

DEC 2020

Break the Silence. Be a Qudwa.

The Campaign Wrap-Up



CHILD ABUSE IN LEBANON

Why was this campaign
necessary?

Child abuse comes in many forms

Including neglect, psychological physical and sexual abuse.

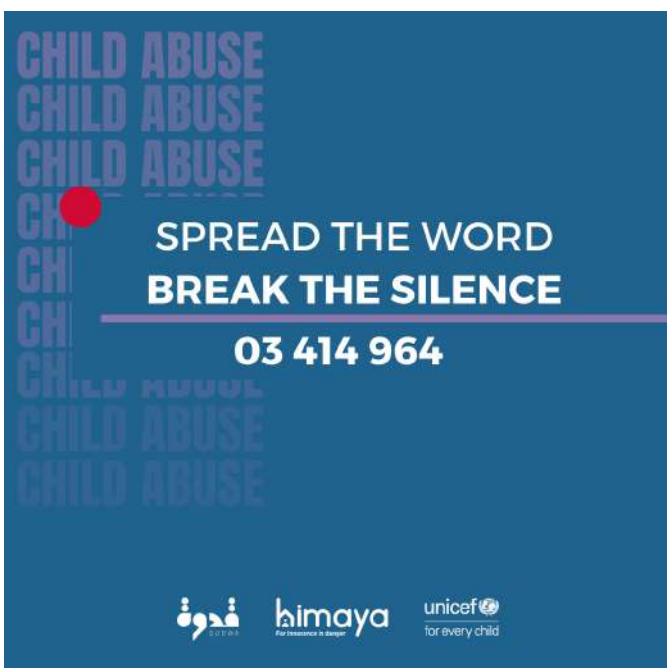
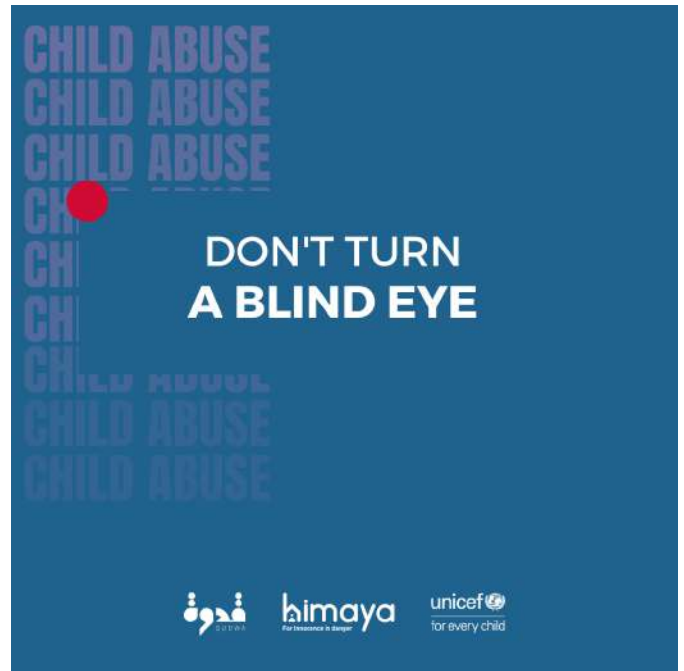
According to a local study conducted in 2008, 1 out of 4 children is a victim of a form of abuse, while 1 out of 6 is a victim of a form of sexual abuse.

These numbers are no longer representative, as the Lebanese population has drastically grown throughout these past years, and the true incidence is likely much higher, but has not been communicated due to underreporting.

Day after day, many children are being abused behind closed doors and the abusers can be anyone, from men to women, old or young, strangers or family members. Child abuse leaves serious consequences on the lives of these victims who could also experience long-term psychological and social difficulties. Although the public opinion in the MENA region refuses such violent acts against children, it is still shy about taking action when needed. Grabbing the phone and actually reporting suspected child abuse, can be a daunting task especially in our society where family names and reputation are sacredly protected.

On the occasion of World Day for the Prevention of Child Abuse

Following the Lebanese economic crisis, the COVID-19 pandemic, and the Beirut Port explosion which has had severe psychological and social consequences on both parents and children, himaya, in partnership with UNICEF, and with funding from the Danish government, launched an awareness campaign reminding every citizen of their social responsibility, to report cases of child abuse to the authorities or concerned NGOs.



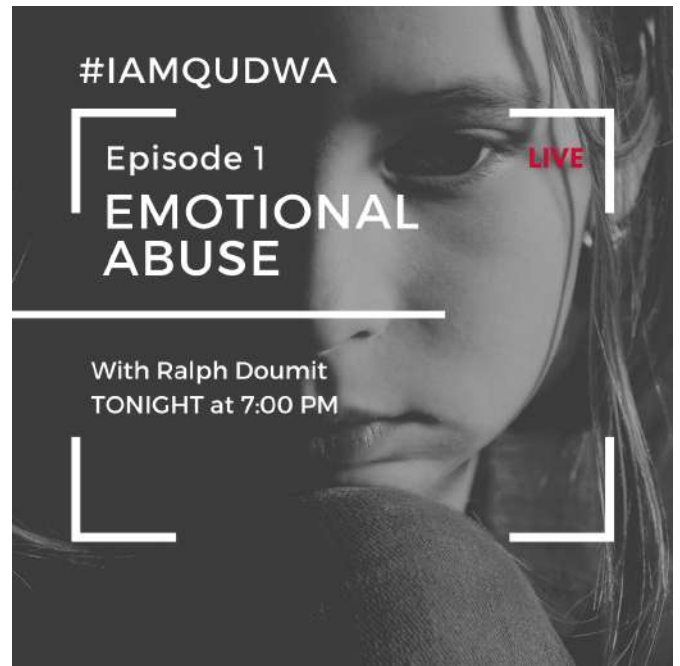
We needed to encourage individuals to become inspiring and active agents within their communities and become a role model; a QUDWA, leading by example when it comes to protecting children throughout Lebanon. With that in mind, we launched the campaign through a [powerful video](#), followed by social media posts highlighting the importance of reporting cases of child abuse.

The campaign promotes the need to break the barrier of fear and report situations of abuse through himaya's hotline: 03 414 964.

THE WEB-SERIES

#IAMQUDWA

The campaign consisted of a Web-Series broadcasted live on social media every Wednesday at 7:00 P.M, during which our host Ralph Doumit, along with experts and specialists from the himaya as well as social media influencers, tackled the different types of child abuse and answered live questions from viewers and followers.



WATCH ALL
EPISODES HERE

Striking [animated posts](#) announced every live session, while informative posts were shared to social media to familiarize the public with the subject beforehand.

Guests included Lebanese personalities such as Janice Sarraf Tabet, Ramez El Kadi, Mira Hasbini and Rita Lamah Hankach.



**Episode-1: Emotional Abuse
aired November 18th live on
himaya's and UNICEF's pages.**

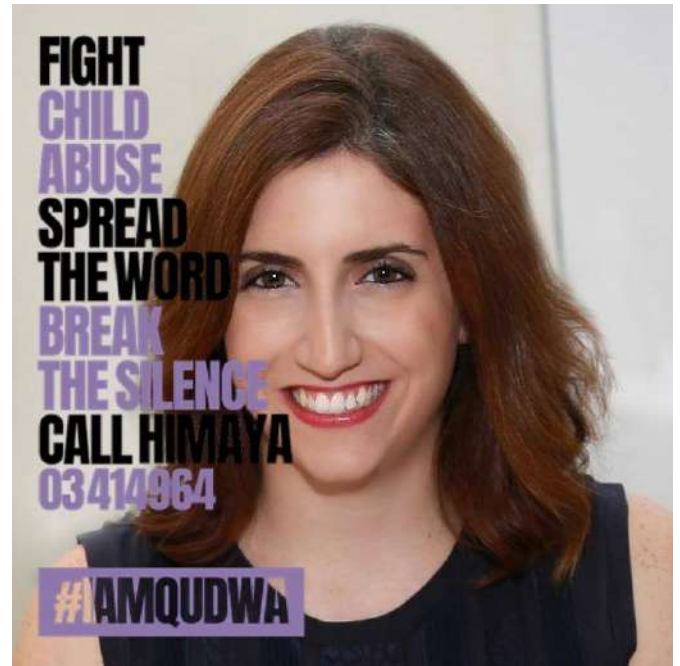
Episode 2 aired on the 25th of November and tackled Sexual Abuse.
Episode 3 was on the 2nd of December and dealt with Physical Abuse.
The last episode aired on the 9th of December, highlighting child abuse in the form of Neglect.

THE PLEDGE

#IAMQUDWA

The campaign's "pledge" reflected the commitment of every citizen to being responsible individuals when it comes to protecting children within their society .

The "pledge" is a social media sticker that was used by influencers to reiterate their promise to defend children's rights and protect them from any form of abuse; thus, urging others to do the same, and in turn, become a QUDWA within their communities as well



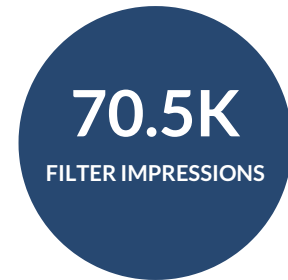
The general public was also able to take the pledge through a filter creating a strong online chain.



THE REACH

SOCIAL MEDIA REACH

Throughout the campaign, we continued to mobilize our media and online sources to highlight the importance of breaking the barrier of fear and report cases of child abuse.



SINCE THE START OF THE CAMPAIGN, THE NUMBER OF REPORTED CASES DOUBLED COMPARED TO 2019.



OFFLINE REACH

To reach a wider audience, we appeared on several local and regional TV stations to raise awareness on the reporting process, urge everyone to become a "Qudwa" and join the fight against child abuse.

[WATCH OUR TV APPEARANCES HERE](#)



thank
you