



Telling the Story of Children's Rights: Communication Initiatives

ISSUE

Despite growing public awareness of the Convention on the Rights of the Child and improvements in access to basic services for children in the Philippines, far too many children suffer from a wide range of rights violations. Increasing numbers of children and young people at younger ages are adopting risk behaviors. Children's issues are still very low on the political agenda due to inadequate familiarity of politicians and decision makers with the situation of children. Urgent actions are required to promote deeper understanding of children's rights responses to problems such as child abuse and exploitation, HIV/AIDS and early childhood care.

ACTION

Kabataan News Network: KNN is a weekly television magazine created and produced by young people in 12 provincial bureaus, and airing jointly on a number of major Philippines TV networks. The aim of KNN is to sensitize a wide national audience to the authentic voices and opinions of children and young people from all regions, classes and ethnic groups. The program reaches a recurring audience of 500,000 to 1,000,000 viewers.

The Knowledge Network for Children: A national network of data gathering centers using ChildInfo GIS software track the major indicators of children’s well being at local levels. The Knowledge Centers gather data and disseminate them to politicians, planners, media outlets, academics and policy makers for rapid deployment of information on children for mobilization of action. ChildInfo is being used in 50 per cent of all local government units, NEDA regional offices and NEDA National. See www.philchildinfo.org.ph

Children’s Participation in Social Development: UNICEF leads a national coalition of government and civil society organizations promoting enhanced participation of children and youth in decision making and social change actions. Emphasis is on children’s participation in the development planning process, in research and evaluation, advocacy and monitoring of children’s rights compliance. Thirty active members of the National Committee on Child and Youth Participation work with up to 10,000 young people annually in more than 35 local government units.

Communication for Behavior Change: A critical part of the child-friendly approach is working in partnership with caregivers, service providers and community leaders to involve people in the process of behavior change management. Working with priority issues such as HIV/AIDS prevention, protective environment for children, ECCD and nutrition, UNICEF will build capacity of local communicators, provide tools for better deployment of community radio messages and programmes and involve young people themselves in child rights communication.

IMPACT

The KNN TV show will expose an estimated audience of 500,000 to 1,000,000 viewers to the real life issues of young people from their own perspective, utilizing the power of broadcast TV to change thinking and values about children’s rights. The Knowledge Network for children will expand to at least ¾ of all local government units providing correct and accessible database of information for decision making and advocacy. Child and youth participation will become a formally recognized component of the development planning process. Adults engaging with children will be trained and sensitized to the special demands of incorporating child and youth participation.

ESTIMATED BUDGET (US\$)

Item/Description	2004	2005	2006	Total
1 Kabataan news Network	110,000	100,000	90,000	300,000
2. ChildInfo Knowledge Centers	75,000	75,000	65,000	215,000
3. Child Participation	122,000	121,000	121,000	364,000
4. Communication for Behavior Change	82,000	82,000	82,000	246,000
TOTAL	389,000	378,000	358,000	1,125,000