ChildSafe prefers to use FP or CYTI members as referral partners whenever possible.

## OPERATING PRINCIPLES

### ***ChildSafe Network has the highest quality of activities:***

- Services ***ensure all their rights*** to children and youth, either directly or through a network of partners;
  - ***Child Protection*** is maximized in all services. Child Protection Policies are designed and operational within all projects;
  - Programs aims at ***effectively protecting*** marginalized urban children and youth within their communities and countries;
  - ***Participation of members*** is effective: projects are designed, implemented and evaluated with the children/youth in mind, and the issues related to each community;
  - ***Programs are result focused:*** they have clear strategies, objectives and expected outputs.
  - ***Programs are responsive:*** they adapt to the changing situations of children/youth, their families and their communities;
  - ***Programs are constantly improving*** the quality of their services through regular monitoring, evaluations and research;
  - ***Programs communicate in a transparent way*** about their successes and challenges to their beneficiaries, to their partners and to the wider public.
- These principles are put into action through the use of Standards of Practice and Guide Books for all services.

### ***ChildSafe Network follows FRIENDS Program's highest quality of administration:***

- ***Procedures and monitoring systems for financials and human resources management*** are clearly defined, strictly applied and continuously improved;
  - ***Financials have the highest transparency:*** they are audited internally and externally on a regular basis. Yearly financial results are published and made available;
  - Each staff member (paid or volunteer) is provided with ***Terms of References;***
  - Each staff member (paid or volunteer) is provided with the basic FRIENDS PROGRAMS and ChildSafe Network ***training*** and with an Individual Training Plan;
  - A ***Code of Conduct*** is signed and agreed with by all staff members of ChildSafe Network.
- These principles are put into action through the use of Standards of Procedures for financials and human resources.

### ***ChildSafe Network build links, share and learn***

- The ChildSafe Network ***cooperate with NGOs*** and private organizations that share identical objectives and principles;

- The ChildSafe Network ***coordinate with the CYTI Alliance members and the Friends Program members to complement each others' services*** whenever possible to reduce overlap.
- The ChildSafe Network facilitate ***experience sharing, training and support*** to the CYTI Alliance members and to Friends Programs members.
- The ChildSafe Network recognize the responsibility of the Government to ensure all rights to children and youth are protected in accordance with their laws and conventions; and the ChildSafe Network recognize the ***role of the Government as a potential partner*** at central level, local level and / or through its relevant agencies.

→ These principles are put into action through the use of coordinated logframes.

### ***Special Relations with FRIENDS Programs***

- The FRIENDS PROGRAMS are automatically members of the ChildSafe Network.
- The FRIENDS PROGRAMS facilitate the implementation and development of the ChildSafe Network in their geographical area

## Addressing Child Abuse and Dangers

### Worldwide<sup>1</sup> child abuse and dangers

Children worldwide face many different forms of abuse and problems. The ChildSafe Network aims at creating an international network protecting children from all forms of abuse and dangers. Within the network, different persons are trained on different issues — relevant to their involvement in everyday-life and influence on these exact issues — as a means to prevent and/or intervene on the different forms of abuse.

#### **Physical Abuse**

Many children worldwide are physically abused: beaten, kicked, burned, slapped etc. Each year, about 57,000 children under the age of 15, die as a result of physical abuse.

#### **Health issues, accidents and fighting on the streets**

Children on the street often face problems such as health problems or injuries due to accidents and fights. These children have little access hospitals or other health services.

#### **Sexual Abuse**

Sexual abuse of a child is any sexual act between an adult and a child, including penetration, intercourse, incest, rape, oral sex, and sodomy. There are many more kinds of child sexual abuse such as touching or kissing a child's genitals or making a child fondle an adult's genitals. Also spying on a naked child, performing sexual acts in front of a child and showing pornography to a child is sexual abuse.

#### **Child Prostitution and Child Image Abuse**

Global numbers are uncertain – hundreds of thousands, maybe millions of children are sexually exploited. They are sold for prostitution and pornography, sometimes to pay off family debts and always to satisfy the huge global demand for sex with children. Nevertheless, some people do not realize that a very high percentage of sex workers are minors (more than 30 percent for the Greater Mekong Sub-Region).

#### **Child Sex Tourism**

We speak about child sex tourism when foreigners and domestic travelers sexually exploit children. Most times people from developed countries (where laws are better enforced) come to developing countries to buy children for sex. However, child sex tourism exists in every country and should not be labeled as a Third-World issue.

#### **Neglect**

Neglect means when a parent fails to provide development for their child in one or more of the following areas: health, education, emotional development, nutrition, shelter and safe living conditions. We don't speak of neglect when it results from poverty, a situation where parents have no possibility to provide for their child.

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<sup>1</sup> For a detailed list of references, please see each section in : <http://www.childsafe-international.org/ChildAbuse.asp>

**Emotional Abuse**

Abusing children emotionally includes constant criticism, threats, or rejection, as well as withholding love, support, or guidance. It can also mean that children are forced to hold responsibilities inappropriate to their age. It can be a behavior that impairs a child's emotional development or sense of self-worth.

**Child Labor**

An estimated 246 million children worldwide are forced to work. Many of those work in hazardous situations or conditions, such as working in mines, working with chemicals and pesticides in agriculture or working with dangerous machinery. Child labor, in factories, on the streets, as domestic servants etc, all threatens children's education and often leads to further exploitation and abuse.

**Trafficking**

Crimes of child trafficking is committed on national and cross-border levels and is usually related to the sex or labor industry. In Asia alone, 1.2 million children are trafficked each year (ILO). Other reasons for trafficking of children: transfer organs of children, marriage and illegal adoption.

**Dangers of Unsafe Migration**

People migrate for many reasons within states, over national borders and to other continents: to find employment, to access health services, to reunify with their family etc. Children are affected by migration in different ways. They either migrate with their parents, alone, with friends or they are left behind when family members migrate. All these situations put children at high risk of abuse such as child labor, neglect, physical violence, conflict with the law, etc.

**Drug Abuse**

Children use drugs for many different reasons; it might be peer pressure or the search for a way out of a desperate situation. Drug abuse of any kind – marijuana, cocaine, heroin, amphetamines, glue, etc – are extremely dangerous for children's and youths' health and their educational and social development. Drug abuse by pregnant women brings extreme health risks for the child. Parents who use drugs often commit physical child abuse or fail to protect their child's well-being.

**Illegal Adoption**

High request of children for adoption in many western countries leads to the selling and trafficking of children in developing countries. Many "potential" parents are willing to pay high amounts to expedite the process. Taking children away from their society and culture is seldom the best solution for orphans no matter how poor their society might be.

## Who's Involved



ChildSafe works with all tiers of society and the international community. Each group has a unique form of involvement within the network.

- **ChildSafe Implementers** are organizations who are part of the CYTI Alliance (organizations providing high quality services for vulnerable urban children and youth) who implement the campaign in their geographic area
- **CN members - individuals:** individuals who have been trained and certified ChildSafe
- **CN members - businesses:** Entities (business or non-profit) that are actively involved in the ChildSafe Network defined through a unique partnership agreement.
- **Referral partners** are organizations who provide services for vulnerable children in situations of risk: e.g. police, hospitals, NGOs

- **Referral:** CN members or partners who take direct action to ensure that children and youth receive professional services to accommodate their needs.
- **ChildSafe Network Alliance Members** can be mayor businesses who don't have direct contact to children but have a strong role to play in their society and can help to carry ChildSafe messages
- ChildSafe always seeks for involvement of the **government**, this can be either in forms of MoUs or implementation/management of implementers within their geographical areas
- ChildSafe provides clear messages on basic child protection skills to foreign **travelers** in their countries of origin as well as in project countries where children are at high risk
- ChildSafe provides messages and easy-to-use tools to the **local communities** to raise awareness about risks for children and how to protect them.
- An **area** is defined An **area** is defined as special zones defined by Friends Programs or CYTI Alliance members, where target populations are active.

## ChildSafe Implementers

**ChildSafe Network works with and supports other organizations** to provide a full range of high quality services specifically designed for children and youth around the world. These organizations can become ChildSafe Implementers. This means they are authorized to train and certify members and partners.

These organizations should be experts in their geographic areas working with vulnerable children and youth and they should have outreach services and other support services for ChildSafe's target group. ChildSafe implementing organizations can also have the role as a referral partner where ChildSafe Network members can bring children to.

ChildSafe Implementers receive continuous support from the ChildSafe Network Country Coordinator.

## Referral Institutions

**Referral institutions are services that ChildSafe and its implementers work with** in order to allow children and youth to receive the best possible services: this can include specialized governmental or non-governmental services for children as well as hospitals, the police or legal institutions.

The referral manager has clear agreements and processes with the referral institutions in the area as well as lists with all details of the agencies to make referral easy.

All referrals are followed up until a clear case plan is made.

## ChildSafe Members – Individuals

**ChildSafe members are individuals who live or work in direct contact or vicinity as the targeted children or youth.** Trained on ChildSafe protection policies, they know how to protect children from forms of abuse and dangers that they can witness in their daily life (such as helping children who are new in the city, children who overdose on drugs, reporting potential sexual abuse, intervening and reporting physical abuse and discrimination, providing first aid and referring children to an hospital after a fight or accident).

**ChildSafe members are certified individuals. Certification follows a clear process as illustrated on the following page.**



## ChildSafe Members – Business Entities

**ChildSafe Partners are business entities** that are certified after its employees and management have received training and testing. During their day to day work they can be in direct contact with children at risk (children at risk of sexual abuse, begging children etc.).

The management of ChildSafe Partners agrees to display the ChildSafe Policy in the business venue. They also allow regular trainings and refreshers by the local ChildSafe team, including child protection articles in employment contracts, displaying ChildSafe materials and promoting the values of the campaign as well as keeping up contact with the local ChildSafe team and exchanging information.

All ChildSafe members are certified as a business and all staff which has received training and passed the test are receive a certificate which is only valid in connection to the employment with the respective ChildSafe business.

**Certification follows the same process as individuals.**

## Tour Operators and Travel Agencies

**The aim of partnerships with Tour Operators and Travel Agencies is to better protect children from the possible negative impacts of tourism.** The positive impact of the partnerships is a safer environment for children through awareness-raising for tourists, and training on ChildSafe issues to tour leaders and tour guides. Tour leaders and tour guides are trained on ChildSafe principles: what

are the main problems street children face around the world, how does tourism harm children in the country and what can travelers do to protect children during their trip. By passing this information on to their tour groups, ChildSafe certified tour leaders act as multipliers or change agents.

Furthermore, certified company includes child protection articles in all employee contracts with guides and leaders and/or staff that has received training signs a ChildSafe agreement – both ensuring that staff themselves does not get away with activities which harm children. Additionally, ChildSafe Tour Operators pass out ChildSafe information to their clients at the beginning of the trip and promote the campaign on their website and through other means.

#### **1- ChildSafe Tour Guides and leaders:**

- Work as multipliers encouraging their clients to follow ChildSafe behaviors:
- Use ChildSafe member's services, support the network.
- They understand and follow the ChildSafe 7 Traveler Tips (international and/or country specific)
- They are aware of the dangers of orphanage- and slum-tourism, an industry that is sometimes more concerned about money that the welfare of children.

#### **A ChildSafe partner should know:**

- The implementing organization, Friends-International and local partners
- ChildSafe activities in other countries
- hotline numbers / number of ChildSafe team member + police
- be able to briefly explain to his/her customers about ChildSafe

## **Potential new members and partners**

ChildSafe aims to train new types of members and partners. Each implementing partner is free to propose new potential members and partners to the ChildSafe Network Country Coordinator for consideration.

## **ChildSafe SafeSpots**

All ChildSafe members and partners with a fixed location can become ChildSafe SafeSpots – where children are allowed to find temporary shelter from abuse and risk. These special members and partners will be trained to welcome children who are in need and to call the local ChildSafe Hotline team. The staff knows how to treat the child respectfully.

Children in the area will be informed about all ChildSafe SafeSpots where they can always go to seek help.

## ChildSafe Alliance Partners

**The objective of the ChildSafe Alliance is to include businesses, NGOs and government bodies to help strengthen the network** by supporting ChildSafe campaigns and volunteering to help build ChildSafe Network businesses. Typically, members of the alliance do not have direct links to children, but have an influential impact on the community where children reside. It's an opportunity for businesses to demonstrate their corporate social responsibility endeavors.

Being a ChildSafe Alliance partner is a way of reaching out to the community through a trusted channel. In return, CA members help promote ChildSafe campaigns. ChildSafe Alliance members will receive basic training on ChildSafe philosophy and work towards a partnership agreement that promotes ChildSafe campaigns to their clients. The agreement is tailor-made to suit the strengths and limitations of each CA partner.

### **A ChildSafe Alliance partnership always includes:**

- Signing a partnership agreement with Friends-International
- Including child protection articles in all employee contracts
- Promoting ChildSafe through internal and external channels
- Implement a tailor-made project suiting the nature of the specific company or organization.

## Government Partners

### **Memorandum of Understanding (MoUs) with top- and middle level government**

ChildSafe always wants to ensure that the project is supported by the government and in line with their policies and plans. For this reason, ChildSafe always seeks for MoUs with the relative authorities, e.g. Ministries (Ministry of Tourism, Ministry of Interior, Ministry of Youth/Education etc), provincial governors or municipalities.

### **ChildSafe Trainings with government staff and administration**

ChildSafe furthermore is in a position to train governments and make them more aware about child protection issues and services. With their direct participation, ChildSafe can become a sustainable program in field areas.

## Travelers

Tourism has many positive impacts on developing countries. But travelers often unwillingly and unknowingly increase the vulnerability of children, especially street children.

ChildSafe provides messages to travelers about street children and organizations that help them as a means to improve their behavior to street children.

## **Local Communities**

Based on proximity of Friends Programs or implementing partners' activities, small networks are developed to provide additional support to children and youth. Key people within these communities are trained to understand and prevent child abuse.

## ChildSafe Tools

ChildSafe has developed several tools that can be adapted for each project country and city.

### Training Materials

In order to train members and partners, ChildSafe uses very visual communication tools, preferably in the form of picture cards. These picture cards present situations the trainee can find him/herself in and negative behavior and the resulting negative outcome of the situation – as well as the same situation with the potential member acting in a positive way resulting in a positive outcome of the situation – for the child as well as for the member itself. One advantage of the picture cards is that they can be used with literate as well as with illiterate people.

### Member Promotion

ChildSafe Network recognizes that simple morality-based messages are not sufficient and not effective to create behavior change; therefore the 'ChildSafe' campaign emphasizes a change in behavior through an economic (enlightened self interest) perspective. Through the use of social marketing tools, 'ChildSafe' provides clear messages and promotes behaviors that provide an opportunity to improve income while protecting children: "**Good Clients, Good Business**". This also works with bigger businesses and companies who gain respect of customers by clearly showing their values and social responsibility through proudly displaying the ChildSafe logo and messages.



### ChildSafe Certified Products

Products produced within projects of select organizations can be certified ChildSafe if all standards for ChildSafe Certified Products are fulfilled. Among these standards are:

- no child labor
- produced by parents so children can go to school
- produced by youth in training so they can find employment
- clear division of profits and accountability
- sustainability of the project
- regular reporting about the project to Friends-International

## Website

ChildSafe has a program website [www.childsafe-international.org](http://www.childsafe-international.org) to reach most of the international travelers to our project countries. There are links for all project countries which are promoted locally ([www.childsafe-cambodia.org](http://www.childsafe-cambodia.org), [www.childsafe-thailand.org](http://www.childsafe-thailand.org)).

The website targets a wide audience with its specific sections: travelers to project countries, existing and prospectus members, partners, alliance partners and implementers.

It provides information about the:

- Background of child abuse
- Background on ChildSafe project
- Listings of all business partners and members
- Listings of implementing partners
- ChildSafe Case Studies
- ChildSafe Tips
- Campaigns

## **Contact Information**

Direct contact can be made to Country Representatives listed on [www.childsafe-international.org](http://www.childsafe-international.org) or [www.friends-international.org](http://www.friends-international.org)

Overall coordination contact can be made at: [mark@friends-international.org](mailto:mark@friends-international.org)

Or general inquiries can be made at: [childsafe@friends-international.org](mailto:childsafe@friends-international.org)