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Campaign research projects: Key findings & insights

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**UN Expert consultation on strengthening data and
research to protect children from violence
Satra Bruk, Sweden, June 2012**



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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.

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
- Play truant to avoid victimisation
- School shooting
- Shame and Anxiety



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Campaign vision

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



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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



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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





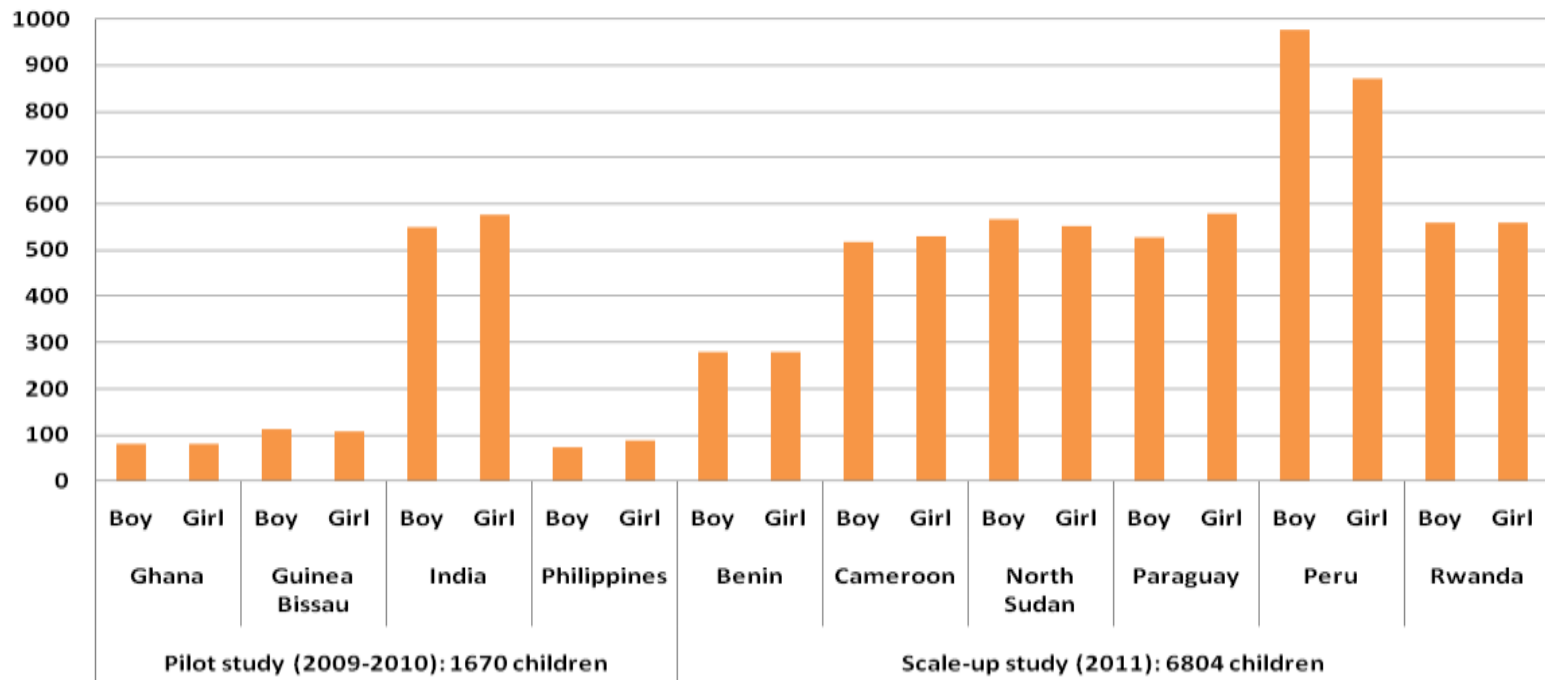
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Campaign research results:

(1) School children questionnaire

**Chart 1: Numer of participants
(per sex , country and study phase)**





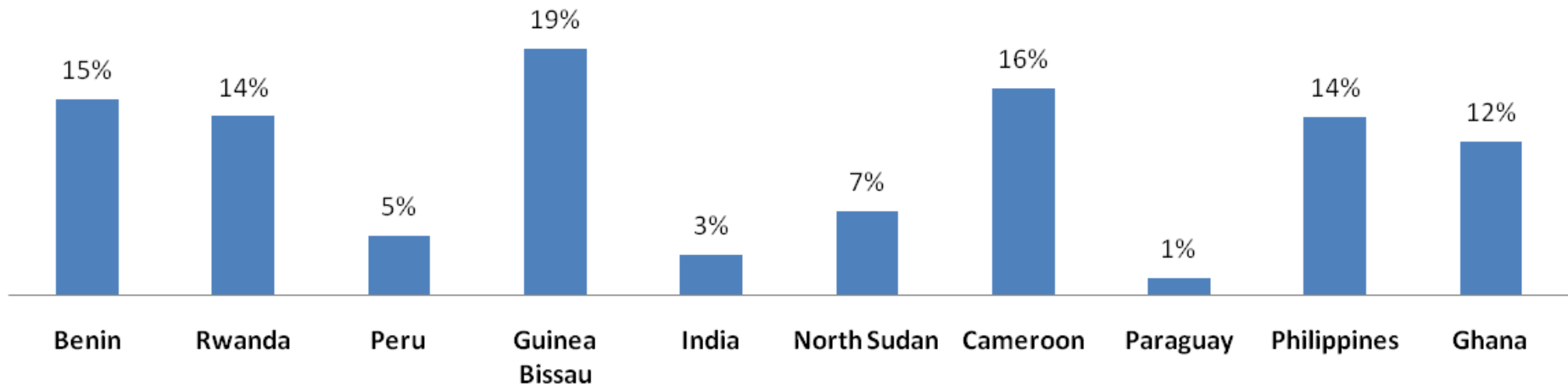
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Campaign research results:

(1) School children questionnaire

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





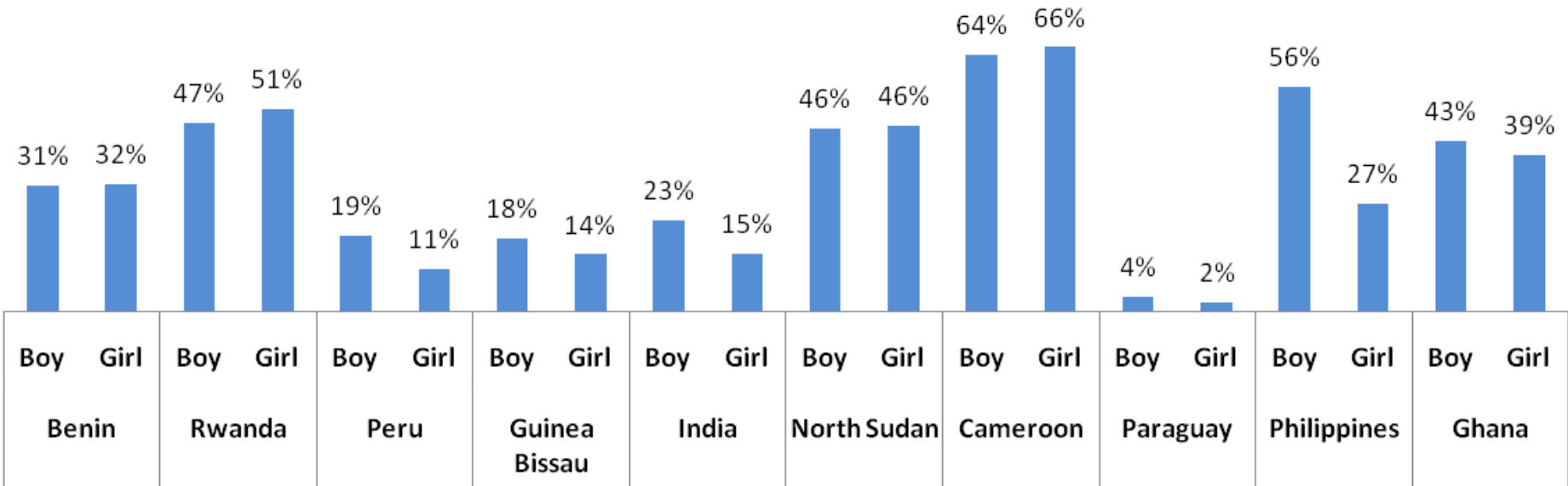
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Campaign research results:

(1) School children questionnaire

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

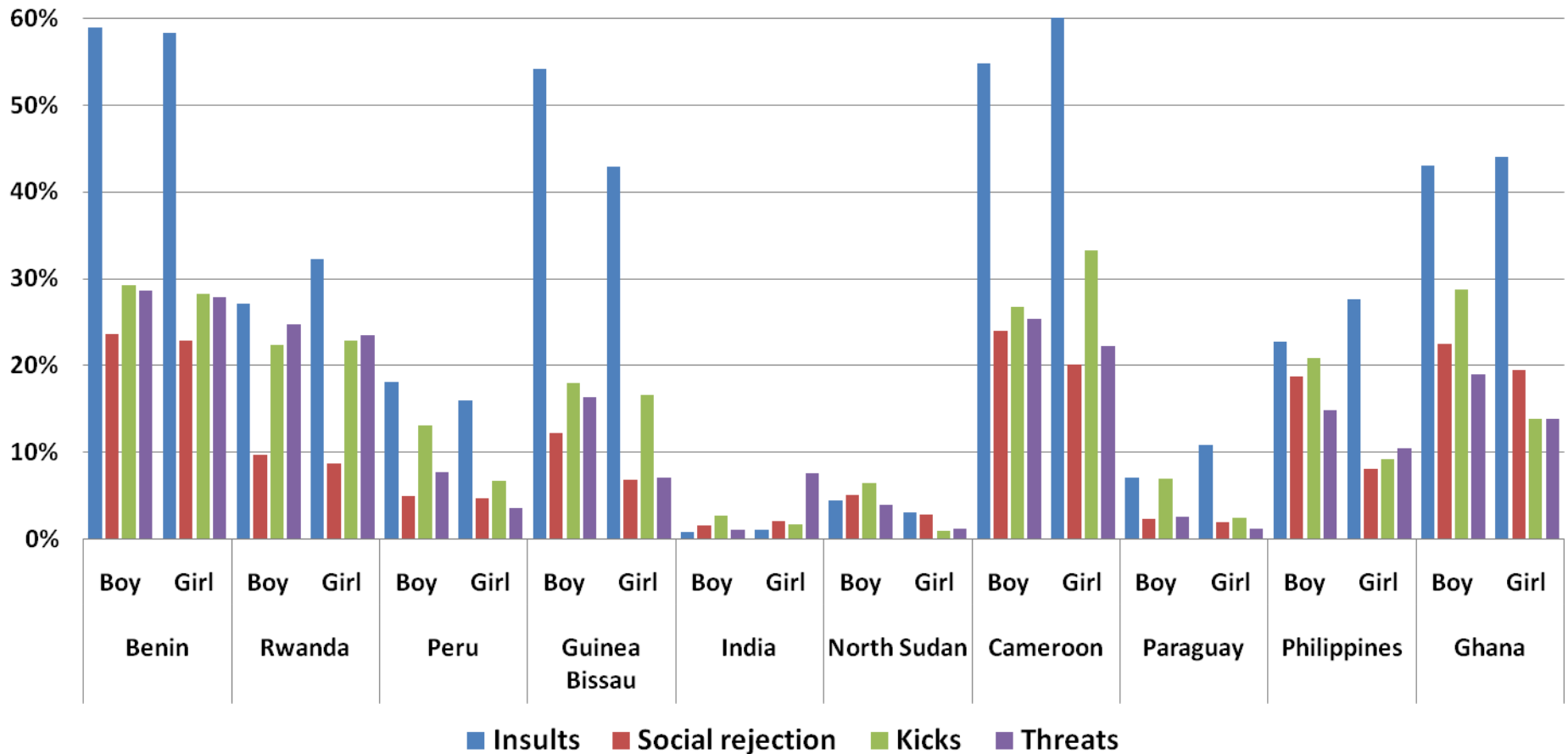




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Chart 4: % of children who reported being bullied at school in the last 30 days, per type of violence

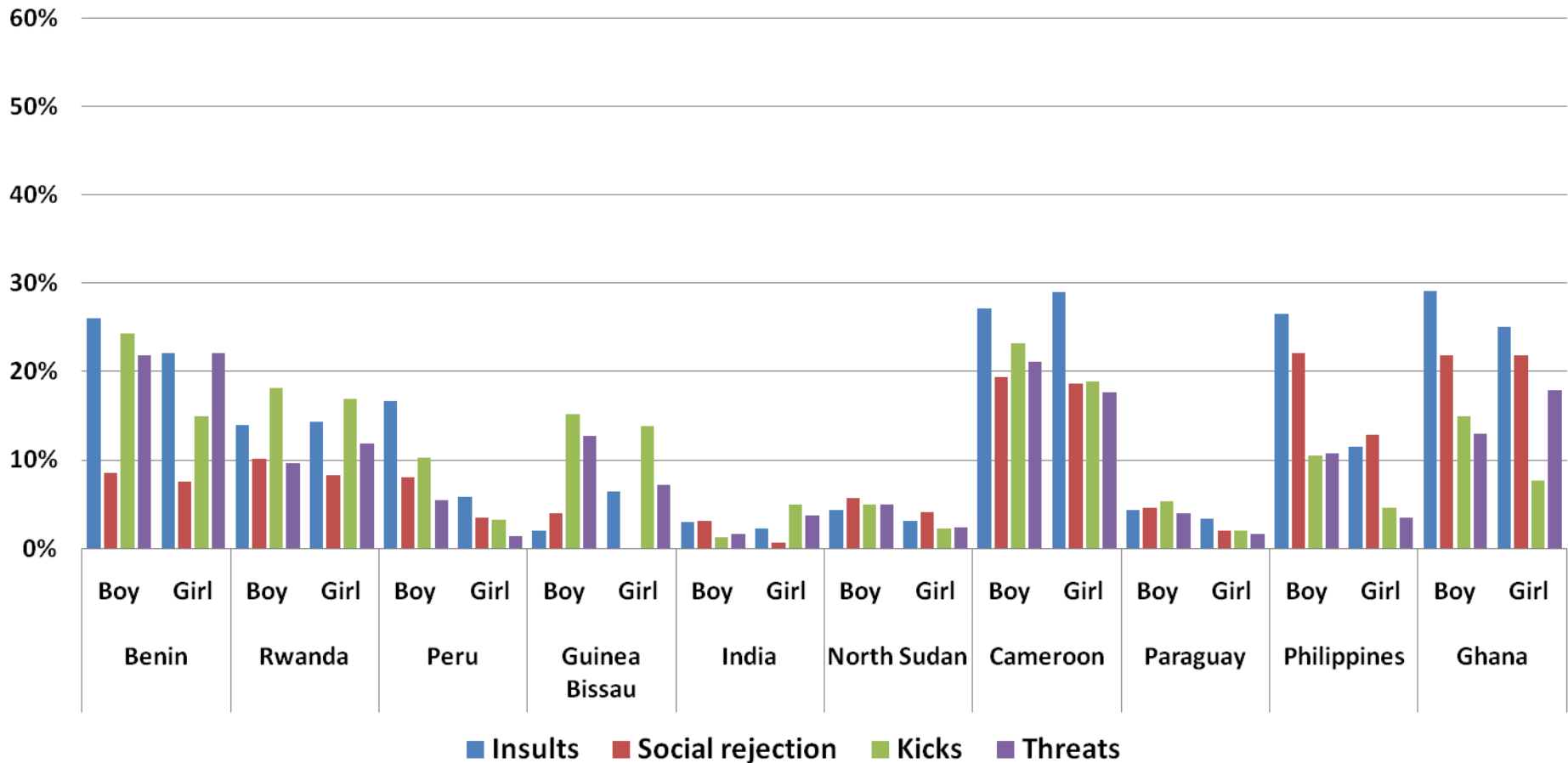




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Chart 5: % of children who reported bullying their classmates in the last 30 days, per type of violence





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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



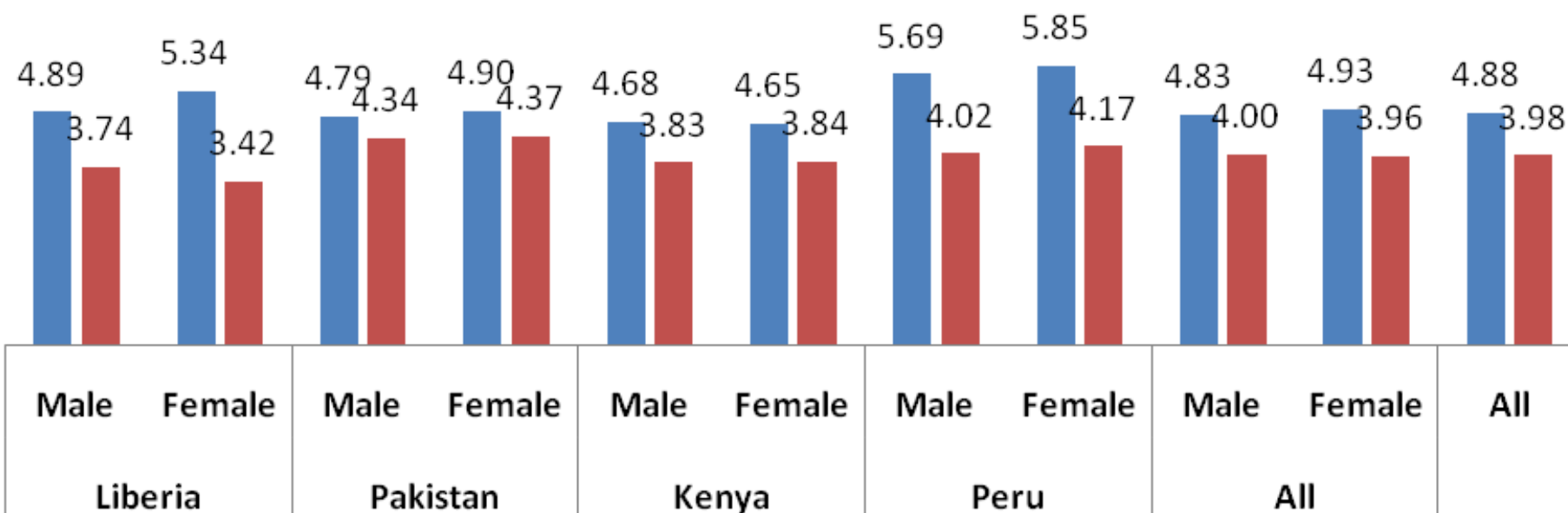


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Chart 6: Using a scale from 1 ('A very small problem') and 7 ('A very big problem'), how big is the school violence problem in your...

■ Country? ■ Community?





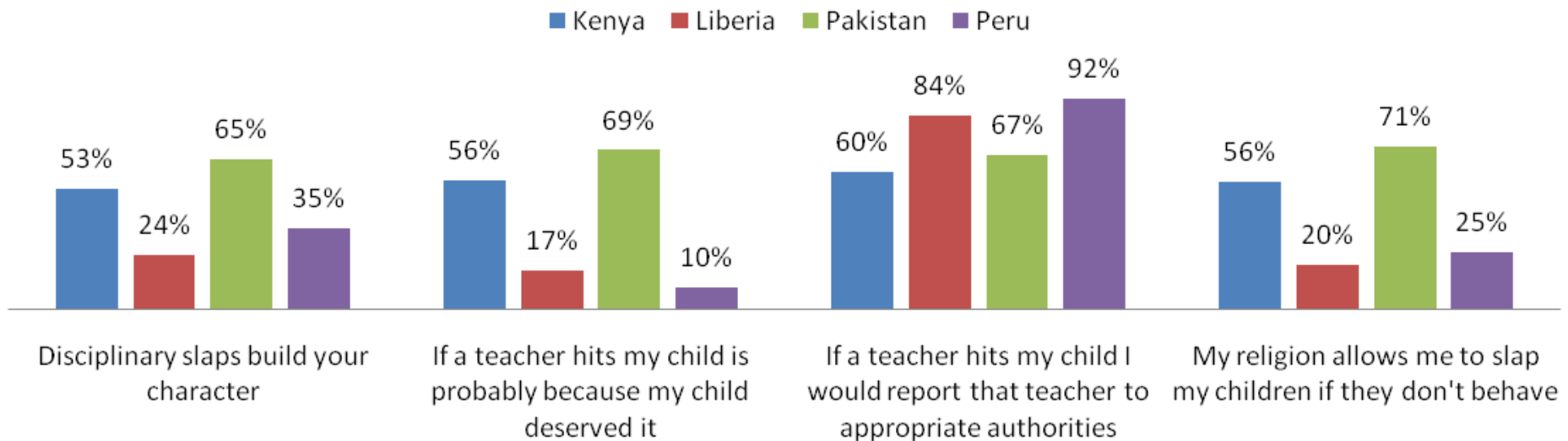
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Campaign research results:

(2) Nation-wide opinion poll

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

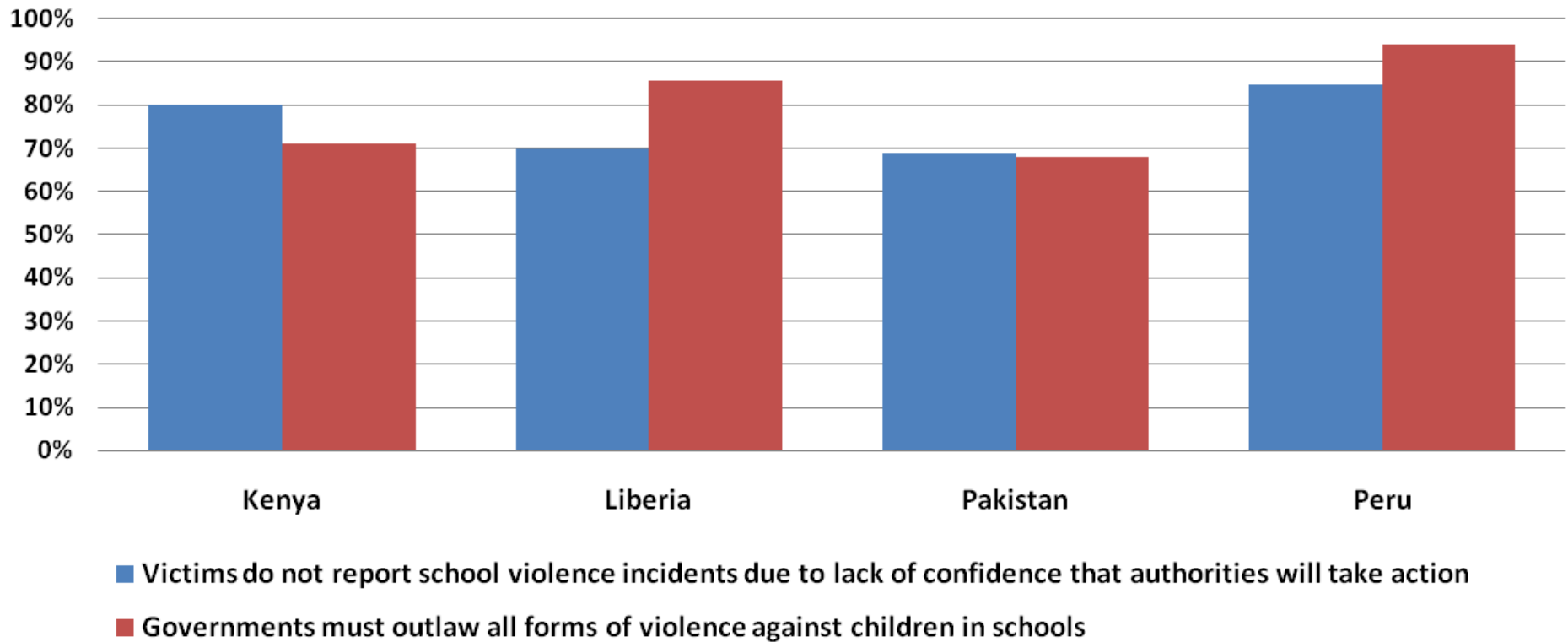




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Chart 8: Policy change hints
(% of people who agree or agree strongly)





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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



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1. Think backwards
2. Keep it cheap
3. Keep it short and simple
4. Remember there are \neq but \approx 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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