



## REPORT

# **An Assessment of the Viet Nam National Communication Campaign to End Violence against Children (EVAC) June – August 2014**

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## ACKNOWLEDGEMENTS

The National Communication Campaign to End Violence Against Children (EVAC) took place between June and August 2014 as part of the UNICEF Viet Nam Country Office's response to the global 2013 #ENDViolence Against Children initiative. The campaign was envisaged as an initial step to draw attention to the issue of prevalent violence against children worldwide, including in Viet Nam, signalling UNICEF Viet Nam's continued and long-term commitment to prioritise the issue in its development agenda for the country. Implemented between June and August 2014, with an extra phase for focus interventions in the following months, the campaign was spearheaded by UNICEF and its long-term Government counterpart, the Ministry of Labor, Invalids and Social Affairs (MOLISA) with the collaboration of other agencies, from national to sub-national/provincial and local levels.

This assessment has been a planned process with generous help from numerous participants. The findings would not have been taken shape without the overall and technical guidance from UNICEF technical teams including: the Communication for Development Unit (C4D) especially Ms. Tran Phuong Anh, Communication for Development Officer as technical lead, and Mr. Ketan Chitnis, Chief, for technical oversight; the Child Protection section led by Ms. Le Hong Loan, Chief and Ms. Vu Thi Le Thanh, Child Protection Officer. The Children's Department under MOLISA led by Mr. Dang Hoa Nam, the Director and his team provided detailed information, including programmatic plans and reports, substantial data for desk reviews and numerous meetings for deliberation. As part of an ongoing C4D evaluation initiative, the Melbourne-based RMIT University and India's University of Hyderabad with their team of experienced researchers, including Jessica Noske-Turner, Jo Tacchi and Ho Anh Tung among others, contributed significantly to the assessment from the beginning of the process with their participatory methodology.

The committee staff and local authorities of the Departments of Labor, Invalids and Social Affairs in the province of Dien Bien and HCM City, numerous child protection collaborators, mass organisation workers and families and children in the two locations all contributed to make this report possible. Sincere and profound thanks to all those involved in the process for their support.

The report was written with the hope that it will contribute to efforts to prevent, reduce and in the end eliminate all forms of violence against children in Viet Nam by helping provide information for planning upcoming interventions for this initiative, so that Vietnamese children can grow up and live in a healthy and safe environment. I hope the readers will find the report useful and look forward to any feedback.

Sincerely,  
Đinh Thị Thanh Hoa

## LIST OF ABBREVIATIONS

MOLISA	Ministry of Labour, Invalid and Social Affair
DOLISA	Department of Labour, Invalids and Social Affairs
VAC	Violence against Children
RMIT	Royal Melbourne Institute of Technology
C4D	Communication for Development
UNICEF	The United Nations Children's Fund
UN	The United Nations



## SUMMARY

Nowadays, Violence against Children is an issue not only in Vietnam but also across the globe. To kick-start a response, UNICEF has started the initiative “END Violence against Children”. This initiative is intended to increase awareness of Violence against Children (VAC) across the globe, garnering interest and generating concrete actions in the world-wide movement against VAC. Responding to UNICEF’s global initiative, UNICEF Vietnam Country Office and MOLISA implemented the communication campaign “End Violence against Children” from June to August 2014 in all provinces nation-wide, with a focus on eight UNICEF prioritized provinces and Da Nang city under its cooperation programme. The objectives of this campaign were to: (1) Increase **awareness of VAC; reinforcing the belief that VAC is unacceptable**. This campaign aimed to change the awareness and attitudes of governmental officials, mass media and the community, including parents/caretakers as well as children themselves; (2) Promote the participation of: *(i) mass media at the central and local levels; (ii) officials on different levels; (iii) social organisations, and (iv) the community in **speaking out against VAC***. In addition, the campaign advocated for reporting of any cases of VAC or child abuse to **local authorities** for early detection, prevention and intervention.

In order to achieve the above objectives, MOLISA , with the support by UNICEF Vietnam, developed and implemented an awareness raising communication plan at both central and provincial levels consisting of the following key interventions: *1) Mass media and general public exposure to VAC campaign communication with a call for action as endorsed by two Vietnamese celebrities; 2) Social media engagement and generation of dialogue; and 3) Sub-national implementation of the campaign through official launches with community participation, including children, local authorities, civil and mass organizations, local mass media coverage and community-based communication efforts.*

At the beginning of 2015, MOLISA requested UNICEF to provide technical and financial assistance to carry out an assessment of this national communication campaign. The assessment received technical support from the Royal Melbourne Institute of Technology (RMIT) – Australia and India’s University of Hyderabad with the team of experienced researchers under a global UNICEF C4D evaluation initiative. The assessment lasted from August to October 2015.

Key assessment results showed that the National Communication Campaign was implemented in accordance with the joint-MOLISA/UNICEF plan. Based on the directions set out by MOLISA at the central level, all provinces and their local administrative units developed their VAC communication activities. At the sub-national level, planning and implementation for the campaign was carried out jointly by DOLISA, other departments such as central and local People’s Committees, Department of Education and Training, Department of Information & Communication, central and provincial broadcasting stations, Women’s Union, Youth Union, etc. The reporting process was carried out in a unified manner based on the monitoring and reporting template, creating favorable conditions for statistics review and assessment. While the assessment aimed at reviewing available documentation and reporting

from all participating provinces, it focused on the prioritized nine provinces and cities as mentioned above. Three of these provinces followed different reporting formats from others. Thus, there were some differences in the availability of specific data for the review.

Through rounds of review of secondary data and data gathered from two field assessment visits to Ho Chi Minh City and Dien Bien Province, the assessment concluded that (1) there was a strong need for communication on VAC issue, so the communication campaign was an essential response to the needs and (2) the campaign activities overall achieved the two main objectives. Central and local policy makers, government officials working in areas related to children and different agencies all pledged their commitment to end VAC. The communication campaign was carried out across the whole nation at multiple levels and had impacts on people's awareness of VAC, particularly child abuse.

Society in general, especially parents, media agencies and officials from different levels and institutions now have better knowledge and understanding of VAC, the assessment found. The communication message, along with information on VAC and child abuse, attracted the attention of the community. The result was that society showed great concern and interest in VAC, and a number of VAC cases were reported and received consultation, intervention and support through child protection officers, Women's Union members, police department and the hotline 18001567. The legal framework for VAC prevention is being completed with The Draft Amendment to the Law on Child Care, Protection and Education to be submitted to National Assembly after getting comments from relevant agencies. Amending this law also helps VAC prevention to be legal-bound and sustainable in the future.

The assessment points out lessons from the campaign re. (1) the timing and contents of the campaign; (2) the role of officials from central to local levels and sectoral coordination and cooperation between agencies in implementing communication activities; (3) the role of mass media in communicating messages and information regarding VAC; (4) the effectiveness of community-based interventions; (5) the design of communication materials and messages for the campaign in order to achieve communication effectiveness; (6) the role of journalists with the quality of communication materials; (7) effective application of different communication models in remote areas with different targets in term of culture, occupation, etc.; (8) effectiveness of communication on VAC in schools; and (9) the role of social services in changing behaviours for VAC prevention.

The assessment also points out the campaign's limitations regarding communication channels, contents and materials. Supportive factors for VAC prevention were noted, including change in social practices, economic development as well as technological development, and the continuously increasing awareness by the society. However, there were also a number of impeding factors that created challenges for VAC prevention such as: low levels of literacy and awareness, difficult economic conditions, social norms and practices such as the maxim "spare the rod, spoil the child", children who are not confident in interacting with the community, and the norm of child marriage.

Based on presentation of lessons learnt and the analysis of the context of

supportive/impeding factors towards VAC prevention, the assessment also suggests the following recommendations for C4D VAC interventions in the upcoming phase/period. The contents of communication should not be limited to knowledge of the issue, but should also include information regarding the legal system. It is necessary to carry out both mass media communication and community-based communication both with families in the community and with support services. In the near future, there should be more interactive communication with discussion and interaction with people. Apart from community-based communication, other models should be tested for other regions where there are different ethnic groups and cultures.

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## PART I – INTRODUCTION

### 1.1 Background

There has been a growing realization that violence against children can no longer be tolerated. This was sparked by several gruesome attacks in the past couple of years which have galvanized global attention and resulted in mass demonstrations and worldwide debate.

In Vietnam, 68.4% of children aged 1-14 years were subject to at least one form of psychological or physical punishment by household members, 14.6 per cent of respondents in a recent survey believed that children should be physically punished<sup>1</sup>, and one in every four children has been subjected to domestic abuse at least once<sup>2</sup>. At the moment, there are about 2.5 million children (among 26 million children in Vietnam) in need of support<sup>3</sup>, including orphans, children lacking parental care, homeless, children carrying out laborous jobs, drug users and sexual abuse victim (about 1000 cases of child molestation every year<sup>4</sup>). About 14% of the total 31,000 sex workers in Vietnam are underage girls<sup>5</sup>. In addition, 7.8 per cent of children aged 5-17 years were found to work in hazardous conditions<sup>6</sup>.

Children have to face threat of violence and abuse not only within their family but also from society. Children in different regions also face different risk of violence and abuse. For example, Ho Chi Minh City has a higher rate of child migration for labour, while Dien Bien has a group of children not attending schools and facing child marriage that requires further attention.

Legal knowledge regarding violence and child abuse is still limited. At local level, social officers will not have this knowledge without previous training and knowledge is lacking still more among parents and caretakers<sup>7</sup>. As a result, VAC has emerged as an issue for a long time while little attention is paid for prevention. Only when the consequences are at hand, the society would strongly react.

At the moment, the difference in knowledge as well as social awareness between target groups is large, and this has become a challenge for communication. Moreover, there are also differences in culture, ethnicity, tradition and economic condition. Such differences will be the greatest obstacles for communication in general and for communication for VAC in particular. However, such differences can also have a positive effect on changing people's

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<sup>1</sup>Multi-Indicator Cluster Survey (MICS) 2014

<sup>2</sup>2006 study on domestic violence

<sup>3</sup>MOLISA 2007

<sup>4</sup>UNICEF 2012

<sup>5</sup> MOLISA 2011

<sup>6</sup> Multi-Indicator Cluster Survey (MICS) 2014

<sup>7</sup> A System review of the Drivers of VAC – Vietnam Country Report



behaviour to prevent VAC.

The global #ENDViolence initiative, launched end of 2013, has been well responded to by international media, celebrities, donors, general public, as well as Governments and UNICEF Country Offices (COs) across the world. The Vietnamese Ministry of Labor, Invalids and Social Affairs (MOLISA) together with UNICEF Viet Nam Country Office in 2014 responded to the global efforts with the planning and implementation of a national communication campaign as the first phase of a long-term commitment to end violence against children in Viet Nam.

The campaign was designed to achieve the following objectives:

1. Raise awareness of violence against children and position the issue as **unacceptable** across the spectrum of audience and participants, including the general public, policy makers, local leaders, parents/caregivers, teachers and children in Viet Nam.
2. Promote engagement of the national and local media, national and local authorities, civil society, and the communities to **speak out more forcefully** to fight violence against children and to **report** on any forms of VAC (including early detection of VAC for prevention and intervention).

In order to achieve these objectives, a plan was developed for interventions at both national and subnational (provincial, district and community) levels through *1) mass media exposure to “End Violence against Children” messages and call for actions targeting general public with the endorsement from two celebrities; 2) Social media engagement and generation of dialogues; and 3) Sub-national implementation of the campaign through official launches with community including children’s participation, local authorities, civil and mass organizations, local mass media coverage and community-based communication efforts.*

At the beginning of 2015, MOLISA requested UNICEF to provide technical assistance to carry out an assessment of the National Communication Campaign ‘End Violence against Children 2014’. The assessment also received technical support from the Royal Melbourne Institute of Technology – Australia. The assessment lasted from July to September 2015. The findings of the study are expected to provide evidence of the results, constraints, and lessons learnt to inform the planning of the second phase of the national initiative to end violence against children in Viet Nam.

## 1.2 Objectives

The study is envisaged as an assessment of the 1<sup>st</sup> Phase of the VAC campaign to learn lessons and to help design the next phase of the end VAC interventions. Phase 2 seeks to address drivers that are identified through the desk review and additional drivers that will be uncovered through formative research (conducted as part of the global study) and promote community-based communication interventions to address attitudes and norms, as well as

promote action linked to services available in the communities. The focus will be on both prevention of certain forms of VAC and mitigation of violence experienced by children in homes, communities and school settings.

### 1.3 Data Collection Method

In order to achieve the assessment objectives, the collection and analysis of already-available secondary data as well as newly-obtained primary data were carried out. This process was done on national, provincial, district and community level. Additional information was also collected from households with the participation of children under 16. The assessment period began in July 2015 and ended in September 2015.

#### 1.3.1 Secondary Data Analysis

Available secondary data related to the campaign was collected, reviewed and analysed. Data were mostly obtained from the following sources: *(i) Communication Report by MOLISA and reports from 8 provinces; (ii) Information from social media; (iii) Printed materials and leaflets from kick-off events and other local events, (iv) Hotline data.*

Quantitative data were collected from already-available materials was analysed by its frequency/quantity, content, coverage, target audience and message delivery in order to understand the level of consistency, suitability and effectiveness of the campaign's message across different channels of communication. Qualitative data was also analysed for differences before and after the campaign took place and any visible change as a result. (Appendix 1 – Data Review for The National Communication Campaign “End Violence against Children” June-August 2014).

#### 1.3.2 Primary Data Collection and In-Depth Interviews at 2 provinces

During the field assessment at the two provinces, statistics, photos and documents related to the campaign were collected to complement the data review for the National Communication Campaign “End Violence against Children”. In addition, for better understanding from multiple perspectives, 29 in-depth interviews with government officials were carried out on four levels:

(1). Central government (5 interviews):

- Department of Child Care and Protection – MOLISA: 3 interviews
- Child Protection Committee – UNICEF: 2 interviews

(2). Provincial level: eight interviews in which participants were representatives of the following:

- DOLISA
- Department of Education and Training

- Department of Information and Communication
- Local broadcasting station

(3). District level: four interviews with representatives from Labour, Invalids and Social Affair Committees.

(4). Local level: 12 interviews with representatives from

- Village representative/Child protection officers
- Primary and secondary school's teachers
- Representatives from Women's Union/Youth Union

Moreover, there were eight in-depth interviews with households carried out in wards and villages. Among them, children from four households participated in the assessment. **In total, the number of in-depth interviews conducted was 37.**

### 1.3.3 Assessment Tools

The assessment toolkits for conducting in-depth interviews were built separately for each group of interviewee. Five different set of in-depth interview questions were created to question five different groups: policy planners, policy implementers, local officer, local communication officers and households with children less than 16 years old. These set of questions also received comments and contributions from UNICEF, RMIT, MOLISA... and went through multiple round of amendment and adjustment before they were finalized. Using these questions, in-depth interviews had another role in collecting local data, and, combined with other methods such as observation, fulfilled the objectives in gathering feedback about the campaign and its effectiveness. Based on this feedback, challenges and lessons were proposed. (See Appendix 2). In addition, the report also used videos and communication materials during in-depth interviews as data collection tools.

Carrying out the assessment one year after the communication campaign posed various difficulties to the team as well as participants in recalling past content. However, the limitation was partially overcome through the process of letting interviewees watch videos and communication materials from the campaign. From their feedback, the report can produce analysis of the interviewee's perspectives.

### 1.3.4 Data Analysis

All interviews were recorded and noted down on site. Data collected from interview was analysed using the following methods:

- Transcription: All recordings were transcribed in Vietnamese and reviewed for qualitative analysis.
- Data Analysis: This final step included rearranging both qualitative and quantitative data, looking for connections between assessed topics, objectives and creating a report with final results and recommendations.

### 1.3.5 Research Ethics

Interviews were only recorded with consent from interviewees. The data collected from these recordings will only be used in the report; in no other situations will it be utilised. Interviewees will remain anonymous in the report. They had the right to stop the interview anytime they wanted, if they felt uncomfortable with the question. The interviewer had to comply. Children who participated in the interviews had their rights safeguarded in accordance to regulation by UNICEF.

### 1.4 Assessment Location and Implementation

Assessment was conducted in two out of eight provinces supported by UNICEF Vietnam, including Ho Chi Minh and Dien Bien. In each province, two districts were selected and in each district, one ward/village was selected for the assessment. In particular, Ho Chi Minh chose district 5 and district 8, where ward 9 and ward 6 were chosen respectively. In Dien Bien, data collection was carried out in village Ta Ma under Tuan Giao commune and village Hua Ngai under Muong Cha commune. In each village, one household was chosen from either Thai or H'Mong ethnic group. Dien Bien also had two households with children less than 16 years old participating in the assessment.

Before collecting data in two provinces, the consultant already created a plan for each area with comments and feedbacks from UNICEF officers and corresponding MOLISA/DOLISA officials. Data collection was conducted in Ho Chi Minh City (August 25-28) and Dien Bien Province (September 07-09) under supervision from UNICEF and MOLISA.

### 1.5 Limitations

Nearly a year had gone by since the Communication Campaign in June – August 2014; as a result, the assessment faced the following difficulties:



**Time of assessment:** Since the assessment was carried out one year after the implementation of the campaign, no quantitative assessment was conducted on the target audience as they might not be able to recall the details. The procedure of letting participants watch videos from one year ago only allowed for evaluation of contents or recollection of the contents, not of the timing or the appropriate channels of communication.





**Change of officials:** Many officials responsible for carrying out the campaign had already changed their jobs or due to rotation, so it was difficult to collect data at both central and local levels.





**Archive of documents and communication materials:** Photos and materials

related to the communication campaign were already archived in the end of 2014 so the consultant had to search the archives for the relevant information.

 **Information on social media:** information on social media can be lost over time

 **Children as interviewees:** Interviews with children didn't yield the desirable results as many children were absent during household visits while the ones present were sometimes too young to participate in the assessment.

 **Difficulty in filtering results:** The communication campaign was carried out after many other communication campaign/activities for the past 5 years covering child care and protection. With no baseline assessment, It is difficult to differentiate between the results of the 2014 campaign and other communication campaigns.

 **Insufficient data:** Three provinces including Ho Chi Minh, Kon Tum and Long An did not report according to the agreed format so data collection and analysis is still incomplete.



## PART II – RESULTS AND DISCUSSION

### 2.1 Communication campaign's activities

A large-scale communication campaign on different levels, delivered through mass media channels and intervention at community level creating real impact on awareness of violence and abuse against children for government and society.

#### 2.1.1 Communication activities through mass media

The campaign's activities on the mass media were conducted through television, radio, print media outlets and social media.

##### - Communication on television and radio

Up until the finalisation of the report, television is considered the one of most accessible and universal channels of communication for the campaign's two objectives. Majority of the people nation-wide have access to the national television and provincial television channels.

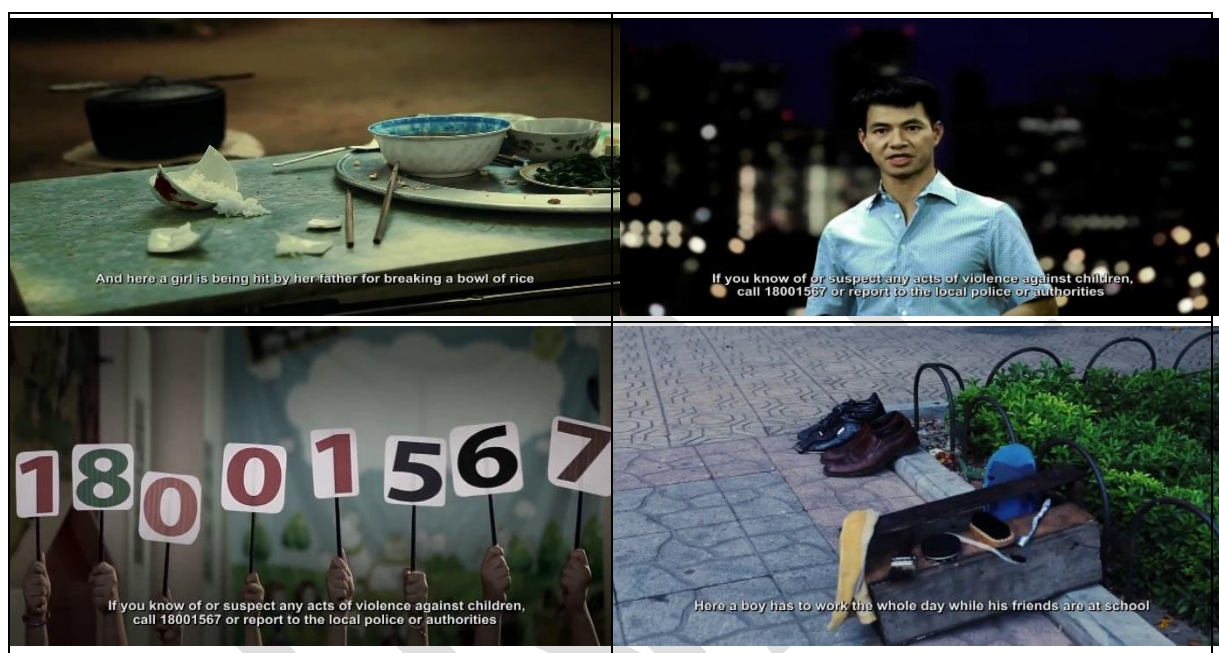
**National Level:** With the mission to promote the undertaking, direction, policy and law of Vietnam's Communist Party and Government and improve citizen's knowledge, Vietnam broadcasting station participated actively in the campaign "End Violence against Children". Two videos about VAC were produced with the appearance of two well-known celebrities (comedian Xuan Bac in the capacity of UNICEF Goodwill Ambassador and actor Quyen Linh). This video was broadcast 30 times in the North on channel VTV1, VTV3, VTV4 and VTV6. On VTV1 and VTV3, the video was aired prior to and right after the evening news (prime time) with high audience ratings. In the South, this video was also shown 30 times on channel HTV9 and YAN TV (the second channel is for young people). During peak of the campaign, the video starring Vietnam's celebrity Xuan Bac was shown during the 6:50pm timeslot, just before primetime. However, this did not last beyond the end of the campaign due to airing costs and expensive commercial slots.

By having air time on national channels such as VTV1, VTV3, VTV4 and VTV6 with a wide coverage, the majority of Vietnamese people had access to the campaign. Moreover, the repeated airing in different time slots ensured different groups of audience were able to watch these videos, including those who come home late after work. Representatives from different groups of interviewees all regarded television as the most effective communication channel for having good coverage.

The videos attracted the attention of the audience for the following reasons: (i) **Timing:** *before and during the campaign, there were several reported cases of VAC and child abuse on mass media and this created very strong sentiment within Vietnam society against VAC;* (ii)

**Visual:** the appearance of two well-known celebrities in the North and the South including a UNICEF Goodwill Ambassador attracted the interest of many; (iii) **Content:** the use of specific scenarios for improving knowledge and spreading messages and information about “temporary safe houses” not only increased society’s understanding but also suggested the right course for protecting children.

**Photo 1 –Video for Violence against Children Prevention**



The video can be found at: <https://goo.gl/yQq0QU> and [on Youtube](#)

Together with television messages, an audio clip extracted from the video was broadcast on radio channel VOV1 nationwide. Information was being radio broadcast to many audience groups such as drivers, students, elderly, public transport users and even ethnic minorities. This audio clip was broadcast 30 times with flexible air time and inserted whenever there was an empty time slot. At that time, radio broadcasting through channels such as VOV already implemented interactive programmes with radio listeners, drawing the attention and participation of many. As a result, the repeated showing of the campaign message “End Violence against Children” helped people in the community to remember the message.

*“If we are talking about impact on greater scale, high level of reception, the most effective medium is still visual presentation, news report and television in general. Regarding radio broadcast, even though each broadcast only lasted 30 seconds but through repetition, it will gradually enter the mind of audience. As a result, the audience will be able to remember the message.”*

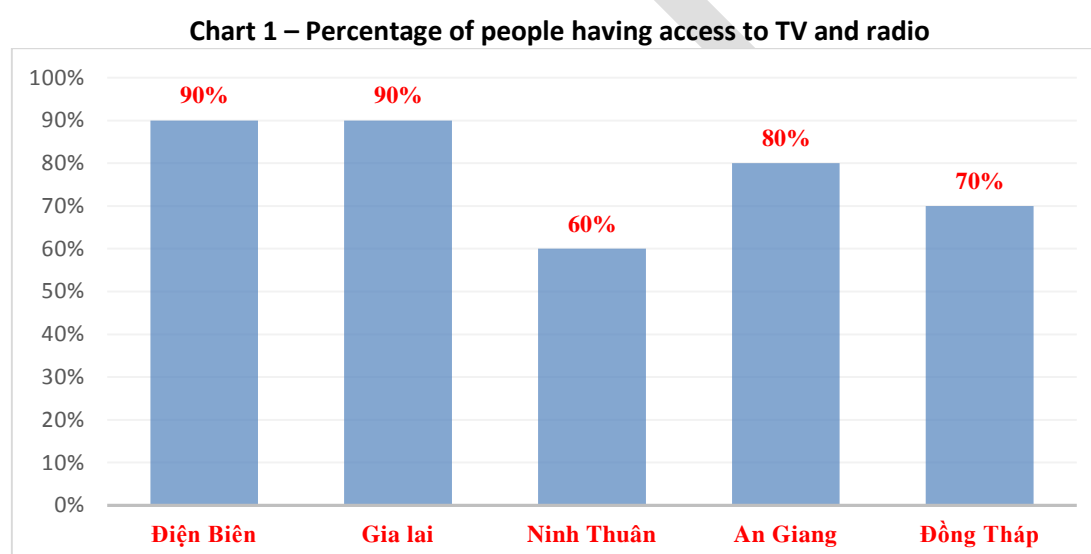
**Provincial Child Protection Officer-Dien Bien Province**

**Provincial level:** the campaign was carried out in eight provinces under the support from UNICEF (Dien Bien, Gia Lai, Kon Tum, Ninh Thuan, Ho Chi Minh City, An Giang, Long An, Dong

Thap) and Da Nang city. Every broadcast station across nine participating administrative units participated in this campaign by showing messages and content obtained from both national and provincial levels. The airing schedule was flexible in order to reach as many groups of target audience as possible.

*“This kind of campaigning content will be aired whenever there is an empty timeslot. For example, after 30 minutes showing a TV episode, we can insert the content into that timeslot. There is no fixed schedule.”*

**Provincial TV and Radio Station Managers- Dien Bien Province**



Except for Hanoi and Ho Chi Minh City, there was coordination between radio station and TV station in which TV station focused on visual while radio station emphasized on audio. Chart 1 shows the percentage of audience having access to TV and radio in the five selected provinces<sup>8</sup>. For those in the mountainous and border provinces such as Dien Bien and Kon Tum, the percentage is rather high (90%) as a result of extra support and budget provided to the *district* TV and radio offices to air the provincial TV and radio channels for community access.

In terms of language, provinces including Dien Bien, An Giang and Ninh Thuan broadcast the campaign’s content in 1 or 2 ethnic languages in addition to Vietnam’s national language. According to the assessment, the campaign’s message not only improved awareness among officials but also affected the community, helping people to gain information in caring for children.

*“We broadcast in 3 different languages: Vietnamese, Thai and Mong. By showing these messages on air, we hope that people will know how to protect and care for their children better. After contacting local authorities, we saw that they also had a better understanding of*

<sup>8</sup> VAC Campaign provincial reports from the mentioned 5 provinces

*VAC. These leaders are another channel for communication. After listening to radio ads, they forwarded the message on VAC and child protection to their people.”*

**Provincial TV and Radio Station – Dien Bien Province**

After the assessment, it was found that ethnic groups listened to radio very frequently and they trusted the content broadcast. This particularly applied to ethnic groups in mountainous areas where TV transmission rarely reached. The radio wave being used at the moment is FM, ensuring better sound quality but lacking in coverage. This was why there were multiple repeaters in Dien Bien. As a result, the combination of TV and radio will improve the number of households having access to the campaign’s information.

*“In mountainous areas, I didn’t see them sharing TV messages or information. But radio channels, they did ask about it. This is because people in remote areas usually listen to radio. When they went for cultivating, they brought their radio along. The words that they mentioned were “violence”, “abuse” and they said that they heard those words from “the radio.”*

**Provincial Child Protection Officer-Dien Bien Province**

Aside from local and central radio channels, ethnic minorities in the North are able to tune into foreign channels broadcast from China and Philippines. These foreign channels possess diverse entertainment content drawing the interest of ethnic groups and posing fierce competition with local and central channels.

On the other hand, in urban areas like Ho Chi Minh City, listening to radio is the habit of automobile users and a specific group of people. Many radio programs garnered the interest of audiences such as: elderly listening to health programs, youth joining dating programs, and sexual education. The campaign’s message “End Violence against Children” was also broadcast and elicited questions from the audience about the situation.

*“If one possesses great interest in something, they will memorise the airtime of a particular program and they can’t live without it. The second case involves those sharing the same automobile with the driver; they will have the chance to obtain information from the driver himself. Even though it’s indirect, I believe it’s still effective.”*

**Department of Information and Communication official – HCMC**

According to reports and observations, communication activities carried out through broadcasting stations on the provincial level created impacts on both officials and the community. Communication activities also showed: (i) There were contribution from locals in creating content for communication; (ii) Newsreports from local station reflected local issues on VAC; (iii) there were at least 18 newsreports in 5 provinces: Gia Lai (2), Ninh Thuan (8) and An Giang (8); (iv) Content on TV and radio were broadcast in Vietnamese and local language<sup>9</sup>.

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<sup>9</sup>Provincial Reports for the National Communication Campaign

#### - Communication activities through newspapers

The absence of an official baseline didn't mean that there was absolutely no baseline prior to the campaign. For a communication campaign, a baseline can also be based on media coverage. The number of articles covering VAC before, during and after the campaign could serve as a baseline. The number of newspaper articles with content related to violence and abuse against children increased significantly in the central area as well as remote areas on both printed and online newspapers.

**National level:** The number of newspaper reports increased 44% on the topic "End Violence against Children", during the month for children (June) with the slogan "For a society with no violence, no abuse against children". Workshops on "The month for children June 2014" and "Communication campaign June-August 2014" were successfully organised with the participation from Chief Editors of major newspapers in Hanoi.

**Provincial level:** All newspapers reported on protection against violence and child abuse together with solutions. Articles on violence against children not only appeared in provincial newspapers but also in smaller local newspapers. There were at least 52 articles related to violence and child abuse: Dien Bien (20), Gia Lai (9), Ninh Thuan (17) and An Giang (6). Ho Chi Minh City alone had 610 articles, with 239 on provincial level and 371 on district level.

#### - UNICEF Social Media with links to UNICEF official page

In the beginning of 2014, the official page of UNICEF Vietnam shared the following status related to VAC: *"All children have the right to be protected from any form of abuse, distraction and exploitation"* and *"Let us all give our best effort so that all Vietnamese children can enjoy these rights!"*

The kick-off event for the national communication campaign "End Violence against Children" in Hoa Binh was shared on UNICEF Vietnam's official page on Facebook (FB). The post on FB attached many photos from the kick-off events and even a link to an official article on UNICEF Vietnam website. This post received 148 likes and 3 comments. All comments showed the interest by viewers regarding VAC in Vietnam and their desire to stop such incidents from happening.

*"It's truly frightening whenever I see parents using violence on their own children. Even though eliminating this issue can be difficult, hopefully through this campaign, domestic violence and especially against children will subside."*

Facebook User

However the idea "spare the rod, spoil the child" also appeared in the comments of many FB users on UNICEF Vietnam official page. Such comments reflected two opposing opinions



regarding the statistics of children suffered from VAC in Vietnam. This also reflected the difference in the level of awareness among parents in Vietnam.

*"I've witnessed many times children being beaten by their parents. Vietnamese still hold on to the idea "spare the rod, spoil the child". This campaign can change the opinion of many; especially those who regularly beat their children. I hope that the campaign will come to my area and receive a wonderful reception."*

**Facebook User**

UNICEF Vietnam's official website also connected to other social media such as Facebook, YanTV in order to showcase the video "Ending Violence against Children" and attracted 9,889 views and 61 likes on Youtube<sup>10</sup>. Communication against VAC and child abuse through social media was regarded as the second most effective form of communication.

*"The most effective channel of communication is television, followed by newspaper, direct community-based communication and through the hotline. From my personal observations, communication for VAC using televisions and internet can be very effective."*

**MOLISA Child Protection Official-TW**

### **2.1.2 Community-based communication activities such as meetings, workshops and trainings attracted policy makers with great attendance.**

The national communication campaign was holistically designed with various workshops and meetings with participation from policy makers, children and different groups of citizens from national to local organisations.

**National level:** The communication campaign was carried out on national level through the kick-off event on May 31<sup>st</sup> 2014 in Hoa Binh City. The event garnered the participation of representatives from UNICEF Vietnam and the Minister of MOLISA, who gave a speech and made the pledge on behalf of the government to end violence and child abuse in Vietnam. Local leaders, representatives from multiple organisations and UNICEF Goodwill Ambassadors also participated in this event. Coverage of the press conference and photos from the kick-off events were uploaded onto the official website of Child Protection Agency<sup>11</sup> (Photo 2). In addition, more than 700 communication materials were printed and delivered to different communes as communication models<sup>12</sup>.

**Photo 2 - Photos from the kick-off event for the month for children 2014 with the theme "Take**

<sup>10</sup> Data obtained on 15/11/2015

<sup>11</sup> <http://treem.molisa.gov.vn/Site/vi-VN/13/349/17842/Default.aspx>

<sup>12</sup> Report from Department of Child Care and Protection

action for a society free from violence against children and child abuse”



**Provincial level:** Meetings, workshops, trainings and other events were held in order to attract the attention of leaders from different levels. For examples, **Communication orientation workshops for Ending Violence against Children** were organized in seven provinces with participation from Committee for Propaganda and Education representatives, provincial departments representatives, local news agencies representatives, provincial broadcasting station. Such activities created positive impacts on awareness and drew the attention of local authorities and corresponding leaders and departments responsible for child protection.

The kick-off event for the campaign at local community garnered the participation of many, especially children. Among the children who participated in the event, there were ethnic minorities from An Giang (Khmer and Chams ethnic group), from Ninh Thuan (Chams and Jarai).

Capacity trainings for communication officers were also started. In each province there were two training events in which two days were spent on “*Communication skills for child protection*” for 133 teachers, provincial/district/village officials. The second training event on “*Violence against Children and Child Abuse Prevention*” for 153 students was carried out in two days.

The task of planning for Violence against children prevention propaganda was also prioritised. After training events in five provinces, there were plans for VAC prevention propaganda as the foundation for future VAC prevention activities at local level.

*“Even though communication was viewed as a one-time campaign, it had many other activities that people don’t know of. For example, there were trainings for both adults and children in realizing what are violence and abuse and when/where to report such incidents. People will know where to seek help and what to say if they encounter such cases.”*

**DOET official - HCMC**

Moreover, each province had their own unique method of communication aside from the above. This included *communication through public loudspeaker equipped vans (129 trips around Dien Bien during campaign)*. After the kick-off events, there were *parades on the main roads, drawing the attention of people passing by*. Campaign's messages were printed on the cover page of student's notebooks in *Ninh Thuan*. Mobile communication across the main roads and printing messages on notebook covers not only created impacts on parents and caretakers but also children themselves. Moreover, messages being printed on notebook cover will help children to remember its content easier. (Appendix 1)

Together with activities like meetings and kick-off events, images from the campaign were imprinted on people's mind through panels, banners displayed at the main roads across all seven provinces. A number of panels, banners and posters were printed in ethnic language. Leaflets were distributed not only in central areas of provinces but also in remote districts and villages, providing information and knowledge on VAC and where to seek support. (Appendix 1).

**Photo 3 – Panel (in Thai)**  
displayed on the main road in central Dien Bien  
during the campaign from June to August 2014



More photos can be found at: <https://qoo.gl/SKTHDx>

**District/commune/village level:** The kick-off event “Ending Violence against Children” was not only organised in central province but also at district/commune level with participation from local leaders and authorities together with a number of representatives from different agencies, citizens and children.

*"With regards to our involvement with the campaign from June to August 2014, I can say that we did well. There was promotion across district, targeting each ward individually. Campaign's content was communicated to different target audience in order to maximise our coverage, for everybody to see and take action."*

**District Child Protection Official - HCMC**

Local broadcasting stations across all communes aired content on VAC prevention from June to August 2014. Another popular channel of communication was the use of public loud speaker in each ward/village or van equipped with loud speaker. Community-based clubs or groups also integrated content on VAC in their meetings and activities.

*"I watch TV. In reality, the children would take charge of the TV with their cartoon programmes. Sometimes I do watch the news. Mainly because I don't have time to watch TV that often. Doing farm work does not allow me to watch TV at primetime. When the news is on, I am not back from work yet. When it begins in the morning, I have already been off to work."*

**A mother, Ta Ma Village, Dien Bien**

*"I don't pay attention too much to all forms of communication and information provision. But I do read newspapers and I have read about violence against children and remember what it is about."*

**A father, District 8, HCMC**

Communication activities on ward/village level were carried out in various manners. This ranged from talks, community meetings, Women's Union meetings, etc to activities integrated in performing arts, competition for children, etc. Moreover, there were communication activities integrated in school's activities as well. Such activities helped teachers, students and parents improve their awareness and knowledge to prevent VAC not only in households but also in school.

*"Communication activities were carried out with diverse and creative methods. This included talks, workshops, forums and activities integrated in community meetings. I also consulted the District People's Committee...gave guidance to schools in integrating communication content. I also categorised different groups and different target in order to maximise effectiveness."*

**District Child Protection Official - HCMC**

Locations for support and consultation were communicated widely and many victims received help via such channels. The fact that community-based communication took into account the different target audiences and went on to categorise them according to level of income and

education significantly increased the effectiveness of such activities.

### 2.1.3 Organising the communication campaign

Commemorating the month for children June 2014, MOLISA created a plan to carry out the communication campaign “End Violence against Children”. Based on the plan by MOLISA, officials on provincial, communal and community levels also built implementation plans across the 09 provinces and cities. In the provinces, the campaign launches were organised by local authorities led by DOLISA with community participation including parents, care takers, teachers and children. Other community-based networks such as Women’s Union and Youth Union were also an active part of the community-based interventions due to their strength in social mobilisation and outreach to relevant group of participants. The launches kicked off a series of communication activities in the communities. After reviewing reports and provincial data, it can be seen that implementation of the campaign received direct commands from People’s Committee on different levels and support from DOLISA, other relevant departments such as Department of Education and Training, Department of Information & Communication; national, provincial and local broadcasting stations; Women’s Union and Youth Union. For example, the plan to deploy communication campaign “End Violence against Children” in Ho Chi Minh City was signed by the city’s People’s Committee and later sent to district’s People’s Committee and relevant agencies. With direct command on paper and the collaboration between multiple agencies, the campaign attracted tremendous participation and support of the community.

The system for reporting the campaign’s result was meant to be uniform across 09 provinces and cities supported by UNICEF and reflected clearly the outcomes of communication activities. This provided favourable conditions for later evaluation and assessment. However, there were a number of provinces that didn’t use such system and resulted in inconsistency in data collection (three provinces not reporting in the agreed format were Ho Chi Minh City, Kon Tum and Long An”. Aside from the periodic reports, UNICEF had other method to track and monitor local activities.

*“There are many methods to monitor activities. The first is collecting report from partnered organisation implementing the campaign, report from MOLISA and provincial report. The second is going on a field trip, interviewing real life cases and then inviting a private consultant to create assessment report.”*

**MOLISA Child Protection official**

Therefore, the communication campaign was implemented with close collaboration between agencies and bodies. The outcome of the campaign was reported in a unified format, providing ample opportunity for assessment process.

## 2.2 Outcome of Communication Campaign



*“There are multiple issues with ending violence against children. I can only summarise the following points. First of all, regarding legal system, there have been efforts in creating effective communication and behaviour change. In addition, complimentary services include Social Care Centre or hotline activities both at central and local level.”*

**MOLISA Child Protection official**

### **2.2.1 Communication campaign has achieved its first objective in improving the awareness of society in VAC and child abuse, reinforcing the idea that VAC and child abuse are unacceptable.**

*“If we are to talk about changing attitude and behaviour of target audience, the first will be parents and caretakers. We see that this group has already improved their awareness and is progressing towards behaviour change. The next group will be social workers and volunteers so that they can carry out their job more efficiently. With training and workshops, this group will understand the topic and their jobs better, gaining the necessary knowledge to complete their tasks. Another group belongs to the Communist Party, authorities and local leaders. These people are important because under the guidance from the Party, communication events will garner more interest.”*

**District Child Protection Officer-HCMC**

### **Policy makers changed their awareness, showed interest and provided favourable conditions for activities involving VAC prevention.**

Following comments made by organisers, the campaign’s implementers from central to community level noticed the impact that they had posed on the awareness of high-level officials. This is very important as the change in awareness further strengthens future communication activities in coordination, implementation and participation from agencies and community.

*“Communication is very important because communication activities helps raising the awareness of the whole political system. Once the system’s level of awareness has been raised, they will start to care about raising the awareness of the people.”*

**District Child Protection Officer -HCMC**

The communication campaign provided strong support for the completion of VAC legal documents, favourable conditions for enforcing VAC prevention sustainably. During the campaign, MOLISA drafted an official document detailing the implementation of child protection support service. This document received various contribution from Ministry of Health, Ministry of Education and Training, The People’s Court. In addition, The draft Amendment to the Law for child care, protection and education (now known as the revised Child Law) has been completed for submission to National Assembly.

*“The shortcoming with raising the awareness of central leaders has been partly solved as the amendment for the new child care and protection law has many of its section approved (new child protection program and new child protection group) even though the entire document has not. To a certain extent, officials are already listening and striving for new solutions.”*

**MOLISA Child Protection official**

In short, the campaign contributed towards increasing the awareness and had positive effects on the behaviours of leaders through mass media channel, orientation workshop and guidelines. This is the basis for them to direct, organise activities regarding VAC prevention. Broadcast and direct command from MOLISA had the greatest effect on local officials. At local level, orientation workshops and commanding document from central administration also helped raising the awareness of local officials on VAC. The interest by local officials supported community-based activities in not only meeting its objectives but also rallying additional resources from individuals for child protection.

Information provided focused on the following: delivering communication materials on VAC& child abuse prevention on different media channels such as television, radio, newspaper, etc

The communication campaign attracted the participation of communication agencies from central to local level. Television at present has been the most accessible channel of communication for changing the awareness of target audience. Previously, when society had not discussed the issue of VAC or even considered VAC as a domestic problem, the implementation of this campaign was a tremendous effort at large to create a movement, a platform for everybody to discuss such issues. In other words, the campaign created a newfound interest and a common voice on VAC.

*“The communication campaign also attracted the participation by news agencies, broadcasting stations and local officials, contributing towards the movement in child protection.”*

**Department of Information and Communication Official-HCMC**

Communication and news agencies responsible for information delivery had progressed from simply reporting cases to investigating the story behind each case; researching and applying legal perspective on the outcome. As a result, news articles and reports covering VAC and child abuse initiated a wave of criticism, empathy and support for VAC

*“In the past, if there was an incident of VAC or child abuse, newspapers would simply report and stop there. Now, reporters are willing to take on laborious field assignments, wait for the right moment to capture photos and videos as evidence. They join the fight against VAC and child abuse by looking for the cause, the parties responsible and the potential solutions that can be offered by society. Such movement created a ripple and attracted more and more news*

*agencies and journalists.”*

**Provincial TV and Radio Station Manager-Dien Bien Province**

Through exchanges with representatives from provincial information and communication agencies, it was found that this campaign encouraged more thorough investigation and analysis into VAC and child abuse, resulting in better communication content being produced. The number of news reports on VAC on provincial level increased in quantity (Part 2.1.1 and Appendix 1) and quality with participation by legal experts. It was also mentioned that if these representatives had not attended training sessions offered by the campaign, their news agencies would continue to publish generic articles.

*“For example, last year (2014), after organising this event, our broadcasting station aired videos sent by MOLISA. In addition, the station also invited psychologists, experts across multiple fields like education, law and healthcare for programs on VAC and child abuse. It was very effective.”*

**Provincial TV and Radio Station Manager-Dien Bien Province**

The impact of the communication campaign, to some extent, was not only sustained during the implementation period but also created a ripple once it ended. This was due to communication and broadcasting agencies’ continued efforts in producing content and materials on VAC and child abuse. For example, the movie *“You must be able to say no”* by Ho Chi Minh Broadcasting Station won the first prize in the National Television Series Ceremony in 2014. This was a movie about VAC and child abuse partly based on the recent VAC and child abuse cases reported on the newspapers.

However, the number of journalists having completed training courses on VAC and child abuse is not high. VAC and child abuse can be a sensitive subject not only to our targets but also to the community. After discussing with information and communication agencies, it was found that journalists had been facing difficulties in accessing and reporting VAC cases.

*“Even though we have a few important components in child protection, the knowledge, awareness and expertise on child protection still have limitations, one of which was the uncertainty in the method of reporting. Broadcasting stations did not understand the content, and they lack resources.”*

**Provincial Department of Education and Training-HCMC**

This shows that high level of accuracy, timeliness, frequency and purpose are necessary in communication campaigns.

**Communication had impacts on local authorities, general public particularly parents and family members who participated in activities related to VAC prevention** - It can be said that the communication campaign really made impacts on certain groups of participants in the society. According to report, the Communication Campaign received active participation from

different target groups so activities on the local level created impacts on most people, helping them to improve their awareness and learn ways to prevent or resolve violence against children cases.

*“This meant that we affected three groups in society...Regarding local officials, it can be certain that after the campaign, they will be more accomodating towards our requests or proposals. Parents or caretakers will be more aware and have more information regarding VAC. For volunteers, , they will have more knowledge and skills.”*

**DOLISA child protection official – Dien Bien Province**

On district and commune level, local officials were responsible for directing the organisation of communication activities. Groups and agencies participating in such activities included: organisation network on local level (Women’s Union, Youth Union), teachers, parents/caretakers and children. The role and impact of campaign on each group will be as following:

**Local officials on district and commune level:** during the kick-off event at district level, there were many officials participating and giving speeches to support the campaign’s activities. In addition, officials also attended local workshops, joined discussion, exchanged and created plans for VAC prevention. By participating in the campaign’s activities, the awareness among officials increased significantly. This provided a favourable condition and supported VAC prevention effort tremendously.

*“Influenced targets included officials at all levels, policy makers, and especially child protection officers from central to local level. Other targets included children, citizen, parents and caretakers. Those are the goals that communication is aiming for.”*

**Provincial TV and radio officer- Dien Bien**

**Local network for social political groups (Women’s Union and Youth Union) also actively participated in communication activities.** The role of Women’s Union in child care and protection at community level is significant. Communication activities included training to increase knowledge and awareness of women as the basis for further involvement in VAC prevention.

*“As mentioned in the report, Women’s Union also has interesting activities delivered through their own channel of information to community clubs, meetings, etc. Any projects they are working will be integrated with content regarding VAC and child abuse prevention. They also organise trainings, life skills session for their members.”*

**District Child Protection officer-HCMC**

The Youth Union at the commune/ward level also actively participated in community-based communication activities. In some places, creative communication sessions were organized employing traditional theatrical and folk drama, featuring VAC as a theme. In school, the

Youth Union also organized extra-curriculum learning sessions that provided life skills education on prevention of violence against children. Members of the Youth Union who are also parents got access to information related to prevention of VAC through their routine exchanges and meetings.

**At schools, teachers were trained and encouraged to participate in communication activities involving VAC.** According to reports, school violence in accessed provinces was deemed nearly non-existent but communication activities did contribute towards the prevention of school violence. Trainings for teachers and students improved the behaviours in both teachers and students. It was also through these training sessions that teachers were provided with more information to help and advise their students.

*“A number of teachers said that awareness and behaviours have been influenced greatly. They themselves have to act more responsibly and respect their students.”*

**DOET official-HCMC**

**Parents/caretakers as the main group of participants have received a remarkable amount of information.** They have begun to head in the direction of changing their behaviours with regard to child protection. Aside from community-based activities, school-based activities also had significant effects on parents/caretakers. Most young parents are now aware that discipline through corporal punishment is ineffective and start to change.

*“I remember around August 2014, the ward authorities organized communication sessions in the neighborhood. There were community collaborators who communicated to us about violence against children.”*

**Parent, District 8-HCMC**

*“There is a consultation and information unit in our ward, residential area number 6. There were families who father beat up his child, the mother went to report to the unit. The father was called upon for advice and consultation and he seemed to get it by making apologies and promises to not punish his child again.”*

**Parent, District 8-HCMC**

*“In cities, many parents have the knowledge. Of course we can’t say that there is no more violence but the majority of urban families are more aware now compared to the past... They started changing recently. They thought that beating up children is not acceptable, if people see excessive beating, they will report to the police or Women’s Union. Child abuse is completely unacceptable. Society’s level of awareness changes with time.”*

**District Child Protection officer-HCMC**

Through integrated communication activities at a neighborhood, useful information was passed onto young parents and it was found that many families hadn’t had sufficient



knowledge of VAC. According to the community feedback, the local situation in which parents used physical or corporal punishment as an education method remained popular as they thought it was the necessary remedy for their child upbringing.

*If the child does something wrong, I have to straighten him/her up. After beating him/her, there should always come the lecturing."*

**A father, Ta Ma Village, Dien Bien Province**

*"When information about VAC was integrated into neighborhood/community meetings, we found the speaker to be very interesting because once we listened to them we knew about children's rights and how such rights were protected and how the violation of children rights would be punished."*

**District Child Protection officer-HCMC**

**They are capable of self-awareness, understanding the issue and protecting themselves and friends.** According to a number of households participated in the assessment, in the past, children only endured the abuse and violence against them but now it's different. There are calls to the hotline 1800 1567 or child protection officers made by children.

*"In my district, there are cases where children come to me right after they received beating from their parents. They accused their parents of performing VAC. One of them said "Auntie, auntie, my parents beat me. After getting home from school, I played video games. My father saw me and beat me. Should my father be arrested by the police"? I asked him how many strokes his father gave him. He answered one. You see, who would dare to discipline their child in this age anymore."*

**District Child Protection officer-HCMC**

Even though children's voice is still weak, it partly reflects the need to communicate information and knowledge about child protection and VAC prevention. Only then will children be able to protect themselves as well as their rights. The assessment was conducted with a child participatory approach as designed. However, data on the knowledge and skills related to VAC from the participating children was not collected as the children were too young (below 9 years old) and the children were not confident enough when communicating with the interviewers for substantial questions. The participating children were able to access different forms of communications, including the Internet, using mobile phones and playing computer games. It depended on the schedules of the families that the participating children had access to those means of communications.

Children in Vietnam differ in the access they have to different channels of communication. Most specifically, the digital inequalities caused by economic gap between urban and rural areas present us with a wide variety of challenges: while many children live in a media-rich environments and their surrounding transform into a "screen culture" that dominate their

lives, others may not have access to communication technologies that are abundant in more urban areas.

*About one third of the households in Ta Ma don't have television. This can be due to either financial difficulties or lack of access to electricity.*

**Local authority, Dien Bien**

In Dien Bien, local officials did try to introduce children in remote areas to communication channels like books and internet on experimental basis. This was evident through the building of local libraries and cultural centres with free internet access. However, such initiatives raised some concerns about the kind of content to which children had been exposed, and a perception about negative effects of this. One teacher in Hua Ngai village, a remote location in Dien Bien, stated a belief that his students were better off without the internet and video games as there had never been a case of student to student violence in his school.

In addition, while advanced technology are considered to have an edge in reaching large number of children, in Dien Bien where electrical access varies by seasons, other communication channels might be more practical in delivering memorable information. There is a need to come up with creative ways to communicate information into disadvantaged regions and effectively touch children who might otherwise be denied access

*Our school organised plays and comedies dealing with VAC and child abuse. We let the children participate in acting and answering questions afterwards.*

**A teacher from Hua Ngai secondary school, Dien Bien**

Recognising such complications in dealing with children, part of the field assessment, Communicative Ecology Mapping, was designed to understand the network of information and communication in children's life. The section on Communicative Ecology Mapping sought to understand and describe how information flows, the different kind of communication technology children use in different situation (see Appendix).

## **2.2.2 The communication campaign achieved the second objective in rallying the society in uniting their voices, detecting and reporting VAC cases; after that providing information on social services and consultation.**

Through analysing hotline data 18001567 and provincial reports on the number of children who suffered from VAC or abuse, it was found that many cases were detected, reported and received support. This is a good sign. Even though the number of cases increased as compared to previous years but it could be attributed to the heightened awareness of society and willingness to report.

*“Going through the annual reports, we can see that the number of children who suffered from VAC and abuse increased. This didn’t mean that the situation got worse. From the perspective of an expert, I think that this signals progress as the number of reported cases increased. Even though there are still many cases unreported, the situation is looking positive as people are starting to report more. It can be said that there have been impacts on awareness and behaviors of people.”*

**MOLISA Child Protection official**

Through mass media channels and community-based communication, people have increased their awareness and shown interest in VAC. They also started speaking out against VAC cases. A number of VAC and child abuse cases have been reported, given consultation, intervened and supported. The increased number of calls to hotline 18001567 and number of reported cases in different provinces clearly indicated the change in level of awareness among different groups in society.

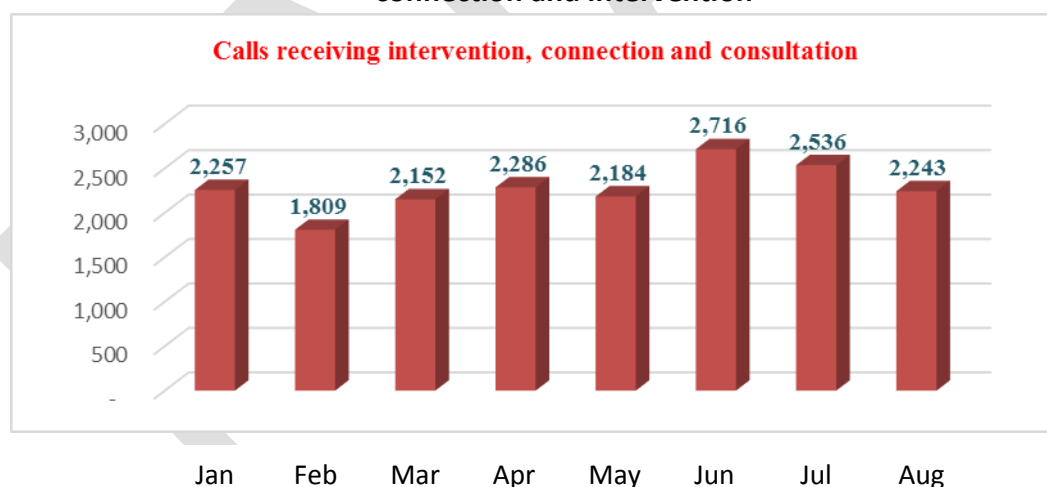
**The number of call made to 18001567 on nationwide:** From June to August 2014, the number of calls made to the hotline 18001567 regarding VAC and child abuse nearly doubled and the number of calls for consultation also increased significantly; especially calls for intervention increased by half. Comparing three months during the campaign (June, July and August) with the previous three months (March, April and May), it was found that: (i) The number of calls made to the hotline **nearly doubled** (144,565 calls compared to 65,198 calls); (ii) The number of calls receiving consultation also **increased significantly** (from 6,622 to 7,495); (iii) The number of calls receiving interventions increased by half (from 95 to 148).

**Table 1 – The number of calls made to 18001567 nationwide**

Order	Content	March, April and May 2014 (before campaign)	June, July and August 2014 (after the campaign)
1	Total call	65,198	144,565
2	Call receiving consultation	6,622	7,495
3	Call receiving intervention	95	148

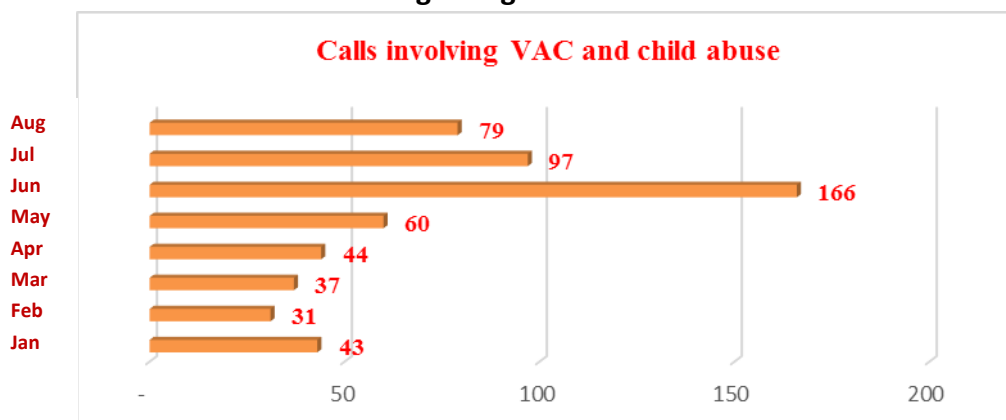
If we were to compare the number of calls receiving consultation, connection and intervention each month from January to August 2014, there was a significant increase in June 2014 (with 2,716 calls compared to 2,000 calls in the previous month), which was the month for the kick-off events. Subsequently, July received 2,536 calls and August received 2,243 calls.

**Chart 1 – The number of calls made to 18001567 and received consultation, connection and intervention**



Data obtained from hotline 18001567 showed that the number of calls regarding VAC and child abuse increased significantly from June 2014 nationwide. Similarly, the number of calls regarding VAC and child abuse increased (166 calls) in June 2014. During the three months of the campaign, the number of calls was significantly higher than the previous months. The number of calls made in August was already higher than the total made in 2013 (557 calls in August 2014 in compared to 373 in 2013)

**Chart 2 –Calls regarding VAC and child abuse in 2014**



The increase in number of calls during campaign reflected the existence of VAC and child abuse in society, which many people are aware of or just not sure what to do to help. This number also showed that the campaign more or less achieved its objective in rallying people to speak out against VAC.

*"In my personal opinion, basically we have achieved the proposed objectives...The first was that during the campaign, the number of calls to our hotline increased and the ones regarding VAC and abuse also increased... This showed that there has been a change in people's attitude with regard to such issues. The second was that we have a television program for children and one section is dedicated to introducing families with difficulties including VAC, child abuse and poverty. People actually called and asked how they could help."*

**MOLISA Child Protection Official**

**Provincial level:** A number of children suffered from VAC and abuse were reported, given consultation, intervened and they also received community support. During the campaign, at least 84 children were reported and received support. The number for each province is as followed: Dien Bien (10 cases), Gia Lai (29 cases), Ninh Thuan (3 cases), An Giang (27 cases) and Dong Thap (11 cases)<sup>13</sup>. During the field assessment, few people knew about the hotline 18001567 but many knew about the telephone number of local child protection officer or policeman.

*"Every time we carried out communication activities we mentioned the hotline number 18001567. We also did this during talks with children, providing them not only the hotline number but also emergency contact 113(police), 114(firefighter), and 115(hospital). Later if we asked them to recollect these numbers, most of them were able to do so. The numbers 113 and 114 were easier to recall than the hotline number 18001567."*

**MOLISA Child Protection Official**

In Ho Chi Minh City, there were women and children's shelters with the hotline number

<sup>13</sup> Provincial reports



18001567 displayed at the front together with numbers of local police and child protection officer. The majority of cases called local child protection officers and the police. During the campaign's period, many calls were made to local child protection officer at each province. According to feedbacks by child protection workers, calls weren't only made from urban areas but also from mountainous area like Tuan Giao village and Muong Cha commune in Dien Bien

*"I have a landline number and sometimes people call to consult. For other campaigns, calls were sparse, but for this campaign I remember that during the month of August, September there were many calls asking for legal information. I asked experts, specialists and lawyers to help or provide the callers details of whom to call. The act of accessing legal documents is already a rare in urban areas, not to mention rural and remote areas."*

**Provincial TV and Radio Station Manager - HCMC**

Aside from the above main objectives, the communication campaign from June to August 2014 was considered to contribute significantly to child care and protection in general as commented by the following participant.

*"We found that the campaign had impacts on child protection, child care and alerted parents/caretakers on children's right and their own responsibility in protecting those rights."*

**MOLISA official**

*"There are ethnic minorities like ours. In which as a boy, you live with your parents. As a girl, you will be brought up and then marry to another family. However, no matter whatever the child is, a girl or a boy, living with us or not, the child is still mine and I have to take responsibilities for her."*

**A father, Ta Ma Village, Dien Bien Province**

The provision and dissemination of the hotline number was part of the community outreach interventions of the campaign. Apart from the launches, local authorities developed local communication plans in response to the campaign which were context-specific. The local authorities also collaborated with the education sector to reach out to schools and school children. The children were targeted to communicate about VAC in their home setting, to their parents and neighbours. Besides, other networks such as Women's Union and Youth Union also participated in the community joint efforts. In addition, campaign activities attracted a large number of children participating, including those of circumstances. Together with communication activities, supportive work for children in difficult circumstances were organised in selected provinces. This was done with resources from central and provincial levels as well as individual's donation.

*"For campaigns with events supporting VAC prevention that I carried out, integrating child protection objectives proved to be very effective. During any kick-off events, I also began*

*calling for funding. Aside from asking governmental agencies and ministries, I also asked private organisations and individuals to donate in cash or goods to build kindergarten or school restrooms in remote areas. It's a very humane thing to do."*

**Provincial CP official-Dien Bien**

## 2.3 Impeding and supportive factors for ending Violence against Children regarding attitude and behaviours

### 2.3.1- Culturally, economically and socially supportive factors in VAC prevention,

*in other words factors promoting attitude and behaviours necessary for intervention, such as the following: (i). **Social Norms**: Vietnam in recent years considers families with one or two children as ideal, as a result, their children become their "most treasured properties" and parents don't even think of using violence against their children; (ii). **Economic Well-being**: Together with economic development, children are being looked after and provided with better care and materials; (iii). **Technical development**: the latest development in information technology being used at the moment helped detecting VAC cases and attracting the interest of society ; (iv). **Social awareness**: The strong reaction by the community against act of violence and abuse against children was reported on mass media. This created a unified wave against violence and abuse against children*

### 2.3.2 Impeding factors against VAC and child abuse prevention.

Relevant factors concerning culture, language, tradition and economic level had significant effects on the efficiency of communication activities such as:

(1). **Low level of education**, Illiteracy and inability to speak/listen to Vietnamese in remote areas is one of the greatest challenges for communication

*"Between the father and mother, it is mostly the mother who attends local meetings. Women with H'Mong ethnicity can't read or speak Vietnamese fluently and rarely updated their vocabulary with our specialized terms for VAC."*

**Provincial CP official-Dien Bien**

The difficulty in language barriers not only existed in remote and mountainous areas but also in urban areas, limiting the access to Vietnamese communication materials.

*"Regarding Chinese neighborhood in District 5, households with low income usually have low understanding of Vietnamese so we need a well-respected Chinese speaking officer to explain the campaign clearly to them. Through these incidents, we found that our communication materials are still lacking."*

**District CP officer-HCMC**

(2). **The idea of "spare the rod spoil the child"** is still popular and lots of parents don't know

that their action violates the law. Besides, the lack of knowledge among parents about the law can result in psychological damage.

*“As people lack knowledge and understanding on law, VAC and child abuse not only affect children but also parents/caretakers themselves. As a result, we really want media to have different communication channels for information delivery.”*

**District CP officer-HCMC**

(3). **Children are not really independent and confident** even though they have received lots of support both in urban and rural areas. In mountainous area children lack interaction with social activities so it is even more difficult to raise their voice against violence and abuse.

*“Children haven’t had the freedom to raise their voice even though they may stay in Ho Chi Minh City, a place widely considered to have the highest number of supportive programs for children speaking out.”*

**District CP officer-HCMC**

(4). Social norms still favour covering up the bad and showing the good; a number of governmental officials still don’t want to report VAC cases fearing punishment from central government and losing prestigious titles such as “civilised neighborhood” or “modern rural village”.

*“When we carry out VAC program it’s very difficult to contact commune and neighborhood. They don’t cooperate even though they know that we have good intention.”*

**TV and Radio Station Manager - HCMC**

Characteristics of people staying in remote areas with low level of education include the lack of desire to interact with strangers or to seek help and support when they encounter a case of VAC or abuse. It is, therefore, important to communicate the hotline number or the number of child protection officer to these people.

*“In rural area, child abuse is more common, while in urban areas VAC is more common. Child abuse is difficult to detect as first of all, families want to cover up such cases and secondly, child protection officers are likely related (albeit distantly) to families of the victim and culprits so their reports are inaccurate. While it’s already difficult to access supportive service, people don’t even know about these and don’t want to access.”*

**MOLISA official**

(5). **Child marriage is still a tradition in many ethnic groups.** This act violates the Marriage & Family Law in Vietnam. Even though there have been many campaigns against this and certain

ethnic group like the Thai did improve, it's still popular among the H'Mong<sup>14</sup>.

*"The central government aims to create a separate program to change social norms including VAC and child marriage. At the moment, many ethnic groups still accept child marriage as a normal practice and nobody in those groups speaks out against such issue."*

**MOLISA official**

(6). **Difficult economic circumstances** are also a factor affecting the effort to end VAC. Within households with difficult circumstances, children not only lack in livelihood, education and entertainment but also parental care

*"Another problem is economic pressure. Working for a living poses great pressure on parents. Once they get home, their house is no longer a cozy place for resting but a place to release stress by punishing their children for their wrongdoings. All their problems and anger during the day are now put onto their children. Even though they love their children, they are not aware of the child rights."*

**MOLISA official**

Not only limited by economic problems, their social awareness is also lacking so it's very difficult for communicate to them the need to care for their children.

*"Difficulties are definitely there! When we approach households categorised as low-income, middle-low income, having difficult circumstances or social issues, it's very difficult to communicate with them. They don't understand, they refuse to understand. Sometimes they understand but choose to ignore."*

**District CP officer-HCMC**

## 2.4 Lesson learnt from the campaign

### 2.4.1 The timing and content of the campaign's activities are appropriate.

As described in section 2.1, there are still cases of VAC and child abuse and once those are reported onto mass media it created strong sentiments in society. As people still lack the knowledge and information, the campaign attracted people's attention, improve their knowledge and deliver information regarding VAC and child abuse prevention.

### 2.4.2 There must be a commitment from central to local officials in ensuring sectorial coordination and cooperation between agencies

Participation by central to local officials and different groups of people showed the commitment by Vietnam government as well as the society against VAC. As described in section 2.1.2, community-based communication activities garnered the participation of local

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<sup>14</sup> Multi-Indicator Cluster Survey (MICS) 2014

officials, teachers, parents, children and social organisations like Women and Youth Union. Even though there are MOLISA officers as the focal points for community-based activities, due to the limited funding and human resource, all community-based activities have contribution from participants as described in 2.2.1. The sectorial coordination and cooperation between agencies and local participants helped increasing the effectiveness of communication activities and reaching out to all social classes.

#### **2.4.3 Mass media communication played an important role in communicating messages and information on VAC, child abuse**

Further use of mass media is needed in conjunction with direct communication at community in order to improve communication effectiveness. Moreover, current channels of mass media already had interaction with audience resulting in high level of effectiveness not only in delivering information but also in discussion, consultation (such as channels VTV Live, VTV Plus). In addition to television channels used during the campaign VTV1, VTV3 there should be communication through channel VTV5 which is a channel dedicated to ethnic group and remote areas.

Moreover, communication activities can't rule out the involvement of social media with its strength in high level of interaction and accessibility. This tendency is popular as interviews of families in both cities and remote areas showed that people would go to the Internet when they seek for information.

#### **2.4.4 During the campaign, the effectiveness of community-based intervention is attributed to the connection/link between different groups of participations.**

As described in section 2.1.2 for community-based activities, these events benefited from the active participation of local officials, teachers, parents, children and social organisations like Women's Union, Youth Union. Even though only DOLISA officers served as the focal point for activities on community level, due to the limited budget and human resources almost all activities garnered contribution from participants.

*"It's impossible to carry out communication while only relying on MOLISA as there is a severe lack of human resource. As a result, there ought to be intervention by local officials such as the People's Committee; by social organisations such as Women and Youth Union; by schools, police and medical centres. Their interventions need to be coordinated with the focal point being MOLISA. This is a very challenging task for MOLISA especially on the commune level."*

**MOLISA CP official**

#### **2.4.5 Communication messages of the campaign were designed with the main objectives in mind; repeated across different mass media channels, raising the effectiveness of communication**

The campaign's message left a strong impression and attracted the attention of the

community to VAC and child abuse. Messages delivered through television with visual content were the most effective

The messages were already delivered to the community during the campaign: (i) VAC is unacceptable; (ii) VAC is preventable; (iii) Speak out against any form of VAC; (iv) VAC prevention is each and everyone's responsibility; (v) Call 18001567 when you witness a case of VAC or abuse. Together with activities like meetings and kick-off events, messages from the campaign was imprinted on people's mind through panels, banners displayed at the main roads across all seven provinces. Many people deemed these messages interesting and helped attracting the interest of audience to VAC issues. Another reason why people care about this problem is because many VAC or child abuse cases have been reported on the mass media and social media.

*"The messages are impressive, contents of the video clip is good and with the presentation of a celebrity, it has attracted a remarkable number of attention from the public".*

**MOLISA Child Protection official**

Aside from the main message by the communication campaign, there were many other messages created and used by local officials. These local messages attracted the attention of local community and shared similar content with central messages. Communication messages by MOLISA were suitable for the interest of households, including: (i) Let's join hand and eliminate VAC; (ii) Let's take action before we even witness an act of VAC or child abuse; (iii) Community needs to speak out, criticise act of VAC and child abuse

Many expressed their desire for these messages to have more visual presentation so that people can understand them faster and remember them easier. This is especially true in remote areas where visual presentation is necessary as people don't have the habit of reading and listening to Vietnamese. In summary, message must be easy to remember and interesting, accompanied by relatable images and visual presentation.

#### **2.4.6 Capacity of journalists on VAC and child abuse plays an important role in producing good quality communication materials.**

When a journalist has enough knowledge and skills necessary, news articles published will be friendlier, easier to understand and be able to attract more audience. Terms and definition of violence against children and abuse are debatable and unclear at the moment so the use of such words must be easy to understand and timely. Training for journalist will not only focus on knowledge and legal matters but also the angle of approach to VAC and child abuse.

*"We don't need skills or technicality in communication, we only need the approach. Expertise is something that we already have. What we are lacking is how to approach. When adults violate children's right, how do we make them talk, how do we make the children speak out? That's what we need."*



#### 2.4.7 In different regions, different models of communication were applied and different target audience require different method of communication.

Reality showed that urban areas with better economic conditions and infrastructure to access different channels of communication while many remote areas still lack electricity, TV/radio waves, Therefore, we must categorise our areas and targets to apply the right model.

*“For our next communication campaign, we should divide by regions because there is such a big gap in economic development between central and rural areas. Communication activities can have the same purpose but the methods must vary from region to culture.”*

**Provincial CP officer-Dien Bien**

The process of choosing and training communication officers is necessary and crucial for communication models using target groups. In each area, we need to categorise different target according to level of education, occupation.

*“In order to achieve the highest efficiency, the problem is that we went all the way to each neighborhood, divided them into groups and confirm the target groups in the neighborhood. The important thing is to divide these groups into even smaller sub-categories according to their occupation, livelihood and income.”*

**District CP officer -HCMC**

#### 2.4.8 Communication on VAC and child abuse at school was effective in communicating to teachers and children, especially in the mountainous areas, who will be communicators in their families

A number of schools in Ho Chi Minh City and Dien Bien integrated communication on VAC and child abuse into extra-curricular programs, combined with life skills classes. Communication in school helps children to be more aware but more importantly affects parents/caretakers and teachers as violence can happen between students, from outside of schools or by relatives. As a result, teachers need training on violence and child abuse combined with specialised training.

*“Teachers can take up training by specialty. Department of Education and Training always support this kind of training. Teachers need to have time for training every week. If there is a campaign, we can cooperate so that training on VAC won’t affect the school’s schedule while guaranteeing the presence of all teachers.”*

**DOET official-HCMC**

However, communication on VAC and child abuse in schools also faces a number of difficulties as both teachers and students are overloaded with their curriculum and therefore, have less time for communicating, researching and educating such content in school. Even though it's difficult, communication within schools helped students to have more knowledge about VAC and child abuse and potentially become a communicator. In remote areas, with parents having low level of education and illiterate, children can be effective communicators. With such impacts on education, communication against VAC in school needs advocacy, support so that schools will eventually integrate content on VAC into the main curriculum.

#### 2.4.9 Supporting services for behaviour change is compulsory in the effort to eradicate violence against children.


Communication must be connected to specialised support services including direct communication in commune/village. Direct communication is also a chance for the neighborhood to meet up, socialize and exchange information and thereby better understand communication. Once people have understood, they will know what to do in case of VAC and child abuse. Other support services such as legal consultation and shelter house are also necessary for VAC victims.

*"While improving awareness and rate of reports, we have to improve the capacity to provide support services in this neighborhood."*

**MOLISA CP official**

Even though there has been guidance by the central government to establish social service, implementation is not as easy. Ho Chi Minh City is one of the few provinces that carried out this task well with many shelters for women and children per district.

#### 2.4.10 Limitations of the National Communication Campaign

 **Communication Channel:** Even though television is considered an effective channel of communication but its language barrier and limited coverage posed difficulties for people in remote areas. It is also limited at provision of information to the audience (one-way communication). Through the field assessment, it was found that provincial television channel had programs aired in ethnic languages but their coverage only included the central areas of the province. Having programs in ethnic language is very useful for communication to ethnic groups but people in remote areas can't detect the provincial channels and mainly watch national channels VTV1 and VTV3. Channel VTV5 is the only central channel with programs in ethnic language but they didn't participate in this campaign.

*"However, there are limitations. VAC and child abuse usually occur around areas where communication can't reach yet. In this area, parents are oblivious to law and rights, they*

*don't even know that they have violated the law by beating their children. This happens with migrated families and those with lower level of education."*

**TV and radio station manager – Dien Bien**

There are a number of people that don't have access to television (Appendix 1). However, since there hasn't been any data on provincial television ratings, the lack of access to TV among these groups can be attributed to: (1) *Lack of money/demand or lack of time;* (2) *Limited access to electricity;. (2) a deadzone with poor signal.*

#### **Communication Content:**

Communication materials only mentioned VAC and not yet child abuse. Even content on violence kept focusing on physical violence without explaining much about psychological violence.

*"Violence against children stems from the lack of knowledge and awareness. Large-scale communication campaign can raise the awareness of society from policy makers, citizens to community. However, we still need to provide more knowledge, more information on child abuse and psychological violence as these are new terms for better understanding."*

**MOLISA official**

#### **Communication Materials:**

- ✓ Using the same leaflet for all regions, provinces are not appropriate as there should be more images and visual illustration that is region-specific, cultural-specific.

*"Leaflets for remote areas such as Dien Bien and Kon Tum should cut down the word count and use visual illustration instead. Images used should also reflect the local ethnic groups here."*

**Provincial CP officer-Dien Bien**

- ✓ **Video:** The content of video delivered the message on VAC prevention, but a number of imageries were irrelevant to ethnic groups as they were captured to portray urban issues.

*"The content and script for video was very good, very selective with its phrases and imageries, well-edited. However, it did not take into account ethnic minorities. These images may be effective with parents in urban areas but in Dien Bien, we have to use the images of local people. People here are very simple. They don't have any idea what a shoeshiner is. They don't use shoes here."*

**TV and Radio Station Manager-Dien Bien**

*"Why shoe-shining?,"asked a mountainous villager.*

**CP collaborator-Dien Bien**

In the opinion of a number of child protection collaborators including Women's Union and Youth Union members who worked directly with households and families in the mountainous areas of Dien Bien, some images presented in the video clip are more tailored for city dwellers. This meant mountainous residents were less familiar with the concepts – e.g. shoe-shing as an issue for child labour, which were relevant to cities and central hubs. Adapted versions or more contextualised materials therefore would help facilitate communication and understanding of the target audience/participant groups.

*"I don't understand what mental violence means. I could understand what physical violence is about for example beating, hitting, letting someone starve etc.."*

**A local resident, Dien Bien province**

- ✓ **Leaflet** contains images and difficult to understand terms not only to rural dwellers but also urban households. By assessing two provinces, the following shortcomings of leaflet were found: (i) **Images** used were only suitable with urban households and perceived as irrelevant and difficult to comprehend by rural dwellers and unfriendly by children; (ii) **Terms used** were confusing not only to children but also to parents/caretakers (iii) **Quantity** was limited and couldn't reach rural villages and commune. .

Photo 3 –Leaflet on VAC



In reality, Dien Bien's local ethnic groups can communicate verbally in their mother tongues but are unable to read or write in their traditional languages. As a result, they were able to understand video or audio specifically designed for them during the campaign but weren't able to understand the leaflets or banners.

- ✓ A number of newspapers only published news about VAC and abuse without reporting the communication campaign or its messages and information. There were newspapers that reported the campaign but after reviewing these articles, there were shortcomings as followed: (i) Most newspapers only **published information about VAC cases without mentioning the message**. Even if readers know about VAC, they won't know what to do in such situation (ii) There **weren't information on support services** like hotline 18001567 (iii) Newspaper did **not include an impressive headline**, as a result it was difficult to attract the attention of readers to the small article about VAC. Appendix 1.

- **Monitoring:** There hasn't been any plan from province to commune. In reality, monitoring process by MOLISA on activities during the campaign relied on reports and communication materials by provinces. In provinces monitoring process was carried out jointly with implementation and reporting process.

*"To be honest, communication activities mostly followed orders. Monitoring capacity still has many shortcomings. During the campaign, we can't split up to monitor each province individually. Monitoring is mostly done through reviewing provincial reports."*

**MOLISA CP official**

**Absence of baseline:** The primary reason for the absence of a baseline was because the campaign had been rushed to meet the month of action for children. **There wasn't enough time analysing data to establish a baseline.**

## PART III – CONCLUSION AND RECOMMENDATION

### 3.1 Conclusion

#### 3.1.1 Organising process of the campaign

- The campaign was implemented according to plan by MOLISA. According to Ministry's plan, agencies and officials from central to local level all had implementation plans.
- Implementation process for the campaign was jointly coordinated by DOLISA, other departments such as central and local People's Committee, Department of Education and Training, Department of Information & Communication, central and provincial broadcasting stations, Women's Union, Youth Union, etc...
- The process of reporting was carried out in a unified manner based on the monitoring and assessment framework, creating favourable conditions for statistics review and assessment. However, there were three out of eight provinces which hadn't followed the aforementioned framework, resulting in incomplete reports.

#### 3.1.2 Results from the communication campaign

- The communication campaign "End Violence against Children" carried out from June to August in 2014 was necessary when VAC and child abuse news reports were repeatedly aired and published on mass media channels, receiving strong reaction from society.
- The campaign was the response from Vietnam government to #ENDViolence global initiative by UNICEF
- Policy makers/central officials in multiple fields have pledged their commitment to ending violence and abuse against children.
- Draft for the new children care, protection and education law received comments and feedbacks from different ministries and later submitted to the National Assembly. Amendment to the law will help the effort in preventing VAC and abuse to be more sustainable in the future.
- The campaign was carried out from the government spending with support by UNICEF and other international organisations with local resources.
- The communication campaign "Ending Violence against Children" was implemented nationwide on multiple levels and had significant impact on awareness of VAC and child abuse among officials and community. Society, especially parents, news agencies and officials already had better knowledge and understanding of VAC
- Communication message together with information about VAC and child abuse attracted the interest of society
- Society has expressed interest in VAC in general and specific VAC cases that were reported and received intervention through child protection officer, Women's Union member, police station and hotline 18001567



### 3.1.3 Limitations of the campaign

- Communication content mentioned mostly VAC but not much about child abuse. Within violence against children, the term was mainly used to address physical violence and rarely touched on psychological violence.
- Television channels: VTV5 is channel dedicated to ethnic groups that didn't participate in this communication campaign. Moreover, even though provincial broadcasting station already aired in ethnic languages, the coverage was weak and couldn't reach more remote areas, resulting in limited effectiveness.
- Communication materials were not suitable in a few provinces, communes: leaflets and videos in last year campaign were only suitable for urban areas and not mountainous areas. A few images printed on the leaflets were not friendly to children.
- The campaign happened in a short time so people couldn't memorise information and apply it yet. When they encountered a case of VAC, most people couldn't recall the number 18001567 but called the local child protection officer or local police instead.

## 3.2 Recommendations

In the next phase, communication in form of campaign only is no longer the only option for change and sustainable interventions. The reason is because communication campaign offers a number of activities in a short period and has certain effects on the society but for greater impact, it needs to be placed by a long and continuous plan with support from the whole community, policy system and support services (ref: the Social Ecological Model –SEM). During the implementation process of communication activities, there should be interactive communication so that people can have better understanding.

*"For the next phase, we still have to carry out all three aspects, communication, social change advocacy and policy. Social change advocacy faces several problems including social standards. Since no man/woman can initiate change alone, we should include policy advocacy in order to change social values and reinforce awareness and attitude of each families. This will include parents, caretakers and children themselves. We can't afford to do one thing at a time."*

**MOLISA CP official**

### A number of approaches proposed for the next phase:

#### 3.2.1 Communication content

- ✓ Knowledge on VAC and child abuse, focusing communication onto psychological violence and abuse
- ✓ Legal information regarding VAC and child abuse

### 3.2.2- Channels of communication

- ✓ Combine mass media communication with direct community-based communication, organise communication campaigns regularly and require repeated communication.
- ✓ Improve the method of interactive communication for people to further understand definition of violence and child abuse
- ✓ Organise orientation workshops for local officials to improve awareness on VAC and child abuse, creating favourable condition for child protection efforts.

#### Communication through mass media channels

Mass media channels will continue to be used for message delivery on television, radio and newspaper. Television can continue to air short videos, delivering message and information on support services. Videos need to be shown at different time slots to reach the maximum demographic.

- ✚ Communicate through central channels like VTV1, VTV3 and VTV5
- ✚ Provincial broadcast station can create appropriate programs/reports for locals

In addition to mass media, the use of social media mustn't be left out. With its strength in high level of interaction and accessibility, social media needs to:

- ✚ Create an official website on VAC and child abuse with functions such as online interaction, built-in search engine and online consultation. Website requires constant information update on VAC and child abuse
- ✚ Link to social media website such as Facebook, YouTube and UNICEF official website.

#### Community-based communication with connection to participants and support services

A

(i). **Categorise regions and participant groups to apply suitable communication models:**  
Affluent areas in urban/central provinces with better economic development will have favourable conditions for accessing online information like social media. In an area, we can categorise participant groups based on education level, occupation, etc.

(ii). **Community-based communication with connections to participants and support services:**  
Community-based communication is an essential and common method for communication in order to increase outreach in the context of communes/villages. In such cases, information is directly transferred to the community, and during these activities participants can even discuss and exchange information. Such discussion makes people understand communication better and have the chance to ask, question and correct information. Community dialogues as two-way communication using different networks such as mass organisations, heads of villages, religious leaders are an effective approach to communication for behavior and social change.

Community-based communication needs to network with local communication platforms





including the mass organisations and local communication initiative, local leaders including religious leaders to maximize participation. Those networks which are effectively functioning include the Women's Union, Youth Union and Farmers Union, let alone locally-specific communication models, groups and initiatives. Apart from generating platforms to communicate and exchange, dialogue on VAC as well as prevention of VAC in the community, the participants need to network and seek out context-based, individual and collective solutions for the prevention of VAC. Models need to be communicated about, disseminated and replicated to generate change individually and collectively.

**(iii). Communicate VAC and child abuse prevention at schools:** VAC content can be integrated into main curriculum or extra-curricular activities combined with life skills lessons. Students groups should be mobilised to implement community-based communication. Children can also be trained to become communicators against VAC and child abuse in remote areas. This knowledge is based on the fact that in many ethnic minority communities, parents have little opportunity to socialise and communicate with the larger open community and society due to their busy daily cultivation work which are distant from information centers. Therefore, the main source of information is often from their children who go to school. According to the research, among Mong EM group, parents often listen to their children when they talk about their days in school and what they have learnt from the school.




### 3.2.3 Communication materials

Communication materials need more images and visual presentation suitable for cultural and social characteristics in each region.

#### ✓ Leaflets

-  The same content needs to be readjusted to fit the social norm and livelihood of each region. For example, rural areas need more images and such images should be relevant to the area. See Appendix 1
-  Leaflets should be distributed in Vietnamese only and do not require translation into ethnic languages
-  The number of leaflets should be calculated based on the demand from target groups, reused multiple times
-  Leaflets need to be distributed to social officers and displayed at common space around library, medical centre and cultural centre.

#### ✓ Video

-  The same content can be used for ethnic group but audio needs to be translated into local language and certain imageries need to be reshot for better relevance
-  Videos should be aired on channel VTV5
-  Videos should also be used for direct community-based communication during meetings and home visits

#### ✓ Newspaper

- ✚ Newspaper should not only deliver information and messages but also deliver information on support services
- ✚ Deliver legal information regarding VAC
- ✚ News articles must have tactics to draw the attention of reader

#### 2.3.4 Supportive elements for future communication

##### ✓ **National Level**

- ✚ Complete legal framework on VAC and child abuse protection with the approve of the new child protection law
- ✚ Create and implement monitoring and evaluation plan and framework for future communication activities

##### ✓ **Capacity Training**

- ✚ **Training for journalists in reporting ethics:** Capacity training for communication agencies on the definition of violence and child abuse. From there, journalists learn to report in a friendly and comprehensible manner to society. Training is not only for knowledge but also to promote other ways to approach VAC and child abuse.

- ✚ **Training for social workers and teachers regarding VAC:** Training for teachers on knowledge about VAC, child abuse combine with specialty training

- ✓ **Develop support services such as hotline and Centre for Social Affair** for prevention, consultation and solving VAC problems for the community. Communication is meant for raising awareness and knowledge of people, but when an incident involving VAC actually happens, there should be immediate support so that people know what to do. Support services can range from official website for VAC and child abuse to the hotline 18001567 for consultation. A number of provinces already built the Centre for Social Affair but others have not (relying on local officials and police for intervention).

## ADDITIONAL MATERIALS

1. Multi-Indicator Cluster Survey (MICS) 2014
2. Study on Domestic Violence 2006
3. A System review of the Drivers of VAC – Vietnam Country Report
4. Communicative Ecology methods
5. Cambodia VAC survey and Cambodia's response to #END violence
6. Law on Child Care, Protection and Education No 25/2004/QH on June 2004
7. Provincial report for the National Communication Campaign by MOLISA and local authorities
8. Circular No 23/2010/TT-BLDTBXH regulating the process for intervention and support children suffering from violence and abuse
9. Decision No 1235/QĐ-TT authorising Program to promote the participation rights of children in solving problems for the period 2016 - 2020
10. Circular from Supreme Court, Ministry of Information and Communication, Ministry of Finance, Ministry of Internal Affairs, Ministry of Planning and Investment, Ministry of Transport on the implementation of children's recommendations from the 2<sup>nd</sup> and 3<sup>rd</sup> National Forum for Children
11. Decree No 71/2011/NĐ-CP provides detailed regulations and instructions for implementing Law on Child Care, Protection and Education.
12. Law on Child Care, Protection and Education also called Children Law (amended)

## Appendix

**Appendix 1** –Results from reviewing documents from National Communication Campaign from June to August 2014 entitled “End Violence against Children”

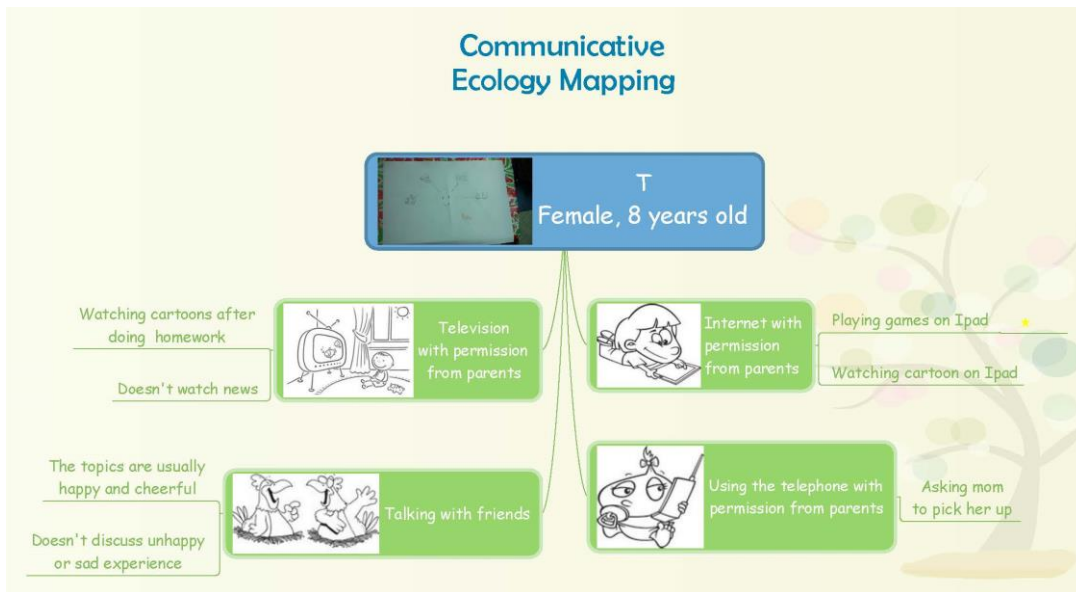
**Appendix 2** – Set of questions for in-depth interviews

FINAL



## APPENDIX

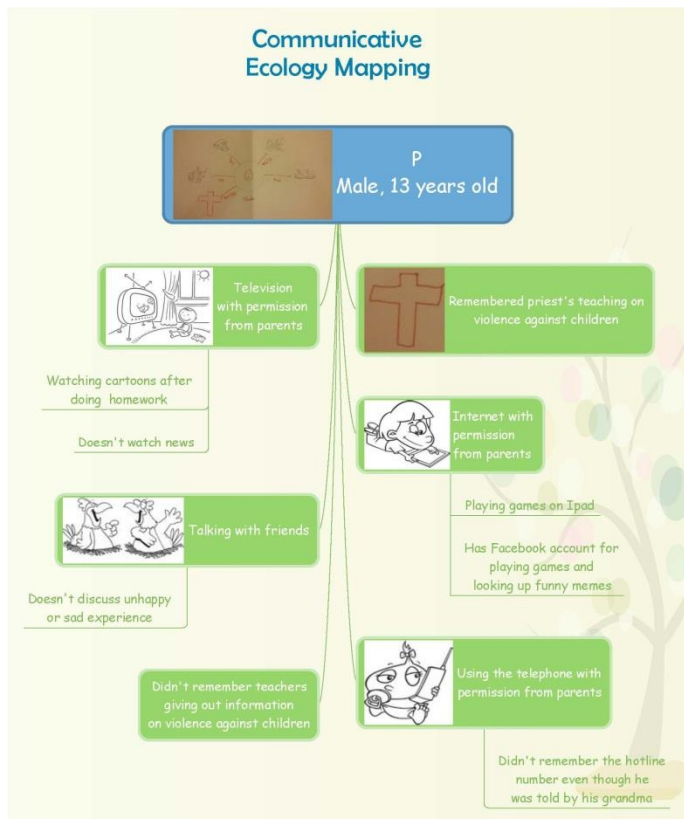
### Communicative Ecology Maps



Map 1-  
T's

#### *Communicative Ecology*

This was taken from the second household interview in Ho Chi Minh City with an 8-year-old girl. She was very shy and the conductor required much assistance from the girl's parent to carry out the session. Most inquiries were made in the form of yes/no questions and for the majority of the session, T's mother had to repeat the questions for her to get answers. In term of mass media, T frequently watches cartoons after doing homework with permission from her parents. She doesn't watch news or in fact, any other things than cartoon. T also uses her parents' I-pad to access the internet to play games and watch cartoon. At school, she talks with her friends about happy occasions and topics while refusing to share with them unhappy or sad experience.



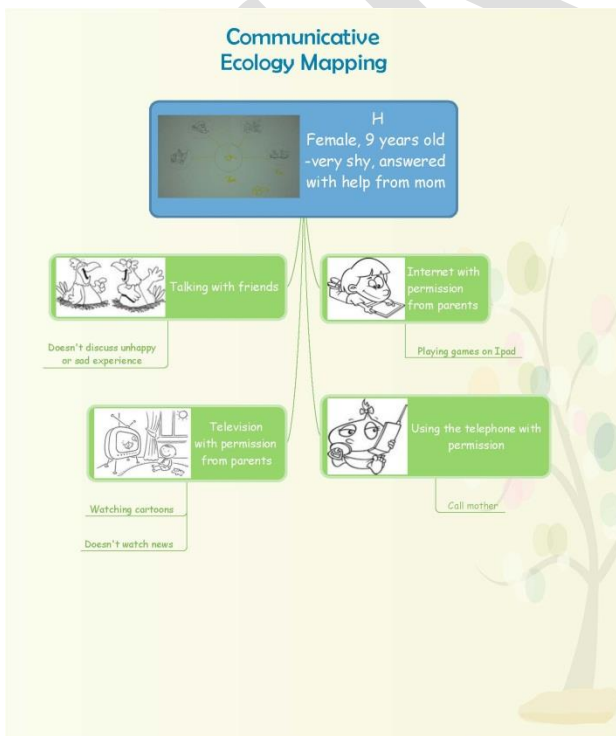
### Map 2 – P's Communicative Ecology

This was taken from the third household interview in Ho Chi Minh City with a 13-years old boy. By talking to him as a friend and exploring his interest, the conductor was able to get P to open up more about his communication channels. Inquiries were still mostly yes/no questions but P managed to answer a few open questions as well.

Similar to T, P also watches cartoons with permission from parents and doesn't watch the news. He uses his parent's I-pad to access the internet for gaming. At school, he talks to his friend about happy occasions and doesn't discuss unhappy or sad experience.

One very special piece of information about P was that he remembered the local priest teaching about violence against children. He insisted that his teacher didn't communicate VAC content

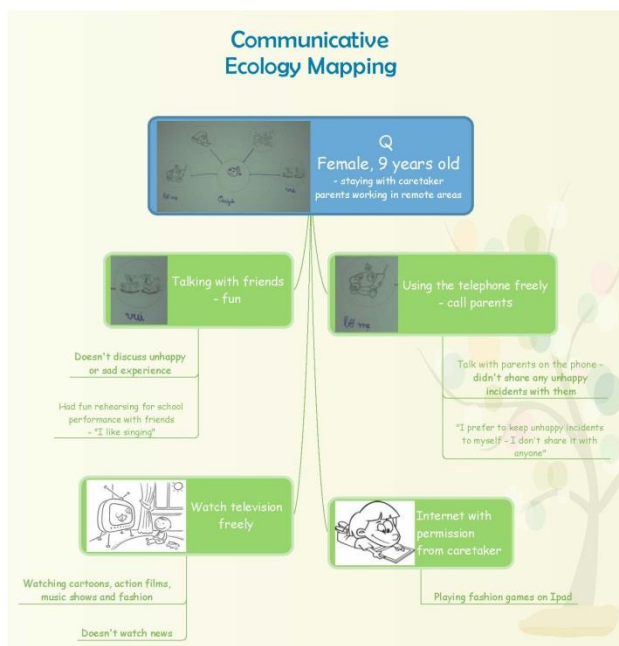
to him in class despite his grandmother's disapproval. His grandmother also said that she told P about the hotline number but P couldn't remember.



### Map 3 – H's Communicative Ecology

This was taken from the first household interview in Dien Bien with a 9-years old girl. Similar to T, she was very shy and the interviewer required much assistance from the girl's parent to carry out the session. Most inquiries were made in the form of yes/no questions and for the majority of the session, H's mother had to repeat the questions for her to get answers.

H was so shy at first that she answered no to most questions the first time. Her mother, knowing that her answers were false, repeated the questions in a reassuring manner. Only then, H started to answer with more confidence. Similar to T and P, H watches cartoons on TV, and she doesn't watch the news. At school, she talks to her friends about happy occasions; at home, she plays games on the I-pad in her free time.



#### Map 4 – Q's Communicative Ecology

This was taken from the second household interview in Dien Bien with a 10-years old girl name Q. Despite being only one year older than T, Q was much more open and responsive to the questions asked. She was also articulate with her answers and even provided further details when necessary.

Q has been independent for a long time as her parents are working away from home. She calls her parents every day to tell them about her achievements but never mentions any sad or unhappy incidents. *"I want to keep sad things to myself"* -Q said. She enjoys being with her friends, especially during rehearsal for performances as she is the star singer of the school. In her free time, Q watches cartoon or

action movies on TV and play fashion games on the I-pad.