Campaign research projects: Key findings & insights

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School violence (1)
School violence (2)

- **Egypt**: 80% of boys and 67% of girls have faced corporal punishment at school.
- **Peru**: 59% reported being punished with belts, sticks and cords.
- **77 countries** still allow teachers to punish children physically.
- **Uganda**: “Our teachers should be there to teach us and not to touch us.” Girl, 15 years old - Uganda.
- **West Africa**: Children call it *sexually transmitted marks*.
- **El Salvador**: 20% often bring a wooden bat to school to protect themselves from bullies.
- **Ghana**: 62% of girls aged 11 and 12 in government schools said that they had experienced bullying at school.

Source: LWF campaign launch report
School violence (3)

**Corporal punishment**

**Short term:**
- Physical and psychological trauma
- Death

**Long term:**
- Assaults on spouses
- Depression
- Lowered educational, occupational and economic achievement
- Problem-level drinking

**Sexual violence**

**Short term:**
- STI, including HIV
- Unwanted pregnancy
- Unsafe abortion
- Social stigma
- Being forced to leave school
- Under-perform at school
- School drop out

**Long term:**
- Sexual and mental health problems
- Domestic violence

**Bullying**

- Concentration problems and learning difficulties
- Depression
- Negative impact on self-esteem
- Being forced to leave school
- Under-perform at school
- Play truant to avoid victimisation
- School shooting
- Shame and Anxiety

Source: LWF campaign launch report
Campaign vision

A world where children can go to school in safety and expect a quality learning experience without fear or threats of violence.
Progress

- ±500mn better protected
- >1.1mn participant children
- Leading the niche segment
- 300K different stakeholders trained (police officers, teachers, judicial system, law makers)

We want MORE!

Source: Third LWF campaign progress report
Campaign research results:
(1) School children questionnaire

Aims:
To inform global and local Plan campaign and programme work
To help inform policy makers about the magnitude, complexities and particularities of violence as experienced by children.

Source: Forthcoming report
Campaign research results:

(1) School children questionnaire

![Chart 1: Numer of participants (per sex, country and study phase)]
Campaign research results:

(1) School children questionnaire

Chart 2: % of children who have stop attending school due to fear at some point

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benin</td>
<td>15%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>14%</td>
</tr>
<tr>
<td>Peru</td>
<td>5%</td>
</tr>
<tr>
<td>Guinea Bissau</td>
<td>19%</td>
</tr>
<tr>
<td>India</td>
<td>3%</td>
</tr>
<tr>
<td>North Sudan</td>
<td>7%</td>
</tr>
<tr>
<td>Cameroon</td>
<td>16%</td>
</tr>
<tr>
<td>Paraguay</td>
<td>1%</td>
</tr>
<tr>
<td>Philippines</td>
<td>14%</td>
</tr>
<tr>
<td>Ghana</td>
<td>12%</td>
</tr>
</tbody>
</table>
Campaign research results:

(1) School children questionnaire

Chart 3: % of children who reported being physically punished by their teacher during the last week

<table>
<thead>
<tr>
<th>Country</th>
<th>Boy</th>
<th>Girl</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benin</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Rwanda</td>
<td>47%</td>
<td>51%</td>
</tr>
<tr>
<td>Peru</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Guinea Bissau</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>India</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>North Sudan</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Cameroon</td>
<td>64%</td>
<td>66%</td>
</tr>
<tr>
<td>Paraguay</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Philippines</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Ghana</td>
<td>43%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Chart 4: % of children who reported being bullied at school in the last 30 days, per type of violence
Chart 5: % of children who reported bullying their classmates in the last 30 days, per type of violence
Campaign research results:
(2) Nation-wide opinion poll

Aims:
To track changes in the general population’s understanding of and attitudes towards school violence at different intervals.

To gauge any attitudinal change towards violence in schools.

Source: Forthcoming report
Chart 6: Using a scale from 1 ('A very small problem') and 7 ('A very big problem'), how big is the school violence problem in your...

- Liberia
  - Male: 4.89
  - Female: 5.34
- Pakistan
  - Male: 4.79
  - Female: 4.34
- Kenya
  - Male: 4.90
  - Female: 4.37
- Peru
  - Male: 5.69
  - Female: 5.85
- All
  - Male: 4.83
  - Female: 4.93
- Country?
  - Liberia: 3.74
  - Pakistan: 3.42
  - Kenya: 3.83
  - Peru: 4.02
- Community?
  - Liberia: 4.68
  - Pakistan: 4.65
  - Kenya: 3.84
  - Peru: 3.96

Campaign research results:
(2) Nation-wide opinion poll

Chart 7: Attitudes towards corporal punishment
(% of people who agree or agree strongly)

- Disciplinary slaps build your character: Kenya 53%, Liberia 24%, Pakistan 65%, Peru 35%
- If a teacher hits my child is probably because my child deserved it: Kenya 56%, Liberia 17%, Pakistan 69%, Peru 10%
- If a teacher hits my child I would report that teacher to appropriate authorities: Kenya 60%, Liberia 84%, Pakistan 67%, Peru 92%
- My religion allows me to slap my children if they don't behave: Kenya 56%, Liberia 20%, Pakistan 71%, Peru 25%
Campaign research results:

- Nation-wide opinion poll

Chart 8: Policy change hints
(% of people who agree or agree strongly)

Kenya
Liberia
Pakistan
Peru

- Victims do not report school violence incidents due to lack of confidence that authorities will take action
- Governments must outlaw all forms of violence against children in schools
Campaign insights:
(3) School violence prevention is cost-effective

- The total cost of school violence in lost social benefits for 13 countries equates to almost US$60 billion.
- An extra year of schooling will, on average, mean 5-15% higher wages.
- Violence in schools costs Brazil US$943 million per year. Running a national ‘Making Room Programme’ would be US$16 million per year.

Source: LWF Prevention Pays report
Key insights

1. Think backwards
2. Keep it cheap
3. Keep it short and simple
4. Remember there are ≠ but ≈ types of VA C
5. Offer a ready-to-use research package
6. Say exactly what you need
7. Keep it child-sensitive
8. Help colleagues to ‘translate’ results
9. Share results widely
10. Do it again
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