

INVOLVING **MEN AND BOYS** IN THE COMBAT AGAINST CHILD SEXUAL EXPLOITATION



A REVIEW OF GOOD PRACTICE



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The children shown in the photos are not victims of sexual exploitation.

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INTRODUCTION

Why involve men and boys in the fight against the commercial sexual exploitation of children (CSEC)?

The gender approach adopted by the UN Conference on women and development held in Beijing in 1995 demonstrates that in every society in the world the inequality between women and men and the ensuing violence are the result of social constructions that assign differentiated and stereotyped roles to women and men based on their biological differences.

The “feminine” and “masculine” characteristics attributed to women and men are valued and ranked differently in society. They can represent risk factors, such as when men are urged to adopt violent behaviour in order to prove that they belong to the male sex. They can also lead to discrimination, such as when women are considered to be emotional and fickle, which is deemed to prevent them from taking political decisions.

Whilst international conferences on women's rights in the 90s recognised from the start the importance of involving men in the deconstruction of stereotypes and in the promotion of male-female equality, in practice development programmes have primarily been concerned with women, based on the logic of “positive discrimination”. In this perspective, they developed numerous activities focused on the deconstruction of the social norms and roles forced upon women by society with the aim of making them independent as well as empowering them both in their personal lives and society.

Only in recent years has the question of the role played by men and of the impact on their behaviour of demands linked to their “masculinity” become a topic for study. Several pilot studies have been undertaken in this field, notably with the aim of combating gender violence, including domestic and conjugal violence, rape, harassment and the commercial sexual exploitation of children. Some examples are particularly illustrative of the consideration given to this dimension such as the Men Engage network which brings together organisations and experts working on this topic¹. The IMAGES (International Men & Gender Equality Survey) methodology developed in 2010 by the International Center for Research on Women (ICRW) and the Promundo Institute examines men's attitudes and practices, as well as women's opinions on such practices in relation to a great variety of topics. It was used to survey 8,000 men and 3,500 women aged 18 to 59 in Brazil, Chile, Croatia, India, Mexico and Rwanda². The World Bank drafted a report on the subject in March 2014³ which stresses that the deconstruction of stereotypes linked to masculinity and the participation of men can result in a reduction in gender violence.

This new approach is, in many respects, particularly relevant to combating the commercial sexual exploitation of children.

International studies^{4,5} have shown that fewer young boys suffer sexual violence and fewer are accounted for as victims of CSEC. The factors contributing to CSEC are similar for girls and boys and include an unequal power relationship between children and adults, poverty, survival and violence experienced at home.

The World Health Organisation estimates that 150 million girls and 73 million boys have been victims of sexual violence involving physical contact (2002). According to UNICEF, in 2006 approximately 2 million children throughout the world were the victims of commercial sexual exploitation. Children represent 22% of human trafficking victims, of which 13% are girls and 9% are boys. (UNDOC 2009)

However, if young boys represent a minority in terms of CSEC victims, this is also due to the fact that they are less likely to seek help, in particular from social services, because they feel even more humiliated and ashamed given that the gender stereotypes projected by society require men to be strong and not to show weakness or to complain. This additional pressure on young boys can have the effect of dissuading them from seeking help. Furthermore, it is less likely that a boy will see himself as a victim, in particular a street boy who believes he is “independent” and enjoys a certain “freedom”. Finally, attitudes and/or laws regarding homosexuality can also prevent boys from seeking assistance. Even if a boy does not identify himself as homosexual, the fact that he has taken part in “homosexual acts” that are illegal (even if he was forced) can prevent him from seeking help.

Girls and boys can be affected differently by sexual violence and exploitation. Girls and boys do not occupy the same areas of prostitution and do not face the same type of abusers. They can be subject to specific types of violence. Finally, certain groups of young boys are particularly at risk, such as street boys or boys exploited in homosexual prostitution networks.

More generally, the commercial sexual exploitation of boys has been the subject of few studies and is not well known. Research highlights first and foremost a lack of recognition of the scale and relevance of these issues, the difficulty of dealing with them in a specific manner and the limited attention given to the obstacles boys face in reporting such violence.

¹ <http://menengage.org>

² <http://www.icrw.org/publications/international-men-and-gender-equality-survey-images>.

³ « Engaging men and boys in advancing women's agency, Where we stand and new directions », Women's Voice, Agency, & Participation Research Series 2013 No.1, Gary Baker.

⁴ Rapport mondial sur les violences et la santé, OMS, Genève, 2002

⁵ Global Report on Trafficking in Persons, UNODC, 2009

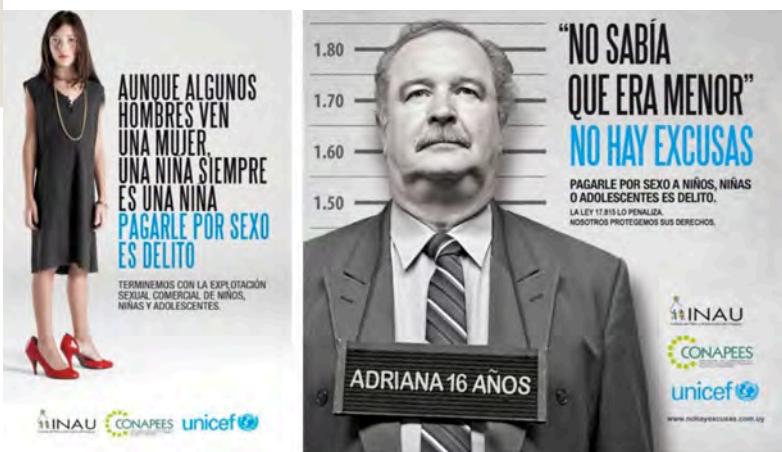
⁶ La situation des enfants dans le monde 2006, UNICEF

In addition, men represent the majority of clients of prostitution and pimps. In this context, they must be made aware of their responsibilities and involved in actions to prevent and to combat all forms of violence and exploitation.

Research emphasises the influence of the social construction of gender and of stereotypes linked to masculinity in the perpetuation of the different forms of CSEC.

Indeed, the norms associated with patriarchy and masculinity influence the behaviour of boys in their relationships with other boys within the family and their community as well as their romantic and sexual relationships. They can lead to disrespectful or even violent behaviour.

From childhood, boys are often brought up to be real “men”, they are educated in a competitive or even aggressive way in order to fulfil the social role of “provider” and protector, with responsibility for the family. Many boys are brought up not to complain or seek help, and without the right to cry. They have to become self-sufficient and responsible and this results in stress that leads to specific risk-taking in spite of the state of their health (abusive consumption of drugs or alcohol, stress at work). Conversely, boys who do not accept this value system and who wish to undertake domestic or care activities, such as cooking, household chores or the education of children, are often criticised and even stigmatised.



In contexts characterised by unequal power relationships between women and men as well as between adults and young people, these norms should be updated, questioned and challenged, so that behaviours can evolve towards greater respect, but also so that boys and girls can have greater control over their lives.

The positive engagement of men and boys is an indispensable lever in the fight against the commercial sexual exploitation of children.

Boys and men are both players and victims in CSEC. As such, they constitute a target group for certain activities aiming to reduce demand.

Examples of these activities include the campaign “No Hay excusas” (“No excuses”) launched in March 2013 by the Uruguay Child and Adolescent Institute and the campaign “Don’t Lose!” launched in 2012 by Nobody’s Children Foundation in Poland during the Champions League. These visual campaigns aim to raise the awareness of the clients of prostitution regarding the issue of CSEC.

Other campaigns and projects aim to involve men in a positive way and consider them as allies in the fight against CSEC. This may involve a public commitment via the media as in the case of the “Man to Man” campaign undertaken by Beyond Borders ECPAT Canada, or engaging with their peers, youth in particular, as was the case of the project carried out by CHS/ Alternativo in Peru. In Bangladesh, the Association for Community Development targets men in powerful and influential positions within the community in particular, such as religious and community leaders.

In these projects, men and boys become role models for others. Their commitment has a positive impact on their peers. They are in a better position to communicate with them and to question the established social norms. This has even greater impact not only because they are challenging situations of power from which they would traditionally benefit, but also because their social position grants them an influence on society as a whole.

Finally, other projects provide support to boys who are victims, as is the case of Nepal. Testimonials underline the fact that girls and boys experience CSEC in different ways and support has to be adapted to their needs especially in terms of access to education, professional training and social rehabilitation.



This review highlights examples of innovative practices implemented in different countries and continents throughout the world (North America, Latin America, Sub-Saharan Africa and Asia). These practices are based on real experiences gathered by national and international NGOs covering the following fields:

- The prevention of the demand for CSEC through involving men
- The deconstruction of gender and masculinity stereotypes targeting young people
- The use of new technologies and a peer approach
- The involvement of male community and religious leaders
- The story of a young boy who was a victim of CSEC

They are presented in a way such as to highlight the key success factors and the main challenges encountered by each project, with a view to their replication.



MAN TO MAN

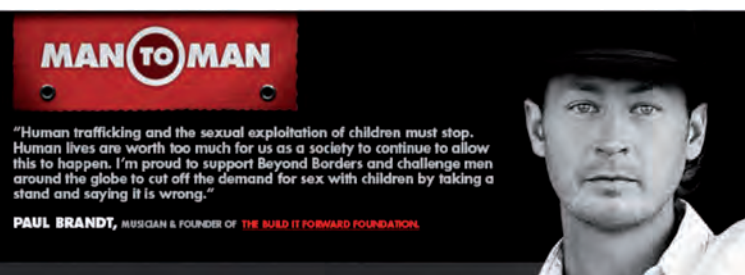
Men speaking out publicly against the commercial sexual exploitation of children.

After ten years of advocating for children's rights, the Canadian organisation Beyond Borders ECPAT Canada realised that those engaged in combating CSEC were predominantly female and that CSEC was perceived to be a feminine cause. It decided to take action! Indeed, this perception does not reflect reality and CSEC should in no way be considered to be a problem only concerning women. Men and boys are also involved in multiple ways: as victims, as offenders but also as activists and role models who speak out against such abuse.

In 2009, ECPAT International launched a global campaign against child sex trafficking in partnership with The Body Shop, a global beauty and skincare retail chain. The campaign aimed to raise public awareness and to lobby governments to strengthen measures to protect children against child sex trafficking. The campaign also presented an opportunity to raise funds for projects to prevent CSEC and so Beyond Borders ECPAT Canada started exploring ideas on how to involve men in the fight against CSEC, which in turn led to the Man To Man campaign.

METHODOLOGY

The Beyond Borders ECPAT Canada team started by researching what initiatives had already been carried out in the area of mobilising men against CSEC but found very little. So the team started to design its own campaign strategy and decided to engage men on a large scale through an online campaign using Canadian male celebrities to speak directly to other men about the issue through public statements displayed on their website's homepage.



Once this overarching strategy was defined, it was necessary for the Beyond Borders ECPAT Canada team to define some key components to ensure the campaign was effective:

Defining the target audience

The initial target audience was chosen with the aim of reducing the demand for child sexual exploitation i.e. targeting the men who had thought about exploiting children sexually and those who had already offended. The objective was to motivate them to seek help by showing the damage to the victim. However, af-

ter the initial phase of the campaign Beyond Borders ECPAT Canada realised that the messaging used to reach this specific group of men might alienate the broader group of non-offending men and prevent their support. The organisation decided to shift its focus and broaden its target audience. Based on feedback from men who had visited the website and from the Canadian Centre for Child Protection, it appeared more effective to target all men with the message of "take action."

Defining the message

In designing such a campaign, one has to consider carefully the messages to be relayed. **When targeting men, it is essential to strike a balance to avoid alienating them or making them feel that men are the root of all evil.** The idea is not about "male bashing" but about stopping the demand and engaging men positively.

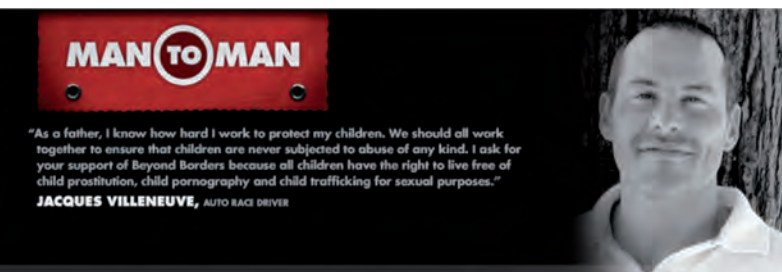
While working on the campaign message, Beyond Borders ECPAT Canada came to realise that statistics are rarely interpreted accurately. For example, the statistic that "95% of child offenders are men" is very often misinterpreted as "most men are offenders." So Beyond Borders ECPAT Canada took care to rephrase and present this statistic in a more constructive and detailed manner: "A small percentage of the male population carries out these crimes but they do a huge amount of damage to children and youth. And a large percentage of men can take a step to promote children's rights."

The messaging for the campaign was developed by Beyond Borders ECPAT Canada's professional team with the support of a treatment centre for offenders as well as the Canadian Centre for Child Protection, which has extensive experience executing awareness-raising campaigns on various aspects of child sexual exploitation.

Delivering the message

As the campaign strategy was based on using strong male role models to speak out against child sexual exploitation, the first step was to **identify high profile Canadian male celebrities that would be willing to endorse the campaign** (without charging a fee as resources were limited). This stage of the campaign design was very time consuming. Of the 90 English speaking Canadian celebrities approached, only 11 decided to join. As Canada is both English and French speaking and as there is very little celebrity cross-recognition, the campaign sought French speaking celebrities as well. Beyond Borders ECPAT Canada discovered an excellent ambassador in Danièle Quimet (actress), who persuaded 11 of Quebec's most well-known and respected athletes, stars and heroes to appear in the francophone version "Homme à Homme."

The methodology to identify and select the celebrities was very structured and included researching the celebrities to check their integrity, background and reputation as well as to identify if they were affiliated with a related cause. Mobilising celebrities who are committed to related causes can create coherence and strengthen the campaign's message. However, if the causes are too similar, it may also confuse the message. It was undoubtedly easier to approach the celebrities when they were already known by someone within the organisation or by an ambassador such as Danièle Ouimet.



Some of the key factors that contributed to the mobilisation of celebrities included developing a relationship with the celebrity and not making too many demands. The celebrities were only asked to agree to their name and picture being shown on the website and to make a statement against CSEC that Beyond Borders ECPAT Canada could help draft. In order to convince the celebrities, the message was tailored specifically to the person (their personal situation, their engagement with other NGOs etc.) Some celebrities, but not all, then chose to become more involved.

Initially the campaign was launched online through the www.endthedemand.ca website and social networks so it could reach people throughout the vast country that is Canada. Following the first phase of the public campaign, a male television producer who had been touched by the campaign expressed a strong desire to join and do something for the cause. He went on to provide Beyond Borders ECPAT Canada with the pro bono services of his private production company in order to add videos of first-hand accounts by former victims of abuse to the campaign website. Videos featuring the male celebrities' public statements and their reactions to the victims' videos were also shot and added to the website. **The video clips of the public statements were also shown on national TV.** They were used as teasers to engage the audience's curiosity and encourage people to visit the website to learn more about CSEC and how to take action. These were widely broadcast as free public service announcements (PSA) reaching a large audience.

In the second phase of the campaign and as the target audience had been broadened to include all men, Beyond Borders ECPAT Canada and the Canadian Centre for Child Protection worked together to develop new tactics. **This included illustrated scenarios demonstrating the "grey areas" surrounding child sexual exploitation.** Using illustrations proved useful for depicting various stories challenging the stereotypes of sex offenders. Indeed, not all sex offenders are extremely violent and there are many situations which represent "grey areas," during which men are confronted with a dilemma that can turn them into abusers if a specific choice is made. It is in these situations that there are many opportunities for men to make a difference. The specific topics of the scenario reveal the underlying social values that make it possible for sexual exploitation to take place. They are based on situations emerging in the media (such as revenge porn, sharing intimate pictures, young people accessing pornographic images online...) and real life examples (e.g. a Ca-

nadian baseball player on a team in Columbia being set up on a date by his coach with his daughter... who turns out to be 15 years old). Illustrated in comic book format, they were posted on the website. Each scenario is followed by the question "What would you do?" with multiple choice answers. The visitor can also access key insights on the topic in a simple and dynamic way.

In order to promote the second phase of the campaign, Beyond Borders ECPAT Canada and its partner The Canadian Centre for Child Protection used website advertising, billboards, digital signs in airports, magazine ads and men's bathroom signage.



The methodology designed by Beyond Borders ECPAT Canada has proven to be efficient. **One of its key success factors was the ability to learn rapidly from feedback and expert advice, and to make readjustments to its campaign strategy when necessary.** Furthermore, the team did not hesitate to take advantage of new opportunities for expanding the campaign.

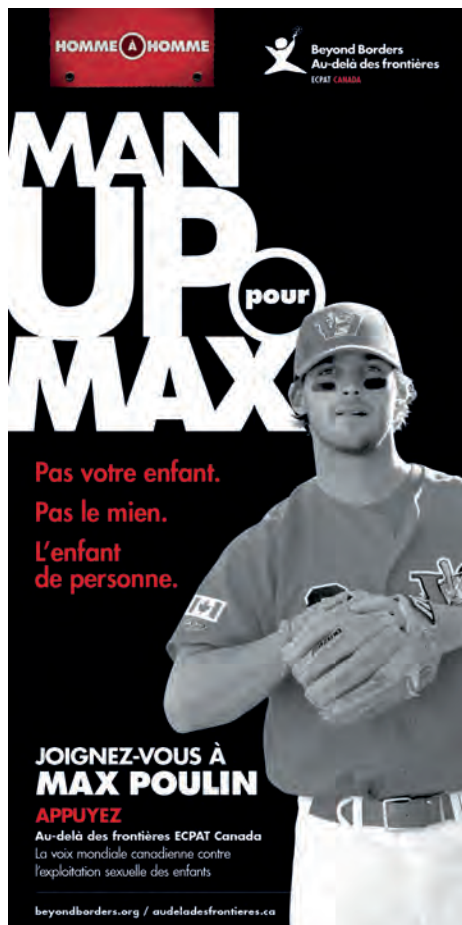
In terms of financial resources needed for such a campaign, it is necessary to budget for various types of expenditure: concept design, production of videos and advertisements, media launch, billboards, magazine ads etc. For the Man to Man campaign, these costs were approximately 50,000€ for the first phase and 100,000€ for the second phase. In-kind donations have been included in these costs. Costs may also be further reduced through establishing partnerships. It is important to take into account the fact that Canada is extremely large geographically and that all the materials and advertising costs were doubled due to it being a bilingual country.

In future, Beyond Borders ECPAT Canada wants to take the campaign back to its grassroots approach by identifying male champions in each region of Canada so that they can mobilise men's organisations and clubs regionally and extend the national campaign's reach. As Canada is such a vast country, it is essential to integrate a grassroots approach.

THE IMPACT OF THE CAMPAIGN

The results of the campaign have been numerous:

- Media launch in Winnipeg and Montreal: many press releases and celebrities involved in the launch of the campaign, visits to the organisation's website approximately doubled.



- More men decided to volunteer at Beyond Borders ECPAT Canada, which was one of the objectives. Initially there were only a few male volunteers and now several men are involved. Some new celebrities decided to support the campaign, such as the Canadian television personality Rick Campanelli, who was the initiator and benefactor of the video campaign. Other celebrities who had been sexually abused as children also joined the campaign and testified publicly.

The impact that the involvement of men has had on the organisation has been very positive. It has injected a new energy into the team and has also allowed the organisation to access new audiences. For example, Max Poulin, a well-known local baseball player, organised a breakfast fundraiser that saw 100 men attend, to discuss CSEC issues and the role that men could play. Recently, a race-car driver, Damon Surzyshyn, also came on board to support Beyond Borders ECPAT Canada by promoting the organisation on his car and distributing promotional materials in North American professional racing events.

- The campaign also created a platform for men who had been victims to talk about it openly and reduce the feelings of shame associated with sexual abuse and exploitation. Men such as the ball player, Max Poulin decided to go public with his story for the campaign and a former NHL hockey player who had been a victim of abuse by his coach also supported the organisation. This was an unforeseen consequence but had a tremendous impact.
- No empirical impact study has been carried out to measure the change in the attitudes of men with relation to CSEC as this is very costly and was beyond the organisation's means. However, the level of engagement that Beyond Borders ECPAT Canada has witnessed is already an indicator of the impact. Moreover, one of the major achievements of the campaign was that the organisation contributed to a change in the discourse on men being involved in the fight against CSEC in a positive way and encouraged dialogue around victimisation.

REPLICATION AND KEY RECOMMENDATIONS

Deborah Zanke, who was the communications consultant assisting Beyond Borders ECPAT Canada with the campaign makes the following recommendations:

- Research and design specific messaging for the geographic area targeted to ensure that the campaign will be engaging.
- If using celebrities, start by asking for something small at first and build upon it.
- Start thinking of the possible resources that can be shared with offenders who may be seeking help (as often very little is available).
- Be cautious when men who have been sexually abused engage and go public. Although this is very positive for the campaign it can be difficult for the individual disclosing the abuse. Once a person tells his story to the media, it is beyond his control. If the individual is well-known, he must be prepared that people will approach him in public. Other victims will also share their stories with him and seek his assistance. Finally, due to the myth that those who have been abused often become offenders, he may be viewed with suspicion. The individual has to be made aware of all possible unintended consequences and have support in place to deal with them.

HOW HAS THIS TYPE OF CAMPAIGN BEEN REPLICATED ELSEWHERE?

Since 2009, a few campaigns against CSEC featuring male celebrities have been launched. Here are a few examples:

Real Men don't buy Girls (US)



The Demi and Ashton Foundation (DNA), founded by Demi Moore and Ashton Kutcher, launched a “Real Men Don't Buy Girls” video campaign in 2011, aiming to educate the public about child sex slavery in the United States.

Football World Cup 2014

In the run up to the Football World Cup in Brazil (2014), ECPAT launched the campaign “Don't look away” featuring Brazilian footballers. Brazilian soccer player Kaká joined the campaign with the following warning: “Child sexual exploitation is a crime. Report it. In Brazil call 100 or report via www.reportchildsextourism.eu”.

This campaign is coordinated by ECPAT France and was developed in collaboration with five other members of the ECPAT network in Germany, Austria, the Netherlands, Luxembourg and Poland. It is also implemented at different levels in 16 countries by associate partners of the campaign (Belgium, Brazil, Bulgaria, Czech Republic, Estonia, Gambia, Italy, Kenya, Madagascar, Romania, Senegal, South Africa, Spain, Switzerland, Ukraine and United Kingdom).



White House anti-sexual assault (US)



In 2014, the White House released an anti-sexual assault video featuring many celebrities, including President Obama stating “It's up to all of us to put an end to sexual assault and that starts with you.”

Say No to Sugar Daddies (Uganda)



PACE/Population Service International Uganda ran the campaign “Say no to Sugar Daddies” in 2005 and 2008.

The phenomenon of cross-generational sex - i.e. non-marital sex between a young woman and a man at least 10 years older - is widespread in sub-Saharan Africa and a deep-seated social norm in many areas. Social norms in some countries may indeed create an environment that encourages young girls to have sexual relationships with older men. This behaviour also contributes significantly to the high prevalence of HIV/Aids amongst young girls.



In response, PACE/Population Service International Uganda decided to launch a campaign to raise awareness of the issue and mobilised the support of many influential individuals and politicians including the Minister of Ethics and Integrity, Tim Lwanga¹, who featured in the campaign urging men to “stop preying on young girls”.

¹ Currently member of the Uganda parliament for Kyamuswa county Kalangala district

SOME LEARNING FROM AWARENESS-RAISING CAMPAIGNS THAT CAN HAVE COUNTER-EFFECTS

Examples from anti-sugar daddy campaigns

A recent survey in South Africa pointed out that “at least 28% of schoolgirls are HIV positive while only 4% of young boys are infected with the virus in the country”². The Health Minister, Aaron Motsoaledi, said “It is clear that it is not young boys who are sleeping with these girls. It is old men. We must take a stand against sugar daddies because they are destroying our children.”

Ideas42, a US based organisation that applies its expertise in behavioural economics to design solutions to social problems was commissioned to launch an awareness-raising campaign in South Africa to try to solve the problem of sugar daddies. Ideas42 followed the methodology suggested by Paluck & Ball in “Social norms marketing aimed at gender based violence: a literature review and critical assessment: International Rescue Committee”³. The first step is to understand the community's social norms, then to devise a programme to target these social norms and finally to monitor, evaluate and adapt it.

Hence, Ideas42 conducted an analysis of the causes leading to inter-generational sex: “Three societal constructs cause dangerous behaviours:

- 1) Women feel obliged to reciprocate gifts with appreciatory sex,
- 2) Having multiple concurrent partners is synonymous with virility and masculinity,
- 3) Sleeping with a virgin can cure HIV.

If one has to reciprocate gifts with sex, then older men with higher incomes and jobs are more able to afford sexual partners. If having multiple partners proves your manhood, then these older men feel pressured to have multiple casual girlfriends. And if younger girls are perceived to be less likely to have HIV (and perhaps even able to cure HIV), then these older men seeking multiple partners are looking for young girls.”⁴

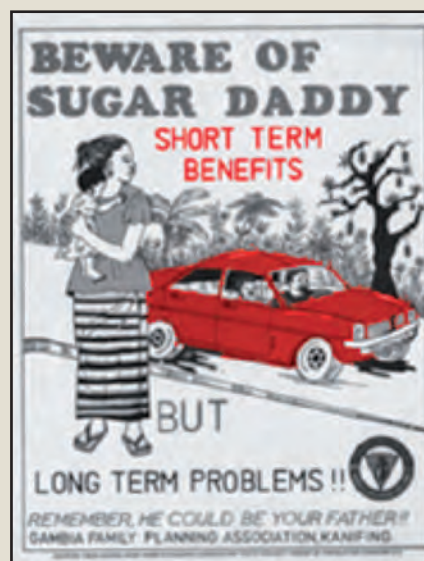
Ideas42 also analysed some past campaigns attempting to reduce intergenerational sex and tried to capture why some were not successful. The analysis showed that while the explicit message of the campaign aimed to discourage intergenerational relationships, the implicit message expressed could actually encourage them. The need to fully understand why girls would choose to have sex with older men is essential to avoid designing a campaign that might inadvertently make sugar daddies seem more attractive!

² <http://www.sowetanlive.co.za/news/2013/03/14/28-of-schoolgirls-are-hiv-positive>

³ <http://static.squarespace.com/static/5186d08fe4b065e39b45b91e/t/52d1f24ce4b07fea759e4446/1389490764065/Paluck%20Ball%20IRC%20Social%20Norms%20Marketing%20Long.pdf>

⁴ www.ideas42.org

Here are a few examples of campaigns in Africa that could trigger counter-effects:



Message that was intended:

There are long term problems associated with being with a sugar daddy.

Message that was sent:

People decide to go for short term benefits over long term problems quite often. What distinguishes a sugar daddy from a credit card?

It could be perceived that having a sugar daddy means access to someone with money and status ... and that it could lead to pregnancy that could in turn lead to marriage and stability.



Message that was intended:

Sugar daddies are only short-term; it's not true love.

Message that was sent:

A sugar daddy is romantic and will give you phones and other gifts if you are his girlfriend.

It could be understood that sugar daddies take care of their girlfriends and this is just what underprivileged girls may be in search of.



Message that was intended:

Sugar daddies will destroy your life in the long run.

Message that was sent:

But they will give you cash now.

Highlights that sugar daddies can provide gifts and take care of their girlfriends, which is what a deprived girl may be looking for.

SOME SUGGESTED BEST PRACTICE

Following this analysis of potential counter-effects, the organisation identified some examples of **best practice for campaigns aimed at changing social norms**:

- Old norms must be replaced by new ones. If old norms are just weakened they may return.
- New norms must be credible and acceptable to community.
- "Dos" versus "shoulds".

- Descriptive norms can backfire (descriptive norms are the groups' current behaviours, the "dos". Those illustrated via statistics can be misinterpreted: "15% of girls have dated sugar daddies" may be perceived as surprisingly high and could encourage the other 85% to do the same).
- Target the perception of norms by changing the perception of what others around them in the community believe.
- Link norms to actions.
- Identify key individuals to speak out and engage against undesirable norms.
- Create opportunities to act on the new norm.

In order to put the above-mentioned examples of best practice into action, it may be helpful to look at **some questions suggested by Paluck & Ball regarding messaging**:

- What behaviour do you recommend in place of the behaviours that you are seeking to change?
- How could you make it easy for your audience to adopt this behaviour? In other words, how can you persuade them to adopt new behaviour?
- Who could phrase these messages in a language that resonates with the community? Are there members of the community who could develop the language of these messages – songwriters, entertainers, community or religious leaders and/or members of the target audience?
- Who could deliver these messages in a manner that is persuasive to the community? Singers, entertainers, community leaders and/or representative community members?
- What kinds of popular / media programming already exist in the community that the campaign could use?
- What are the potential negative outcomes of the programme?⁵

These questions can help shape the messaging of the campaign to ensure it is effective and persuasive in addition to avoiding the campaign backfiring. Mobilising key male individuals to promote the messages can be an effective way to promote changes in norms and engage men positively in the fight against CSEC.

Another key recommendation from Paluck & Ball is to remain flexible and open to the possibility of adapting the messaging following feedback from pilot projects or even during the campaign.



⁵ Paluck & Ball "Social norms marketing aimed at gender based violence: A literature review and critical assessment: International Rescue Committee"

GENDER IN SCHOOLS

Engaging with youth with a view to preventing the commercial sexual exploitation of children

CONTEXT

According to data available from the Ministry of Women and Vulnerable Populations, 9600 children were victims of commercial sexual exploitation in Peru in 2006, most of them girls.

The Peruvian NGO, Capital Humano y Social (CHS) Alternativo, a member of the ECPAT International network, is an organisation whose main mission is to promote the protection of human rights, especially the rights of children and adolescents as part of the fight against human trafficking, illegal smuggling of migrants and missing persons.

CHS/Alternativo runs projects in every region of Peru. Its main office is in the capital, Lima, and it manages two reference centres for victims of CSEC: one in Lima and one in Iquitos. CHS/Alternativo has adopted a strategy promoting equality between women and men and works in partnership with teenage boys as part of its prevention work in the school environment.

As part of its strategy to prevent CSEC, CHS/Alternativo launched a pilot project in 2010-2011 on gender issues and the deconstruction of masculinity targeting adolescent girls and boys aged 12 to 16 in schools in four regions: Lima, Junín, Cusco, Loreto.

The project was the result of the realisation that to combat CSEC effectively, it is necessary to work on attitudes and the construction of masculinity in order to prevent demand on the one hand and on the other, to reduce the number of potential victims.

Indeed, according to CHS/ Alternativo, the majority of perpetrators are men. As Peruvian men, they have been educated and socialised within a society that conveys stereotypical messages concerning masculinity such as: *“men must be sexually active”, “they must dominate the situation”, “they must look after themselves first and not the person with whom they have a relationship”, “not everyone deserves respect”, “if you want something and you can get it, take it, even if it causes suffering”*¹.

A rapid analysis of popular sayings and expressions used by male and female adolescents confirms that these messages are highly present in the socialisation of young men. Although this does not mean that all young men will become offenders or that these messages are the only cause of the phenomenon, they must nonetheless be taken into account in any CSEC prevention strategy. This implies working with young people on the meaning of these messages and how they can be deconstructed.

¹ Typical sentences from the interview with CHS/Alternativo



Moreover, school provides a space for socialisation and therefore also for the reproduction of stereotypes and inequalities. In this context, it is all the more relevant to work in the school environment in order to prevent the reproduction of inequalities that feed the power relations between the sexes and between generations, and in order to be effective in preventing the commercial sexual exploitation of children.

METHODOLOGY

Several stages were necessary in order to establish the training sessions in the NGO's partner schools.

- First a pilot team was set up, comprising members of CHS/Alternativo as well as male and female secondary school teachers, in order to analyse and test a training manual on gender and masculinity developed in Uruguay.
- The manual, which was too long and theoretical, was redrafted by the members of the team and restructured into four thematic modules, each split into 3 activities. These modules,

based on a participative approach, enable the following issues to be raised: the construction of social gender roles in society, their connection with sexuality, violence and CSEC.

- Once the manual had been produced, the CHS/Alternativo teams trained the male and female teachers in the secondary schools of the four regions so that they would be able to lead the training courses. Intensive training-of-trainer sessions were organised based on the manual. (See inset on the training manual).
- The teachers were selected on a voluntary basis in each of the secondary schools in the four regions. The male-female split was about 60% women and 40% men.

SUCCESES AND CHALLENGES

According to the director of CHS/Alternativo, Alberto Arenas, it is interesting to note that the male and female teachers sometimes showed stronger prejudices and resistance than the pupils during the discussions on the construction of social roles and the distribution of tasks between women and men.

In contrast, the pupils showed great enthusiasm and open-mindedness during the debates. They showed some knowledge about the question of social roles and stereotypes as well as a willingness to change practices and behaviours in the future. On the subject of the father-son relationship for example, the young men expressed the desire to see their fathers express their feelings and their affection for them more. The question of intra-familial violence and its impact on the children was also discussed.

However, it was necessary to adapt to the different cultural realities of the regions within the country. The youth from the Amazonian region proved to be more open to talking about sexuality than the youth from the Andean region. This may be explained by the fact that the Andean region is more remote and rural and the roles between women and men are more clearly defined.

With respect to human and sexual relations, the main message conveyed by those facilitating the training concerned the principle of respect for one another and protection of the other person in the relationship, considered to be prerequisite for a harmonious and violence-free relationship. These values then enable the specific theme of the commercial sexual exploitation of children to be addressed. The sessions focus on the detection of this type of violence, committed by adults (mostly men), towards young women but also towards young men who may be involved in homosexual prostitution networks (notably in the Selva area).

PROJECT IMPACTS

According to CHS/Alternativo, the project has had a positive impact at various levels on the youth in the four regions:

- The prevention strategy enables young people to consider more respectful and more responsible models for interpersonal relations and to develop egalitarian relationships that avoid sexual violence of any kind.
- It stimulates reflection on the construction of gender inequalities that are at the root of gender violence and CSEC.
- It recognises the key role of the educators in promoting a culture of equality and the importance of educational institutions in reaching the greatest number of adolescents in a sustainable and replicable way.

KEY POINTS AND POTENTIAL FOR REPLICATION

It is possible to replicate this project both in a different country and context. The manual can be used as a basic tool. It must, however, be adapted to national and local contexts. A pilot training course could be developed to allow the facilitation methods to be tested and to adapt the messages before extending the programme to other schools.

In the case of Peru, the adaptation was done by setting up a steering group composed of members of CHS/Alternativo and both male and female teachers.

With regard to the key success factors, the director of CHS/Alternativo recommends in particular paying special attention to the following:

- Letting the youths speak openly
- Listening to them
- Having a good (male or female) facilitator
- Using a participative method

For more information: See the link to the CHS/Alternativo website: <http://www.chsalternativo.org>

TRAINING MANUAL

The training manual comprises four thematic modules:

- sex and gender
- sexuality
- violence
- the commercial sexual exploitation of children

Each training sequence addresses a topic and includes 3 activities lasting approximately 45 minutes. The order of the activities respects a cycle of learning.

For each topic, the training is structured as follows:

- **Activity 1:** collect the group's ideas, challenge presuppositions and start linking them to the concepts
- **Activity 2:** communicate the concepts, analyse the reality starting from these new ideas and points of view
- **Activity 3:** summarise and contemplate new alternatives.

The modules all have the same three-part construction. They help to address issues relating to gender stereotypes (1), sexuality (2), then violence (3) and finally sexual violence and commercial sexual exploitation (4). This gradual build-up emphasises the existence of a logical link between the construction of gender stereotypes, which generate differentiated behaviours, and which can also generate inequalities, and even violence. The modules also enable the complex nature of sexuality and of the various forms of violence to be addressed.

The last module relates specifically to CSEC and aims to enable young people to identify CSEC situations, to assess strategies to protect against CSEC and finally to design a campaign to prevent CSEC. The modules complement one another and bring about a change in the way young people think about topics ranging from the construction of gender inequalities through to the prevention of CSEC.

Examples of two modules:

MODULE 1: SEX AND GENDER

Activity 1: Sex and gender: equality or differences?

Objective: Bring to the surface assumptions and stereotypes related to the differences between women and men in society.

In groups of six, the pupils draw the outline of a woman or a man. Once the outlines have been drawn, each group is asked to draw a sphere of life on each part of the body: on the head, what one thinks; on the hands what one does; on the chest what one feels; and on the feet the mistakes that one makes.

They are then invited to draw in the various parts of the body. At the end of the session, the pieces of work are stuck onto the walls and presented to the group. Then the youths are asked if they identify with what has been said, whether all young women and all young men are like that, whether there are big differences between girls and boys, and what these differences can be attributed to.

Learning: This module enables the concepts of gender and of the social construction of masculinity and femininity to be addressed as well as the way in which this can affect the life of male and female adolescents.

Activity 2: What I have been taught

Objective: Recognise the sexist messages in everyday life.

Using paper-based or audiovisual advertisements, the youths are asked to take a critical view. They are asked to answer the following questions: Do these advertisements reflect everyday life? Could things be different? What images of women and men are conveyed by these advertisements? What type of relationships between women and men can be observed in these scenes? What stereotypes or beliefs do these messages reflect?

Learning: This module enables the development of critical thinking, for the link to be made between sexist messages and behaviours in society as well as for the connection to be made between these messages and violence.

Activity 3: Drawing the future

Objectives: Envisaging new relationships between women and men

Materials required: photos of men and of women from various historical periods and cultures, coloured sheets of paper, staplers and staples, markers, felt-tip pens...



It is recommended that this activity be developed with a group that has already worked on the first two activities. First of all, the group analyses the modes of dress of the women and men from the different historical eras and cultures, trying to understand the reasons for them and the social representations that explain these ways of dressing. In a second phase, small mixed-gender groups of four to six youths are invited to imagine an item of clothing for the future, free from gender stereotypes. Each group has to clothe one of its members and may add words pinned to the clothing so that the meaning of the clothing can be understood. Next, a parade can be organised and each model analysed by the group as a whole.

Learning: Ability to apply in practice the concepts studied previously, to imagine alternatives to the roles traditionally assigned to women and men, to identify the potential for change in behaviours and practices.

MODULE 4: SEXUAL VIOLENCE AND CSEC

Activity 1: Reporting

Objective: Know how to identify situations of sexual violence in our everyday lives.

This module must be used with groups that have already worked on the other modules. The participants are divided into four groups, each of them having to consider a given area: educational institutions, the street and public spaces, means of communication in general, the news. The youths are asked to consider possible situations of sexual violence in the four areas. Each group works from its own observations as well as information available, in the press for example. A week later, each group must submit a report about sexual violence in its given area, in the format it has chosen: photos, posters, film or presentation.

The facilitator broadens and deepens the analysis with concepts relating to sexual violence and CSEC.

Learning: Ability to analyse reality using new concepts and ability to identify the different types of sexual violence.

Activity 2: The Wall

Objective: Analyse the factors relating to the vulnerability and the protection of children and adolescents who are victims of CSEC.

The activity begins with an interactive presentation about what CSEC is and the forms it most frequently takes. The second part involves a group exercise. A brick wall and a staircase along the brick wall are drawn on a piece of paper attached to the wall. The steps of the staircase correspond to the arrangement of the bricks. Four groups are formed. Two groups work on the wall and must consider the conditions, circumstances and interventions that can protect children from CSEC. For example, going to school, having an effective police force in the town.... The other groups work on the staircase and must reflect on what makes life easier for pimps. For example, the fact that people know but don't say anything, the fact that people don't feel bad when violating the rights of a girl or a boy...

The factors are written on the bricks of the wall and on the steps of the staircase. If the steps are higher than the bricks, the child protection mechanisms must be strengthened. If the bricks are higher than the staircase, thought must be given to how to support these mechanisms.

Learning: Understand the concept of CSEC, identify the factors promoting protection and understand the need to implement strategies to address the problem.

Activity 3: The campaign

Objective: Summarise the concepts and content worked on and learn to communicate them

The group is asked to respond to the following question, based on their experience: "What are the three fundamental messages that you could communicate to others in order to prevent situations of sexual violence and CSEC?" The messages must be phrased in a positive way. For example, instead of saying: "People must not be violent with each other in any aspect of their lives and especially in their sex lives", we can say: "We have the right to be respected and we must respect others in every aspect of their lives, especially their sex lives". The messages chosen will then be written on posters for other students to see. The creation of the posters can be done in sub-groups of different sizes, depending on the pupils' preferences. The posters are then displayed in the school and a discussion can be organised during the next session regarding their impact on the pupils and the teachers.

Learning: Ability to identify the priorities of each group, ability to communicate through a specific medium, begin to visualise the possible role of young girls and boys in the prevention of violence and CSEC.



MAKE-IT-SAFE

A campaign to raise young people's awareness of the risk of commercial sexual exploitation online

Make-IT-Safe is a global initiative to make the Internet and interactive technologies safe for children and young people everywhere. It initially started as a public campaign to draw the attention of policy makers and the IT industry to their responsibility for making online technologies safe for children, especially against CSEC. The first step was an online petition and the provision of open-source resources for lobbying. By 2008 and after 2 years of awareness-raising, an enthusiastic momentum had been created which ECPAT decided to build upon... to make IT safe!

Using a grass-roots approach, community organisations engaged with children and young people to encourage them to examine their attitudes towards the internet and the risks associated, especially in terms of potential commercial sexual exploitation. They also provided training regarding their rights. 10 countries joined the scheme: five from West Africa (Togo, Benin, Ghana, Ivory Coast and the Gambia) and five from East Africa (Kenya, Uganda, Ethiopia, Zambia and South Africa). The campaign targeted young boys and girls, in particular those at risk, as well as owners of cybercafés. Parents and teachers were also involved.

THE PROBLEM

Children are increasingly using new information and communication technologies (ICT) such as the Internet, which are not always governed by a uniform set of policies and which lack coherent guidelines. As a result, they often find themselves in situations where they may be at risk of being sexually exploited. Indeed, children often use social networks or visit pornographic websites, which are sometimes used by potential sexual abusers to come into contact with children with a view to exploiting them. Children may also be deceived, tricked or coerced into engaging in sexual acts for the production of child sexual abuse materials.

Although the use of technology is spreading rapidly in Africa, with children now being able to access the Internet at home, in schools and in public spaces, they receive poor guidance to ensure their safety online. The understanding of parents, teachers and cybercafé operators regarding the potential risks and harms, particularly in relation to sexual exploitation, is rather basic and insufficient to protect children effectively. While countries have invested heavily in ICT implementation, child protection measures have not been scaled up accordingly.¹

¹ ECPAT Make-IT-Safe report

THE OBJECTIVES

ECPAT works to ensure that the benefits of the Internet and new technologies are not compromised by those that seek to use it to exploit children sexually. The Make-IT-Safe project aims to raise the awareness and change the behaviour of (i) youth in order to prevent them from putting themselves at risk and (ii) intermediaries such as the owners of internet cafés and schools in order to ensure a protective online environment.

Make-IT-Safe objectives:

- Empower young people to promote the issue of Internet safety
- Promote the signing of a code of conduct by cybercafés

THE METHODOLOGY

A research study was first conducted in five African countries (Cameroon, the Gambia, Kenya, Togo and Uganda) to gain a better understanding of how children use ICT, the risks that they encountered and their responses. The programme then used a bottom-up approach to organise training and awareness raising events so that young boys and girls could fully understand the issues and risks related to CSEC on the Internet. These trained and empowered youths then became ambassadors within their communities, visiting cybercafés and promoting the Make-IT-Safe code of conduct.



RESEARCH SURVEY ON CHILDREN'S USAGE OF ICT

Using a participatory approach and through mobilising young boys and girls in schools and clubs, ECPAT International and its national partners² in Cameroon, the Gambia, Kenya, Togo and Uganda, conducted a survey of over 1,000 teenagers to better understand their online habits, the potential risks and their reactions to abusive situations. Another key aspect of the survey was to identify the knowledge gaps in terms of Internet safety in each country and community in order to develop recommendations for policy makers as well as schools and community activists on how to improve the protection of children against online abuse.



The study targeted children from the ages of 11 to 18 years old and young people between 19 and 24 years old as well as duty bearers such as schoolteachers and Internet café operators. It was a youth-led research study.

The survey, drawing on first-hand experience of children and youth, revealed some interesting results.

Contrary to popular assumption, many children indicated that they prefer their online experience to be guarded and protected by adults, although they did not want their usual areas of interest to be curbed by parents. Mobile phones are increasingly being used as a cheaper source of Internet access, but the primary means of access remains Internet cafés or public places.

The research points out that the impact of online experiences manifests itself differently according to a child's age, gender and particular characteristics. Indeed, children who have experienced difficult or traumatic situations (social exclusion, domestic violence, sexual abuse, etc) may not only be more vulnerable to online abuse, but these factors may also aggravate its impact.³

The survey also highlighted some differences in habits between boys and girls that require specific responses.

- *Different usage of Internet by boys and girls:* social networks are very much part of the life of African children, in particular for young girls (54% of 11-13 years old girls) and for the majority of boys over 14 years old (e.g. 56% of 14-16 year old boys vs. 38% of girls).
- *Supervision: there seems to be little supervision by parents with respect to the use of the Internet and mobile phones.* However, parents also show different attitudes towards girls and boys. For example, in the Gambia parents showed a higher level of concern for younger girls' (11-13 years old) use of mobile phones, taking measures to prevent misuse. However, none of the boys aged 11 to 13 had received any type of supervision from their parents. None of the 17-18 year old boys from any of the countries said that their parents were interested in checking the websites they visited or took time to explore such sites together.

- *Viewing of online pornography was very widespread (49%) with a higher prevalence for boys.* Both girls and boys generally share their experiences amongst themselves. A disturbing result was that a significant proportion (54%) had seen someone of their age represented in pornographic materials
 - in particular 75% of the 14-16 year boys and over 80% of 17-18 year old boys.
- *About 10% of children had been approached by online contacts asking them to share sexualised images of themselves.* Even though a very small percentage (3%) had shared images, those who did were the youngest aged 11 to 13 years old, and in Kenya these were mainly boys.
- *A total of 15% of the children surveyed said that they were upset when they had received sexual images or videos from online contacts.* Among the incidences causing discomfort to children, the highest percentage occurred through emails (23%) followed by those in social network platforms (22%), messenger services (17%), and considerably less in chat rooms.
- *In incidents where someone tried to hurt them through the internet (sexual harassment, cyberbullying, defamation, etc.), girls tend to be more visibly upset whereas boys appear to cope better.* A large percentage of the boys and girls surveyed (62%) did talk to someone when they were upset or felt uncomfortable. An overwhelming 44% of them sought support from their friends, followed by their siblings (19%) and parents (18%). A very low percentage (3%) went to the police for help, which nevertheless indicates the seriousness of the incident.

"The behaviour of boys and girls on the Internet is very different. According to the African consultative group's work boys feel less exposed as victims, but would readily view pornography, whereas girls are shy when spoken to by a complete stranger, even though they readily join dating sites to engage in romantic conversations with older Western men." Anjan Bose, Research coordinator of the Make-IT-Safe, ECPAT International.

- *Frequenting cybercafés in groups has an impact on child protection issues:* Male children and youth usually feel more comfortable downloading adult and other inappropriate content in a cybercafé when in groups, as they benefit from the support of their peers. They also feel validated through watching such material as their friends seem to enjoy the same things. Moreover, other clients cannot see what they are viewing and downloading when the group gathered is large enough to hide the screen from public view, not to mention the fact that sharing the costs makes it cheaper. In the case of girls, they also feel more secure in a group when exchanging information on dating sites, assessing dating candidates online and exploring social networks, whereas they feel more embarrassed to use the Internet publicly for such purposes when they are alone.⁴

² ASSEJA in Cameroon; CPA in the Gambia; ECIPIK in Kenya; WAO Afrique in Togo; and Rights of Young Foundation in Uganda

³ ICT research in Africa, ECPAT International

⁴ ICT research in Africa, ECPAT - A consultation about child safety online held in Africa in 2010, Togo

APPROACH INVOLVING MEN AND BOYS IN A POSITIVE WAY

The programme was not initially designed with a specific approach for mobilising boys or men. However, throughout the various activities of the campaign, the methodology was adapted in order to respond to the differing attitudes of boys and girls and the associated risks. The programme showed that the gender division in online activities was very evident and so these gender-specific attitudes and risks needed to be addressed in order to have a substantial impact.

MAKE-IT-SAFE'S CAPACITY BUILDING TRAINING METHODOLOGY

An overall methodology was designed which was then adapted to each country: a peer-to-peer approach empowering youth ambassadors was adopted. In order to train and build the capacity of these ambassadors, group discussions were organised with boys and girls, both together and separately, in schools and at the community level. A typical capacity building workshop would be run using the following modules (based on a workshop in Togo):

- *Exploring and understanding the online activities of children and young people:* This interactive session engages the young people in a group exercise allowing them to present their ideas and experience. This leads to a better understanding of 1) the ways in which young people interact with ICT applications, 2) the dynamics of social networks, chatrooms and applications that are predominantly used by them, and 3) their knowledge and awareness of existing risks and protection mechanisms. The results are then analysed by the group leading to recommendations for the participants as well as for adults.

The type of questions used to facilitate the group discussions:

- What kind of information about you can someone access if they go to your profile online? Will there be some funny photos, jokes, your hobbies and a list of personal information that anyone can access?
- Which one do you think is more important? To be known to everyone who looks for your information and be very popular with everyone or just to be known to your friends, even though it might mean that you are not that well known.
- Have you ever downloaded any material that you did not want to download (i.e. you realised that the content that you downloaded is not what it says on the website)? What would you do when faced with such a situation?
- If you are told that some sections of YouTube contain inappropriate materials, will you look for them? Or will you stop using YouTube?

- *Understanding the issue of child sexual exploitation in the online environment and filling the knowledge gaps on internet usage and the risks associated with it:* Interactive session involving both young people and adults to analyse the knowledge and understanding of the issue amongst different stakeholders, looking at specific areas such as different settings (home, school, internet cafes) and applications (online games, social networks and mobile phone services).

This leads to a presentation of the emerging issues and trends relating to CSEC in the online environment to raise the awareness of all the participants. In order to make children reflect on the risks, they are put in the following situations:

- From the perspective of the victim: questions are asked, such as "if a stranger talks to you online, what would be your reaction?" The reactions often differ depending on the gender of the respondent. The girls tend to be very shy, would feel uncomfortable very quickly and would stop the conversation, whereas the boys would adopt a more risky attitude, become confrontational or consider it a game. Even though the overwhelming majority of victims of CSEC on the Internet are girls, boys are also vulnerable and are far less aware of the risks. This type of reaction illustrates it very clearly.
- On the demand side: questions are raised on the viewing of pornography (adult pornography). In these discussions, the girls do not often feel concerned as they are less likely to admit to viewing online pornography in public. However, in the research study over 50% of 17-18 year old girls stated that they had viewed online pornography.

- *Presentation of the Make-IT-Safe campaign:* objectives and approach are discussed.
- *Discussion on the policies and mechanisms that schools/internet cafés put or could put in place to address child protection online:* interactive discussions are held with the children on their knowledge of the security guidelines and messages as well as on the challenges and lessons learnt from earlier work. The gaps and priorities are identified and lead to a brainstorming session during which recommendations are developed.



Campaigners in front of a café in the Gambia

- *Youth mobilisation:* the children are organised into groups and design activities which could be carried out in schools in future to mobilise their peers and the community, using the resources available (publications, T-Shirts...). A road map for action is set.
- *Design self-protective attitudes:* the children are asked how they can protect themselves on the Internet; net-smart rules are dispensed and (if available) child helpline and hotline numbers are communicated.

Other modules dispensed address issues such as how to work with the media and with private corporations and how mobile phones can be used to combat CSEC. Some of the tools used to facilitate the workshops include sketches and testimonials of experienced youth ambassadors.

The organisers are always cautious not to show or put participants in a traumatising situation. Indeed, this could be counter-productive. In order to put the children at ease, a support system was put in place in case children needed individual assistance. This proved to be particularly useful in cases where a child admitted doing something online that they regret. In addition to this support system, the trainers received specific training to be able to address difficult issues.

PROMOTION OF THE MAKE-IT-SAFE CODE OF CONDUCT

Once trained, the youth ambassadors were ready and empowered to approach key stakeholders such as cybercafé owners in order to promote the Make-IT-Safe code of conduct which ensures a more protective online environment for children.

For example, in the case of Togo relevant stakeholders were initially identified. Training sessions, information meetings and debates were then organised with the owners of cybercafés, video clubs, internet providers and NGOs in addition to Ministries responsible for child protection, education and media. Issues around CSEC, safe IT and methodologies for promoting the Make-IT-Safe code of conduct were discussed during these meetings.

The network of ambassadors was used to approach the cybercafés identified with the aim of raising their awareness and encouraging them to commit to protecting children through displaying campaign posters and forbidding access to pornographic websites.

As Mélanie Gnandi, ECPAT's regional coordinator for the Make-IT-Safe campaign in Africa, highlighted: "It is very helpful to have a team comprised of both boys and girls, as usually girls are a little shyer and boys take the lead. So for the first Internet café, the boy would speak out more, and then for the next one, they would change roles and the girl would take the lead, reassured by the first experience". It is also important to show that the protection of children online interests both genders. The arguments and demands of both perspectives complement each other.

Follow up visits were carried out by the young ambassadors to ensure that the material was still displayed and visible on the walls of the Internet cafés.

Following the initial phase, which was considered to be successful, additional cybercafés were identified. Furthermore, in order to broaden the target population, an audio and a video clip were produced and broadcast.



Youth ambassador raising awareness of a cybercafé owner in the Gambia

Protection measures in cyber cafés

- Refuse the download of pornographic images (disconnect the computer if the customer is not compliant or bar the customer from the cybercafé if he refuses or continues)
- Install the protection module on the computers
- Refuse access to internet to children younger than 12 years old depending on the hours of operations
- Surveillance in the computer rooms

The mains reasons why some cybercafé owners did not have safety measures in place

- They are unaware of the risks
- Restricting access would reduce their income
- Cybercafé's philosophy: The customer always comes first

THE IMPACT

- Developing a gender-sensitive approach and taking into consideration the specific attitudes of boys and girls with regard to the Internet allowed more effective discussions and encouraged the deconstruction of stereotypes. At the end of the training sessions, a shift in mindset was obvious amongst the participants. For example, boys overwhelmingly asserted that they had come to realise the degrading representation of women that was projected through pornography.
- Acceptance by the cybercafé owners: the owners of the cybercafés were receptive to the messages relayed by the youth ambassadors because they were customers. Adults would most probably not have had the same impact. The cybercafé owners have since prohibited access to pornographic web pages. The Make-IT-Safe code of conduct has also been signed by 300 cybercafé owners⁵ thanks to the programme. (In Togo, 97 cybercafés committed to the code of conduct in the capital city Lomé and in 5 regional capitals⁶, 52 cybercafés and schools in the Gambia, 13 cybercafés and Cotonou's schools in Benin).
- A large number of children, youth and adults were mobilised: Over 3,000 youth were engaged (658 in Togo, 50 in Benin, 51 in the Gambia). Moreover, the mobilisation has continued beyond the end of the programme as the youth involved continued to be ambassadors and to build capacity in their communities. Jonathan Ssembajwe is representative of these engaged and empowered youth male ambassadors (see his profile below). Internet Safe Days are now organised in various countries to sustain the mobilisation on this important issue.

REPLICATION AND KEY RECOMMENDATIONS

Anjan Bose, who was responsible for the Make-IT-Safe campaign within ECPAT International, recommends the following:

- Men that take responsibility make a difference;
- Engaging ambassadors multiplies the impact;
- When designing a campaign and/or a capacity building workshop, it is essential to take into account local culture and to use local customs.
- Relaying a positive message has a much greater impact than saying something is wrong or bad, especially for the boys.

Beyond the campaign in Africa, the Make-IT-Safe campaign has been on-going worldwide. In 2014 an international Make-IT-Safe meeting was held in Germany, focusing on cyberbullying and cybergrooming, and on how to make peer-to-peer projects sustainable. Initiatives have been and continue to be led in Asia, Africa, Latin America and Europe.

⁵ http://www.recycom.org/index.php?option=com_content&view=article&id=66:formation-des-formateurs-rendre-les-tic-sans-danger-pour-les-enfants-et-les-jeunes&catid=64:actualite

⁶ Rapport alternatif au rapport initial du gouvernement togolais au comité des droits de l'enfant sur le protocole facultatif à la convention relative aux droits de l'enfant, concernant la vente d'enfants, la prostitution des enfants et la pornographie mettant en scène des enfants

⁷ ANPPCAN – African Network for the Prevention and Protection against Child Abuse and Neglect

JONATHAN SEMBAJWE – THE JOURNEY FROM BEING A YOUTH ACTIVIST TO A ROLE MODEL!



Jonathan was 14 years old when he started secondary school. It was not long before he heard of the school's Child Rights Club. Jonathan was very interested in promoting child rights and decided to join. The club was supported by ANPPCAN⁷ and provided Jonathan a space in which to learn about the issues affecting children and to discuss possible solutions. This forged his ideal that all children should be able to enjoy their rights and grow up without facing abuse or exploitation. He also came to realise the extent of the problems related to CSEC in Uganda.

This was the beginning of his journey as a youth activist. Realising that children were suffering and that the public was largely unaware of it, he decided to concentrate his energy on activities geared towards raising the awareness of his peers in school as well as of the community at large.

At 15, he was selected to join other children from the Child Rights Clubs of different schools to participate in radio and television programmes within the ANPPCAN children's broadcasting team. His activism was brought to the attention of ECPAT International which identified Jonathan as a young leader who was making a difference in the prevention of CSEC in Uganda.

In 2008, Jonathan was selected to be a youth representative for ECPAT International in Africa. In 2010, he was selected to serve as a youth representative on the ECPAT International board. Since then, he has strengthened the fight against CSEC not only at a community level but also at national and international levels. He is currently coordinator for children and youth participation at the Rights of Young Foundation, which promotes the rights and welfare of children and youth in Uganda. He is also head of the ECPAT children and youth peer supporters' team in Uganda.

Through his lasting and dedicated commitment, he has become a role model for the younger generation that is joining the fight against CSEC in Uganda.

Do you feel that it is different for a boy or a girl to become an activist against CSEC?

Firstly, we need to remember that both boys and girls are victims of CSEC, so it is essential for boys and girls to be involved in the fight against it! Some peer educators who become involved are driven by the will to promote children's rights overall and by the belief that children need to be engaged in the issues affecting them, this was my case. Other boys may be motivated to fight for their sisters' rights, as girls are still more affected by CSEC and are often considered as weaker. Some boys may also become involved as they realise that boys are less protected against assault and so they want to share information about the risks that they can face. In Uganda, boys generally have more freedom than girls but are far less protected and hence may adopt riskier attitudes.

Does being a male make it easier to raise boys' awareness of CSEC?

I believe that it is important that peer educators are both male and female. They can express things in a different way that can touch the hearts of all youths. We try, as far as possible, to ensure that there is a boy and a girl in each team of facilitators. This reflects the fact that both boys and girls are victims but also that they can both be engaged and part of the solution.

What would be your advice for a boy thinking about becoming involved in CSEC prevention?

This commitment should come from the heart. You will be serving young children who are suffering but who are voiceless, and over time you will also be recognised for your work. Interest and commitment are key factors in the fight against CSEC. Be innovative as there is always a need for new solutions to fight CSEC.

"I believe that if children are given a chance to talk about issues that affect them, this can bring about a lasting change to society"

Jonathan Ssembajwe



YOUTH PARTICIPATION

Boys as victims of commercial sexual exploitation and their role in its prevention

The Child and Youth Partnership Project (CYP) was implemented by the national partners of ECPAT International in South Asia from 2005 to 2012. The programme aimed to mobilise different actors in the community, such as religious and community leaders, local and national government, schoolteachers, children and youth as well as their families in the prevention of CSEC in partnership with other organisations and working with peer educators.

The following activities were carried out during the programme:

- Advocacy campaigns targeting local and national authorities in order to convince them to take action against CSEC
- Training of public authorities and ministries on the issue of CSEC to advocate for effective laws and legislation to protect children
- Mobilisation of high profile religious and community leaders in order to involve them in raising public awareness on CSEC and its prevention.

Youth and young men in particular were mobilised to reach out to their peers. First, they were trained through workshops and interactive sessions in order to improve their knowledge on CSEC and to teach them how to use the tools and prevention material provided. These young people then reached out to their communities by organising small group sessions involving the male population and boys from school clubs as well as youth clubs with the aim of developing plans to combat CSEC. Grants from 50 dollars to 500 dollars were provided to support their action plans.

There was also a rescue component to the programme. Young victims of CSEC were identified and offered shelter and support by organisations that provide appropriate care and services, such as psychological support, in order to help them recover from their traumatic experience. In addition, young victims were provided with access to education and vocational training in order to help them to develop autonomy and to facilitate their social and economic reintegration. Although most of the CSEC victims were girls, many boys were also rescued and some became activists or peer educators.

While working with men and boys, the partners of CYP began to realise that there were some differences in the way girl and boy victims experienced CSEC. Their profiles differ and they do not face the same risks due to the fact that boys are often socialised differently to girls within Nepalese society. Little is known about these differences and there is still a lot of progress to be made in documenting the specific situation of boys as victims of CSEC.

YOUNG BOYS WHO ARE VICTIMS OF COMMERCIAL AND SEXUAL EXPLOITATION IN NEPAL

Recent studies by ECPAT have highlighted the vulnerability of boys in South Asia¹ to commercial and sexual exploitation and the lack of attention that has been paid to this issue. A lack of awareness of the vulnerability of boys to sexual exploitation combined with gender stereotypical approaches have prevented serious investigation and interventions for boys who are victims of commercial sexual exploitation. In the South Asian region, evidence-based information on the sexual exploitation of boys is lacking. The majority of studies to date have emphasised sex trafficking and have focused primarily on women and girls.

In Nepal it is estimated that 5000 children are trafficked into commercial sexual exploitation every year, both internally and out of Nepal. A study on commercial sex workers showed that 30% of the respondents were male (35 boys), all between 15 and 17 years old, 97% reported to be involved voluntarily, 51% were engaged in street prostitution and 43% in dance bars and restaurants.

Studies conducted since 2000 have mainly focused on the situation of street boys as they were more accessible. The view generally held is that abusers of street children are foreign paedophiles and older street youth (again easily defined target groups). These issues highlight a stereotypical and gender-influenced understanding of commercial sexual exploitation of boys in Nepal. Moreover, one study underlined that many boys were working as commercial sex workers in massage parlours with the majority of their clientele being Nepalese males, which came as a surprise to many Nepalese people.

In South Asia, boys between the ages of 6 and 12 years old are considered to be more vulnerable than girls outside the home because social custom ensures greater protection and monitoring of girls, whereas boys enjoy relatively more freedom. Social norms generally suppose that boys are capable of protecting themselves. Society in general also tends to deny the existence of sexual abuse of boys and consensual sexual relationships between males. This may explain why the sexual abuse of boys is reported less frequently than that of girls, whether due to lower frequency or a greater denial of the problem. Statistics may, therefore, not provide an accurate picture of the problem².

¹ Out of the dark, The Emergence of Boys' Prostitution in Nepal, ECPAT International and Child Workers in Nepal Concerned Centre (CWIN), November 2008

² Frederick, John, Sexual abuse and exploitation of boys in South Asia, a review of research findings, legislation, policy and program responses, UNICEF, April 2010

The study conducted by ECPAT International and CWIN on young boys in Nepal³ identified different forms of prostitution in which boys were involved. The majority of boys did not identify themselves as engaged in 'commercial sex work'. Indeed, for many boys this exploitation was inherent in their environment (and not necessarily associated with economic benefit) and was generally coercive.

The following manifestations of commercial sexual exploitation were identified:

- **Commercial Sex Work** - *Street-based, dance bars and massage parlours*
- **Survival Sex** - *Sex as a survival strategy*
For many boys outside of parental care, sex is one of many survival strategies. This is the case for street and working boys in particular where high levels of sexual abuse often lead to 'survival sex' becoming an 'acceptable' choice for many boys as well as an accepted strategy for protection in violent environments (e.g. sexual abuse by group leaders on the street in return for group membership and the associated benefits).
- **Sexual Exploitation in Work** - *Sexual exploitation within work environments*
Many working boys are sexually abused by employers or colleagues in situations where refusal would risk their employment. This is particularly the case in the transport sector where boys work as conductors and truck assistants but also in situations where children work in isolation (child domestic workers, children working and sleeping in hotels or restaurants).
- **'Pocket Money' Sex** - *Sexual relations in exchange for remuneration*
Boys living with and cared for by their families may become involved in sexual relations in return for money and gifts or the opportunity for sexual experimentation.
- **Male to Male Sexuality** - *Boys who identify themselves as homosexual*
Boys who are part of the MSM community are vulnerable to sexual abuse and exploitation by adults. While the boy himself might not receive economic remuneration, those providing an introduction may receive remuneration.

Evidence from the study seems to suggest that sexual abuse may be an important factor in increasing the risk of commercial sexual exploitation. However, there is no available data showing what percentage of children who are sexually abused also become victims of commercial sexual exploitation.

It is important to understand what boys and young males understand as sexual abuse. It appears that in some contexts coercive sexual activity is so normalised that children (while clearly feeling violated and abused) may find it hard to express this as sexual abuse. The issue of the commercial sexual exploitation of boys needs to be understood within the wider context of sexual behaviour.

³ Out of the dark, The Emergence of Boys' Prostitution in Nepal, ECPAT International and Child Workers in Nepal Concerned Centre (CWIN), November 2008

⁴ Save the Children Sweden-Denmark (Slugget, C.), 2003, 'Mapping of psychosocial support for girls and boys affected by child sexual abuse in four countries in South and Central Asia'.

The psychological impact of sexual abuse on boys as compared to girls has not been sufficiently addressed in South Asia or globally and little is known. Many discussions on psychological impact as well as training documents for counsellors who work with victims of child sexual abuse, do not address any possible distinctions between boys' and girls' responses to sexual abuse. However, some research indicates that the sexual abuse of boys has a more visible social impact, playing out in substance abuse, school absenteeism, violent behaviour and petty crime. Some studies show that the sexual abuse of boys may put them at more risk of becoming abusers, but this linkage has not been adequately established. Finally, the attitudes of family and caregivers towards boys who are victims of sexual abuse and the treatment boys receive often differ from that of girls. Families may believe that boys, being 'strong', are less affected by the abuse⁴.

To conclude, the study found that the commercial and sexual exploitation of boys is not a new phenomenon, that most child protection programmes implemented in Nepal target girls and women and that there is little understanding among governmental and non-governmental stakeholders regarding the situation of boys. In fact, the issue of the commercial sexual exploitation of boys is often ignored because this issue is so tied into concepts of masculinity and male sexuality.

Initiatives to prevent sexual exploitation need to begin by opening up public discussion on this issue but should also target high-risk areas or groups. More needs to be done in particular to promote boys' and girls' understanding of sexuality and issues around consent. Boys need to be empowered to be able to understand their situation and where possible to stand up against a situation of abuse or exploitation.

The NGOs on the ground take care of both male and female victims and do their best to adapt their action to the specific needs of boys and girls. Former boy victims sometimes commit to prevention as well as to the identification of other victims and helping them to recover from their situation. These experiences and testimonies demonstrate how boys, as former victims, can play a crucial role in the combat against CSEC.

CASE STUDY: ALI'S STORY AS A YOUNG VICTIM OF CSEC

Ali's (pseudo name) mother died when he was a small boy. His father re-married after the death of his mother and he started living at his maternal uncle's house. His aunt did not welcome him in the family and started behaving offensively. His aunt's behaviour deteriorated day by day. She also forced him to do all the household chores and Ali would be deprived of food for the day if he made any mistakes.

One day, he escaped from his aunt's house and travelled to Dhaka city with a woman. The woman provided him with a job as a domestic servant and Ali worked there for about 2 years. However, he was also badly treated by the house owner and his wife and one day the house owner tried to abuse him sexually.

It became very difficult for Ali to continue his job there as the frequency of the abuse increased day by day. Finally, Ali left the house and started living in the street. He took shelter at a woman's house in the slum area but the woman turned out to be a 'madam' (pimp) and forced Ali into sex work. Ali felt completely helpless in this situation.

During a community awareness campaign in the slum area, a CYP Peer Supporter (PS) met Ali and after a brief discussion with him, Ali broke down. He was in extreme need of physical as well as psychological support. The PS took him to a shelter and arranged his stay there where he was provided with good care and support. Ali was then referred to a designated counsellor at the shelter to aid his psychological recovery as well as to a medical doctor who visits the shelter on a regular basis. He began to recover slowly. After a few months, he was found to be doing well and had started to mix with other children and to be involved in social activities.

Slowly, Ali showed interest in becoming a member of the youth club run by the shelter. Using his interest and skills, the PS arranged for Ali to participate in the Peer Support Training as he had started to develop a good understanding of the issues relating to CSEC. Ali was also observed to be very creative and to possess leadership skills - he was always helping and supporting

other children coming to the shelter through relationship building. Consequently, Ali was also enrolled in the 'Youth Leadership Training', which boosted his confidence and self-esteem and allowed him to develop some basic literacy skills. All these activities empowered Ali to become one of the youth leaders.

Two years later Ali expressed an interest in finding a permanent job. The PS contacted the authority of a training institute and thus arranged for Ali to follow a training course to become a mobile repair technician. Ali completed the six month training course and with the support of the PS and the YPP trained caregiver, he found a job in a mobile shop in the city. He is now working as a regular employee in that shop and is earning a regular salary. When the PS meets him, he shares aspirations about his future. He is very grateful for the support that he has received which has allowed him to escape his desperate situation. Ali has also begun saving money for his future life.



RELIGIOUS LEADERS

Religious leaders committed to combating the sexual exploitation of children in Bangladesh

"The commitment of religious leaders to the prevention of child and gender based violence is of strategic importance in order to reduce the influence of extremists who hold a very conservative vision of society and promote unequal social norms which can be harmful for both boys and girls."

Salima Sarwar,

Executive Director of Association for Community Development ACD, member of ECPAT International

Religious leaders can play a major role in changing attitudes towards the commercial sexual exploitation of children. Indeed, religious leaders are often very influential and play a critical role in the way their congregations lead their lives due to the deep and trusted relationships that they enjoy with their communities.

In addition, in a patriarchal society where men still play a strong role in community and public decision-making, the fact that most religious leaders are men provides them with still greater influence.

Due to their moral authority, religious leaders can foster dialogue and set priorities for members of their communities. As they also often have strong linkages with the most disadvantaged and vulnerable members of the community, they are particularly well placed to address inequity related to societal factors such as social norms, behaviours and practices that affect access to services or fuel discrimination and deprivation. As a result, they can facilitate efforts towards the realisation of the rights of the most disenfranchised and vulnerable¹:

- Religious leaders can promote responsible behaviour that respects the dignity and sanctity of all life.
- Many religious leaders are skilled and influential communicators who can reach the hearts and minds of millions of people.
- Since they have more access to the family and personal spheres than most external actors, religious leaders serve as an important conduit of communication for social change and transformation.

Religious leaders were at the forefront of advocating the implementation of the Convention on the Rights of the Child. Prior to the Convention's launch at the 1990 World Summit for Children, UNICEF and the World Conference on Religions for Peace² – a global multi-religious coalition advancing common action among the world's religious communities for peace – organised a major conference called 'The World's Religions for the World's Children'. This conference set the tone for inter-religious cooperation benefiting children and promoted universal ratification of the newly adopted Convention.

"We must acknowledge that our religious communities have not fully upheld their obligations to protect our children from violence. Through omission, denial and silence, we have at times tolerated, perpetuated and ignored the reality of violence against children in homes, families, institutions and communities, and not actively confronted the suffering that this violence causes. Even as we have not fully lived up to our responsibilities in this regard, we believe that religious communities must be part of the solution to eradicating violence against children, and we commit ourselves to take leadership in our religious communities and the broader society."

Multi-Religious Commitment to Confront Violence against Children

ENGAGING RELIGIOUS LEADERS IN BANGLADESH

In Bangladesh, involving religious leaders is particularly relevant as 90% of its 1.5 billion inhabitants are Muslims and 9% are Hindus. There are over 250,000 mosques in the country. On the other hand, according to Plan International, "an estimated 200,000 Bangladeshi girls have been lured under false pretences into the sex industry in neighbouring countries over the past 10 years. Others put the figure even higher."³ Furthermore, according to UNICEF, child sexual abuse, exploitation and trafficking remain largely taboo in Bangladeshi society as well as shame and a culture of silence being associated with abuse.⁴



Children travel to school in a specially-protected van in Dhaka, Bangladesh, to prevent kidnapping and trafficking © AP Images

The regional NGO, Association Community for Development (ACD), member of ECPAT International in Bangladesh, works with the poor and disadvantaged and has developed specific expertise in the field of gender based violence, child marriages and combating the commercial sexual exploitation of children. The organisation has adopted a gender policy and works on the deconstruction of gender stereotypes as a means to prevent all types of violence against women and children. The originality of ACD's work lies in its holistic approach which leads the organisation to work with all members of the community, both men and women. As such, ACD works with parents, teachers, local elected bodies as well as community, religious and social leaders gathered in « People's Organisations », youth clubs (including both boys and girls) and village courts.

In Bangladesh, numerous children, boys and girls, are victims of CSEC. In a country where only 10% of children are registered at birth, it is very difficult to obtain reliable data which contributes to making it a taboo. Child trafficking mostly brings girls to India and Pakistan where they become domestic workers and are often sexually exploited, while boys are recruited as camel racing jockeys in the Gulf countries and are also victims of sexual violence. The children are exploited in brothels, hotels and parks, in the streets. They are often taken from their parents who are deprived.

UNICEF,

Child Sexual Abuse, Exploitation and Trafficking in Bangladesh, 2011



Through this mobilisation, ACD has developed a network of actors able to identify both victims and children who are at risk and has put in place a prevention system involving all the relevant stakeholders. A « socialisation centre » completes the system by taking in and providing care for boys and girls who are victims of CSEC.

After many years working on the prevention of gender based violence, ACD came to the conclusion that the deconstruction of gender stereotypes and the positive implication of men and boys in the process were

crucial. The pilot programme « *Allies for Change: Engaging Men and Boys to Combat Gender based Violence in Rajshahi Division* » was launched in 2011. Its main purpose was to increase the awareness and the participation of men and boys in addressing gender equality norms, values and practices in order to reduce gender-based violence including the commercial sexual exploitation of children.

Particular attention was paid to religious leaders. As ACD's Executive Director Salima Sarwar states, "In Bangladesh, the misinterpretation of religion and the negative attitude of some religious leaders regarding gender is one of the major reasons for violence. Some religious leaders promote the acceptance of gender based violence. However, once trained, religious leaders are more aware and take the initiative to reduce sexual and gender based violence."

Various events have been organised to raise the awareness of religious leaders:

- 1000 teachers, religious and community leaders, local courts and parents were trained on children protection.
- 23 religious leaders decided to get involved in reducing gender based violence. They organised themselves into 4 "religious leaders groups", one composed of men and women, two only of women and one only of men. The following faiths were represented in these groups: Muslim, Hindu and Christian. Once formed the "religious leaders groups" started working in the community as part of the village development committee. One of their missions was to enhance social integrity and to ensure the protection of children and women against violence, sexual abuse, exploitation and traf-

ficking. ACD worked with these groups in order to develop their capacity and to provide their members with the skills necessary to promote human rights within their communities. They also play an assertive role as a watchdog within the community. In addition, 8 of them have addressed the issue of sexual violence and CSEC during religious meetings and one meeting has been conducted with 40 mothers.

- The awareness of students in madrasa (religious institutions) on anti-trafficking was raised through a mobile exhibition. Following this campaign, it was observed that mental and physical torture as well as discriminatory behaviour had decreased ⁵.

ACD's Religious Leaders Group initiative improves justice

Shaheen was 16 when she was sexually assaulted one night at her home by three men. Extremely distressed, she was admitted to a local clinic. Her family felt helpless until one member of the religious leaders group encouraged her father to file a case against the perpetrators.

The members of the religious leaders group helped Shaheen's father file a case at the local police station. Shaheen was then referred by the court to the ACD shelter for appropriate care and support. However, the accused rallied influential local community members to pressurise the victim's family into withdrawing the case. The police tried to protect some of the accused from being brought before the court by refusing to file charges. In response, the religious leaders group and the "People's Organisation" campaigned locally to demand justice for the victim through organising human chains, rallies and the submission of memoranda to the local government.

This involvement of religious leaders has been essential in the support of Shaheen's case. Beyond influencing the attitudes of their congregations, religious leaders can play a leading role in the protection of children's rights and in the promotion of justice for all.

¹ Partnering with Religious communities for Children, UNICEF, 2012

² now called *Religions for Peace*

³ <http://www.irinnews.org/report/96250/bangladesh-more-data-needed-on-abandoned-children-trafficking>

⁴ UNICEF, Child Sexual Abuse, Exploitation and Trafficking in Bangladesh, 2011

⁵ ACD Annual report on CSEC

OTHER INITIATIVES WORKING WITH RELIGIOUS LEADERS IN BANGLADESH

Imams Movement for Women's Rights



The non profit NGO PHREB “Promoting Human Rights and Education in Bangladesh” launched a programme called “Stop Violence against Girls” in 2005 based on research analysing violence against women and girls. The programme mobilised 14 imams in the Chittagong region. The imams came together to discuss women's rights and

gender based violence. Committed to ending violence against women, they established the Imams Movement for Women's Rights.

In 2009, 465 imams in the South of Bangladesh were involved in this movement with their numbers increasing. They mobilised their congregations through their sermons during Friday prayers at the mosques reaching hundreds of thousands of men every week and during Wah Mahfils (community based religious gatherings).⁶ Their involvement has been said to have contributed to a reduction in violence against women at home, in school and on the streets as well as in underage marriage.

A training programme supported by a development agency, USAID

The US International Development Agency has supported various programmes to promote girls' and women's rights and to combat human trafficking in Bangladesh as well as in the wider region. In 2002, realising the influence of Islamic religious leaders, USAID decided to provide support to local nongovernmental organisations to train imams in the country's southwestern village of Chakoria with the aim of mobilising their communities to combat human trafficking. Following the training, many of the imams involved discussed the problem of human trafficking during their Friday sermons and suggested methods for preventing it. They also organised village gatherings, led community watchdog groups and reached out to help rescued victims⁷.

As Mawlana Ruhul, chair of the Chakoria Imam Association, explains, traditionally, many imams “criticise working with NGOs as an anti-Islamic notion of work” and hence have a deep-seated mistrust of development agencies. However, as the USAID report states “by linking anti-trafficking efforts to the teachings of Islam and being able to show positive changes in communities, the project has helped to build trust between the imams and NGOs... Imams now lead efforts to build a network of imams in the 20 districts most affected by trafficking. Those districts have since experienced a noticeable decline in trafficking rates”⁸.

In 2012, the US Department of State's Bureau of Democracy, Human Rights and Labor and the U.S. Agency for International Development launched another programme promoting girls' and women's rights by training imams in Bangladesh, Afghanistan and Pakistan. 450 imams were trained using a curriculum focusing “on the compatibility of women's rights and Islam”. The report “United States Strategy to Prevent and Respond to Gender-based Violence Globally”⁹ cites “anecdotal evidence” from imams who participated in the programme (verbatim from the report):



Dana Ward / shutterstock.com

- “One religious leader explained that since participating in project trainings, when he presides over marriages, whether he officiates the wedding ceremony or not, he asks the age of the bride and for proof of her consent, and he uses the opportunity to publicly discuss the importance of the bride's consent to marriage. He even reported stopping a marriage when he found out that the bride had not given her consent.
- Focus group participants agreed that since their local imams have started discussing women's right to education in Friday sermons, the barriers for women going to school have been reduced.
- Several focus group participants recounted stories about women's families providing them with a fair share of inheritance after the imams in their communities were influenced by the curriculum and trainings.”

This programme illustrates the impact that such training can have on social norms. Even so, it has been controversial in the US, with many condemning these programmes as the West imposing its view of Islam and many organisations questioning its influence and impact.

A strong recommendation regarding this kind of approach is the necessity for ownership and leadership by local imams as well as for the initiative to be deeply rooted within the communities.

⁶ <http://www.hurights.or.jp/archives/asia-pacific/section1/07PHREB.pdf>

⁷ Bangladesh Imams Engage Communities To Fight Human Trafficking: Partnership for a Better Life, AMERICA.GOV, Feb. 23, 2007

⁸ Ibid

⁹ <http://www.state.gov/documents/organization/196468.pdf>

IMAGES

Analysing men's attitudes and practices

IMAGES - The International Men and Gender Equality Survey

- is a household questionnaire used to analyse men's attitudes and practices by surveying both women and men. This 42-page questionnaire addresses numerous topics associated with gender issues such as: the division of domestic tasks, men's participation in caring for and bringing up children, health practices, quality of life, conjugal violence, transactional sex and prostitution. It was developed by the International Center for Research on Women (IRCW) and the Promundo Institute. The IMAGES survey entitled "Evolving Men" was conducted with 8,000 men and 3,500 women in five countries (Chile, Brazil, Croatia, India, Mexico and Rwanda) between 2009 and 2011.

The questionnaire is divided into two parts and 19 sections with specific questions for men followed by similar questions for women. For instance in Part 1 we find the following sections:

Section 1:

Socio-demographic characteristics and employment

Section 2:

Childhood experience

Section 3:

Attitudes towards relationships between women and men

Section 4:

Sexual diversity

Section 5:

Relationships in the home

Section 6:

Policies

Section 7:

Paternity and the relationship with children

Sections bearing a relevance to CSEC:

Section 2 on childhood asks direct questions regarding the level of education of both parents, the division of tasks within the family, decision-making within the couple and expenditure. The men interviewed also respond with "yes" or "no" to statements concerning any non-consensual fondling or sexual relationships to which they might have been subject during childhood and about their attitudes in the school environment.

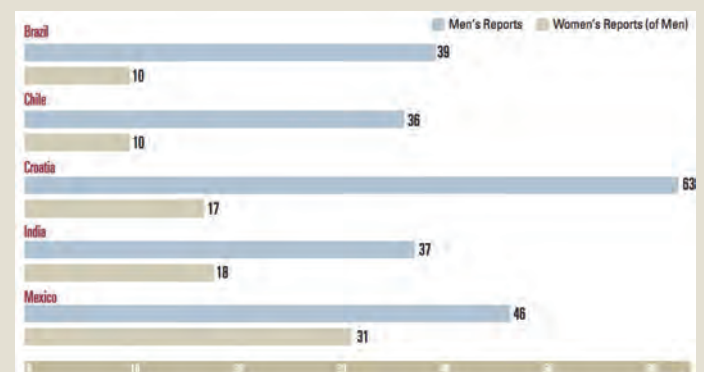
Section 3 asks men questions regarding their socially constructed perceptions and gender stereotypes by asking them to state whether they agree or disagree with statements such as: "When a woman works she has taken a man's job"; "In some cases of rape, the woman wanted it to happen"; "There are times when women deserve to be beaten"; "Men need sex more than women do"; "To be a man, you need to be strong".

Section 4 focuses on sexual diversity, in particular homosexual practices and homophobic behaviours.

Sections 5, 6 and 7 ask about the number of partners, the division of tasks and decisions in the home, sexual relationships, paternity leave, laws regarding divorce and combating violence against women, and activities involving children.

Sections 8 to 19 include questions on violent behaviour, especially towards women, as well as risky forms of behaviour, such as alcohol abuse. Specific questions are also asked about forced and non-consensual sexual relations, transactional sex and prostitution, in particular with minors of both sexes.

The results of the international study conducted by IRCW and the Promundo Institute draw attention to many interesting aspects.



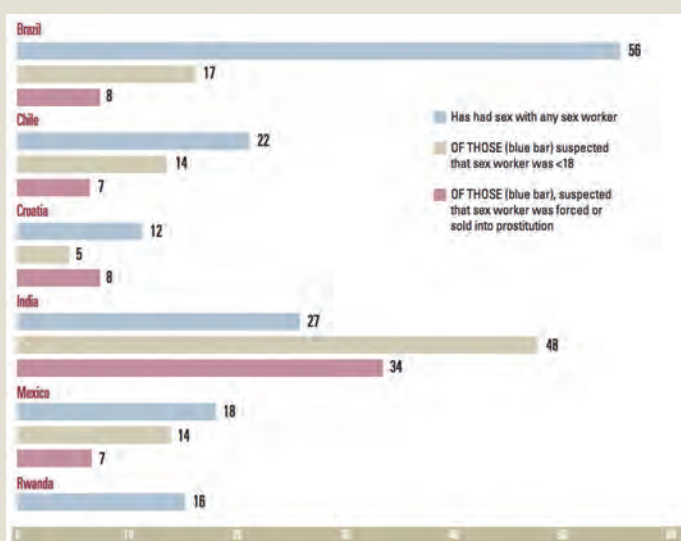
The level of male participation in childcare according to the men and women surveyed.

For instance, men overestimate their involvement in the home, compared to what women assert, particularly with regard to childcare. For instance, in Brazil 39% of men declared they look after their young children every day but only 10% of the Brazilian women interviewed confirmed this. The data also show that men are more likely than women to abuse alcohol (for example, 69%

of men against 20% of women in Brazil). With respect to sexual violence, the study shows that men who have experienced violence during childhood and who have the strongest gender stereotypes are those who most frequently reported having committed sexual violence against their partner or another person, and/or indulged in alcohol abuse.

Between 16% and 56% of the male interviewees reported having had relations with prostitutes, mostly female prostitutes.

In many cases, the men suspect that the prostitute may have been a minor, yet did not react. On the other hand, most of them think that women choose to become prostitutes even when they are under 18 years of age (63% in India, 59% of men in Mexico and 43% in Chile).



Experience of transactional sex: Number of sex workers thought by those surveyed to be under 18 years old or forced/sold into prostitution.

POTENTIAL FOR REPLICATION

The IMAGES survey has been replicated by the Promundo Institute in the Democratic Republic of Congo in partnership with the NGO "Sonke Gender Justice Network" and the National Institute for Mental Health in Goma. In Mali, the NGO Care International established a partnership between Promundo and the National Institute for Statistics (INSTAT) in order to undertake an IMAGES survey with the support of UN Women and the Norwegian Agency for Development Cooperation (NORAD).

The team was comprised of both male and female researchers who carried out the survey in the urban areas of the capital city, Bamako, as well as in the urban and rural areas of Mopti and Ségou, situated in the south west of the country. A sample of 1,000 men and 500 women replied to the questionnaires and took part in the interviews that were conducted by male researchers in the case of men and female researchers in the case of women.

The survey used cluster sampling carried out by INSTAT in addition to stratified sampling to ensure a proportional representation of the two age groups: 18-35 and 36-59. Random sampling was used to select the households in the villages and included male and female household members living at various distances

from the centre of the village. In a second stage, the researchers collected qualitative data from focus group discussions (FGD) and from the interviews with key male and female informers.

The resources are available on line (in English) for organisations wishing to carry out surveys. You will find the general guide, the questionnaires and the facilitation manual. It is advisable to set up a team of male and female researchers and statisticians who can conduct the interviews and produce the statistical analysis that are a necessary part of this survey. A partnership with a statistical institute, as was the case in Mali, will also provide an official dimension and give the survey greater legitimacy.

Link to the resources:

<http://www.promundo.org.br/en/activities/activities-posts/international-men-and-gender-equality-survey-images-3/>

For further information:

Link to the multi-country report:

<http://www.icrw.org/publications/evolving-men>

Link to the Democratic Republic of Congo report:

<http://www.promundo.org.br/en/wp-content/uploads/2013/01/IMAGES-DRC-FRENCH-Updated-11.15.pdf>

Link to the Mali report:

<http://www.promundo.org.br/en/wp-content/uploads/2013/01/CARE-IMAGES-Mali-Summary-Report-FINAL.pdf>

Three key points to remember when integrating the dimension of gender into a project:

- Use disaggregated or sex-specific statistical data that enable the distinction to be made between the situations of girls and boys when analysing and monitoring the impact of the project.
- Carry out qualitative surveys by interviewing girls and boys separately during the stages of project development, monitoring and evaluation.
- Adapt the project based on these differentiated requirements so that girls and boys benefit from appropriate responses in terms of equality.



MEASURING CHANGE

The GEM Scale methodology - Gender Equitable attitudes in Men Scale ¹

Working on the transformation of gender stereotypes and the reduction of violence requires a long-term strategy. The impact of such programmes on behaviours and attitudes is very difficult to measure.

In order to face that challenge, the Promundo Institute developed a specific methodology: the Gender Equitable Attitudes in Men Scale, in order to capture the evolution of the attitudes of men and boys who were beneficiaries of their Program H.

Program H has been promoted by the Promundo Institute in various countries since 1990 and seeks to engage young men and their communities in a critical reflection on rigid norms related to manhood. It was first developed and carried out in Latin America and the Caribbean (Bolivia, Colombia, Jamaica and Peru) and subsequently in Rio de Janeiro, Brazil. The methodology has also been adapted for use in the Balkans, in Asia (India, Nepal, Vietnam and Thailand), in Sub-Saharan Africa (Ethiopia, Mozambique, Tanzania and Namibia), in Central America (Nicaragua, Costa Rica and Panama) as well as in the United States and Canada.

Program H focuses on helping young men question traditional norms related to manhood. It consists of four components:

- A validated curriculum that includes a manual and an educational video for promoting attitude and behavioural change in men;
- A lifestyle social marketing campaign for promoting changes in community or social norms related to masculinity;
- A research-action methodology for reducing barriers to young men's use of clinical services;
- A culturally relevant evaluation model: **the GEM Scale - Gender Equitable Attitudes in Men Scale for measuring changes in attitudes and social norms** around manhood has been developed to measure the impact of the initiative.

First, the team defined the kind of attitudes and behaviours that the programme was aiming to promote. Four characteristics of more "gender-equitable" men were selected:

1. Seeking relationships with women based on equality and intimacy rather than sexual conquest.

This includes believing that men and women have equal rights, and that women have as much sexual desire and "right" to sexual agency as do men.

2. Seeking to be involved fathers, for those who are fathers, or support substantial involvement,

meaning that they believe that they should take both financial and at least some caregiving responsibility for their children.

3. Assuming some responsibility for reproductive health and disease prevention issues.

This includes taking the initiative to discuss reproductive health concerns with their partner, using condoms or assisting their partner in acquiring or using a contraceptive method.

4. Being opposed to violence against women.

This may include young men who were physically violent toward a female partner in the past, but who currently believe that violence against women is not acceptable behaviour (Barker, 2000a).

The team then designed 35 questions on attitudes related to gender roles in the home, including the following: childcare; gender roles in sexual relationships; shared responsibility for reproductive health and the prevention of sexually transmitted diseases; conjugal violence; and homosexuality and close relationships with other men.

The GEM scale is particularly useful because it can be used with a large number of young men in a relatively short amount of time. The number of questions varies according to the different country adaptations of the GEM Scale. For example, the Indian adaptation had 15 : 11 original questions and 4 new questions specific to the country. The Ethiopian version has 24 questions ².

¹ Based on the article "How do we know if men have changed? Promoting and measuring attitude change with young men. Lessons from Program H in Latin America", by Gary Barker with Marcos Nascimento, Marcio Segundo, Julio Pulerwitz, 2004

² A compendium of gender scales, prepared by Geeta Nanda for C Change & USAID, Septembre 2011

A summary of the Ethiopian version of the questionnaire:

TOPIC: VIOLENCE

- There are times when a woman deserves to be beaten.
- A woman should tolerate violence to keep her family together.
- It is alright for a man to beat his wife if she is unfaithful.
- A man can hit his wife if she won't have sex with him.
- If someone insults a man, he should defend his reputation with force if he has to.
- A man using violence against his wife is a private matter that shouldn't be discussed outside the couple.

TOPIC: SEXUAL RELATIONSHIPS

- It is the man who decides what type of sex to have.
- Men are always ready to have sex.
- Men need sex more than women do.
- A man needs other women even if things with his wife are fine.
- You don't talk about sex, you just do it.
- It disgusts me when I see a man acting like a woman.
- A woman should not initiate sex.
- A woman who has sex before she marries does not deserve respect.

TOPIC: REPRODUCTIVE HEALTH AND DISEASE PREVENTION

- Women who carry condoms on them are easy.
- Men should be outraged if their wives ask them to use a condom.
- It is a woman's responsibility to avoid getting pregnant.
- Only when a woman has a child is she a real woman.
- A real man produces a male child.

TOPIC: DOMESTIC CHORES AND DAILY LIFE

- Changing nappies, giving a bath, and feeding kids is the mother's responsibility
- A woman's role is taking care of her home and family.
- The husband should decide to buy the major household items.
- A man should have the final word about decisions in his home.
- A woman should obey her husband in all things.

For each question, three possible responses were provided: I agree; I partially agree and I do not agree.

Each question is scored on a 3-point scale, where

- 1 = agree,
- 2 = partially agree, and
- 3 = do not agree.

High scores represent high support for gender equitable norms. A progressive form of scoring is possible, in which case the GEM Scale is split into three equal parts: high, moderate, and low support for equitable gender norms.

The GEM Scale is conducted before and after the programme and the scores are compared in order to measure the impact of the action and the social change.

The baseline study was carried out in three communities in Rio de Janeiro by Promundo's research team, consisting entirely of male interviewers. It confirmed that the GEM Scale is a useful tool to assess their current attitudes about gender roles, and it is also useful for measuring whether men have changed their attitudes over time, or after a given project.

In 2002, with the GEM Scale validated and tested, Promundo and the Horizons Program started a two-year impact-evaluation study to measure the impact of the manuals and video in a population of 750 young men aged between 15 and 24 in Rio de Janeiro, Brazil. Analysis of the results from one of the communities, from about 160 questionnaires, found positive change on a majority of GEM Scale questions, and increased condom use.

The GEM Scale methodology could be adapted to projects promoting the positive involvement of men and boys in the prevention of CSEC. In this perspective, the questionnaire could be completed with specific questions on the commercial sexual exploitation of children.

A close-up photograph of several children's faces, focusing on their eyes and expressions. The image is warm-toned and occupies the top third of the page.

CONCLUSION

A number of interesting points can be noted as a result of the research and analysis undertaken to identify and present innovative practice concerning the positive involvement of boys and men in combating the commercial sexual exploitation of children (CSEC).

First of all, this review shows that a number of stakeholders actively involved in the prevention of CSEC are already taking into consideration the importance of deconstructing the stereotypes associated with masculinity and of increasing the involvement of boys and men in combating violence against children. NGOs are receptive to this approach which remains, nevertheless, innovative and under-documented.

Most of the information available on this subject is concerned with involving men in preventing gender-related violence and domestic violence in particular, especially against women. The work undertaken through the IMAGES surveys is particularly rich and enables a general understanding of the mechanisms involved in constructing gender-based violence, providing the key to understanding that is essential for those combating CSEC.

Although numerous NGOs state that they take into account the issue of gender and the involvement of boys and men within their activities, few have so far formulated strategies that explicitly integrate the dimension of gender. It is rare that they adopt tools to enable a real monitoring and capitalisation of these experiences, by using statistics or indicators disaggregated by sex, for example, in order to differentiate the situation of girls from that of boys, both when analysing and monitoring the impact of their actions.

Furthermore, assessments of behavioural change are rare and require the methodologies of qualitative surveys to be adapted and new indicators to be defined.

In order to respond to these questions, we have concentrated our analysis on the replicability of existing practices as it seems that many approaches could be adapted and reproduced in new contexts, provided that the socio-cultural representations in each country and region are taken into account. To meet this requirement, we have tried to facilitate the understanding of the key factors for the success of each approach as well as the points to be cautious of and to bear in mind when undertaking similar actions as part of other projects. We have also made available all the tools and reference documents which can be consulted online.

We would like to extend our warm thanks to all those who took the time to share their expertise and the lessons they learned in implementing these innovative projects. Some could not be included in the review but the information provided has been incorporated in the overall analysis of the practices.

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We hope that reading the review will inspire you to implement new approaches involving boys and men.

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