



## **Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims**

**H2020 – 101021801**

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# **D5.6 Children Rights Promotion Campaign Results - V1**

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| <b>Abstract (for dissemination)</b>  |   |
| <p>This task aims to promote and protect children’s rights through awareness-raising, education and information. It is mainly on prevention for child sexual abuse, exploitation and trafficking both offline and online. The focus is on the social media campaign which was launched as the Red Heart Campaign to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children on 30 July 2022. Subsequently, meetings were held with key stakeholders to carry forward the campaign message. In addition, Red Heart Campaign briefs and badges were printed and disseminated widely to create awareness and encourage prevention efforts, as well as an educative booklet on online child sexual exploitation to educate on the various terms being used and some guidelines to save children. This deliverable explains the progress being undertaken to carry out the campaign and present the outcomes and way forward to save children from sexual abuse, exploitation and trafficking.</p> |   |
| <b>Keywords</b>  | Awareness Raising, Prevention, Education, Online Child Sexual Exploitation and Abuse, Child Trafficking |

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## Executive summary

Child Sexual Abuse and Exploitation (CSA/CSE) and Trafficking of Human Beings (THB) and are two major issues of grave concern. However, it is underreported due to its clandestine nature and being associated with shame and social stigma. Child sexual abuse and exploitation are driven by multiple factors including poverty, patriarchal norms, child marriage, and exclusion from education, rural-urban migration, criminal activities, and cultural norms which are part of the wider context of discrimination and neglect towards children. Many vulnerable children are victimised in the hands of perpetrators. Children are also victimized online due to the easy access of Internet in recent times and lack of education on how to stay safe online. Online child sexual exploitation and abuse (OCSEA) is a global, fast-evolving problem which demands a comprehensive response. Nevertheless, these types of crime against children can be prevented in most cases through raising awareness amongst key stakeholders. Child victim protection serves as a critical means of preventing further exploitation and victimisation. Protection offers critical interventions to end exploitation and trafficking as well as to support and assist victims to recover from their experiences, and to reintegrate into their families, communities and societies as large.

The purpose of Task 5.6 is related to child rights promotion and protection and the most effective way is through awareness raising, educating and engaging civil society, teachers, parents, children and youth groups, social workers, local leaders, police officials and media groups. In this context, awareness-raising campaigns on the protection of children was launched as the social media campaign online entitled Red Heart Campaign to Promote Child Rights on 30 July 2022 which happened to be the World Day against Trafficking in Persons with four guest speakers and being attended by 59 participants from home and abroad. The mission of the campaign is committed to promote child rights and protect children from sexual abuse, exploitation and trafficking. Moreover, the vision is to have a world free from child sexual abuse, exploitation and trafficking where children can grow up happy, healthy and safe. We have developed the hashtag #SaveFACE4Children to maximise the visibility of Red Heart Campaign to Promote Child Rights to save abused, exploited and trafficked children. Our campaign news was shared in various seminars, workshops, expert meetings, conferences, events and interaction with civil society, academia, researchers and other relevant persons. We created a Facebook page on the Red Heart Campaign activities and it is regularly updated. An educational promotion booklet entitled “Panoramic View of Online Child Sexual Exploitation: Lessons to Discuss and Rethink” was printed for teachers, parents, guardian, child advocates, children and others to educate them on the appropriate terminology for each type of conduct related to these crimes, with a particular focus on their online component to ensure the online safety of children. The first Newsletter Promoting Child Rights was published for wider dissemination of our activities.

To carry forward the campaign, relevant stakeholders being identified in Task 10.1 for the dissemination of the relevant information were considered with whom meetings will be held to promote child rights of sexually abused, exploited and trafficked children. About six stakeholder meetings were held with international NGOs, national NGOs, young men and women, students and faculty members of the East West University in Bangladesh, social workers, parents and teachers, and lastly with grassroots NGOs and CBOs who are working with child rights issues throughout Bangladesh, especially in the rural areas. CWCS has called upon the expertise of the Consortium lead and partners for presenting a brief of the HEROES project and issue of child abuse and exploitation in these stakeholder meetings. Participants who attended the above meetings shared their experiences, identified issues and challenges related to prevention of child sexual abuse, exploitation and trafficking; access to child protection for victims; and reintegration of child victims. They also put forward a set of recommendations based on lessons learned to be included in future education and training initiatives, to promote social responsibility and to enhance international cooperation.

During Year 1 of the HEROES project, CWCS Bangladesh focused on preparing reports on trafficking and child abuse and exploitation in the context of Bangladesh; exploring the name of the social media campaign; launching the Red Heart Campaign to Promote Child Rights online; printing of campaign briefs and badges;

identifying and communicating with the key stakeholders, preparing the concept note and agenda for the meetings; and organising Stakeholder Meetings to Promote Child Rights with key stakeholders. During Year 2, we developed and printed educational promotion material with a special focus on online child sexual abuse and exploitation. We launched the Red Heart Campaign Network and invited organisations, individuals, experts to be members from home and abroad aiming to collaborate and share experiences, lessons learnt and best practices on prevention, protection of children with a victim-centred approach. We prepared and disseminated the first Red Heart Campaign Network Bulletin online to our 69 new members and also to our other network members, donors and development partners.

## Abbreviations

|          |  |
|----------|--|
| CBO(s)   | Community Based Organisation (s)   |
| CSA      | Child Sexual Abuse   |
| CSE      | Child Sexual Exploitation  |
| CSE/A    | Child Sexual Exploitation and/or Abuse   |
| CSAM     | Child Sexual Abuse Material  |
| CSEM     | Child Sexual Exploitation Material   |
| CWCS     | Centre for Women and Children Studies  |
| ICMEC    | International Centre for Missing and Exploited Children  |
| ICMEC CH | International Centre for Missing and Exploited Children, Switzerland office (Official HEROES partner)      |
| INGO(s)  | International Non-Government Organisation(s)   |
| HEROES   | Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims |
| NCMEC    | National Centre for Missing and Exploited Children   |
| NGO(s)   | Non-Governmental Organisation(s)   |
| OCSEA    | Online Child Sexual Exploitation and Abuse   |
| TDH      | Terre des Hommes   |
| THB      | Trafficking in Human Beings  |



# 1. Introduction

The purpose of Task 5.6 is related to child rights promotion and protection and the most effective way to achieve these goals is through awareness raising, educating and engaging civil society, teachers, parents, children and youth groups, social workers, local leaders, police officials and media groups. In this context, an awareness-raising campaign on the protection of children was launched as the social media campaign online entitled Red Heart Campaign to Promote Child Rights on 30 July 2022. To maximise the visibility of the Red Heart Campaign to Promote Child Rights, we have developed the hashtag #SaveFACE4Children, created our Facebook, Linked in and Twitter pages. Our campaign news is shared in various seminars, workshops, expert meetings, conferences, events and interaction with civil society, academia, researchers and other relevant persons.

## 1.1. Global and Bangladeshi contextualisation of CSA/CSE & THB

Child sexual abuse and exploitation is prevalent globally and has a significant impact on the health and wellbeing of children and adolescents (Chen, L., H. Murad, M. Paras, K. Colbensa, et al., 2010).

The Stockholm Declaration adopted at the World Congress against Commercial Sexual Exploitation of Children (1996) defined the commercial sexual exploitation of children as “a form of coercion and violence against children (that) amounts to forced labour and a contemporary form of slavery,” (The Stockholm Declaration and the Agenda for Action, 1996: p.1) while the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children (the Palermo Protocol) defines the term “exploitation” to include “the exploitation of the prostitution of others or other forms of sexual exploitation, forced labour or services, slavery or practices similar to slavery, servitude or the removal of organs.” (United Nations, 2000: p.2)

Furthermore, the *Report of the independent expert for the United Nations study on violence against children* recognised that the “exploitation of children under 18 in prostitution, child pornography and similar activities constitutes violence” (United Nations, General Assembly, Sixty-first session on Promotion and protection of the rights of children, 29 August 2006. p.19).

According to the Council of Europe Convention on the Protection of Children against Sexual Abuse and Exploitation (Articles 18 to 23), the definition of sexual exploitation of children includes child prostitution, child pornography, the participation of a child in pornographic performances (including recruiting, coercing and causing a child to participate in pornographic performances or profiting from or otherwise exploiting a child for such purposes and knowingly attending performances involving the participation of children), intentional causing, for sexual purposes, of a child who has not reached the legal age for sexual activities, to witness sexual abuse or sexual activities, even without having to participate, and the solicitation of children for sexual purposes (Council of Europe Convention on the Protection of Children against Sexual Exploitation and Sexual Abuse, Lanzarote, 2007, Articles 18-23. Pp. 6-7).

### 1.1.1. Vulnerability factors to CSA/E

In the Bangladeshi context, child sexual abuse/exploitation is driven by multiple factors including poverty, patriarchal norms that support violence against women and girls, child marriage, exclusion from education, rural-urban migration, criminal activities, and cultural norms which are part of the wider context of discrimination and neglect towards children. In recent years, both print and social media have justified that internet-based connections and linkage such as online platforms and digital tools sometimes play a role in exploiting children, particularly during the recent lockdown period (Jabin, Afia. “The real and intangible threat of online child harassment” in The Daily Star, 16 March 2021, Dhaka). However, much fewer information is available on the specific pathways that led children to being victims of commercial sexual exploitation.

Moreover, the vulnerability of children to sexual abuse is heavily influenced by factors such as gender, ethnicity, caste, and economic status, which are part of the wider context of discrimination, neglect and disadvantage in Bangladesh. Child sexual exploitation is a vast but invisible problem in Bangladesh due to its clandestine nature. The commercial sexual exploitation of children, which refers to using a child for sexual purposes in exchange of money or material gain between a client, customer and an intermediary or agent who profits from such sex trading, is common. It can be manifested in various forms and often interrelated such as the sexual exploitation of children for the purpose of prostitution, child sexual abuse material, or child trafficking for sexual purposes.

Child survivors of commercial sexual exploitation can also end up on the streets through trafficking, family breakdowns and/or poverty. It is estimated that there are more than 600,000 street children living in Bangladesh, 75% of them living in Dhaka city. Often separated from their families, many of these children migrate to the cities in search of a livelihood. Their work may range from street vending, rag picking, metal work, and transport work, to dealing in drugs. Deprived of their basic rights to health, food and education, street children are particularly susceptible to manipulation, drug addiction, abuse, and exploitation, including commercial sexual exploitation (Bangladesh Institute of Development Studies, 2004, 'Street children in Bangladesh: A socio economic analysis,' Dhaka, BIDS).

### **1.1.2. Trafficking of children**

The trafficking of children both within and across international borders is a serious concern. Girl children are trafficked into sexual exploitation and bonded servitude which is believed to be extensive both within the country and to India, Pakistan and the Middle East. Girls are taken with their parents' consent, having been allured with offers of well-paid jobs or marriages. However, reintegration in the family and society after being rescued is a huge issue for trafficked girl children due to social stigma and taboo associated with sexual exploitation. Moreover, if girls return with a Sexually Transmitted Infection (STI) or HIV positive, it creates more problems and challenges for the family and community to accept them (UNICEF Bangladesh Newsletter, 2009).

### **1.1.3. Lack of reporting**

The sexual abuse and exploitation of children and adolescents is a significant issue but remains largely under reported due to the stigma attached to the victims of such offences. There is a tendency in Bangladesh to blame victims rather than accuse perpetrators, and the cultural preference is to cover up the problem rather than taking the risk by seeking access to justice or identifying the perpetrators. Stigma can be extreme, sometimes resulting in social exclusion and preventing the marriage of daughters. If the perpetrator is a person with local economic and political power or a person of influence in the community, exposure can affect the family's already insecure income, and the family may put itself at risk of reprisal (UNICEF Innocenti Research Centre. 2010).

#### **UNICEF report clearly stated:**

*Child sexual abuse permeates all levels of Bangladeshi society. Children are at risk of abuse or harassment in their own homes, from relatives and family "friends." It is found in schools, communities and the workplace. While disadvantaged and disabled children are more vulnerable to abuse, it is not limited to them. Most children know their abuser, who is usually someone close to them. Child sexual exploitation can start when children are as young as 10 in Bangladesh's registered brothels, its hotels and its parks, streets and stations (UNICEF, undated).*

## **2. Awareness raising as a major component in the fight against CSA/CSE and child trafficking**

### **2.1. Social media campaign initiative**

The main purpose of Task 5.6 is related to child rights promotion and protection and the most effective way to do so is through awareness raising, educating and engaging civil society, teachers, parents, children and youth groups, social workers, local leaders, police officials and media groups. In this context, an awareness-raising campaign on the protection of children from sexual abuse, exploitation and trafficking was launched as the social media campaign both online and offline.

#### **2.1.1. Selecting an appropriate name for the social media campaign**

The first step is to explore and find an appropriate name for the social media campaign in line with the theme of the task which is promoting child rights. Moreover, it has to be relevant, attractive and acceptable to a wide range of stakeholders who can easily understand their role in the whole process. It is not only for adults as children will also be able to join the campaign. Therefore, the idea of a Red Heart Campaign to Promote Child Rights came up to attract children as well so that they can learn how to be safe both offline and online.

It gave a great opportunity for CWCS and the HEROES Project to carry forward the message to save children from sexual abuse, exploitation and trafficking both offline and online with the active participation of adults, especially parents, guardians and teachers to be provided tips and resources on how to keep their children safe from sexual exploitation and trafficking as well as share and promote these among their friends, neighbours, colleagues and child rights activists accordingly.

#### **2.1.2. Developing social media campaign materials**

Before the launching of the Red Heart Campaign to Promote Child Rights, we developed and printed badges with the main theme of the campaign to be distributed widely among key stakeholders, community people, youth groups, and children so that they can wear the badges as a symbol of unity and belongingness. In addition, a short video was produced to disseminate the key message of the campaign being promoted by Prof. Ishrat Shamim which stated: “Let us put our hearts together to save children from sexual abuse, exploitation and trafficking, and we believe from the core of our hearts that we can protect our children.”

A brief was developed and published giving an overview of the Red Heart Campaign to Promote Child Rights with a background of the HEROES project; a short introduction to the Bangladeshi context; the launching of the Campaign with the guest speakers; the mission and vision of the Campaign; elaborating the theme of the hashtag #SaveFACE4Children; and snapshots of two meetings being organised in this regard.

Educational promotion material has been printed especially on the issue of online child sexual exploitation for awareness raising on the online risks for children; who are the most vulnerable children; how offenders are using online platforms; some of the widely used techniques such as cyberbullying, grooming, made-to-order child sexual exploitation material; and lastly, guidelines for children to protect themselves from such exploitation. To make it interactive, we have inserted a section at the end of each page to Discuss & Rethink on the various issues. It can be used to discuss topics in a classroom situation by engaging both teachers and students and easy to follow while respecting the seriousness of the subject.

### **2.2. Key stakeholders in awareness raising efforts**

Adults who usually engage with children, whether in a professional or personal capacity, were selected as key stakeholders for the safety of these children, and are adequately placed to ensure their safety and to prevent any type of sexual abuse and exploitation that children may be at risk of. But they need to be aware of what

these risks are, of the signs, and of the appropriate terminology and ways to communicate with children, thus the importance of awareness raising to motivate them to navigate such conversations.

It is crucial to take into account the plurality of stakeholders who might have this duty of care towards children. Although the key stakeholders may vary from country to country, they usually are:

- INGOs who are working and providing financial and other types of support for children's well-being
- National NGOs working with child rights issues namely child victims/survivors' rights, support and assistance to victims at national level
- Grassroots NGOs and CBOs working with both women and child rights at village level
- Social workers
- Parents, school teachers and educators
- University students
- Government officials
- Law enforcing agencies
- Lawyers
- Media personnel.

All the above categories of key stakeholders have the possibility to act to protect children and prevent them from being victimised offline and online. The meetings will empower them to recognise risks, avert victimisation, or if needed, take the necessary actions if a crime has been committed.

### 3. Stakeholder Meetings to Promote Child Rights

During the last one year and four months of the HEROES project, the following activities have been taking place: the selection of key stakeholders, the development of the concept note, agenda, inviting guest speakers and organising the stakeholder meetings. We have gathered constructive feedback from experienced HEROES partners to formulate the concept note, agenda, and invites to resource persons as guest speakers for the meetings.

#### 3.1. Concept note of the stakeholder meetings

The Centre for Women and Children Studies (CWCS) in Bangladesh is one of the consortium partner in Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims – HEROES which is funded by the European Commission (EC) Brussels and managed by Universidad Complutense de Madrid (UCM). It is being implemented by 24 consortium partners from Europe, Latin America and Bangladesh.

It is a multi-disciplinary and international project following a victim-centred approach, which main objective is to reinforce and enhance the coordinated response of Law Enforcing Agencies (LEAs) and other stakeholders regarding prevention, investigation and victim assistance of Trafficking of Human Beings (THB) and Child Sexual Abuse and Exploitation (CSA/CSE) crimes.

CWCS is leading the task on Child rights promotion and protection: awareness-raising, education and information. The task envisions that the most effective way for promoting and protecting children's rights is by raising awareness, educating and engaging civil society, teachers, parents, children and youth groups, social workers, local leaders, police officials and media groups.

We launched the Red Heart Campaign to Promote Child Rights of Sexually Abused and Exploited Children on 30 July 2022 and called upon all to join our movement: Let us put our hearts together to save sexually abused and exploited children.

#### **Bangladeshi context**

Child sexual abuse and exploitation are issues of grave concern. However, it is underreported due to its clandestine nature and being associated with shame and social stigma. Furthermore, children are afraid to speak out fearing disbelief and retribution. Sometimes the perpetrators try to cover up the situation by falsely accusing the abused child. Child sexual abuse and exploitation are driven by multiple factors including poverty, patriarchal norms that support violence against women and girls, child marriage, exclusion from education, rural-urban migration, criminal activities, and cultural norms which are part of the wider context of discrimination and neglect towards children.

Child survivors of commercial sexual exploitation can also end up on the streets through trafficking, family breakdowns and/or poverty. It is estimated that there are more than 600,000 street children living in Bangladesh, 75 percent of them living in Dhaka city. Often separated from their families, many of these children migrate to the cities in search of a livelihood. Their work may range from street vending, rag picking, metal work, and transport work, to dealing in drugs. Deprived of their basic rights to health, food and education, street children are particularly susceptible to manipulation, drug addiction, abuse, and exploitation, including commercial sexual exploitation (Bangladesh Institute of Development Studies, 2004, 'Street children in Bangladesh: A socio economic analysis,' Dhaka, BIDS).

Child victim protection serves as a critical means of preventing further exploitation and victimisation, including the risk of re-trafficking. It is also intimately tied to a trafficking victim's access to justice, as well as to perpetrators being brought to justice. Protective factors promote well-being and reduce the risk for negative outcomes. Protection offers critical interventions to end trafficking, exploitation, as well as to support

and assist victims to recover after their experiences, and to reintegrate into their families, communities, and society at large.

Reintegration of sexually abused, exploited and trafficked children is pertinent when trafficked children are either rescued within the country or repatriated. Core components of a comprehensive response to trafficking start from identification, referral, assistance, and reintegration of trafficking victims. The family plays a crucial role in a child's support, therefore, the key of successful reintegration of a child is an organisation's ability to know how to mobilize families and communities.

### **Meeting modality**

The meeting will start with welcome address, introduction of participants, brief overview of HEROES project and speech by guest speakers, both online and offline. Participants will be the selected stakeholders for each meeting.

The modality of the meeting will be breakout session into 3/4 groups to Discuss on Challenges regarding Child Sexual Abuse, Exploitation and Trafficking and put forward Action Plans:

#### **Group A: Prevention of Child Sexual Abuse, Exploitation and Trafficking**

#### **Group B: Access to Child Protection for Victims**

#### **Group C: Reintegration of Child Victims**

There will be group presentations in the plenary session followed by orientation about the Red Heart Campaign to Promote Child Rights to Save Children from Sexual Abuse, Exploitation and Trafficking and inviting participants to join our movement. The meeting will conclude with a vote of thanks to participants.

The meeting will be from 12:30pm-5:00pm at the Conference Room of the Centre for Women and Children Studies. About 20-25 participants and 2 guest speakers are expected to attend each stakeholder meetings.

## **3.2. Organizing the Stakeholder Meetings to Promote Child Rights**

We successfully organised 6 Stakeholders meetings at Dhaka mostly in CWCS's Conference room with the active participation of 20-25 persons from different stakeholder groups namely INGOs, NGOs, young men and women, university students and faculty members, social workers, parents and CBOs working in different districts throughout Bangladesh.

Given below is the brief summary of the Stakeholder Meetings to Promote Child Rights:

### **3.2.1. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with INGOs and NGOs**

The 1st Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with INGOs and NGOs was organized on 30 August 2022 at CWCS Conference Room from 2:00pm-5:00pm. As the most effective way for promoting and protecting children's rights is raising awareness, educating and engaging civil society, the meeting aimed to involve INGOs and NGOs from home and abroad who work to promote child rights and save children from sexual abuse, exploitation and trafficking. The meeting was attended by 25 INGOs and NGOs who are working with child rights in Bangladesh. In addition, HEROES partner organisations from European countries and the USA also joined the meeting virtually.

#### **Introductory session**

Shireen Hasan, Executive Director, CWCS, welcomed the participants and gave her valuable speech. Presently, child abuse, especially online exploitation is a matter of great concern in Bangladesh and we have to work together to prevent and protect children from such violence.

Prof. Ishrat Shamim, President, CWCS, chaired the meeting and gave a brief overview of the HEROES project being implemented by 24 consortium partners from Europe, Latin America and Bangladesh. It is an ambitious, multi-disciplinary and international project with a victim-centred approach.

Participants gave a brief introduction and shared their work activities regarding child rights.

Speech of guest speakers

Participants gave their short introduction which was followed by the speeches from the 3 Guest speakers:

**Ana Lucila Sandoval Orozco**, Senior Researcher in GASS, Universidad Complutense de Madrid, Spain, elaborated on the HEROES project and introduced the consortium partners from European countries, Latin America and Bangladesh. She briefly discussed about the main objectives of the HEROES project aimed at prevention, investigation, and victim assistance.

**Yujin Park, Head**, Migration, Protection and Assistance (MPA) Unit, a.i. IOM Bangladesh, informed that all over the world, only 5 percent of the money allocated for the purpose of development is spent on the welfare of children. She said that during the pandemic, 85 percent of children in Bangladesh dropped out of school and college. During the pandemic, children depended on the digital world for education and communication which was one of the factors for the increase of child abuse and exploitation online. Therefore, in the coming days, we should work on the online child exploitation and find ways to prevent such crimes.

**Guillermo Galarza Abizaid**, Vice President, Partnerships and Law Enforcement Training, International Centre for Missing and Exploited Children (ICMEC) in Alexandria, VA, USA. He informed that ICMEC is making the world safer for children by advocating, training and collaborating to protect the world's children. The issues they address are child sexual abuse material (CSAM), child sex trafficking, abduction, online grooming, online child abuse and commercial sexual exploitation. The National Centre for Missing and Exploited Children (NCMEC) sends CyberTipline Reports to many countries and in Bangladesh 1,743,240 cases were reported which is very alarming. He said that online child sexual exploitation is not a victimless crime: (i) These are violent crimes involving real children; and (ii) These children are re-victimised every time the image of their abuse is viewed and distributed.

### **Breakout session to promote child rights**

In the breakout session, participants were divided into two groups to discuss challenges regarding child sexual abuse, exploitation and trafficking and put forward action plans followed by presentation at the plenary session.

**Group A** discussed on Vulnerability factors leading to Child Sexual Abuse, Exploitation and Trafficking and the Nature of online aspects of child abuse and exploitation. They identified mainly poverty, natural disasters, and lack of family support as vulnerability factors. Regarding online child abuse and exploitation, participants identified a lack of knowledge of children regarding the use of online platforms, and a lack of opportunities to complain in case of online abuse and exploitation.

**Group B** reviewed the legal remedies and gaps in implementation and also share the good practices in place to save children. Some of these are awareness raising, enactment of the human trafficking law, establishment of the victim support centres, one-stop-crisis centres, setting up of women and child help desks at the police station.

### **Orientation of the Red Heart Campaign and concluding session**

The plenary session was followed by a brief introduction of the Red Heart Campaign to Promote Child Rights and Save Children from Sexual Abuse, Exploitation and Trafficking by Prof. Ishrat Shamim. Participants were requested to join the movement #SaveFACE4Children. Many participants showed their interest to be volunteers to carry forward the Red Heart Campaign messages in their own community. The meeting concluded with a vote of thanks.

### **3.2.2. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Young Men and Women**

The 2nd Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children was organized on 11th October 2022 from 2:00pm-5:00pm at CWCS Conference Room with young men and women in the age group of 19-25 who are engaged in various livelihood activities. The meeting was attended by 11 young men and women and their 5 mentors along with 8 guests and facilitators.

#### **Introductory session**

Prof. Ishrat Shamim, President, CWCS welcomed the participants and 4 guest speakers. She gave a brief overview of HEROES project being implemented by 24 consortium partners from Europe, Latin America and Bangladesh. It is an ambitious, multi-disciplinary and international project with a victim-centred approach. Young men and women gave a brief introduction and shared their present work activities and their commitment to work for promoting child rights.

#### **Speech of guest speakers**

**Ana Lucila Sandoval Orozco**, Senior Researcher in GASS; Universidad Complutense de Madrid, Spain, presented an Overview of HEROES project.

**Zoé Colpaert**, HEROES / Europe Program Manager; International Centre for Missing and Exploited Children; Alexandria, USA (based in the UK), highlighted the Global fight against online child exploitation.

**Jana-Isabelle Dilger**, Research Analyst – Modern Slavery and THB at Trilateral Research; London, UK, presented on Children and young adults recruited for County lines drug trafficking in the UK.

**Wahida Banu**, Executive Director, Aparajeyo Bangladesh, gave an overview of the situation of child exploitation and trafficking in Bangladesh and she shared the experience of street, abandoned and children in prostitution.

It was followed by breakout session into 3 groups to Discuss on Challenges regarding Child Sexual Abuse, Exploitation and Trafficking and put forward Action Plans.

#### **Breakout session to promote child rights**

In the breakout session, participants were divided into two groups to discuss challenges regarding child sexual abuse, exploitation and trafficking and put forward action plans followed by presentation at the plenary session.

**Group A** discussed on Prevention of Child Sexual Abuse, Exploitation and Trafficking and identified challenges such as: lack of awareness raising at grassroots level; lack of proper implementation of the laws; and non-cooperation of local government agencies.

**Group B** discussed Access to Child Protection for Victims and identified challenges such as: victims lack legal assistance; lack of access to proper medical and psychosocial counselling; lack of separate legal aid unit for child victims; and limited government campaign on this issue.

Group C discussed on Reintegration of Child Victims and identified challenges such as: lack of shelters at government and private levels; lack of emotional and social support to victims; and lack of resettlement arrangements.

#### **Orientation of the Red Heart Campaign and concluding session**

The plenary session was followed by the launching of the **Brief of the Red Heart Campaign to Promote Child Rights**. A brief orientation of the Red Heart Campaign to Promote Child Rights to save children from sexual abuse, exploitation and trafficking was presented by Prof. Ishrat Shamim. Participants were requested to join the movement #SaveFACE4Children. Many participants showed their interest to be volunteers to carry forward the Red Heart Campaign messages in their own community. The meeting concluded with a vote of thanks.



### **3.2.3. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Students and Faculty Members of East West University**

The 3rd Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children was organized with students and Faculty Members at the East West University Seminar Room on 27th October 2022 from 3:00pm-5:30pm. About 34 students and 5 faculty members attended the meeting from East West University in Bangladesh.

#### **Introductory session**

Prof. Ishrat Shamim, President, CWCS, chaired the meeting and welcomed the participants and 3 guest speakers. She gave a brief overview of the HEROES project which is being implemented by 24 consortium partners from Europe, Latin America and Bangladesh. It is an ambitious, multi-disciplinary and international project with a victim-centred approach. Students gave a brief introduction and shared their interest to work for child rights.

#### **Speech of guest speakers**

**Ana Lucila Sandoval Orozco**, Senior Researcher in GASS, Universidad Complutense de Madrid, Spain, gave an Overview of the HEROES's project.

**Zoé Colpaert**, HEROES/Europe Program Manager, International Centre for Missing and Exploited Children; Alexandria, USA (based in the UK), highlighted the Global fight against online child exploitation.

**Dr. Mumita Tanjeela**, Assistant Professor, Department of Sociology of East West University, Dhaka, presented an Overview of the Situation of Child Exploitation and Trafficking in Bangladesh.

#### **Breakout session to promote child rights**

In the breakout session, participants were divided into 4 groups to discuss on challenges regarding child sexual abuse, exploitation and trafficking and put forward action plans followed by presentation at the plenary session.

**Group A** discussed on the Preventive measures to stop child exploitation. The students identified child labour, drug addiction, and domestic violence as challenges at national level.

**Group B** discussed on Safety measures against online child exploitation. Students shared that online child exploitation and abuse have increased in recent times because of the easy access of smart mobiles and internet connectivity and effect of pandemic on children.

**Group C** discussed on Challenges and remedies related to child protection. Children as young as 14 years are being employed in jobs that are hazardous and risky. There is no protection for these children they are forced to earn a living due to abject poverty of their families.

**Group D** discussed on Assistance to child victims. Child victims of early marriage is a hidden phenomenon where girl children as young as 12 years old are being exploited by their husbands and in-laws.

#### **Orientation of the Red Heart Campaign and concluding session**

After the group presentations, Prof. Ishrat Shamim gave a Brief introduction of the Red Heart Campaign to Promote Child Rights and Save Children and to join our movement #SaveFACE4Children. Badges and briefs of the Red Heart Campaign were widely distributed among the students. Many students from the Sociology Club volunteered to carry forward the Red Heart Campaign to Promote Child Rights and to join our movement. The meeting concluded with a vote of thanks.

### **3.2.4. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Social Workers**

The 4th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Social Workers was organized at the CWCS Conference Room on 14th November 2022 from 2:00pm-

5:30pm. About 26 social workers attended the meeting from various clubs and organizations who are involved in charitable work.

### **Introductory session**

Prof. Ishrat Shamim, President, CWCS chaired the meeting and welcomed the participants and guest speaker. Participants gave a brief introduction and shared their volunteer work activities in providing support to vulnerable families.

### **Speech of guest speaker**

**Zoé Colpaert**, HEROES/Europe Program Manager, International Center for Missing and Exploited Children (ICMEC), USA presented the Global fight against online child exploitation. She highlighted global challenge, technology solutions such as hotlines and portals; and the partnership work of ICMEC in capacity building training and e-learning; and research on child sexual abuse material.

### **Breakout session to promote child rights**

After the presentations by guest speaker, there was breakout session into the following 3 groups to discuss on Challenges regarding Child Sexual Abuse, Exploitation and Trafficking and Put Forward Action Plans followed by presentation at the plenary session.

**Group A** discussed on the Prevention of Child Sexual Abuse, Exploitation and Trafficking. The social workers identified poverty, women migrate abroad due to lack of jobs, and rural economy is not prosperous, lack of education in the grassroots level. They suggested that area wise awareness meeting seminar and campaign, awareness programs in school and college, Self-defense, self-awareness should be increased though education rate will increased.

**Group B** discussed on Access to Child Protection for Victims. The social workers suggested that equal distribution national wealth, education for all strong education system, promotional Campaign on service provider, better facilities for migration people, every Upazila must have Child help desk.

**Group C** discussed on Reintegration of Child Victims. The participants suggested that Government intervention in rural development should be increased, skilled manpower should be appointed, legal action should be increased, and publicity in village area, the communication between the rural and urban should be increased.

### **Orientation of the Red Heart Campaign and concluding session**

The plenary session was group presentation followed by a brief introduction of the Red Heart Campaign to Promote Child Rights and Save Children from Sexual Abuse, Exploitation and Trafficking was and participants were requested to join the movement #SaveFACE4Children. Many social workers showed their interest to share and carry forward the Red Heart Campaign messages among their group members. The meeting concluded with a vote of thanks.

## **3.2.5. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Parents**

The 5th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Parents was organized at the CWCS Conference Room on 25th February 2023 from 2:00pm-5:00pm. About 28 parents attended the meeting.

### **Introductory session**

Prof. Ishrat Shamim, President, CWCS chaired the meeting and welcomed the participants and guest speaker. Participants gave a brief introduction and shared their experiences especially on various forms of online abuse being faced by their children having easy access to internet and social media platforms in recent times.

## Speech of guest speaker

Guest speaker Ana Lucila Sandoval Orozco, Senior Researcher in GASS, Universidad Complutense de Madrid, Spain gave an overview of the HEROES project which aims at prevention, investigation, and victim assistance being implemented by 24 consortium partners from Europe, Latin America and Bangladesh.

### **Breakout session to promote child rights**

There was breakout session into 3 groups to discuss on challenges regarding prevention, access to child victims, and reintegration of child victims to put forward action plans followed by presentation at the plenary session.

**Group A** discussed on Prevention of Child Sexual Abuse, Exploitation and Trafficking. They have identified challenges such as children should be taught about bad touch or when they are abused by someone or close relatives which they cannot share it with their parents, brothers and sisters for fear of shame. Children may face problems from strangers, house tutors, house worker, elderly persons, leaders of work-place, driver, transport workers, as well as they should avoid late night parties, inappropriate peer groups, sexual and adult movies, pictures and books. Children should also be careful while using mobile phones and computers.

Action plans being suggested were to not permit your girl alone with driver; to always protest when you see an illegal action; parents should be friendly with children so that they can share their problems and parents should also provide counselling to their children to be careful. It should start from the family while government should provide social security to underage children to prevent such abuse. For example, child marriage mainly occurs due to lack of security of the girl child. Television programmes and campaigns could inform children about abuse, exploitation and how to protect themselves. Parents should spend quality time with children, so that children can share their life incidents and experiences, good or bad. Children should be alerted so that they do not share their single photos in Facebook. Parents should monitor their children especially with whom they are in touch through mobile and internet as they often bullied through social media. Children should use some protective weapon like paper spray to protect offline harassment. Children should avoid and also be careful in crowded places like hospitals, markets and public gatherings.

**Group B** discussed on Access to Child Protection for Victims. They have identified challenges like lack of access to child protection, less time spend between children and parents. Parents are not friendly and frank with their children in providing the right information about their mental and physical health and well-being. As such daughters feel hesitant to share any sexual harassment incidents or issues with their mothers. Parents should discuss with their child what is good touch and bad touch. Police does not always show positive attitude towards a victim. Issues like trust towards strangers, lack of awareness about sexual exploitation, easy access to strangers online makes them susceptible. Some action plans were also suggested by them such as nurturing, attachment and enriching knowledge of parenting of child and youth development. Make children aware about the scenario of trafficking and sexual exploitation. Parents must listen to what their children want to share and have a friendly relationship instead of blaming them. However, children should not be given easy access to mobile phones. Children should be properly taken care of before an incident happens and also keep track of their friends. If any child is in danger, parents should call the hotline number and inform the police for rapid action. Children should also be knowledgeable about the child helpline numbers.

**Group C** discussed on Reintegration of Child Victims. Participants identified issues and challenges of reintegration of child victims. When children are being sexually abused or exploited, they are unaccepted by their families and communities. It seems that they are to be blamed of what happened to them. Children feel isolated and withdrawn from their close ones – it has a lifetime impact. Victims do not want to come forward because of social stigma as, in most cases, victims are highlighted publicly rather than the criminals. Some action plans were also suggested by them. When a child becomes a victim, we should restore their mental state by providing psychosocial counselling. We have to assure them that they are going to get legal aid support. Confidentiality should be maintained of victim's identity rather than criminals should be identified in public

and they should be given exemplary punishment. Moreover, we need to cooperate and support them to move forward in life.

### **Orientation of the Red Heart Campaign and concluding session**

The plenary session was followed by a short introduction of the Red Heart Campaign to Promote Child Rights presented by Prof. Ishrat Shamim and participants were informed that the campaign was launched in July last year and a brief was published for wide dissemination along with badges. We used Red Heart as a symbol with the hope that, if we put our hearts together, we can save children. Moreover, the hashtag #SaveFACE4Children was developed to maximise the visibility of the Red Heart Campaign to Promote Child Rights. Many parents showed their interest to share and carry forward the Red Heart Campaign messages among their group members.

### **3.2.6. Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Grassroots Level CBOs**

The 6th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with grassroots level CBOs took place at the CWCS Conference Room on 13th March 2023 from 2:00pm-5:00pm. About 30 participants of grassroots NGOs and CBOs from 25 different districts attended the meeting.

#### **Introductory session**

Prof. Ishrat Shamim, President, CWCS, chaired the meeting and welcomed the participants and guests. Participants gave a brief introduction and shared their experiences especially on various forms of abuse and exploitation being faced by children at the grassroots level and also the child trafficking situation.

#### **Speech of Guest Speakers**

The guest speaker Ana Lucila Sandoval Orozco, Senior Researcher in GASS, Universidad Complutense de Madrid, Spain, has joined the meeting virtually and briefly discussed about the main objectives, strategies and solutions which are the focus of HEROES's project: Prevention, Investigation and Victim Assistance.

She added, HEROES aims at developing technologies for improved prevention and investigation of trafficking in human beings, assistance services to victims of such criminal acts and sexual abuse and exploitation of children. Moreover, she mentioned about HEROES Consortium in details. She believes, the HEROES project will develop relevant contributions to all the challenges and will establish new innovative strategies to develop in the near future.

**Jiniya Afroze**, Field Coordinator, Terre des Hommes Switzerland - Dhaka and Kurigram, thanked CWCS for inviting her and appreciated our Red Heart Campaign. She informed about TDH work on the issue of child sexual abuse and exploitation.

**Advocate Farida Yeasmin**, Executive Committee Member, CWCS, highlighted the awareness activities of the Red Heart Campaign to Promote Child Rights. She suggested that CBOs that are working at grassroots level in various districts can aware young children that they should not share their chat, photos or videos on online platform.

**Wahida Banu**, Executive Director, Aparajeyo Bangladesh, gave an overview of the situation of child exploitation and trafficking in Bangladesh and shared her field level experience of working with street children who are sexually abused and exploited in the streets by strangers, musclemen and sometimes police.

#### **Breakout session to promote child rights**

After the presentations by speakers, there were breakout session into the following 3 groups to discuss Challenges regarding Child Sexual Abuse, Exploitation and Trafficking Issues and put Forward Action Plans.

**Group A** discussed on the Prevention of Child Sexual Abuse, Exploitation and Trafficking and identified poverty, lack of education opportunities, superstition and safety measures at the grassroots level. They

suggested area-wide meetings, employment opportunities, inclusion of these issues in the curriculum, need for administrative support, social media campaign and awareness programs in educational institutions.

**Group B** discussed on Access to Child Protection for Victims and suggested meeting with NGO social workers, awareness about the 109 hotline, ensuring accountability as per government rules, parent and family campaign, awareness about women and children with disability desk and grassroots media campaigns.

**Group C** discussed on Reintegration of Child Victims. The participants suggested psychological counselling and healthcare services to be provided, child friendly shelters to be established, and support services to be enhanced for reintegration of child victims.

### **Orientation of the Red Heart Campaign and concluding session**

The groups presented their deliberations in the plenary session followed by a brief introduction of the Red Heart Campaign to Promote Child Rights and participants were requested to join the movement #SaveFACE4Children. Many grassroots CBOs became members of the Red Heart Campaign Network and showed their interest to share and carry forward the Red Heart Campaign messages among their group members and beneficiaries.

## 4. Organizing Red Heart Campaigns on Facebook and in-person Meetings

### 4.1. Red Heart Campaign Meetings

We successfully organised 3 meetings at Dhaka mostly at CWCS Conference room with the active participation of 20-25 persons in each, from different stakeholder groups namely INGOs, NGOs, young men and women, university students and faculty members, social workers, parents and CBOs working in different districts throughout Bangladesh.

**Red Heart Campaign Network:** To make the campaign global, we launched the Red Heart Campaign Network on 1 February 2023 in the 2nd meeting and invited child rights activists, organisations and key stakeholders to be members of the network. As of April 2023, we have 69 network members from various parts of Bangladesh as well as from abroad. In this regard, we have shared our first Red Heart Campaign Network Bulletin online for short introduction and wider dissemination of our activities.

Given below the brief summary of the 3 Campaign Meetings to Promote Child Rights:

#### 4.1.1. Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with women rights organisation working at grassroots level

The 1st Red Heart Campaign Meeting to Promote Child Rights was organized with 16 women rights organizations working at grassroots level on 11 August 2022 at CWCS Conference room.

Prof. Ishrat Shamim, President, CWCS chaired the meeting and welcomed the participants. They introduced themselves and shared their experiences especially on various forms of child abuse and exploitation. They were briefed about the mission and vision of the Red Heart Campaign to Promote Child Rights to save children from abuse, exploitation and trafficking. Campaign badges were distributed. Many of the women organisations offered to organise campaign meetings with community people in their working areas. They invited the Centre for Women and Children Studies to work with them.

#### 4.1.2. Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with child rights activists, social workers and NGO representatives

The 2nd Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children was organised with Aparajeyo Bangladesh at their Conference Room on 1 February 2023 from 4:00pm-5:00pm. About 52 child rights activists, social workers and NGO representatives attended.

Prof. Ishrat Shamim, President, CWCS, chaired the meeting and welcomed the participants and guests.

#### Speech of Guest Speakers

**Jesus A. Alonso-Lopez**, Universidad Complutense de Madrid, Spain, briefly discussed about the main objectives of HEROES's project which aimed at prevention, investigation and victim assistance.

**Zoé Colpaert**, HEROES/Europe Program Manager, International Centre for Missing and Exploited Children (ICMEC), USA (based in the UK), presented the Global fight against online child exploitation and highlighted global challenges, technology solutions such as hotlines and portals; and the partnership work of ICMEC in capacity building training and e-learning; and research on child sexual abuse material.

**Bramwell Roy**, Program Manager for India at ICMEC, discussed the global challenges and the present situation of abused children. He informed that the International Centre for Missing and Exploited Children (ICMEC) works on the exploitation of children and produces awareness raising materials on child sexual abuse. Their work focuses on children exploited in the sex industry, child kidnapping, children being abused

through online grooming, etc. They organise multi-dimensional roundtable meetings with various groups of people, established a child-friendly police unit and provided various types of training to different stakeholders like police, public prosecutors so that they are sensitive towards women and children.

#### Orientation of the Red Heart Campaign and concluding session

The plenary session was followed by a short introduction of the Red Heart Campaign to Promote Child Rights presented by Prof. Ishrat Shamim which was launched on 30 July 2022 and a brief was published for wide dissemination along with badges. Prof. Ishrat Shamim launched the Red Heart Campaign Network for more active participation of key stakeholders round the globe.

Many child rights activists, social workers and NGO representatives became members of the Red Heart Campaign Network and showed their interest to share and carry forward the Red Heart Campaign messages among their community and beneficiaries. The meeting concluded with a vote of thanks.

#### **4.1.3. Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with youth groups**

The 3rd Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children was organised at CWCS premises on 11 February 2023 from 1:00pm-5:00pm. About 85 participants attended the meeting mainly from the members of Youth for Change Bangladesh and representatives from selected government ministry, former foreign minister, international organisations, academicians, gender specialists, advocate, police official, NGOs and media personnel.

Prof. Ishrat Shamim, President, CWCS, chaired the meeting and welcomed the participants and guests. She gave a short introduction of the guest speakers who joined the meeting virtually. Under the HEROES project, the Centre for Women and Children Studies was given the task to promote child rights, especially of children who are exploited and trafficked.

There were 3 guest speakers: Jesus A. Alonse-Lopez, Analysis, Security and Systems Group (GASS) Department of Software Engineering and Artificial Intelligence Faculty of Informatics, Universidad Complutense de Madrid, Spain; Bramwell Roy, Program Manager of ICMEC India; and Saima Akhter Dipty, Head of Influence, Youth for Change Bangladesh. Two of the Guest Speakers from Madrid and India joined the meeting virtually and presented their valuable speeches.

#### **Speech of Guest Speakers**

**Jesús A. Alonso-Lopez**, of Universidad Complutense de Madrid, Spain, briefly discussed about the main objectives of HEROES's project aimed at prevention – Making the world safer for children by eradicating child abduction, sexual abuse and exploitation and how to prevent it; investigation – Investigating problems, rooting out and solving everything and the most important thing is Victim assistance - how to give protection. Some solutions that have been suggested by Jesús also include training various stakeholders, law enforcement agencies and civil society. He added information on how the training tools has been developed and hopeful that these tools will be more developed in the near future by consultants to take it at the global level. They have specialised units like the Model Framework and Creation of a Specialized Online Child Sexual Exploitation Unit.

**Bramwell Roy**, Program Manager for India at ICMEC, discussed the global challenge and the present situation of abused children. He informed that the International Centre for Missing and Exploited Children (ICMEC) works on the exploitation of children and produces awareness raising materials on child sexual abuse. Their work focuses on children exploited in the sex industry, kidnapping of children, children being abused through online grooming, etc., organising multi-dimensional roundtable meetings with various groups of people, establishing a child-friendly police unit and provided various types of training to different stakeholders like police, public prosecutors so that they are sensitive towards women and children.

**Saima Akhter Dipty**, Head of Influence, Youth for Change Bangladesh, gave a presentation on some of the Red Heart Campaign strategies that can be taken such as: awareness building; children and youth engagement; community engagement; collaboration and networking; and media coverage. She discussed about the targets to reach out for Red Heart Campaign such as: children and youth engagement which would cover children, youths, child forums, youth clubs, youth-led organizations; community engagement will include parents, teachers, local leaders, community people; collaboration and networks will include CSOs, social workers, teachers, researchers, police officials; and media coverage will include print and electronic media. She informed that Youth for Change Bangladesh has 600+ volunteers across Bangladesh and they work on gender based violence issues, child marriage, child trafficking and child exploitation. They believe that every person is an individual stakeholder and each of them has a responsibility to work on these child protection issues.

Given below the discussion points from the members of the Youth for Change:

- **Shiuly:** We have to set a motive before establishing something so that we can act or work accordingly. In this regard, we would like to know the objective of CWCS to the Red Heart Campaign to Promote Child Rights.
- **Md. Sohel Ahmed:** Usually everyone and every organisation work for men, women and children. Why working for third-gender is not that popular yet? What can we do for them? He added, when a boy takes a stand to support a girl, a girl should be courageous and supportive also. She should protest also.
- **Sadia Islam:** We know about child and women abuses. We also know which touch is good and which one is bad. But we cannot share these due to the fear of back lash from our community and society at large. Our family is the first one to stop us from sharing such incidents. As such, families should be more supportive than others, especially when the child is saying the truth and they want that family members should honour that what they are saying are right.
- **Md. Zahidul Islam Ratul:** When a child or youth stand up against the wrong doings of adults, the senior citizens stop them and address them as ‘choto manush’ (literally means younger people)
- **Khadiza:** My cousin touched me in a wrong way. I shared this with my mom but she stopped me from sharing it with other people. She warned me not to share it with anyone. I was extremely frustrated and disappointed. Why did she stop me? Why did she not protest? As a mother, as a family member, I feel that she should protest but why did she not? Can we not alert our families first? Can our families be more supportive?

Orientation of the Red Heart Campaign and concluding session

The plenary session was followed by a short introduction of the Red Heart Campaign to Promote Child Rights presented by Prof. Ishrat Shamim and she informed that the campaign was launched on 30 July 2022 and a brief was published for wide dissemination along with badges. Many youths showed their interest to share and carry forward the Red Heart Campaign messages among their friend circle and their community. The meeting concluded with a vote of thanks.

## **4.2. Facebook page of the Red Heart Campaign**

The Facebook ID for Red Heart Campaign was opened on 26 July 2022. Since then, we have added 1544 friends to our Facebook. Among them, many organisation, NGOs, CBOs, relevant persons, media personnel and many students joined our Facebook. However, many of the posts were first posted in CWCS Bd and subsequently also shared in the Red Heart Campaign Facebook. Given below the description of the Facebook posts and responses.



Table 1: List of Red Heart Campaign Facebook posts and responses

| Date              | Name of post   | Persons responded   |
|-------------------|--|---|
| 26 July 2022      | Developed cover picture of the Red Heart Campaign for the Facebook.<br>Information regarding hashtag #SaveFACE4Children was shared to maximise the visibility of the Red Heart Campaign to Promote Child Rights.<br>Shared information about the launching of the Red Heart Campaign online on 30 July 2022.<br>Mission and vision of the Campaign was also posted.  | 10 persons reacted.   |
| 27 July 2022      | Announcing our four speakers of the online launching ceremony namely Prof. Ishrat Shamim, Ana Lucilia Sandoval Orozco, Guillermo Galarza Abizaïd and Mahdy Hassan with their short introduction and event link.  | 6 persons reacted.  |
| 28 July 2022      | Same posts of 26 and 27 July was repeated  | 8 persons reacted.  |
| 29 July 2022      | Posted 1 Day To Go! As a reminder for the forthcoming event.<br>Short video highlighting the main theme of the campaign was shared on the eve of the launching.  | 8 persons reacted.<br>34 persons reacted.                               |
| 7 August 2022     | Shared 2 posts with write-ups and pictures:<br>1. Defining Child Sexual Abuse and Exploitation<br>2. Launching of the Red Heart Campaign on Social Media on 30 July 2022.  | 8 persons reacted.  |
| 11 August 2022    | Shared the short write-up of the event with Power point presentations of the speakers.   | 12 persons reacted and one commented.                                   |
| 13 August 2022    | Shared the write-up and pictures of the first Red Heart Campaign meeting with 16 women rights organizations working at grassroots level.   | 20 persons reacted.   |
| 25 August 2022    | Shared a post "This world needs good heart more than good face" to promote our Red Heart Campaign.   | 7 persons reacted.  |
| 29 August 2022    | Shared 2 posts on "Online Child Abuse and Exploitation" and "Digital Connectivity and Online Risks" with illustrations.  | 7 persons reacted.  |
| 1 September 2022  | Shared post on 1st Stakeholder Meeting to Promote Child Rights of Sexually Abused and Exploited Children on 30 August 2022 with 31 INGOs and NGOs from home and abroad who work to promote child rights and save children from sexual abuse, exploitation and trafficking with pictures of the event.  | 9 persons reacted.  |
| 5 September 2022  | Shared a post on "Cyberbullying" with illustration.  | 4 persons reacted.  |
| 22 September 2022 | Shared a post on the National Human Rights Commission Sharing Meeting where President of CWCS Prof. Ishrat Shamim shared the Red Heart Campaign brief among the participants. She highlighted the increase of online child sexual abuse, exploitation and trafficking.   | 14 persons reacted.   |
| 24 September 2022 | Shared a post in CWCS Bd on The First National Symposium on Child Protection in Bangladesh organized by European Union Delegation to Bangladesh and UNICEF with write-up and pictures of the event which was also shared in the Red Heart Campaign Facebook.   | 37 persons reacted, 3 persons commented & 2 persons also shared.        |
| 25 September 2022 | Shared a post about a 3 day Training of Trainers for 27 police officials on "Protection of Children affected by Migration including Trafficking." The team of trainers were from CWCS. Prof. Ishrat Shamim shared the Red Heart Campaign messages and police officials showed interest to join our endeavour.  | 38 persons reacted & 2 persons also shared this post.                   |
| 26 September 2022 | Shared 3 posts on: Cyber security; Do's and Don'ts if a Child Discloses Abuse to You...; and Disclosures of Abuse in Schools: How you can make a difference. Source: Managing Allegations of Child Abuse by Educators and other adults, International Task Force on Child Protection (ITFCP).  | Total 46 persons reacted, 2 persons commented & 2 persons shared.       |
| 6 October 2022    | Posted the write-up on National Multi-stakeholder Workshop for Interagency Cooperation to address Human Trafficking held on 18th September 2022. Prof. Ishrat Shamim attended and discussed on the child trafficking issues, especially the internet induced trafficking where children are mostly victimised online by traffickers in the social media platforms. She also shared the Red Heart Campaign to Promote Child | 107 persons reacted, 13 persons commented & 5 persons shared this post. |

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|                  | Rights as one of the preventive and awareness raising activity in this regard.  |   |
| 12 October 2022  | Posted the write-up of the 2nd Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with young men and women in the age group of 19-25 who are engaged in various livelihood activities at CWCS Conference Room on 11th October 2022. It was attended by 20 young people and their 5 mentors along with 9 guests and resource persons. The Brief of the Red Heart Campaign was launched by the guests.   | 98 persons reacted, 3 persons commented & one shared.                                 |
| 23 October 2022  | Shared the write-up of Media Briefing on advocacy for Women Migrant's Rights held on 23 October 2022 in the Press Club at CWCS Bd Facebook. The meeting was attended by 43 media personnel, both print and online news media. Prof. Ishrat Shamim shared the mission and vision of the Red Heart Campaign to Promote Child Rights with the media personnel and the campaign badges were widely distributed.   | 120 persons reacted, 9 persons comments & 3 persons shared.                           |
| 24 October 2022  | Shared Terre des Hommes article on "Stop Child Exploitation" with link.   | 28 persons reacted.   |
| 30 October 2022  | Posted the write-up of the 3rd Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with 34 Students and Faculty Members at the East West University. Many students showed their interest to be volunteers to carry forward the Red Heart Campaign messages in their own communities.  | 99 persons reacted, 9 persons conveyed their best wishes.                             |
| 9 November 2022  | Posted Issue Brief on "Promoting Child Rights of Exploited Children" on CWCS Bd Facebook and shared in Red Heart Campaign Facebook.   | 17 persons reacted and one person shared.   |
| 10 November 2022 | Posted Issue Brief on "Breaking Myths of Child Trafficking" on CWCS Bd Facebook and shared in Red Heart Campaign Facebook.  | 25 persons reacted, 2 persons commented & one person shared.                          |
| 15 November 2022 | Posted the write-up of the 4th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with 26 Social Workers held at the CWCS Conference Room on 14th November 2022. Many of the social workers showed their interest to share and carry forward the Red Heart Campaign messages among their group members.  | 71 persons reacted, 6 persons conveyed their best wishes, 2 persons shared this post. |
| 1 December 2022  | Shared write-up of the CSO- Sharing Session on Draft Roadmap on National Referral Mechanism to Protect and Assist Victim of Human Trafficking which was organized by Winrock International on 29 November 2022 at BRAC Centre, Dhaka. The components of the National Referral Mechanism were shared to get valuable inputs from the participants. Prof. Ishrat Shamim shared the briefs and badges of the Red Heart Campaign to Promote Child Rights with some of the INGOs and NGOs and requested them to join the campaign.   | 12 persons reacted.   |
| 14 December 2022 | Shared a write-up on "Parent Advisory: 2021 sets records for child sexual abuse online; 3x increase in sexual images of 7-10 years olds."<br><br>Source: ParentsTogetherACTION, Available at:<br><a href="https://parentstogetheraction.org/2022/01/18/parent-advisory-2021-sets-records-for-child-sexual-abuse-online/">https://parentstogetheraction.org/2022/01/18/parent-advisory-2021-sets-records-for-child-sexual-abuse-online/</a>  | 1 person reacted, post reached 73 persons & post engaged 3 persons.                   |
| 15 December 2022 | Shared HEROES' Y1 Review Meeting which was held on 8th December 2022 in Brussels to mainly review the activities being implemented by the consortium partners and the next steps to be undertaken. It was held at the Vrije Universiteit Brussels (VuB). Prof. Ishrat Shamim on behalf of CWCS attended the meeting as a consortium partner of the HEROES project. She presented an overview of the Task 5.6 - Child rights promotion and protection: awareness raising, education and information and Task 7.2 – Trauma bonding impact analysis in THB and CSA/CSE victims as lead organization. | 12 persons reacted, post reached 151 persons & engaged 32 persons.                    |
| 15 December 2022 | Shared a write-up on "Encourage children to speak up about Child sexual abuse when someone knows that their voice will be heard and taken seriously, it gives them the courage to speak up when something isn't right."<br><br>Source: RAINN, Available at: <a href="https://www.rainn.org/articles/how-can-i-protect-my-child-sexual-assault">https://www.rainn.org/articles/how-can-i-protect-my-child-sexual-assault</a>   | 3 persons reacted, post reached 88 persons & engaged 6 persons.                       |

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| 2 February 2023  | Posted the Launching Ceremony of the Red Heart Campaign Network to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children organized jointly with Aparajeyo Bangladesh at their Conference Room on 1st February 2023. It was very much appreciated by the participants and some of them instantly became members of the network.  | 12 persons reacted, post reached to 150 persons and engaged 39 persons.                                   |
| 12 February 2023 | Posted a brief write-up about 2nd Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children which was held on 11 February 2023 at CWCS premises with 85 youth groups and resource persons.  | 25 persons reacted, 3 persons shared this post, post reached to 212 persons and post engaged 239 persons. |
| 12 February 2023 | Shared the news link about শিশু ও যুবরা সমাজ পরিবর্তনের বাহন' (in English "Children and Adolescents are Change Agents")  | 11 persons reacted, 2 persons shared this post, post reached to 84 persons engaged to 34 persons.         |
| 16 February 2023 | Shared a brief write-up about the 5th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Parents which was held on 25th February 2023 at the CWCS Conference room.   | 16 persons reacted, reached to 108 persons and engaged 39 persons.  |
| 1 March 2023     | Post uploaded about "Manobpachar protirodhe obhibhabok shikharthider shathe motobinimoy shobha" in Bangla from Kalbela.com (a Bangla newspaper).<br>The English translation version: Parents/Guardians and Teachers share their views on Human Trafficking issues which is a short account of the 5th Stakeholder Meeting being held on 25 February 2023.  | 13 persons reacted, one commented & 2 people shared.  |
| 2 March 2023     | Shared a write-up about "Police Cyber Support for Women – PCSW" of the Bangladesh Police.  | 9 persons reacted.  |
| 15 March 2023    | Shared a brief write-up about the 6th Stakeholder Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children with Grassroots NGOs and CBOs at the CWCS Conference Room, Dhaka. About 30 NGO and CBO representatives from 25 districts throughout Bangladesh working on women and child rights issues like trafficking, abuse and exploitation attended the meeting.   | 7 persons reacted.  |
| 4 April 2023     | Shared a post on "New Book: Good Touch, Bad Touch" which unpacks sexual abuse and creating awareness for children.<br><br>Source: The Daily Star, Available at:<br><a href="https://www.thedailystar.net/daily-star-books/news/new-book-good-touch-bad-touch-unpacks-sexual-abuse-awareness-children-2142251">https://www.thedailystar.net/daily-star-books/news/new-book-good-touch-bad-touch-unpacks-sexual-abuse-awareness-children-2142251</a> | 3 persons reacted.  |

The above Facebook entries give an overview of what people liked the most and how we can improve or popularise our campaign messages. The first Red Heart Campaign Bulletin was shared online on 16 April 2023 with our 69 network members and we expect more people will join our movement and follow us in our social media. The following day, we shared the Bulletin with our other network members, academicians, international organisations, donors and other key stakeholders who have long association with the Centre.

## 5. Conclusions

This Report explains the way we have tried to focus on the issue of promoting child rights since the start of the HEROES Project. This report showed how the Red Heart Campaign aims to tackle sensitive topics like child sexual abuse, exploitation and trafficking by engaging key stakeholders while respecting the seriousness of the subject. Indeed, talking about sexual abuse and exploitation of children and other related crimes against children whether offline or on the Internet were discussed following a careful and sensitive approach. Many good practices and initiatives being taken up by government were identified by key stakeholders in the various meetings being organised such as: laws and policies regarding children issues being enacted, formulated or amended; child protection being taken by social welfare officers; child abuse or exploitation related topics included in educational curriculum; enactment of The Prevention and Suppression of Human Trafficking Act, 2012; establishment of day care centres, Victim Support Centres of the Bangladesh Police, Trauma Council Centre, One-Stop Crisis Centre (OCC), women and child help desk at all police stations, child helpline 1098 & 999, etc.

Demands from key stakeholders:

- Proper implementation of the laws, promotion through television and other social media.
- Local people, local leaders, influential people, chairman and members of the local government agencies should be made aware and motivated to prevent child abuse and exploitation.
- Victims should be provided psychosocial counselling along with their family and community so that they are easily accepted and do not suffer social stigmatization and isolation.
- Victims should be provided shelter facilities and legal assistance by government and NGOs.
- Government should create mass awareness through information technology, courtyard meetings, village gatherings, poster distribution and television; identifying the perpetrators and take severe actions.
- Government should provide employment to the vulnerable people by imparting technical skills training for reintegration of victims.
- Family involvement should be increased to reduce excessive use of Internet by children.
- Police protection and improved child friendly services are needed to reduce child marriage, exploitation and child trafficking at the grassroots level.
- Students suggested to increase awareness raising campaign by launching of Meena cartoon character or Sisimpur cartoon which are common and very popular in Bangladesh for dissemination of knowledge about social media and the danger of getting sexually abused and exploited online.
- Child marriage should be prevented by raising awareness in schools, providing information about child help line to reduce child marriage, child exploitation and sexual abuse at the grassroots level.

The above recommendations being put forward by the key stakeholders are to be taken up seriously by both state and non-state actors to reduce child sexual abuse, exploitation and trafficking. Our vision of the Red Heart Campaign is to have a world free from child sexual abuse, exploitation and trafficking where children can grow up happy, healthy and safe. We are trying to accomplish the vision through our extensive mass awareness and wide dissemination on the issue, both within the country and globally.

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