**Annex I - Brief Professional Awareness Campaign for the Council of Europe project Ensuring an effective framework for the protection of children from all forms of violence and ensure child-friendly justice**

**About the project**

The Project builds upon the successful implementation of the 3 previous phases since 2018 and aims to further strengthen the government of Republic of Moldova’s response to violence against children and ensure child-friendly justice. The Project focus on providing further support in revising and developing key guidelines/protocols and materials for the Coordination and Monitoring of the Implementation of the Council of Europe Convention for the Protection of Children against Sexual Exploitation and Abuse.

Additionally, the projects aims to raise awareness regarding the prevention and protection from online sexual exploitation and abuse through national campaigns, while providing expertise and support for psychological post-traumatic services to children/families affected by conflicts, by building capacities of professionals to provide mental health services in line with international standards and provide support in assessing and monitoring the rights of all children on the territory of Republic of Moldova, with focus on displaced children, children without parental care and unaccompanied children.

**About the campaign**

The national awareness campaign aimed at strengthening the government of Republic of Moldova’s response to violence against children. It focuses on sensitising professionals and carers who work with and for children, equipping them with the knowledge and tools to prevent and combat child sexual abuse and exploitation, including in the online environment.

**Target Group**

* Carers and professionals working directly with children in the Republic of Moldova, including, but not limited to:
  + Teachers and school staff
  + Social assistants
  + Child protection specialists
  + Professional parental assistants and parent-educators
  + Specialists from the free helpline for children (Children's Helpline)
  + Healthcare professionals (pediatricians, nurses, psychologists)
  + Law enforcement officials
  + Judges and lawyers
  + NGO staff working on child protection
  + IT professionals and private companies

**Objectives**

* **Key Objective:** To enhance the capacity of professionals and carers to identify, prevent, and respond effectively to cases of child sexual abuse and exploitation (OCSEA).
* **Secondary Objective:** To increase awareness among professionals of the national and international legal frameworks and guidelines for child protection.
* **Impact:** A more skilled and responsive professional workforce, leading to improved protection for child victims/potential victims and increasing the efficiency of reporting mechanisms.

**Key Messages**

The campaign will convey the following key messages to professionals and carers:

* **Responsibility:** Every professional and carer has a legal and ethical responsibility to protect children from all forms of violence, including online and offline sexual abuse and exploitation.
* **Identification:** Provide guidance on recognizing the signs and indicators of child abuse and exploitation, both physical and behavioral.
* **Response:** Highlighting the correct procedures for each disciplinary area and the services available for reporting/assisting suspected cases of child abuse.
* **Prevention:** Promote proactive measures that professionals can take to create safe environments for children, both physically and digitally.
* **Collaboration:** Encourage inter-agency collaboration and communication to ensure a comprehensive and coordinated response to child protection cases.

**Technical and Content Requirements**

The campaign will include, but not be limited to, the following elements:

* **Informational Materials:** Produce brochures and posters tailored for professional settings (e.g., schools, hospitals, social services offices, police departments). These materials will include clear, concise information on reporting mechanisms and support services.
* **Video testimonials:** Creation of at least two short videos featuring testimonials from experienced professionals who share their knowledge and experiences in the field of child protection, focusing on positive outcomes. The videos will reflect the process of collaboration between different specialists (in the fields of social assistance and protection, education, health care, and public order) involved in the intervention process (the essence of the inter-sectoral cooperation mechanism in a simple and clear format). **At least 2 videos will reflect the "Role of the professional":** A video using professional and motivational images with memorable key messages to highlight the importance of their role in child protection and their legal and ethical responsibilities. The order of presentation of the message from each professional will be reproduced, based on the obligation to intervene in each case **(police officer, mayor, child rights protection specialist, representative of the medical-health institution, representative of the preschool/educational institution). It is necessary to portray the importance of the intervention of each specialist in the relevant fields.** The video should also include information about the free helpline for children (Children's Helpline) in order to inform all parties involved in the examination of a child's case about the existence and role of this service.
* **Social Media Campaign:** Develop a targeted social media campaign on platforms such as Facebook, Tik-Tok și LinkedIn, using engaging visuals and content tailored to specific professional groups. The campaign will run for at least three months, with thematic posts on a weekly basis.
* **Media campaign:** participation of the Minister of Labor and Social Protection/ Representative of the Ministry of Labor and Social Protection together with the Head of the Council of Europe Office on a national television program, which will provide information on its activities in the field of preventing and combating violence against children and the interventions carried out by these institutions to ensure that the population is informed about this issue.
* **Dissemination:** Use professional networks, associations, and official government channels (e.g., Ministry of Labor and Social Protection, Ministry of Health, Ministry of Internal Affairs, Ministry of Education and Research) to effectively disseminate campaign materials and messages, including participation in various public activities such as TV/radio shows, conferences, round tables, or seminars to inform the population about the campaign's objectives.

**Priority in terms of resource/budget allocation should be given to above mentioned video production and their dissemination.**

**ENVISAGED TIMEFRAME**

**The campaign should start on 18 November (18 November: Day for the Protection of Children against Sexual Exploitation and Sexual Abuse) and run until 30 December 2025.**

**General Considerations**

* The national campaign will be used exclusively for a project implemented in the Republic of Moldova, so the characters represented must reflect local specifics, with a particular focus on gender and ethnic diversity.
* For any visual material developed portraying children, campaign must include both boys and girls. If in the group, photos/ videos should include at least 50% of girls.
* Although the subject matter is sensitive and sometimes difficult, it is advised that the topics and scenarios are not be terrifying or overly gloomy. Photos/ videos may include artistic / fictional images.
* Photos/ videos proposed must not visually represent violence / sexual abuse and must not include nudity. Pictures can be taken in nature or indoors, representing child-friendly circumstances / places.
* Before submitting the deliverables, the provider will first submit a batch of first drafts as example to make sure the direction is in line with the requirements of the project team.
* Based on Law on personal data protection no. 133 of 08.07.2011, the Provider must obtain in writing the permission/agreement of one of parents of each child involved regarding the photos/ videos and the dissemination of photos/ videos within the project and other platforms which will be used/ targeted for national campaign. The agreements will be submitted to the project team. Also, the Provider should ensure that the parents receive, read and understand the Child Safeguarding Policy of the Children’s Rights Division, and will ensure to obtain from the parents the signed Consent Form provided by the Council of Europe.