



## Break the Silence end child sexual abuse

### INTRODUCTION

#### What is the Break the Silence Initiative?

The *Break the Silence* Initiative is a multi-pronged approach to protect children against sexual abuse and the risk of HIV. On the one hand it aims to reach victims and their families with a message to speak out and denounce, to break the stigma and shame that surrounds the issue of child sexual abuse as a first step to seek help. At the same time, the initiative is an advocacy platform directed at policy makers, health workers and police authorities to create the protection and treatment services needed to support and care for the victims.

First launched in 2010 in Trinidad and Tobago by the Institute for Gender and Development Studies at the University of West Indies, the *Break the Silence* Initiative will be rolled-out by UNICEF and partners in several countries and territories across the region.

The success of *Break the Silence* in Trinidad and Tobago has been largely attributed to the blue teddy bear logo with a plaster on its heart--- a powerful branding and advocacy message directed at diverse groups of stakeholders, including community workers and service providers who strategically disseminate key messages and communication materials during events and activities to wide-audiences.

#### Why are UNICEF and partners focusing on the issue of child sexual violence in the Caribbean?

##### A “Silent Emergency”

While most abuse is hidden and the available data does not reflect the actual magnitude of the problem we know that worldwide an estimated 150 million girls and 73 million boys under 18 experienced forced sexual intercourse or other forms of sexual violence (WHO; 2002). In the Caribbean, 47.6% of girls and 31.9% of boys reported that their first intercourse was forced or coerced by family members or family acquaintances (WHO; 2000). Specifically, in Jamaica, over 6,300 cases of abuse were reported to the Office of the Children’s Registry in 2010 (UNICEF--Jamaica CPD 2012-2016). In a study of adult survivors in the Caribbean, 30% of female respondents from Barbados, for example, reported to be sexually abused during their childhood (UNICEF 2009).

Considering the seriousness of the issue of child sexual abuse and the implications for the spread of HIV in the region, UNICEF and partners have identified the urgent need to prevent and mitigate child sexual abuse.



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### What is the Break the Silence Advocacy and Communication Package?

The package offers a variety of advocacy and communication materials that can be used or adapted in the Caribbean for branding, awareness raising or social and resource mobilization purposes. UNICEF Country Offices and partners can tailor the *Break the Silence* Initiative to fit their political and cultural environment, and to integrate it into their existing CSA, child protection and HIV prevention efforts.

The package includes:

- **KEY MESSAGES**

A series of key messages that can be used or adapted for different materials:

- **FACT SHEET**

A range of fact checked statements from reliable sources that can be used for the development of materials, public information, and media engagement.

- **GRAPHICS**

A variety of graphic materials for events, on- and off line outreach, including infographics, templates for banner templates, invitations for events/launches and the teddy bear logos. Specific banners have also been created for each country in the region.

- **A SOCIAL MEDIA PACK**

Content and messaging for social channels to engage social media followers on the subject of child sexual abuse and the risks of HIV. This pack can be used in the run up to any *Break the Silence* campaign launch for awareness raising around the key messages which can be shared and amplified by supporters.

The pack is an adaptable guide. None of the content is time specific; however, suggested timing has been provided for Facebook posts and tweets for community/country level launches. A series of images, captions and credits have also been included.

- **A MONITORING AND EVALUATION TOOLKIT**

A user-friendly toolkit designed for basic but meaningful M&E of the *Break the Silence* Initiative (CSA and HIV prevention and response efforts) and provides tools to measure results and progress and to regularly reassess and adapt the initiative as needed.



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The toolkit offers a broad M&E framework, as well as a menu of options for evaluation questions, indicators, and data collection tools from which each country office can select based on its unique approach. It is divided into two main sections: guidance notes with step-by-step instructions and a toolbox, providing examples and options for planning and implementing the M&E activities.

All communication and advocacy materials are available at:

[http://www.unicef.org/lac/overview\\_24532.htm](http://www.unicef.org/lac/overview_24532.htm)

**For more information, please contact:**

Nadine Perrault  
Senior Advisor Child Protection  
UNICEF, Latin America & the Caribbean Regional Office  
Telephone: 507.301.7442; E-mail: [nperrault@unicef.org](mailto:nperrault@unicef.org)

Tamar Hahn  
Communication Specialist  
UNICEF, Latin America & the Caribbean Regional Office  
Telephone: 507. 301.748 or 507. 6430.2505; E-mail: [thahn@unicef.org](mailto:thahn@unicef.org)



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