



KEMENTERIAN
PEMBERDAYAAN PEREMPUAN DAN PERLINDUNGAN ANAK

unicef 
for every child

Evaluation of the **Programme** to Prevent and Respond to **Online Child Sexual Abuse and Exploitation (OCSEA)** in **Indonesia**



Cover Photo:
©UNICEF/2024/Prasetya

January 2026

The purpose of publishing this evaluation report is to fulfil a commitment to transparency through the publication of the evaluation. The report is designed to stimulate a free exchange of ideas among those interested in the topic and to assure those supporting the work of the government and UNICEF, as the evaluation rigorously examines its strategies, results, and overall effectiveness.

The contents of the report do not necessarily reflect the policies or views of the collaborating agencies. The text has not been edited to official publication standards, and the agencies accept no responsibility for errors.

The designations in this publication do not imply an opinion on the legal status of any authorities.

The copyright for this report is held by the Ministry of Women's Empowerment and Child Protection and the United Nations Children's Fund. Permission is required to reprint/reproduce/photocopy or in any other way to cite or quote from this report in written form. For non-commercial uses, permission will normally be granted free of charge. Please write to any of the offices at the address below to initiate a permission request.

United Nations Children's Fund (UNICEF)
Indonesia
Email: jakarta@unicef.org

Ministry of Women's Empowerment and Child
Protection of the Republic of Indonesia
Jl. Medan Merdeka Barat No. 15, Jakarta 10110

This report is available for download at: <https://www.unicef.org/indonesia/resources>.

Please cite the work as follows: © United Nations Children's Fund (UNICEF) and the Ministry of Women's Empowerment and Child Protection. 2026. *"Evaluation of the Programme to Prevent and Respond to Online Child Sexual Abuse and Exploitation (OCSEA) in Indonesia"*.

■ Contents

Acknowledgements	v
List of Abbreviations	vi
Executive summary	viii
Section 1. Background.....	1
1.1 Context of the evaluation	2
1.2 Object of the evaluation.....	5
1.3 Theory of Change for PR-OCSEA.....	6
1.4 PR-OCSEA Stakeholders	9
Section 2. Evaluation purpose, objectives, and scope.....	11
2.1 Purpose of the evaluation	11
2.2 Objective of the evaluation.....	11
2.3 Scope of the evaluation	11
2.4 Users and expected use of the evaluation	12
Section 3. Approach and framework for the evaluation.....	14
3.1 Evaluation criteria and questions	14
3.2 Ethical considerations	15
3.3 Evaluation matrix.....	17
Section 4. Methodology.....	19
4.1 Inception Phase	19
4.2 Desk review and documentary analysis.....	19
4.3 National level KIIs	20
4.4 Sub-national level KII and FGDs.....	20
4.5 Evaluation data analysis	20
4.6 ERG validation workshop.....	21
4.7 Limitations.....	21
Section 5. Findings.....	23
5.1 Action Area 1-Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA.....	23
5.2 Action Area 2-Enhance engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.....	30

5.3	Action Area 3-Build a robust evidence base to inform policies, advocacy, and programming to address OCSEA.....	34
Section 6. Conclusions and lessons learned		37
6.1	Conclusion	37
6.2	Lessons learned	38
Section 7. Recommendations for the PR-OCSEA Programme.....		40
Annexes.....		44
Annex I: Terms of Reference for the Evaluation		44
Annex II: KII and FGD Question guides		45
Annex III: Ethical Review Confirmation		53
Annex IV: National Level KII Respondents		54
Annex V: Sub-National Level KII Respondents (KII & FGD)		54
Annex VI: Reference List		58
Annex VII: Desk Review.....		61
Progress During the Period		65
Closing Remarks on Literature		73

■ Acknowledgements

This evaluation was conducted by a joint team of researchers from Child Frontiers and Evident, with support from UNICEF Indonesia and the Evaluation Reference Group under the coordination of the Ministry of Women's Empowerment and Child Protection (MOWECP). Overall coordination and oversight were led by Child Frontiers' Deputy Director Vimala Crispin, with Dr. Mark Kavenagh, Director of Evident, serving as International Project Technical Lead, supported by Evident researcher Sikharin Singsakhorn for desk review and analysis. Child Frontiers Associate Novina Suprobo led the evaluation data collection in Indonesia as Lead National Researcher, supported by National Researchers Silvia Kusuma Adhi and Enggar Putri Harjanti from Migunani. The evaluation report was prepared by Dr. Mark Kavenagh, Sikharin Singsakhorn, and Dr. Mark Capaldi (Evident), and Vimala Crispin and Novina Suprobo (Child Frontiers), incorporating feedback from UNICEF Indonesia and Evaluation Reference Group members following presentation of preliminary findings on September 4th, 2025.

We extend our gratitude to the Evaluation Reference Group members for their dedicated time and comments on the report. The group consisted of Ciput Purwianti, the Ministry of Women's Empowerment and Child Protection; Yosye Diani Tresna, the Ministry of Planning (BAPPENAS); Dr Nia Reviani, the Coordinating Ministry for Human Development and Culture; Josua Situmpul, the Ministry of Communication and Digital; Yanti Yanuar Wismayanti, the National Research and Innovation Agency (BRIN); Sri Budhi, Indonesian National Police; Andy Ardian, ECPAT Indonesia; James Kimani, Astrid Gonzaga Dionisio, and Asep Zulhijar, UNICEF Indonesia. Dr. Mohammed Shafiqul Islam, Multi-Country Evaluation Specialist [acting], also deserves special thanks for his quality assurance roles.

We extend our gratitude to the programme stakeholders who contributed their valuable time and insights, local government officials, law enforcement agencies, and NGO partners. Most importantly, we extend our heartfelt appreciation to the children, caregivers, teachers, and community facilitators who generously shared their experiences, perspectives and recommendations with the evaluation team. The willingness of all participants to engage in this evaluation demonstrates a remarkable commitment to creating safer digital environments for all children. We sincerely hope that the evaluation findings will contribute to strengthening child protection mechanisms in Indonesia and globally.

■ List of abbreviations

BAPPENAS	Ministry of National Development Planning
BRIN	National Research and Innovation Agency
COP	Child Online Protection
CSO	Civil Society Organisations
DP3A	Provincial/District/City Office for Women's Empowerment and Child Protection
ERG	Evaluation Reference Group
FGD	Focus Group Discussion
GOI	Government of Indonesia
KII	Key Informant Interview
LP	Child Protection Agency
MCDA	Ministry of Communication and Digital Affairs (<i>Komdigi – Kementerian Komunikasi dan Digital</i>)
MOECRT	Ministry of Education, Culture, Research & Technology (to 2024)
MOBSE	Ministry of Basic and Secondary Education (since 2024)
MOHA	Ministry of Home Affairs
MOFA	Ministry of Foreign Affairs
MOWECP	Ministry of Women's Empowerment and Child Protection
NCMEC	National Centre for Missing and Exploited Children (US)
OCSEA¹	Online Child Sexual Exploitation and Abuse
PAAREDI	Development of Parenting Patterns for Children and Adolescent
Perdes	Village Regulations
PKK	Family Welfare Centres
PR-OCSEA	Prevent and Respond to OCSEA
PPA	Victim Unit of National Police for Women and Children
PP TUNAS	Government Regulation No. 17/2025 on Governance of Electronic System Providers in Child Protection
PUSPAGA	Family Learning Centres
RPJMN	National Medium Term Development Plan
RT/RW Meetings	Community Initiative Meetings
SAFE4C	Strengthening Safe and Friendly Environments for Children

¹ According to the 2nd Edition of the Terminology Guidelines for the Protection of Children from Sexual Exploitation and Sexual Abuse, the preferred terminology for this form of harm is technology-facilitated child sexual abuse and exploitation. However, as OCSEA is used in the name of the project evaluated and supporting documents, this term has been used for this evaluation.

SAPA 129	National Helpline operated by the Ministry of Women’s Empowerment and Child Protection
SMART	Specific, Measurable, Achievable, Relevant, Time-bound
Stranas PKTA	National Strategy to Eliminate Violence Against Children
TOC	Theory of Change
TOR	Terms of Reference
TPPK	School Taskforce on Violence Against Children
UNEG	UN Evaluation Group
Unhas	Hasanuddin University
UPTD PPA	Women and Child Protection Regional Technical Service Unit
UU TPKS	Law No. 12/2022 on Sexual Violence Crimes
UNICEF EAPRO	UNICEF East Asia and Pacific Regional Office

■ Executive summary

■ Background

As Southeast Asia's largest economy and the world's fourth most populous country, Indonesia is home to more than 275 million people and over 80 million children.² With around one in three Indonesians under age 18, the country's youthful population underscores the urgency of protecting children in digital spaces. Most Indonesian children (99.4%) engage with the internet, spending an average of 5.4 hours daily online.³ The Disrupting Harm in Indonesia report found that 2% of internet-using children experienced online child sexual exploitation and abuse (OCSEA) in the prior 12 months—equivalent to over half a million young people annually.⁴

In response to these identified challenges, UNICEF Indonesia and the Ministry of Women's Empowerment and Child Protection (MOWECP) developed the 2020-2022 Strengthening Safe and Friendly Environments for Children (SAFE4C) project. Following the April 2022 passage of the Law on Sexual Violence Crimes (UU TPKS), which recognised online and digital forms of sexual abuse and exploitation, MOWECP and UNICEF Indonesia, with support from Safe Online, commissioned the three-year Prevent and Respond to Online Child Sexual Exploitation and Abuse (PR-OCSEA) programme (August 2022-May 2025) to build on SAFE4C's momentum and the new legal framework. The overall goal of this programme is to contribute to an online environment that is safe for children in Indonesia.

■ Purpose and objectives of the evaluation

The primary purpose of the endline evaluation was to generate knowledge to improve the strategies to protect children online. The evaluation identifies successes and challenges and offers recommendations for future strategies to protect children based on the findings. The findings of the evaluation would be the basis for evidence-led advocacy, planning and response to OCSEA by UNICEF Indonesia and the Indonesian government and development partners.

The evaluation has the following key objectives:

1. To assess **the relevance, coherence, effectiveness, efficiency, and sustainability** of the programme in preventing and responding to OCSEA in Indonesia.
2. To identify **lessons learned and good practices** and formulate a set of forward-looking and actionable **recommendations** for the government and UNICEF to enhance the design, implementation, and sustainability of the existing programme and scale-up of proven interventions across Indonesia.

The evaluation covers the full programme period from August 2022 to May 2025 and includes national and sub-national dimensions, with field visits to three sites (Wonosobo, Trenggalek, Makassar) where activities were delivered.

² United Nations, Department of Economic and Social Affairs, Population Division (2024). World Population Prospects 2024.

³ Ministry of Women's Empowerment and Child Protection, ECPAT Indonesia, and UNICEF. Online Knowledge and Practice of Parents and Children in Indonesia, a Baseline Study 2023. Online knowledge and practice of children in Indonesia: A baseline study 2023 | UNICEF Indonesia

⁴ ECPAT, INTERPOL, & UNICEF, 2022a

■ PR-OCSEA stakeholders

The PR-OCSEA programme stakeholders included MOWECP and UNICEF Indonesia as lead agencies, supported by key government ministries such as Bappenas, MCDA, the Ministries of Education and Religious Affairs, Home Affairs, Finance, BRIN, and the Indonesian National Police. Sub-national partners, including DP3A and UPTD PPA, coordinated and delivered child protection services across provinces. Civil society contributors included ECPAT Indonesia, Yayasan Setara, Plato, BaKTI, and ACWC Indonesia, while Meta served as the primary private-sector technology partner. Academic institutions, led by Hasanuddin University and supported by universities nationwide, contributed research and module development. Additional district-level stakeholders in Wonosobo, Trenggalek, and Makassar included local government bodies, NGOs, community facilitators, caregivers, teachers, religious leaders, and Children's Forums. Beneficiaries included children, caregivers, teachers, and community groups, with programme funding and technical support provided by Safe Online, UNICEF EAPRO, and UNICEF Headquarters monetary poor households.

■ Users and expected use of the evaluation

Primary users include UNICEF Indonesia Country Office, the Government of Indonesia (particularly MOWECP), and rights holders. They will use the findings to refine child protection strategies, inform policy development, improve programme design for the new Country Programme, and increase demand for quality protection services. Secondary users include other UNICEF offices, development agencies, civil society organisations, research institutions, and implementing partners. They will use the evaluation to inform funding decisions, strategic planning, advocacy strategies, and further research on child online protection in Indonesia and similar contexts.

■ Evaluation approach and methodology

The evaluation combined a desk review, key informant interviews (KII) at both national and sub-national levels, and focus group discussions (FGD). This design ensured triangulation of evidence across documentary sources, policy actors, programme implementers, and community stakeholders.

National-level data collection occurred in Jakarta (July 1-4, 2025) with nine KIIs involving government ministries and agencies. Sub-national fieldwork was conducted in three provinces representing diverse contexts: semi-rural (Wonosobo, Central Java), mixed (Trenggalek, East Java), and urban (Makassar, South Sulawesi). In each location, 11-12 KIIs and FGDs engaged local government officials, law enforcement, teachers, NGO partners, academic institutions, children, caregivers, and community facilitators. In total, the evaluation conducted 9 national-level KIIs and 33-36 sub-national KIIs and FGDs, engaging over 150 stakeholders across all levels.

■ Key findings

The evaluation used OECD Development Assistance Committee criteria (relevance, coherence, effectiveness, efficiency, and sustainability) to assess the three programme action areas. Programme milestones included establishing national and subnational partnerships, baseline data collection, and the *"Jaga Bareng"* campaign reaching 6.6 million users in 2022, 71 million in 2023, and 55.4 million in 2024. Youth-led innovations like *"Jogo Konco"* spun off from the

campaign. In 2024-2025, key achievements included advancement of the National Roadmap for Protecting Children Online (2025-2029), adoption of Government Regulation No. 17/2025 (PP TUNAS) on Electronic System Providers, and Presidential Regulation No. 87/2025 enacting the Roadmap (September 19, 2025).

Action Area 1: Strengthen child protection policies, programmes, and services

The programme demonstrated strong relevance through appropriate design responsive to urgent needs, using research to inform policy development and integration into existing systems. Strong structural and operational coherence was achieved through integration into national and local systems and multi-sectoral networks. Effectiveness was evident in improved police skills and coordination among child protection stakeholders, though translation to community-level impact requires more time. Efficiency was enhanced by leveraging existing government and UNICEF programmes to embed OCSEA into national and local plans, reducing duplication while improving coordination. However, sustainability depends on strengthening data management, recruiting specialized personnel, securing long-term funding, and enhancing inter-agency coordination.

Action Area 2: Enhance engagement of children and caregivers

Strong alignment with local governance structures (*Forum Anak, Perdes, Village Budgets, PKK, UPTD PPA*) created ownership among implementing partners and stakeholders. However, local coordination relied on ad hoc arrangements rather than systemic processes, limiting scalability. The programme demonstrated effectiveness in coverage, awareness, and early behaviour change, though challenges remained in reaching at-risk populations (children with disabilities, low-literacy stakeholders) and in content localization. Many participants struggled to recall OCSEA reporting channels despite training. Sustainability challenges include resource gaps in schools and fragile budget accessibility.

Action Area 3: Build a robust evidence base

Research embedded in training and advocacy (Disrupting Harm, Baseline Study) was accepted as contextually relevant by communities and government stakeholders. UNICEF leveraged its convening capacity to ensure diverse stakeholder voices, including youth, in policy development. However, evidence was less systematically translated into sub-national policy, and technical terminology required further localisation for effective implementation.

■ Conclusions

The PR-OCSEA programme successfully elevated OCSEA as a national child protection priority (August 2022-May 2025). Key strengths included alignment with national policies, evidence-informed advocacy, adaptive programming, effective stakeholder collaboration, and capacity building, contributing to meaningful policy advances, institutional frameworks, and public awareness.

However, challenges affecting reach and sustainability included uneven sub-national rollout, service provider capacity constraints, long-term funding uncertainty, inconsistent terminology complicating coordination, and monitoring systems struggling to track sustained behaviour change. Structural barriers persisted, including limited internet access in remote areas and community resistance to formal reporting.

Future success requires consistent implementation, expanded partnerships, full rollout of the National Roadmap and revised CEKATAN system, stronger government leadership, and improved cross-sector coordination. As national ownership grows, UNICEF should transition toward technical support, system strengthening, and ensuring children's rights remain central to policy and practice.

■ Recommendations

Detailed recommendations are provided in Section VII. Key strategic priorities include:

Overall: Sustain the PR-OCSEA programme with strategic enhancements to strengthen programme quality, deepen social behaviour change interventions, and facilitate transition toward comprehensive systems-level implementation.

Strategic Priority 1: Strengthen Government Leadership and Institutional Capacity

- Maintain UNICEF's role as trusted technical voice on child online safety with government.
- Support implementation of systemic changes to strengthen government capacity to receive reports and establish effective mechanisms for helping OCSEA victims.
- Clarify budget mechanisms and standardize terminology to enable systematic planning, funding, and reporting of OCSEA initiatives.

Strategic Priority 2: Enhance Community-Level Protection and Awareness

- Continue raising awareness of parents, young people, and communities on OCSEA and strengthening protection skills.

Strategic Priority 3: Build Multi-Stakeholder Coordination and Integration

- Facilitate multi-stakeholder integration and coordination for scale and systemic impact.
- Support sensitization and rollout of SOPs for UPTD PPA at sub-national level.
- Establish integrated mechanism for ongoing coordination, monitoring, and evaluation linked to the national OCSEA Roadmap.

Strategic Priority 4: Strengthen the Evidence Base and Data Systems

- Continue building and strengthening the evidence base on OCSEA in Indonesia

■ Section 1. Background

■ 1.1 Context of the evaluation

The critical baseline study conducted for the PR-OCSEA programme provided a clear picture of the impact online contexts have. Most of Indonesia's 84 million children (99.4 per cent) engage with the internet, spending an average of 5.4 hours per day online.⁵ Almost all children (99.2 per cent) use their mobile phones to access the internet, and home (98.6%) and school (41.4%) were the most common places it was accessed (Muller et al., 2024).

Yet they also face risks and harm. The Disrupting Harm study indicates that young people are experiencing a variety of risks through their online interactions (ECPAT, INTERPOL & UNICEF, 2022a). Indeed, the Disrupting Harm in Indonesia report found that 2% of internet-using children in Indonesia had experienced clear incidents of online child sexual exploitation and abuse (OCSEA) in just the 12 months prior to being surveyed – given Indonesia's large child population with internet access, this prevalence equates to more than 500,000 young people affected across the country each year.

Critically, the Disrupting Harm report also notes that this number is likely an under-reporting as respondents in Indonesia may not have been comfortable speaking about these experiences during the research due to fear, stigma, or mistrust in interviewers. Prevalence in neighbouring countries of Malaysia (4%), Thailand (9.2%), Philippines (20.2%) were all higher, offering possible support of a likely higher rate (ECPAT, INTERPOL & UNICEF, 2022b). There was thus a need to develop a model of prevention and response services to (OCSEA) in Indonesia that promoted the active engagement of children, adolescents, and caregivers both online and offline as well as enhance community engagement for early detection and prompt response to OCSEA.

This urgency was further amplified during the COVID-19 period which brought intense attention to the issue of child online safety in the country. Both the groundbreaking evidence provided by Disrupting Harm and UNICEF's work on the 2020-2022 Strengthening Safe and Friendly Environments for Children (SAFE4C) project which emerged in response to public demand for child online safety action were well received by the public and government duty bearers alike. A positive impact was that a wider range of government ministries beyond UNICEF's usual government partner for child protection MOWECP became involved in the conversation regarding child online safety. A National Roadmap for Protecting Children Online (Peta Jalan Pelindungan Anak di Ranah Dalam Jaringan) began to be conceived and while the addition of stakeholders slowed the development of the roadmap, this also meant that the eventual product would better represent whole-of-government perspectives. (The roadmap was signed on 19 September 2025 by Indonesia's President).

At the same time, a public narrative regarding persistent cases of sexual violence and continued advocacy from civil society and human rights organisations led the Indonesian government towards legal and policy reforms. A key milestone was the enactment of the Law on Sexual Violence Crimes (UU Tindak Pidana Kekerasan Seksual: TPKS) in April 2022. This law formally recognised 19 categories of sexual violence, including non-physical harassment, online sexual harassment, marital rape, forced marriage, and digital exploitation. It also emphasises survivor-centred justice, recovery, and the involvement of families, communities, and the private sector in systemic prevention (Komnas Perempuan & Kemen PPPA, 2022). Of critical importance to the issue of OCSEA, this law recognised online and digital forms of sexual abuse and exploitation plainly and simply. This meant that OCSEA

⁵ Ministry of Women's Empowerment and Child Protection, ECPAT Indonesia, and UNICEF. Online Knowledge and Practice of Parents and Children in Indonesia, a Baseline Study 2023. Online knowledge and practice of children in Indonesia: A baseline study 2023 | UNICEF Indonesia.

could now clearly and easily be identified in light of the country's laws. There are several progresses that took place during the period.

Legislative Reforms Relevant to OCSEA

According to the 2022 Disrupting Harm report, Indonesia's legal framework for addressing OCSEA was adequate, but not specific – with OCSEA crimes technically covered in some laws. The Criminal Code (KUHP: Government of Indonesia, 1999) and the Child Protection Law (Government of Indonesia, 2002) criminalised various forms of sexual exploitation and abuse of children, including the production, possession, and dissemination of child sexual abuse material (CSAM), online grooming, and commercial sexual exploitation of children. The Law on Pornography (Government of Indonesia, 2008) was also able to be used in some instances.

However, limitations were clearly noted, including that vague wording of the relevant Criminal Code provisions left the possibility of invoking this provision for CSAM-related crimes open to judicial interpretation. Disrupting Harm analysis also noted that online sexual extortion, online sexual harassment, and the live streaming of child sexual abuse were not covered. Beyond this, implementation challenges were also noted, such as inconsistent law enforcement, limited child-friendly reporting mechanisms, and an overemphasis on prosecution rather than victim protection and support. (ECPAT, INTERPOL & UNICEF, 2022).

Yet recent years have also seen promising legal and policy reforms regarding OCSEA. The approach has integrated policy measures that encompass technology governance, law enforcement, and child rights protection. These measures are aimed at preventing OCSEA, protecting victims, and ensuring accountability of perpetrators and digital service providers.

Three critical legislative and regulatory reforms occurred during the project period, and while establishing the exact contribution of the project activities to these changes is difficult, contextual factors do clearly connect the technical support and leading advocacy and awareness-raising role of UNICEF Indonesia to these changes:

Law No. 12/2022 on Sexual Violence Crimes

In 2022, Indonesia enacted **Law No. 12/2022 on Sexual Violence Crimes** (UU TPKS: Undang-Undang Tindak Pidana Kekerasan Seksual). This legislation was enacted with the primary objective of ensuring protection and access to justice for victims of sexual violence, particularly women and children. It also extends the scope of criminal offenses to those committed through digital means. The law defines nine new categories of sexual violence under Article 4(1), including physical and non-physical sexual harassment, forced contraception, forced marriage, sexual torture, sexual exploitation, sexual slavery, and electronic/online-based sexual violence. Article 4(2) further recognises offenses outlined in other laws, such as rape, the production and dissemination of pornography, grooming, and sextortion, as forms of sexual violence (Government of Indonesia, 2022).

Articles 6, 14, and 15 specifically address offenses involving technology, including the non-consensual distribution of sexually explicit material, sexual extortion via digital devices, and the possession or sharing of child sexual abuse material, all of which are criminalised. Articles 58-63 guarantee victims' rights to access recovery services, protection of privacy and identity, exemption from proving innocence, and meaningful participation in legal proceedings (Government of Indonesia, 2022).

With regard to OCSEA, this law specifically criminalises sexual exploitation, online grooming, and the creation and dissemination of CSAM. The law also recognises children's right to support and

rehabilitation, grounded in principles of the best interests of the child and non-discrimination (Government of Indonesia, 2022).

Government Regulation No. 17/2025 on Governance of Electronic System Providers in Child Protection
In 2024, the Law on Electronic Information and Transactions (ITE Law) was amended to enhance the legal basis for investigating and prosecuting OCSEA. The law mandates content blocking of illegal material, preservation of digital evidence, and the responsibility of service providers to remove harmful content (Government of Indonesia, 2024).

Furthermore, in 2025, Government Regulation No. 17/2025 on Governance of Electronic System Providers in Child Protection (PP TUNAS: Tata Kelola Penyelenggaraan Sistem Elektronik dalam Pelindungan Anak) was issued. PP TUNAS establishes the governance framework for electronic systems to ensure child protection. It emphasises the principle of “safety-by-design”, requiring electronic system providers (PSE - Penyelenggara Sistem Elektronik) to design and operate platforms that are safe and developmentally appropriate for children. This includes age verification mechanisms, risk-based feature limitations, and the protection of children’s personal data. It also establishes accessible reporting mechanisms for harmful online content. The regulation also authorises state oversight and enforcement, including sanctions ranging from warnings to platform shutdowns (Government of Indonesia, 2025).

The PR-OCSEA programme played a role in advocating for such regulatory reform and provided field-based evidence and data to MCDA during the drafting process. The programme spotlighted data about online risks faced by children—including exposure to harmful content, sexual exploitation, and online harassment—and helped policymakers understand the context for this regulation (UNICEF Indonesia, 2024a). Ultimately, PP TUNAS reflects key principles such as safety-by-design, age verification obligations, children’s data protection, and content moderation measures. It also strengthens the state’s proactive regulatory role through multisector collaboration between government, the private sector, and communities to build inclusive, safe digital spaces for all children and youth in Indonesia (Meutya Hafid, 2024; UNICEF Indonesia & MCDA, 2024).

Policy Reforms Relevant to OCSEA

At the policy level, Indonesia developed the National Action Plan for the Elimination of Violence Against Children (RAN-PKTA) for 2016–2020, focusing mainly on physical and sexual violence (MOWECP, 2016). The RAN-PKTA involved awareness-raising, development of child support services, capacity building for professionals, and the establishment of a national data system. However, implementation faced limitations in terms of coverage, budget constraints, and insufficient coordination mechanisms (MOWECP, 2016; AIDS Data Hub, 2020).

The RAN-PKTA was replaced by the National Strategy to Eliminate Violence Against Children (Stranas PKTA) from 2022 onwards (MOWECP, 2022). The new strategy explicitly includes OCSEA and mandates the establishment of integrated child protection service units (UPTD PPA) across all 514 districts, reinforcing coordination among national and subnational actors (MOWECP, 2022). It also developed operational guidelines aligned with the new Sexual Violence Crime Law (UNICEF Indonesia, 2023a; Safeguarding Childhood, 2024). Moreover, the strategy emphasised coordination between government and civil society actors and the delivery of responsive services tailored to vulnerable child groups in various regions. Comparatively, RAN-PKTA laid the foundational work in prevention and service system development, whereas Stranas PKTA advances a more modern and integrated approach, addressing emerging digital threats and promoting stronger subnational collaboration.

During the first year of the project, the standard operating procedures (CEKATAN) for the UPTD PPA units were reviewed to identify gaps in preventing and responding to OCSEA. These were amended to further set out procedures for handling, protection, and recovery of victims including: a) Receiving reports or conducting outreach to victims; b) Providing information about victims' rights; c) Facilitating access to health services; d) Facilitating access to psychological support services; e) Facilitating access to psychosocial services, social rehabilitation, social empowerment, and social reintegration; f) Providing legal services; g) Identifying the need for economic empowerment support; h) Identifying the need for temporary shelter for victims and their families that must be immediately addressed; i) Facilitating the needs of victims with disabilities; j) Coordinating and collaborating with other institutions to fulfil the rights of victims; and k) Monitoring the fulfilment of victims' rights by law enforcement officers during the judicial process. (MOWECP, 2024, UNICEF Indonesia 2022c).

The SOP for the National Helpline (SAPA 129) were established during 2023 with the support of UNICEF and aligned with the CEKATAN for the UPTD PPA, including guidance for addressing OCSEA. UNICEF Indonesia reported that in 2022, 14,586 Indonesian children (11,237 girls and 3,349 boys) accessed integrated child protection services, an increase from 12,242 children in 2021. (UNICEF Indonesia 2024b). This rose to 20,221 in 2023 and 19,112 in 2024 (Kemen PPPA SIMFONI, 2024). Reports to the SAPA 129 hotline about OCSEA increased from 73 in 2021 to 303 in 2022 before declining again to 122 in 2023 (KII: MOWECP). Despite the decline, the overall trend suggests increased awareness among children and youth. However, many callers only requested content takedown and declined follow-up support due to shame or distrust. This highlights the need for child-sensitive response systems that offer non-stigmatising support and respect children's choices in how they seek help.

A further policy complementing these legal reforms saw Indonesia launch its National Strategy on Artificial Intelligence (AI) in 2020, emphasising the responsible use of AI in contexts affecting children. The strategy highlighted the risks posed by deepfakes, algorithmic content recommendations, and automated systems that could expose children to exploitation, and promotes ethical and impact-assessed AI development (BAPPENAS, 2020).

National Roadmap for Child Protection in Online Contexts

The Presidential Regulation 87/2025 Peta Jalan Perlindungan Anak di Ranah Dalam Jaringan, (Government of Indonesia, 2025), a national roadmap for child protection in online contexts, is one of the key policy priorities of both the SAFE4C initiative and the PR-OCSEA programme. UNICEF Indonesia and others have supported the development and advocated for implementation of the roadmap since 2020. It was developed based on evidence, inclusive stakeholder engagement, and pilot implementation models at the subnational level. These elements contributed to the formulation of a sustainable national framework for protecting children in the digital environment. The resulting roadmap was designed as an integrated tool for ministries, government agencies, local authorities, and civil society actors to advance children's safety in online spaces (UNICEF Indonesia, 2023b, p. 14).

While the pathway has been long, on 19 September 2025, the President of Indonesia signed Presidential Regulation 87/2025 enacting the roadmap. The roadmap has been a powerful rallying point for government commitments on OCSEA and has moved from initially being conceived as a document under one ministry – MOWECP – to a whole-of-government commitment sitting at the top level of the President's office. At the time of writing, the roadmap was understood to be awaiting final approval and enactment by the office of the President of Indonesia.

■ 1.2 Object of the evaluation

MOWECP and UNICEF Indonesia developed and implemented the programme to Prevent and Respond to Online Child Sexual Exploitation and Abuse (PR-OCSEA) between 2022 and 2025 with the support of Safe Online. The PR-OCSEA programme aimed to deliver the following results: (1) strengthen child protection policies, programmes, and services to prevent and respond to OCSEA; (2) enhance the skills and engagement of children, adolescents and their caregivers as active agents for the prevention of OCSEA and adaptive to digital parenting; and (3) build a robust evidence base to inform policies, advocacy, and programming to address OCSEA. The overall goal of this programme is to contribute to an online environment that is safe for children in Indonesia.

The PR-OCSEA programme meets one of the stated strategies within the current Government of Indonesia (GOI) – UNICEF Country Programme 2021-2025⁶ for child protection. Child Online Protection (COP) is specifically identified in the Country Programme with commitments to enhance technical support to the government and partnerships with the private sector and CSOs. The promotion of safety and skill development, together with work in communities and with parents, was identified and prioritised in the PR-OCSEA programme.⁷

Key Activities of PR-OCSEA

To achieve the stated objectives, the following outputs and activities were proposed:

1. National legal framework and service capacity to prevent and respond to online offending against children is strengthened.
 - Support the finalisation and implementation of the National Roadmap for Protecting Children Online.
 - Disseminate the decree and standards for the protection of violence against children and women.
 - Develop training to prevent and respond to online CSEA.
 - Strengthen hotline and community service hubs.
2. Enhanced skills and engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive digital parenting.
 - Develop resources and conduct training and resources for online protection for children, parents, and communities.
3. Build a robust evidence base to inform policies, advocacy, programme, and learning to address online child sexual exploitation and abuse.
 - Conduct baseline research complementary to Disrupting Harm results.
 - Complete endline and formative assessment.
 - Explore costing for the National Roadmap.
 - Develop and disseminate knowledge products.

⁶ UNICEF Indonesia & Government of Indonesia (2020). Country Programme Action Plan 2021-2025.

⁷ UNICEF Indonesia & Government of Indonesia (2020). Country Programme Action Plan 2021-2025.

Scope for PR-OCSEA

In addition to the policy and advocacy work at national levels, activities - predominantly related to Action Area 2 - were implemented in three provinces and 10 districts as follows:

1. Central Java Province: 2 cities and three districts: Kota Surakarta (city), Kota Pekalongan (city), Kabupaten Sragen (district), Kabupaten Wonosobo (district), and Kabupaten Blora (district).
2. East Java Province: 2 cities and 1 district; Kota Surabaya (city), Kabupaten Jember (District), and Kabupaten Trenggalek (District)
3. South Sulawesi Province: 1 city and 3 districts; Makassar City and the District of Maros, District of Wajo, and District of Bone

■ 1.3 Theory of Change for PR-OCSEA

A Theory of Change (TOC) for the PR-OCSEA programme was developed collaboratively by UNICEF Indonesia and MOWECP. It sets out the strategies, activities and expected pathways to change (See Figure 1). The PR-OCSEA programme Theory of Change was grounded in the hypothesis that if institutions, caregivers, and children are equipped with knowledge, tools, and enabling systems, then the risks of OCSEA can be significantly reduced and the protection of children enhanced.

The key components of the Theory of Change included the following:

1. Strengthening institutional capacity across law enforcement, criminal justice, education, and social welfare sectors to respond to OCSEA cases in a coordinated, child-sensitive manner.
2. Enhancing early identification and case management systems, particularly within schools and frontline services.
3. Engaging children, families, and communities in prevention efforts through information, dialogue, and peer support.
4. Developing and institutionalizing a national framework for child online protection (COP), anchored in long-term policy and budgetary commitments.

These elements were supported through cross-cutting strategies of evidence generation, multi-sector coordination, communication for development, and digital partnerships (UNICEF Indonesia, 2021).

The TOC identified that the context for children's online safety in Indonesia lacked appropriate legislation and regulation to define and respond, represented low awareness of risks from young people and caregivers, and had high connectivity and levels of prevalence for harmful experiences such as cyberbullying, violence and online CSEA. It set out five strategic priorities: strengthening legal and policy framework, multi-sectoral collaboration and partnership, strengthening services and capacity building of service providers and law enforcers, engagement of girls and boys, caregivers, teachers and religious leaders and modelling of intervention including costing and evidence generation.

The TOC organises programme activities into three action areas to ultimately support the Government of Indonesia to enable safer online environments for children and to prevent and respond to online CSEA.

The key activities planned within the PR-OCSEA programme to achieve the objectives are briefly summarised below. These are the focus of the evaluation.

Capacity building for professionals: The programme planned and delivered structured training modules for police officers, social workers, teachers, and government officials. These modules covered OCSEA identification, trauma-informed interviewing, victim case management, and inter-agency coordination (UNICEF Indonesia, 2022c, 2023b, 2024a).

Policy and legal development: The programme supported MOWECP in drafting the national strategy on child online protection (COP) and facilitated consultations to embed OCSEA into the National Medium-Term Development Plan (RPJMN) (UNICEF Indonesia, 2024a) and technical support to the Ministry of Communication and Digital on the development of regulation on electronic service governance in child protection.

Child and youth engagement: Through collaboration with youth-led organisations such as *Forum Anak*, the programme introduced peer support models and piloted Safe Space initiatives in multiple districts. These spaces served as platforms for children to share experiences, access trusted adults, and engage in peer-led prevention activities including the development of LARE Jatim and *Jogo Konco* (UNICEF Indonesia, 2022c, 2023b).

Public communication and media campaigns: The *#JagaBareng* campaign was co-created with children and youth and targeted caregivers and youth with tailored content across different social platforms and offline channels.

The campaign reached over 55 million users in 2024. Results from a brand lift study indicated that the intention of parents exposed to the campaign to speak with their children about online risks increased after exposure (UNICEF Indonesia, 2024a).

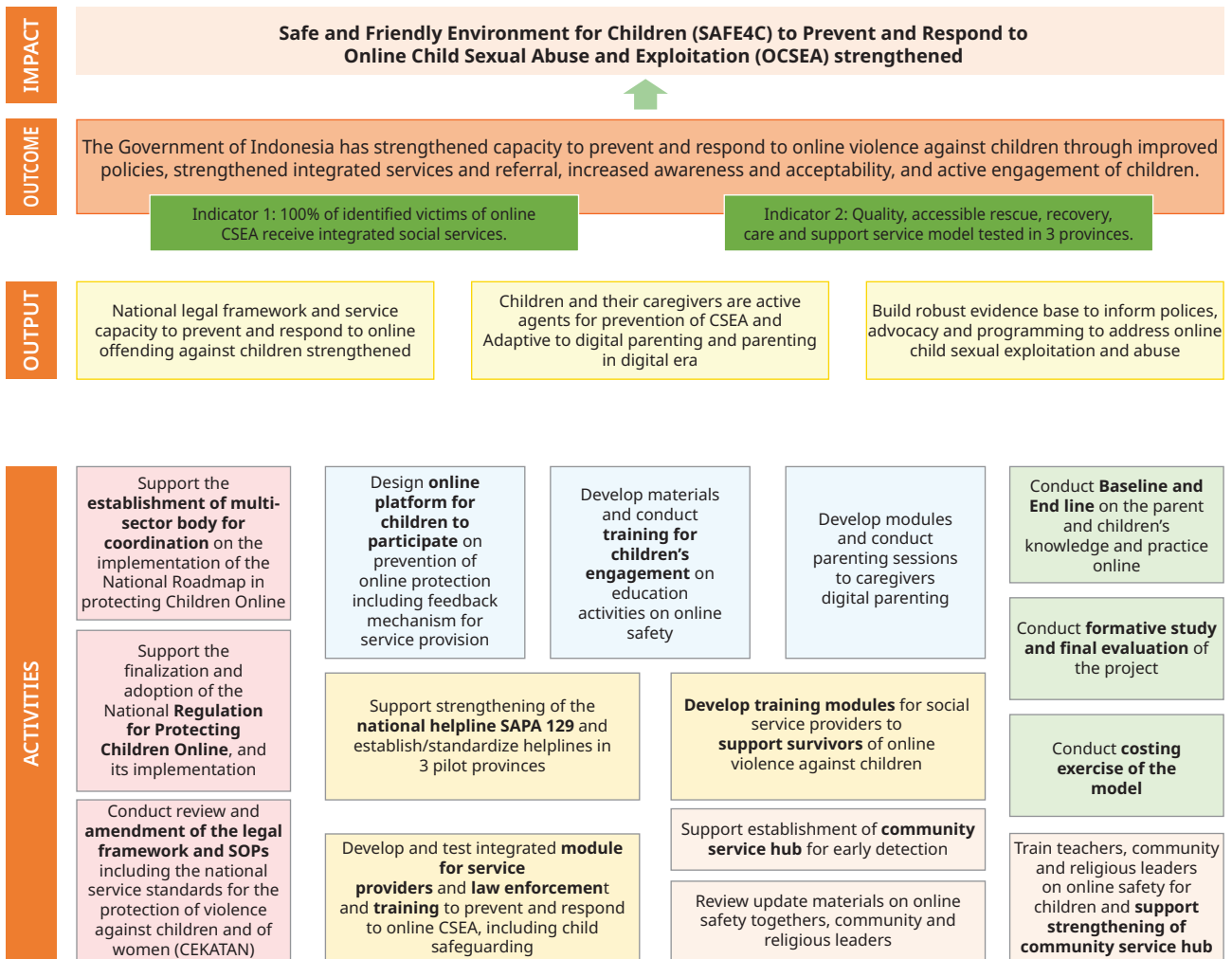
School-based integration: The Ministry of Basic and Secondary Education and the Ministry of Religious Affairs, integrated UNICEF's key messages on online child safety into the Islamic Religious Education and Morals textbook for Grade VIII students, reaching an estimated 2.24 million students. (UNICEF Indonesia, 2024a).

Evidence generation: The programme supported a major study to expand understanding of the context for OCSEA in Indonesia (Child Witness & UNICEF Indonesia, 2023). It also supported digital hygiene assessments and outcome tracking to inform policy development and programme refinement. These were complemented by participatory consultations with children including children with disabilities, and caregivers, enabling the integration of community voices in programme design (UNICEF Indonesia, 2022c, 2023b, 2024a).

The TOC includes the following assumptions and risks, which have also been key in constructing the evaluation matrix:

- Indonesia does not have legislation regarding sexting, online sexual harassment, or sexual extortion, which, together with legal loopholes, leave victims of these crimes unprotected.
- Indonesia does not clearly define online grooming, nor does it have an explicit provision that criminalises online grooming.
- There is very low awareness about the possible risks and consequences of unsafe digital behaviour.
- Indonesia is among the top 10 countries with the highest cases of online sexual abuse of children.
- 2 out of 3 girls or boys aged 13-17 years old have experience at least one type of violence in their lifetime.
- U-Report in 2019 found that 45% of children reported that they had experienced cyberbullying, with boys reporting slightly higher rates than girls.

OCSEA Prevention & Response Theory of Change Framework



MONITORING, EVALUATION & LEARNING

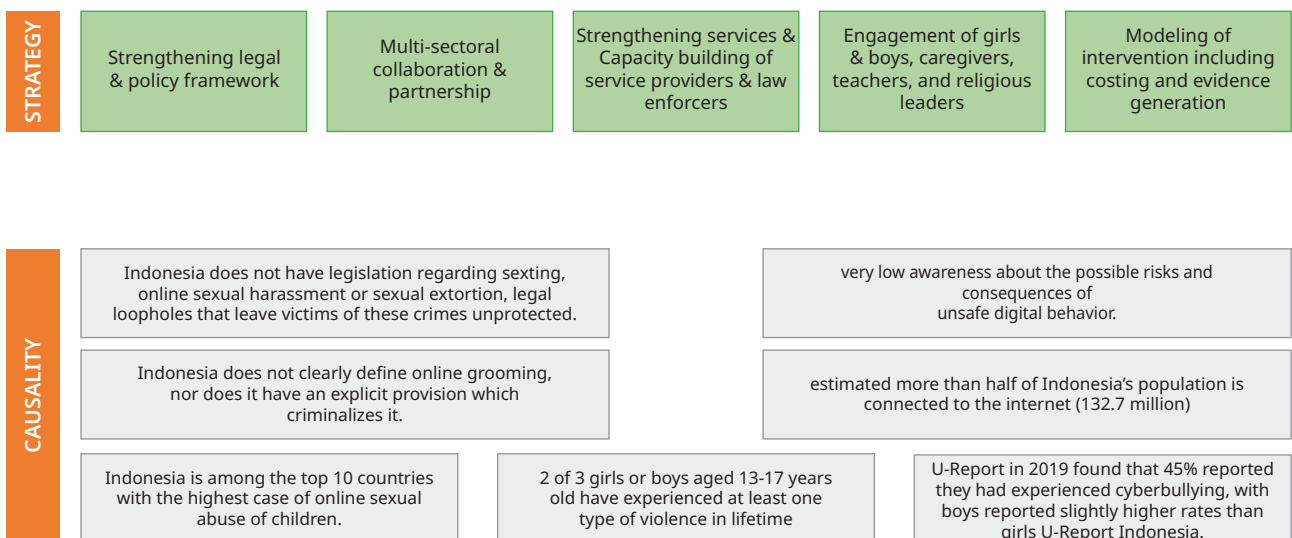


Figure 2. Life-cycle approach

Programme Logic

The PR-OCSEA programme was built on the understanding that OCSEA is a complex, multifaceted issue that requires systemic, multi-level responses. The design logic assumed that safeguarding children in online environments cannot rely on a single approach - awareness-raising or law enforcement reform by themselves would not shift the needle. Rather, success required a coordinated programme that enhanced the protective capacity of institutions, improves early identification and support for victims, and empowers families and communities to actively engage in protection themselves.

The PR-OCSEA programme was therefore conceptualised to address structural, behavioural, and normative factors simultaneously. It combined upstream policy and legal reform with midstream capacity-building and downstream public engagement, forming a comprehensive ecosystem of prevention and response (UNICEF Indonesia, 2021).

■ 1.4 PR-OCSEA Stakeholders

Lead Agencies

The Programme to Prevent and Respond to Online Child Sexual Abuse and Exploitation (PR-OCSEA) in Indonesia was jointly led by two primary agencies. The Ministry of Women Empowerment and Child Protection (MOWECP) served as the lead Government partner, and UNICEF Indonesia acted as the lead implementing partner, providing technical support, convening stakeholders across government, industry, and civil society, coordinating evidence generation and research, facilitating multi-sector coordination, and supporting the government in strengthening integrated protection services for children.

Key Government Ministries and Agencies

The Ministry of National Development Planning/National Development Planning Agency (Bappenas) served as the National Development Planning Coordinator, the Ministry of Communication and Digital Affairs (MCDA) led technology governance and digital policy development, including the PP TUNAS regulation on electronic service providers. The Ministry of Education and Ministry of Religious Affairs functioned as the Education Sector Lead (including the religious-based school), the Ministry of Home Affairs coordinated sub-national governance, while the Ministry of Finance managed budget allocation and financial guidance. The National Research and Innovation Agency (BRIN) led research and data quality assurance. The Indonesian National Police, through its Bureau of Human Resources and Psychology, Cyber Division, and OCSEA Unit, and Women and Children Unit (PPA), provided law enforcement, investigation, victim support, and capacity development for officers handling OCSEA cases.

Provincial/District Level Agencies

At the sub-national level, the Provincial/District Office for Women's Empowerment and Child Protection (DP3A) served as the sub-national child protection coordinator, and the Women and Child Protection Regional Technical Service Unit (UPTD PPA) functioned as the integrated service provider.

Civil Society Organisations

ECPAT Indonesia served as the civil society implementation partner, Yayasan Setara as the local implementing partner in Central Java, Plato as the local implementing partner in East Java, and BaKTI as the local implementing partner in South Sulawesi. ACWC Indonesia provided regional coordination and policy advocacy perspectives.

Private Sector Partners

Meta was the primary private sector partner in the PR-OCSEA programme, serving as a technology platform partner.

Academic Institutions

Hasanuddin University (Unhas) served as a research and academic partner, supporting programme activities through academic research partnerships, especially in developing the OCSEA Module for service providers and caregivers. Various other universities across Indonesia engaged in academic research partnerships, contributing to knowledge generation and dissemination related to OCSEA prevention and response.

Sub-National Stakeholders

In Wonosobo, Central Java, stakeholders included DP3AK/B Central Java, UPTDPPA Central Java, Yayasan Setara, Ikatan Disabilitas Wonosobo, Lembaga Interaksi, Wonosobo Children's Forum (FORKOS), local government officials, village heads, teachers, and community facilitators. In Trenggalek, East Java, stakeholders comprised DP3A, UPTD PPA, District Planning Boards, law enforcement agencies, NGO partners, teachers, community facilitators, caregivers, religious leaders and organizations, and Children's Forums. In Makassar, South Sulawesi, stakeholders included DP3A, UPTD PPA, District Planning Boards, law enforcement agencies, NGO partners, teachers, Children's Forums, community facilitators (Shelter Warga), caregivers, religious leaders and organization, and academic institutions.

Programme Beneficiaries

The programme's direct beneficiaries included children and adolescents, caregivers and parents, teachers, and community facilitators. Community structures such as PKK (Family Welfare Centres), RT/RW Community Meetings, and PUSPAGA (Family Learning Centres) supported community mobilisation and family-based prevention services.

Funding and Support

Safe Online served as the programme funder and supporter. UNICEF East Asia and Pacific Regional Office (EAPRO) provided regional technical support, and UNICEF Headquarters contributed global technical support.

■ Section 2. Evaluation purpose, objectives, and scope

■ 2.1 Purpose of the evaluation

The primary purpose of the endline evaluation was to generate knowledge about the implementation and impact of the Prevent and Respond to Online Child Sexual Exploitation and Abuse (PR-OCSEA) programme to improve the strategies to protect children online. The evaluation identifies successes and challenges and offers recommendations for future strategies to protect children based on the findings. The aim is for the evaluation outcomes, conclusions, and recommendations to lead to stronger advocacy, planning, and response to OCSEA by UNICEF Indonesia and the Indonesian government and development partners in the new Government of Indonesia and UNICEF Country Programme 2026-2030.

■ 2.2 Objective of the evaluation

The evaluation aims to achieve the following two key objectives:

3. To assess **the relevance, coherence, effectiveness, efficiency, and sustainability** of the programme in preventing and responding to OCSEA in Indonesia.
4. To identify **lessons learned** and **good practices** and formulate a set of forward-looking and actionable **recommendations** for the government and UNICEF to enhance the design, implementation, and sustainability of the existing programme and scale-up of proven interventions across Indonesia.

■ 2.3 Scope of the Evaluation

As set out in the evaluation TOR (Annex I), the evaluation scope is captured in Table 1 below.

Table 1: Evaluation Scope

Thematic Scope	The evaluation will analyse the results and initiatives that were linked to the action areas of the programme, as outlined in the Monitoring and Evaluation Framework: <ul style="list-style-type: none">- Action Area 1: Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA.- Action Area 2: Enhance engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.- Action Area 3: Build a robust evidence base to inform policies, advocacy, and programming to address OCSEA.
Geographic Scope	The evaluation covers national and sub-national levels. At the sub-national, the focus is on Central and East Java and South Sulawesi where prevention and response to OCSEA were being modelled (specifically Wonosobo, Makassar and Trenggalek).
Chronological Scope	The evaluation focuses on the programme period from August 2022 to May 2025.

The evaluation took place between May and September 2025. It began with an inception phase and confirmation of approach by the ERG in June. That was followed by data collection at the national and sub-national level, desk review, analysis, and reporting. Preliminary results were shared for validation with the ERG on 4 September before the report draft was completed and submitted for a round of review.

Data collection first involved a series of national-level KIIs, followed by field visits to East and Central Java and South Sulawesi where further KIIs and FGDs took place. Field visits took place in three sites representing different demographic patterns in which the programme activities were delivered. This included both urban areas and rural areas, which tend to have more cultural and resource variation in response to OCSEA. Field work took place in semi-rural Wonosobo (Central Java) during 21-24 July, urban Makassar (South Sulawesi) from 28-31 July, and in rural Trenggalek, (East Java) from 4-8 August.

■ 2.4 Users and expected use of the evaluation

The intended primary and secondary audiences of the evaluation were confirmed in the inception process and are articulated in Table 2 below.

Table 2: Evaluation Users and Expected Use

IDENTIFIED USERS		POTENTIAL USE
Primary	UNICEF Indonesia Country Office	<ul style="list-style-type: none"> Refine strategies and approaches to support the government in strengthening the existing integrated protection services for women and children and accelerating their implementation across all districts. Findings will be used to improve the design of COP programming in the new GOI-ICO CPD.
	Government of the Republic of Indonesia ⁸	<ul style="list-style-type: none"> Be informed on progress towards established targets for PR-OCSEA Programme. Identify strategic interventions to design more effective, efficient, accelerated, and sustainable programmes. Inform policy and programme development on child online protection.
	Rights Holders	<ul style="list-style-type: none"> Use findings to inform actions and participation to increase the demand for quality protection services.
Secondary	UNICEF COs in similar contexts; UNICEF EAPRO, HQ	<ul style="list-style-type: none"> Contribute to strategic thinking around integrated approaches to Child Protection programming. Inform the Regional Office's planning and areas of support to the Indonesia Country Office's strategies and approaches to Child Protection programming activities.
	Development agencies working in the Indonesian Child Protection Sector	<ul style="list-style-type: none"> Inform funding decisions on areas that need support and improvements to better support results for women and children. Obtain objective evidence and learning for improving the design and implementation of child protection policies and programming initiatives in Indonesia.
	Civil Society Organisations working in the Indonesia Child Protection sector, research institutions such as BRIN, academia and implementing partners	<ul style="list-style-type: none"> Inform advocacy and implementation strategies for child protection programmes. Use findings to inform further research.

⁸ MOWECP, Ministry of Communication and Digital (MCDA), Ministry of Planning (BAPPENAS), Ministry of Villages, Coordinating Ministry for People's Development and Cultural Affairs (Kemenko PMK), Ministry of Home Affairs (MOHA), Ministry of Foreign Affairs (MOFA), Police, Sub-national governments implementing the programme.

Modifications from the Terms of Reference

The proposal from the evaluation team was refined during the inception process and the approach was accepted following the ERG meeting in June 2025 and presented in the final inception report. No major modifications were noted. Two options for fieldwork were proposed, and the option including three fieldwork locations was accepted. Arrangements for data collection proceeded smoothly, and all stakeholders were reached with some minor exceptions at the national level (see Limitations section). The possibility of involving youth facilitators in the evaluation data collection was discussed during the kick-off meeting and declined for logistical and methodological reasons. However, young people were included as respondents during the data collection through FGDs. It is noted the inclusion of a group of deaf young people was included to explore the inclusion and accessibility of programme activities.

An ethical review of the methodology was undertaken by Atma Jaya University in June 2025. The inception report, along with relevant documentation, was provided by the evaluation team to UNICEF Indonesia colleagues who submitted and managed the review process directly. The ethical review was completed with no requested amendments prior to the commencement of data collection.



©UNICEF/2025/Dwi Prasetya

■ Section 3. Approach and framework for the evaluation

The evaluation was guided by the UN Evaluation Group (UNEG) norms and standards⁹, ethical guidelines¹⁰ and codes of conduct.¹¹ The evaluation complied with UNICEF's revised Evaluation Policy, [UNICEF Procedures for Ethical Standards in Research, Evaluation and Data Collection](#) and [UNICEF's Evaluation Reporting Standards](#). The evaluation team members worked in accordance with these standards and took guidance from colleagues at UNICEF Indonesia and members of the ERG throughout the process.

The theoretical basis of this evaluation utilised a contribution analysis framework. This approach addresses the challenges of capturing results of complex programmes being implemented in multiple systems with different stakeholders in a way that fairly considers and presents the influence of the evaluated programme and activities without over-stating or simplifying. The contribution-focused lens will allow for a nuanced understanding of the role of the PR-OCSEA programme in supporting meaningful shifts in policy, practice, and collaboration across the digital safety landscape.

The evaluation team identified outcomes, attempted to determine the contribution of the PR-OCSEA programme to each outcome and provide evidence of relevant connections in the presentation of the desk review and analysis of primary data that was collected (KIIs and FGDs). The evaluation team used realist evaluation principles to dig deeper to attempt to explore and present the 'how' and 'why' of the extent to which the programme contributed to the outcome.¹² Looking at the whole story through these evaluative frames allows the evaluation team to identify actionable insights that can be adapted or refined for future action to maximize progress on this complex - and new - child protection front. In doing so, the evaluation report contributes to the growing body of evidence around what works, what does not work, and under what conditions, in effectively addressing OCSEA.

As stipulated in the TOR, the evaluation employed participatory and utilization-focused approaches throughout the design, collection of data, and analysis phases. These ensured the involvement of key stakeholders in the evaluation design during the inception phase via ERG engagement. This also ensured that the data collected and emerging results were validated by knowledgeable stakeholders – at the second ERG meeting and via review of the draft report. These approaches increased the relevance of the questions asked of participants during data collection, the appropriateness of the analysis and the level of actionability and usefulness of the ultimate recommendations.

■ 3.1 Evaluation criteria and questions

The evaluation team sought to identify whether PR-OCSEA resonated with the implementers, high-level targets of advocacy, and other stakeholders, and the targeted beneficiaries of children, families, and frontline service providers. It was essential to encourage honest feedback and input from all stakeholders on what worked and did not work to create an online environment safe for children in Indonesia. Effectively tackling complex issues through interventions such as PR-OCSEA can be challenging and requires a clear understanding of the following key questions:

⁹ UNEG. (2017). [UNEG Norms and Standards of Evaluation](#).

¹⁰ UNEG. (2020). [UNEG Ethical Guidelines for Evaluation](#).

¹¹ UNEG. (2008). [UNEG Code of Conduct for Evaluations in the UN System](#).

¹² See, for example: <https://www.itad.com/article/mixing-matching-and-modifying-methods-in-realist-evaluation-should-we-be-purists-or-pragmatists/>.

- What needs to be done to achieve the PR-OCSEA objectives?
- What is the best strategy for implementing the PR-OCSEA model?
- What elements might hinder or facilitate the implementation process?
- Why was the implementation of the PR-OCSEA successful/not successful?

As a utilisation and implementation-focused analysis, the evaluation assessed whether there have been discrepancies between the implementation plan and the actual roll-out in the target locations. It explored how the approach was adapted for the local context, as well as any barriers to implementation encountered and how these were addressed. These critical details will help to inform the design and implementation of similar programmes in the future.

Question guides for the KIIs and FGDs were developed to carefully enable honest responding and gather data that allows triangulation between the different data sources. They were shared with the ERG, and minor adjustments were made following feedback on the draft inception report. These are further described in the methodology section below and included in the annexes to this report.

Utilising the Theory of Change

The Theory of Change for PR-OCSEA (Figure 1) was used as a source for structuring the evaluation investigation. The asserted pathways to change, assumptions and risks, and enabling factors are explored in a brief section of the conclusion of this report.

■ 3.2 Ethical considerations

The evaluation team implemented comprehensive ethical safeguards throughout the evaluation process, with particular attention to the sensitive nature of online child sexual abuse and exploitation issues:

- **Respect for dignity and diversity:** All participants were treated with respect, recognising the diverse cultural contexts and lived experiences of stakeholders in Indonesia.
- **Right to self-determination:** Participation in the evaluation was entirely voluntary. All participants were fully informed about the evaluation's purpose and their right to withdraw at any time without consequences.
- **Equitable representation:** The evaluation team ensured diverse and balanced representation of stakeholders, including government officials, civil society organizations, private sector partners and beneficiaries, including children, caregivers, teachers, and community facilitators.
- **Confidentiality:** All personal information and identifiable data were handled with strict confidentiality. Participants' identities are protected in this report, and data were stored securely with access limited to authorised evaluation team members.
- **Do no harm:** The evaluation team prioritised the safety and well-being of all participants, particularly children. Prior to data collection referral mechanisms were established to provide support if participants experienced distress during the evaluation process. Researchers explained to participants that they were free to pause or leave the discussion at any time and request support if needed.

Evaluator Obligations

The evaluation team maintained the highest professional and ethical standards throughout the evaluation:

- a. Independence:** All members of the evaluation team are independent consultants who have not been involved in the design, implementation, or supervision of the Programme to Prevent and Respond to OCSEA. No team member has any institutional or personal affiliations that could compromise the objectivity of the evaluation.
- b. Impartiality:** The evaluation team provided a comprehensive and balanced assessment of the programme's strengths, weaknesses and areas for improvement. The evaluation process remained unbiased at all stages, systematically incorporating diverse perspectives from all stakeholder groups, including implementing partners, government counterparts, beneficiaries, and other relevant actors.
- c. Transparency:** The evaluation team communicated openly about the evaluation's purpose, scope, methodology, evaluation criteria, and intended use of findings. This report provides transparent documentation of data sources, analytical methods, limitations, and the evidence base supporting all conclusions and recommendations.
- d. Disclosure:** This evaluation report is intended to serve as a mechanism for disseminating findings, lessons learned, and recommendations to UNICEF Indonesia, government partners, implementing organisations, donors, beneficiaries, and the broader child protection sector to inform policy development, programme improvement and facilitate knowledge sharing.
- e. Ethics:** The evaluation team respected the rights of all institutions and individuals to provide information in confidence. Personal and sensitive information shared during the evaluation remains confidential, and sources of specific information are not disclosed in this report except where explicitly authorised by the participant and deemed necessary for transparency.
- f. Credibility:** This evaluation is based on data and observations obtained through rigorous, reliable methods. The quality and credibility of findings rest on the systematic application of appropriate data collection instruments, triangulation of multiple data sources, transparent analytical procedures, and validation of findings with stakeholders.
- g. Usefulness:** The evaluation team endeavoured to produce a report that is relevant, timely, evidence-based, and actionable. This report presents a balanced analysis of the programme's performance, highlighting both achievements and challenges, and offers practical, forward-looking recommendations designed to enhance UNICEF Indonesia's efforts to prevent and respond to OCSEA.
- h. Conflicts of Interest:** All evaluation team members disclosed any potential conflicts of interest prior to engagement. No conflicts of interest exist that would compromise the independence, objectivity, or integrity of this evaluation.

■ 3.3 Evaluation matrix

The matrix below maps out the key questions stated in the TOR with the tools, data sources, and analysis methodologies that the evaluation team utilised. The questions were organised under the Organisation for Economic Co-operation and Development/Development Assistance Committee (OECD-DAC) evaluation criteria nominated in the terms of reference (relevance, coherence, effectiveness, efficiency, sustainability). Note that the sub-questions from the terms of reference underlying the key questions are not represented in this matrix but are captured in the question guides in annexes.



©UNICEF/2025/Dwi Prasetya

Table 3: Evaluation Matrix

Evaluation Objective 1: ASSESS					
	Relevance	Coherence	Effectiveness	Efficiency	Sustainability
Key Question	Is the project aligned with the needs, priorities, and designed appropriately?	How are the project’s objectives connected to existing policies or plans, and are there any conflicts?	Has the project achieved its intended objectives?	Has the project used resources efficiently in relation to its outcomes?	Can the project’s outcomes be sustained beyond the period of support?
Tools	Questionnaires and interviews with stakeholders to assess satisfaction in meeting needs	Policy review and comparison of project objectives with existing plans	Review of conceptual frameworks to compare activities and outcomes	Cost-effectiveness analysis	Sustainability Scorecard by UNDP
	Problem tree analysis to identify root causes	Stakeholder mapping and analysis to identify overlaps and gaps	Outcome harvesting techniques to assess both intended and unintended results	Process mapping to examine steps and resource utilization	Review of exit or transition plans
	Theory of Change mapping to assess alignment between activities and needs	Document review of similar projects or strategic programs	Identifying stories from beneficiaries to demonstrate change	Budget analysis compared with actual outputs	Assessment of local stakeholder capacities
		Key informant interviews, such as government agencies or partner organizations	Pre/post surveys or testing	Time and resource analysis for each activity	Forecasting future financial or resource needs
Data Sources	Children, parents, staff, and relevant stakeholders	Project documents, program plans, and related policies	Beneficiaries, monitoring, and evaluation reports	Implementers, financial and process reports	Organizational resources, strategic plans
Analysis Methods	Thematic Analysis or Gap Analysis (issue-based)	Comparative Analysis (policy and strategy alignment)	Outcome Analysis or Pre-Post Comparison	Cost-Output Analysis or Process Efficiency Analysis	Risk Analysis and Capacity Assessment

Evaluation Objective 2: IDENTIFY		
Good Practices	Lessons Learned	Formulate Recommendations
What are the most key changes that have occurred as a result of the programme, and why are they important? What challenges or barriers have limited the programme effectiveness or sustainability?	What lessons have been learned from the programme implementation so far, both in terms of successes and challenges? What challenges or barriers have limited the programme effectiveness or sustainability?	What actionable and forward-looking recommendations can be made to strengthen the design, implementation, and sustainability of the programme and its scale-up?

■ Section 4. Methodology

■ 4.1 Inception Phase

An evaluation kick-off meeting was held on 7 May 2025, attended by Vimala Crispin, Mark Kavenagh, and Novina Suprobo from the evaluation team and Asep Zulhijar from UNICEF Indonesia. During this meeting, the approach and basic structure of the evaluation provided in the proposal were confirmed. Following this meeting, the team elucidated the methodology and tools and drafted the inception report for submission on 24 May 2025. Following feedback, a revised inception report was submitted on 5 June.

A first ERG meeting was held on 19 June, where the evaluation approach was presented and feedback was further discussed. Decisions regarding the fieldwork plan were made with the ERG and approval to proceed was given by the ERG. Following the ERG, UNICEF Indonesia managed the ethical approval process via submission to Atma Jaya University. The ethical review was completed prior to commencement of fieldwork in early July and no changes were requested (see **Annex III**).

■ 4.2 Desk review and documentary analysis

As a first step, the team conducted a background review of the literature, focusing on the rationale and purpose of the PR-OCSEA model as represented by the TOC, the context within which it has been implemented and the resources allocated for its implementation.

The analysis addressed the OECD criteria of relevance, coherence, effectiveness, efficiency, and sustainability. The literature review was structured to present evidence and analysis related to the following three programme aims:

- Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA;
- Enhance the skills and engagement of children, adolescents and their caregivers as active agents for the prevention of OCSEA and adaptive to digital parenting; and
- Build a robust evidence base to inform policies, advocacy, and programming to address OCSEA.

The desk review analysed documents gathered during the inception phase of the evaluation, along with additional documents identified during key informant interviews and focus group discussions. For a full list of documents reviewed, see **Annex VI**. The full desk review is presented in **Annex VII**.

The desk review included:

- **Primary documents**, including the project proposal, regular donor reports, training modules, and research developed for the programme and other project-specific documentation.
- **Secondary documents**, including relevant research about OCSEA in the region and Indonesia, a range of national policy documents, regulations and laws and other resources from partners working on OCSEA.

The desk review explains the basis upon which the PR-OCSEA programme was developed. The information presented in this chapter helped establish a foundation for the KII and FGD that were conducted as part of the evaluation. Data collected through the KII and FGD offered the opportunity to triangulate the literature review findings and interrogate progress further. This has particularly helped in finalising the good practices, lessons learned, and recommendations section towards the end of this report.

The desk review also helped the evaluation team identify additional specific queries and confirmations to be discussed with stakeholders who participated in the KII and FGD during the field data collection phase.

■ 4.3 National level KIIs

Following the desk review, the evaluation team conducted 9 KIIs with stakeholders at the national level. Interviews were conducted face-to-face between July 1-4 in Jakarta. Two planned interviews were unable to be scheduled. One interview with a representative of the Ministry of Communication and Digital Affairs (MCDA) was unable to be scheduled despite repeated attempts. A second interview with a representative from the Ministry of Education was declined.

National level KII respondents were purposively selected based on their knowledge of and experience with the PR-OCSEA programme in consultation with UNICEF and the ERG. See **Annex IV** for a full list of KII respondents at the national level.

■ 4.4 Sub-national level KII and FGDs

Following the national level KIIs, the evaluation team undertook 11-12 KIIs and FGDs in each of the three sub-national locations. Fieldwork was conducted in Wonosobo on 21-24 July, Trenggalek on 28-31 July, and Makassar on 4-8 August, 2025.

KIIs involved local government officials (DP3A, UPTD PPA, District Planning Boards, Heads of Villages), law enforcement, teachers, NGO partners, and academic institutions. These discussions examined how programme activities were integrated into existing structures as well as coordinated with national systems.

Predominantly exploring action area 2, FGDs were conducted with children, caregivers, teachers, and community facilitators to elicit perspectives on training content delivered as part of the programme. A special session with children with deaf children was conducted in one district to assess accessibility and inclusiveness of the programme activities. See **Annex V** for a full list of KII and FGD respondents at the sub-national level.

■ 4.5 Evaluation data analysis

Following completion of the data collection, the evaluation team workshoped the data sourced from documents, KII, and FGD transcripts and notes, triangulating and endorsing the findings provided regarding the impact of the programme against its stated goals. The analysis is presented in the findings chapter under the subheadings of relevance, coherence, effectiveness, efficiency, and sustainability as set out in the TOR.

Qualitative data were triangulated with information collected through the literature review to provide an in-depth understanding of how the PR-OCSEA programme has been implemented and functioned. Using multiple approaches to address each evaluation question reduced the risk of and increased the chances of detecting errors or anomalies (see the Evaluation Matrix presented earlier for this mapping).

The analysis of evaluation findings was conducted through an equity lens to understand whether services are reaching the most vulnerable children, including children living in poverty, with disabilities, ethnic minority groups, those left behind by migrating parents, etc. This will include an assessment of whether the programme has been implemented where need is greatest, based on available evidence and information.

■ 4.6 ERG validation workshop

A validation workshop was conducted online on September 4, 2025, where the preliminary analysis findings were presented. Best practices, lessons learned, and draft recommendations were also discussed. Feedback helped ensure that the proposed recommendations were SMART, addressed identified challenges, and were developed in close consultation with the MOWECP and principal stakeholders. Subsequent targeted follow-up with relevant stakeholders, particularly UNICEF Indonesia and MOWECP, confirmed the validation and contributed to further refining the recommendations.

Report finalisation and dissemination

Following the analysis stage and the validation workshop, the team completed work on the report. One round of feedback was sought on the draft report from ERG members. As noted in the TOR, the evaluation findings will be shared with the relevant stakeholders in the Child Protection sector in Indonesia, including national and local government partners, CSO partners, other development agencies, INGOs, and the wider development community. Child Frontiers and Evident will also support the dissemination of the evaluation learning and findings through our regional and global networks.

An evaluation brief summarising the key findings, conclusions, and recommendations will be developed and disseminated to key partners through various means such as email roster of relevant partners, MOWECP and UNICEF website posting, as well as distribution by UNICEF at key events. The final evaluation report will be electronically submitted to the UNICEF Global Evidence Information System Integration (EISI). UNICEF Indonesia is expected to develop and implement a two-year action plan in response to the evaluation recommendations. The country office will also upload the action plan to EISI for quarterly progress monitoring and reporting.

■ 4.7 Limitations

The evaluation questions that were developed to measure the OECD-DAC evaluation criteria for KIIs and FGDs were used as a guide. However, as is the nature of semi-structured interview schedules, the interviews often moved around the questions to follow the evidence. This sometimes results in presenting findings that do not directly appear to align with the evaluation criteria, yet are useful for understanding the flexibility and adaptability that was noted as a strength of this project.

At the national level, some stakeholder interviews were difficult to secure. Despite repeated attempts,

the evaluation team was unable to schedule an interview with a representative from MCDA, an unfortunate exclusion given the significance of this relationship to the project.

It is noted that data about the reach and impact of the *Jaga Bareng* campaign is provided in the form of the number of people reached, which are impressive statistics for the relative investment. Regarding this activity, the evaluation team sought to explore the innovation and differences in the approach UNICEF took to delivering this work, such as collaboration within the office and leveraging relationships with Meta to stretch the value. Validation of reach and impact data with the target population was not conducted, as this activity was not included within the evaluation's scope or methodological framework. However, the data sources and collection methods employed provide no indication of reliability concerns.

As a result of political tensions, the second Evaluation Reference Group meeting, held on 4 September 2025 to present preliminary findings, was moved to a virtual event. While the opportunity was provided to feed into the results and draft recommendations, interactions from ERG members may have been more limited than would have been expected in person.

Finally, while the analysis and findings for the evaluation are divided and reported for the three action areas, there is naturally cross-over and interactions between these areas. This leads to some repetition and loss of nuance in descriptions.



©UNICEF/2025/Dwi Prasetya

■ Section 5. Findings

This chapter presents the findings from the primary data collection, organised under the three Action Areas. To address the requirements of the TOR, each Action Area is broken down to report on the five evaluation criteria. However, some of the success of the PR-OCSEA programme is the noted interactions between Action Areas, and the degree of integration and ownership of the project outcomes and activities into existing mechanisms. For these reasons, and given the project's focus on overall child protection system strengthening, creating clear distinctions can be somewhat artificial. It was also difficult for respondents in KIIs and FGDs to parse the activities apart. Most respondents understandably saw the PR-OCSEA programme as a whole and recognised the interaction of activities to produce benefits.

There is some intentional duplication of findings across the evaluation criteria, allowing the evidence to be presented through different analytical lenses. This approach recognises conceptual overlap across the five evaluation criteria and that stakeholders may view issues through varying frameworks. While the evaluation team has attempted to avoid repetition where possible, there are places in the report where evidence and examples are presented more than once. The evaluation team avoided re-stating quotes and adjusted language where possible, but retained some repeated examples with the intent to clearly evidence the analysis undertaken and information sources utilised.

■ 5.1 Action Area 1- Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA.

Key Activities

- *Advocacy and technical support for the National Roadmap on Online Child Protection.*
- *Support for standardising and improving integrated CP responses for OCSEA issues (i.e. CEKATAN updated for UPTD PPA).*
- *Capacity building of frontline supports and law enforcement.*
- *Strengthened reporting mechanisms/helpline for OCSEA issues.*

Relevance

This section presents data that illustrate how well activities in this Action Area aligned with the existing needs and priorities of key stakeholders who were attempting to incorporate new challenges posed by online contexts. Work already underway to improve Indonesian child protection policy, capacity development approaches and system-based preventions and response to OCSEA are considered to test the 'relevance' of PR-OCSEA activities.

As noted in the literature review chapter, the *Peta Jalan Perlindungan Anak di Ranah Dalam Jaringan* (National Roadmap) began as a draft Ministerial Decree under MOWECP in 2020 but has since been escalated to the Presidential level. UNICEF Indonesia have supported its development and advocated for its implementation as a key activity of the PR-OCSEA programme (and the SAFE4C initiative before it). While the pathway has been long, the final sign-off was achieved in September 2025. The roadmap has been a powerful rallying point for government commitments on OCSEA. It concretely defines the roles and responsibilities of more than 10 ministries, such as the Ministry of Home Affairs, Ministry of Education, Ministry of Religious Affairs, Ministry of Health, Ministry of Social Affairs, the police, and Ministry of Population and Family Development (BKKBN), with MOWECP as the lead. This legal framework was integrated into existing plans such as the National Medium-Term Development

Plan (RPJMN), to avoid creating “separate new programmes” and to increase sustainability. *“The draft Presidential Decree is designed to clearly define and distribute roles and responsibilities among ministries and government agencies to strengthen child protection efforts in the digital space.” (Government Stakeholder)* The National Roadmap was endorsed by the President in mid-September 2025.

Other policy and regulation examples were consistently mentioned by respondents at national level that were directly connected with Action Area 1 activities, including:

- *Law No 12/2022 on Sexual Violence Crimes (UU TPKS: 2022)*: Raised public understanding of sexual violence, including online sexual offenses, within the legal framework. Although not specific to OCSEA, it serves as an important link.
- *National Strategy to Eliminate Violence Against Children (Stranas PKTA)*: The national strategy on eliminating violence against children, connected to existing mechanisms such as PATBM and *Forum Anak*, and supportive of integrating OCSEA issues through the establishment of TPPK in schools.
- *Government Regulation 17/2025 on Governance of Electronic System Providers (PP TUNAS: 2025)*: A new regulation on technology governance, helping establish reporting and training mechanisms, though criticized by civil society for limited participation.
- *National Medium Term Development Plan (RPJMN)*: Main framework that already integrates online child protection work and establish mechanisms such as revising the CEKATAN for UPTD PPA to receive reports, coordinate, and facilitate legal processes regarding OCSEA.

Disrupting Harm data showed that prior to the pandemic, Indonesia had not paid significant attention to the rapidly emerging threats of OCSEA. Yet our interviews with Government representatives, civil society and other experts unanimously now agreed that OCSEA is a real threat. *“Fundamentally, stakeholders acknowledge and accept that online child protection is a serious issue with real threats. They recognise the risks and welcome the introduction of this regulation as a necessary step to formalise responsibilities and enhance collective protection efforts.” (Government Stakeholder)*. While this can obviously not be wholly attributed to the PR-OCSEA programme, work to influence government that capitalised on the broader context has clearly reaped rewards.

An important role for the PR-OCSEA programme that was undertaken in Action Area 1 was to create participatory spaces for stakeholders to influence policy. The 2024 ASEAN ICT Forum was co-hosted by UNICEF with government partners: *“The ICT Forum in 2024 and pre-conference meeting in July were important entry points to engage KomDigi and raise awareness on online child protection.” (UNICEF Project Team Member)*. In 2023, MOWECP also organised an ASEAN dialogue called ‘Racing Against the Clock’ to take stock of progress on national progress on the ASEAN plan of action on child exploitation and abuse.

Another example of the value of the PR-OCSEA programme was evident in respondent’s descriptions of the government’s work to develop the Government Regulation No. 17/2025 on Technology Governance for Child Protection (PP TUNAS). While the end product was welcomed, the government process of developing this regulation was criticised by interview informants: *“The process was too fast. [The government] saw Australia and wanted to adapt.” (Civil Society Respondent)*.

Introduced in early 2025, progress to implement these regulations are yet to be practically seen. Respondents indicated that private sector actors have also expressed concerns about implementing requirements in the policy as clear guidelines are still lacking after the regulation came into force.

The PR-OCSEA programme was appropriately aligned with the urgent needs witnessed in Indonesia regarding the emerging threats of OCSEA and government work towards policy and programming improvements.

Coherence

The PR-OCSEA programme was purposely designed to integrate change into existing child protection systems. This section of the evaluation explores how aligned the programme activities were under Action Area 1 in order to achieve this.

At the operational level, Action Area 1 activities are linked with existing mechanisms such as coordinating with *Forum Anak* and supporting Taskforces on Violence against Children (TPPK) in schools. KIIs confirmed that this integration embeds the programme activities in positive ways that have the potential to effect lasting systemic changes.

At the national level, Action Area 1 of the PR-OCSEA programme aligned with formal national government development plans, and partnerships with UNICEF Indonesia (as evidenced by the Country Programme Strategy noted in the literature review chapter). For example, work to review and update the standard operating procedures (CEKATAN) for the local community service/child protection hubs (UPTD PPA) was supported by the programme, and already articulated in the RPJMN. This work to update the CEKATAN was formalised by Presidential Decree no 54/2024, designating MOWECP as mandated – showing good programme coherence.

The project team supported work to update CEKATAN to address technology-facilitated harm. National level evaluation respondents frequently emphasised the value of this approach – explaining that the existence of laws and nationally led policies makes implementation at the local level a systemic obligation, not just voluntary guidance. Without such integration into regulation, issues related to technology-facilitated child sexual abuse and exploitation had previously been rejected by local level legal bureaus unless work-arounds were in place – such as listing technology-facilitated child sexual abuse and exploitation in village regulations (*Perdes*).

A further example that was noted by law enforcement officials explained how the PR-OCSEA programme activities aligned to assist the Cyber Crime unit of the Indonesian National Police with capacity development. This unit receives reports regarding child protection concerns on major platforms from NCMEC and coordinates with MCDA for website blocking, as well as establishing Child Task Forces and PPA units trained to work with children in an ethical and humane manner.

Coherence with existing mandates from civil society and industry were also noted. Partners supported research and training development and delivery. Industry partners supported campaign activities.

Finally, the PR-OCSEA programme is also consistent with regional aims, promoting commitments that Indonesia had made to the ASEAN Regional Plan of Action on Child Online Exploitation and Abuse. *“The linkage with the RPA ensures that the project’s objectives are aligned with the real issues in Indonesia.” (Indonesia’s ACWC Representative)*

The PR-OCSEA programme shows structural and operational coherence by prioritizing integration into existing national and local mechanisms while building multi-sectoral networks.

Effectiveness

The following section provides analysis of how well Action Area 1 activities achieved their aims. Examples are drawn from sub-regional KIIs and FGDs where it was possible in order to demonstrate progress or challenges with the national level attempts to effect system changes at the local level.

As noted, the CEKATAN for UPTD PPA were successfully revised from 6 to 11 sections, making roles and procedures clearer and more comprehensive, and to incorporate technology-facilitated child sexual abuse and exploitation, from intake and rights information to coordination of health and psychosocial services and monitoring children's rights in the justice process. A single national standard reduces disparities across areas and makes data and case monitoring more systematic: *"Previously each district had its own way of collecting data; CEKATAN makes it standardised and easier to monitor."* (UNICEF Project Team Member). However, evidence that these changes had trickled down to the sub-national level was patchy, with respondents indicating reluctance to access formal mechanisms for OCSEA concerns.

Although the revised CEKATAN have created clearer work standards and sped up responses to children, limitations with the digital systems were identified. Local authority respondents pointed out that some cases cannot be cross-checked immediately and local reporting is inconsistent. For example, in some cases information is transmitted outside the formal mechanism through *Forum Anak* or NGOs. As these processes are not regulated by CEKATAN, data transmitted through informal mechanisms may not be fully recorded in digital systems. In other places, it was noted that staff lacked digital skills and a thorough understanding of OCSEA concepts, resulting in delayed or inaccurate data entry. There were also concerns raised about ensuring the privacy of children's data and budget constraints that cause many areas to rely on external support such as from the PR-OCSEA programme.

In one district, a local authority representative noted that the number of OCSEA-trained shelter staff increased from 6 to 102 across the city. These shelters, coordinated with UPTD PPA, serve as community entry points for prevention and early response. Yet in the same group interview it was noted that *"Inconsistent follow-through in prosecution undermines victims' trust in the justice system."* Some families chose not to report or withdrew children from school due to fear of stigma.

In another district, a community FGD respondent noted that in one district assistance to victims still tends to be provided via informal disclosure rather than entry into the justice system: *"Sometimes the cases were not reported, because it is considered taboo. Only informal disclosure [occurs] through Forum Anak or NGO support."*

Some innovations at the local level that were supported by the PR-OCSEA programme should be noted. For example, the LAYANGAN ADIK application and complaint desks in Trenggalek, as well as community shelter networks in Makassar were noted to be connected to the adjusted CEKATAN for UPTD PPA.

Overall, it may be too soon to fairly judge the effect of such a major national systemic change, and work is evidently still needed to support the application of the revised CEKATAN.

In relation to training and capacity building work to improve prevention and response aspects of OCSEA services, some successes are clear. In law enforcement, the Cyber Crime unit use a new "OCSEA Patrol Dashboard" as an internal reporting system connected to the NCMEC CyberTipline data and coordinate with MCDA for content blocking. *"The police are the main recipient of NCMEC data ... one officer is assigned full time for link takedowns."* (Police Respondent) Furthermore, the Victims unit (PPR) and Cyber Crime unit received training that was reported to emphasise a more person-centred/

humanist approach and to convey the importance of self-care alongside and child friendly investigative skills given the nature of their work: *“The training allowed for a more humanist approach.” (Police respondent)*

Interestingly, a sign of success can be seen in the use of the term ‘humanist approach’ by the police interviewee. This indicates learning from the training, which *“was a way to change officers’ attitudes and behaviours when working with children or women who are victims or witnesses. The training helped officers use more appropriate language and understand the mental state of children and women, as their courses generally focused on investigative techniques rather than the victim dimension.” (Police Respondent)* From May 2024 to June 2025 the Cyber Crime unit reported that there were 75 prosecuted cases and 114 suspects arrested based on the work of the unit to triage and respond to NCMEC reports.

While attention to the training at sub-national level is reserved for findings under Action Area 2, it is noted that some consequences of the training went beyond only knowledge building. For example, in Makassar, community shelter staff trained by BaKTI – the local implementing partner – linked their work more closely with UPTD PPA by holding daily case conferences and conducting regular home visits, with DP3A requiring at least one case to be reported per month to receive budget support. In Wonosobo, village officials reflected that the training provided by UNICEF *“opened our eyes ... we learned how to anticipate it.”* However, case management remains limited by insufficient personnel, uneven digital skills, and reliance on project-based training budgets.

Finally, within the school system, the PR-OCSEA programme, in alignment with the UNICEF Country Programme, advocated for and supported the ministerial regulation issued in 2023 by the Ministry of Education requiring schools to establish a Taskforce on Violence Against Children (TPPK). The Ministry of Religious Affairs issued a similar circular to religious schools. It was reported by project team members that more than 90 percent of schools have a TPPK in place. UNICEF and partners previously supported the Roots Bullying Prevention Program, which helped push TPPK in both general and religious schools. *“The TPPK is a milestone, it makes schools formally responsible to prevent and respond to child violence, including OCSEA.” (Government Stakeholder)*

Effectiveness of Action Area 1 activities were clearly articulated during the interviews. Some of the most potentially tangible changes are seen in the skills and attitudes shifts shown by police. Firmly holding and advancing these changes has the potential to shift systems in ways that could have remarkable benefits for young people who are victims of OCSEA.

Efficiency

The ‘Efficiency’ criteria looked at how the PR-OCSEA programme utilised resources from an operational efficiency perspective. As already noted, Action Area 1 activities were frequently embedded in systems, which represents high levels of efficiency. For example, adjustments to the routine work of UPTD PPA enables existing resources to be leveraged for OCSEA. Services are now covering protection and recovery for OCSEA that previously were not. In this way, actions that are far beyond the scope of project funding can be leveraged for the target populations.

It was clear from the interviews that there are still challenges, including incomplete establishment of UPTD PPAs in some areas, staffing and budget constraints, uneven use of the CEKATAN for OCSEA cases, and stigma that depresses formal reporting. Even so, the programme’s focus on UPTD PPA systems has proven its role as the heart of systemic improvements that align child protection with national and local policies.

SAPA 129 serves as the state's main hotline to receive reports of violence against children. It was supported by PR-OCSEA to newly incorporate OCSEA knowledge and processes – another good example of efficiency. Cases tagged as involving OCSEA increased during the period - from 73 in 2021 to 303 in 2022 and dropping back to 122 in 2023. Locally, SAPA 129 operates alongside Lapor Bupati, PUSPAGA WhatsApp hotlines, and *Forum Anak*. All these mechanisms link to UPTD PPA. SAPA 129 is therefore not only an intake channel but part of a national reporting system that coordinates across government and civil society. Government stakeholders noted that many children and families use SAPA 129 to request content takedowns rather than to access ongoing services. This was attributed to fear of stigma should supports be accessed in the community. *"Families often refuse follow-up, they only want content taken down."* (Local Authority Respondent)

A number of instances were noted by respondents of how the PR-OCSEA programme reflexively adapted to fit government schedules and plans, increasing resource efficiency under the principle *"No new programs are created, but existing programs and budgets within each Ministry/Agency are utilised."* (Government Stakeholder)

This was particularly evident with police partnership. Police organisations can have complex bureaucratic processes, and the project team clearly made efforts to navigate these in order to integrate training to existing plans for the PPR and Cyber Crime units.

These approaches avoided creating overlapping projects and used existing mechanisms, budgets, and personnel for OCSEA work stipulated by government planning (such as detailed in the RPJMN). These approaches efficiently reduced duplication, improved cost effectiveness, and sometimes enabled continuity of activities – despite limited budgets.

A notable success was partnership with Meta which supported promotion of the *Jaga Bareng* national campaign to raise public awareness of OCSEA: *"Meta supported with free ads credits and campaign advice, this was part of our regular outreach work."* (Meta Respondent)

In conclusion, Action Area 1 demonstrated strong efficiencies in a range of areas by aligning with existing government and police work and programmes. This leveraged strengthening of available mechanisms, budgets, and personnel. By ensuring PR-OCSEA designed activities aligned with plans and policy, OCSEA prevention and response work became increasingly part of government mandated work, rather than temporary, donor-driven projects. Reflexive adjustments reduced duplication, saved resources, and ensured smoother coordination, particularly with police partnerships.

Sustainability

Sustainability was assessed by considering the likelihood that activities in this Action Area would continue after support ends.

Returning to the PR-OCSEA prioritisation of supporting the updating of the CEKATAN for UPTD PPA represents a good example of programme sustainability. As a Government stakeholder pointed out, *"SOP/CEKATAN and integrated work will continue because they are now mandated by law."* However, local officials critically noted that if the revised CEKATAN are to be implemented in all provinces, budgets for training and equipment are required, along with clear instructions from the central level that all units can adapt in order to follow the new expectations.

The evaluation established that Government budget mechanisms remain undersubscribed. In Wonosobo and Makassar, OCSEA prevention and responses are not yet specified as categories that

village budgets can be accessed to address. At the national level, BAPPENAS representatives noted that local implementation mechanisms are still inadequate.

Budget sustainability was noted to vary by level:

- **National:** OCSEA integrated into RPJMN 2025-2029 planning cycle.
- **Provincial:** Some provinces have dedicated child protection allocations.
- **Local:** Village-level funding depends on discretionary budgets and successful applications to the available mechanisms.

The National Roadmap represents important potential for programme sustainability. *"The Roadmap... comes from the President's Office so has much higher standing than if it was Ministerial. It has clear targets and roles and responsibilities for all ministries and requires annual reporting against targets."* (UNICEF Project Team Member)

A more proactive leadership role has evolved from KomInfo regarding OCSEA which may be partially attributed to the project team's work under Action Area 1 as team members are seen as trusted voices for advice and advocacy on OCSEA. KomInfo has increasingly played a key role in raising public awareness of OCSEA through social media, videos, official websites, as well as community outreach and UNICEF team members were seen to be responsive and flexible in supporting and partnering with KomInfo. This strong new relationship should remain an ongoing focus for the office to enable continued influence on public discourse about the digital world.

Civil society respondents noted approaches that could improve sustainability, calling for *"MOUs or long term agreements between the state and civil society organisations, with clear coordination channels, not dependent on individuals."* Meta suggested that *"the campaigns we run...should have content updates and continuous dissemination"* so that campaigns do not stall. Police from the PPR Unit emphasised a critical personnel dimension: *"There should be mental health support for officers, because child cases are highly stressful,"* highlighting a human resource challenge that could affect sustainability if not managed appropriately.

■ 5.2 Action Area 2- Enhance engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.

Key Activities

Targeted activities to enhance children and caregiver engagement in prevention of OCSEA

- Developing the digital and non-digital materials for education activities on OCSEA, including co-creating with children.
- Coordination and enabling of delivering extensive education activities on OCSEA.

Relevance

The PR-OCSEA programme capitalised on the risks identified during COVID-19 and the findings of the Disrupting Harm study in order to design a programme that responded to the growing need for information regarding OCSEA amongst children and caregivers. A particular Disrupting Harm statistic that resonated with both the public and duty bearers showed that fewer than 40% of Indonesian children had adequate online self-protection skills. Many families did not know how to supervise their children's internet use, and there were not enough digital parenting tools. The PR-OCSEA programme therefore demonstrated very strong relevance in this Action Area by designing and delivering

training that specifically targeted children, teachers, parents, and community leaders to build OCSEA prevention skills and digital parenting practices.

Design of community-level training under the PR-OCSEA programme clearly aligns with the stated needs of target populations explored for the evaluation. For example, in Wonosobo, government officials noted that after COVID-19, children's heavy mobile phone use was prompting parents and teachers to consider OCSEA risks more prominently: *"Almost all schools choose OCSEA because it is a concern for children... Post-pandemic children always hold gadgets..."* (Local Authority Respondent) Community leaders and facilitators were clear about the relevance to children's daily life, especially the growing challenges from mobile phone use: *"With the development of technology, gadgets have become extraordinary..."* (Community Leader) As some parents said, *"...to keep them from being naughty, they are given phones to keep quiet."*

The evaluation identified strong alignment for activities in this Action Area with existing local governance and community structures, such as *Forum Anak* and the child protection service units – UPTD PPA. By aligning training activities for Action Area 2 with these mechanisms, leverage was established with resources and structures that could respond and support victims, while also contributing to progress in mandates for local government mechanisms. Furthermore, the design and implementation of modules was seen to be grounded in local evidence—including baseline studies, FGDs, and DP3A statistics—ensuring that training was more likely to be connected to actual community needs, vulnerabilities, and capacities, as well as be accepted by participants.

Coherence

In terms of coherence, the training curricula were reported to be designed based on real data and co-created with local implementing partners, academic institutions, and experts. In Makassar, it was noted that the work was aligned with local leadership's visions and initiatives related to women's empowerment and child protection. Shelter Warga were actively involved in module development. Hasanuddin University (Unhas) KII respondents confirmed that consultation was conducted with academic representatives and baseline data was collected from the university to inform development of the modules. Using family welfare centres (PKK) and family learning centres (PUSPAGA) to access parents for training was noted as an efficiency. Similarly, in Trenggalek, Development of Parenting Patterns for Children and Adolescents (PAAREDI) was engaged as a mechanism to deliver digital parenting skills and expand family-level cooperation.

However, the evaluation also shows some shortcomings were present in meeting the community where it was. It was noted that adaptation processes needed closer scrutiny. While it is important to consider local context, and respond to culture, especially in religious communities, criticisms were noted with language of the training being so over-simplified – to avoid taboos – that meaning was degraded or undermined.

In other cases, respondents noted that some modules were not designed with the facilitators in mind. Content was complex and conceptually new with insufficient explanation in the materials. English terminology was sometimes 'borrowed' into the Indonesian materials that then required facilitators to somehow explain and translate for participants.

Youth participation was praised. The PR-OCSEA project team held FGDs and adjusted content using feedback from youth and parents in several provinces. However, participant composition for these consultations was criticised, for example: *"It is always the active students in Forum Anak who join, not*

those really vulnerable online.” (Community Facilitator) and a parent said, “I wanted to join the consultation, but it was far from my village, and I couldn’t leave work.” (Caregiver FGD Respondent)

Accessibility challenges for children with disabilities were highlighted by the Baseline Study completed by the PR-OCSEA programme (detailed in Action Area 3). This data noted that large gaps exist in content that is accessible to children with disabilities, such as easy-to-read materials, sign language videos, or even accessible reporting channels. It is noted that the programme made concerted efforts to address these gaps, and a knowledge product detailing how this work was undertaken was completed by the project team to influence further future programming in UNICEF and beyond.

Effectiveness

National ‘Jaga Bareng’ campaign

The activity most often highlighted by respondents at both national and sub-national levels as an effective part of the PR-OCSEA programme was the national ‘Jaga Bareng’ campaign. This was very consistently reported to be valuable in raising awareness about OCSEA through several dimensions:

- **Reach and impact:** Reach figures in project documentation show effectiveness: 6.66 million people were reached in 2022, 71 million in 2023, and 55.4 million in 2024.
- **Youth engagement was genuinely participatory:** Youth were not just recipients but took part in designing activities and content. Through child advocacy forums, including UNICEF’s Mitra Muda network, youth challenges were facilitated to enable young people to participate in the design process. This fostered ownership among children and youth and even spurred spin-off activities.
- **Spin-off activities:** Spin-offs such as “Jogo Konco” campaign in Central Java were taken up by young people inspired by *Jaga Bareng* at community and school levels - a sustainable, grassroots systemic outcome.
- **Relationship with Meta leveraged:** Cooperation with Meta was used to significantly amplify campaign reach through free ad credits, provision of a brand lift study, and strategic advice, which enabled more precise targeting than typically undertaken by government campaigns. This strategic partnership increased results without direct additional project costs.
- **Pre-planned Campaign design to utilise UNICEF cross-team capacities:** The campaign was designed from the outset to involve UNICEF colleagues from communications, digital, adolescent engagement, tech for development, and social and behaviour change. This meant that these experts could allocate time to work on communication strategies and develop messages grounded in behavioural and evidence-based data.

The findings above indicate effectiveness not only in terms of reach numbers but also in strategies that brought structural change and local ownership. The *Jaga Bareng* campaign effectively applied accessible digital media strategies, such as age-appropriate videos and social media content, combined with youth-led content planning and creation.

Youth engagement for *Jaga Bareng* was designed as both public communication channels and youth-led capacity-building. It intended to influence behaviour change in schools, families, and communities. Process-oriented activities such as social media challenges, webinars, and youth-

led campaigns allowed youth to create content and scale it themselves, reflecting meaningful participation: *"We held a Social Media Challenge for youth to create campaign content and selected them for further capacity-building workshops."* (UNICEF Communications Team Member)

The following constructive criticisms were raised by various respondents, many of whom were directly involved in the delivery of the campaign:

- **Uneven reach:** Despite high overall reach, rural children and families or groups with low internet access received fewer messages and may see less effect than in major cities.
- **Integration with government:** The campaign was driven mainly by UNICEF and partners as part of the programme. Although aligned with strategy, integration into state communication systems and regular budgets could be a future goal for greater sustainability.
- **Behavioural measurement:** The campaign online reach and engagement are clear, but systematic tracking of behaviour change among children or parents, such as increased case reporting or use of help channels, was not attempted.

In assessing effectiveness of the training activities at sub-national level, activities were reported to significantly help frontline workers and parents in a practical sense to move from a general impression of OCSEA to a deeper understanding of the practicalities and implications - with topics like grooming and sextortion directly addressed. *"With the OCSEA training, we came to understand: 'Oh, so there is a grooming process... and there are many different types'. We learned how to anticipate it, how parents should be close to their children, and how to monitor their children's use of mobile phones."* (Local Authority Respondent)

Communication through structures such as *Forum Anak*, schools, community initiative meetings (RT/RW meetings), PKK and religious gatherings reached a range of households. Parent and caregiver participants in FGDs said, *"When shared in RT/RW meetings, parents listened and said it was useful."* and *"For us caregivers, this training was the first time we understood digital parenting."*

In schools, behavioural outcomes were reported by some boy and girl respondents. A boy reflected on his changing perceptions of risks in online games: *"Before, we thought adding friends in games was normal. Now we know it can be dangerous."* A girl said peer-to-peer communication had power: *"It's more comfortable when a friend explains rather than an adult."* Teachers noted the post-pandemic timing: *"After the pandemic, many of our students always hold gadgets... this program is very relevant."*

Already noted in the coherence section, the PR-OCSEA made important efforts in regard to disability inclusion – something not often seen in OCSEA responses. While the scale of these activities remained small and constrained by the project scope, this is a notable step that should be highlighted for future programming in this space.

The numbers reached with curriculum for frontline capacity development were already previously reported in the literature review chapter and exceeded programme goals.

However, although the overall results show clear effectiveness in coverage, awareness, participation and initial behaviour change, several areas could strengthen sustainability and impact. Project-based coverage still reaches only some schools. While not a criticism of the programme, work is needed to enable government ownership of work like this. For example, formal handover of resources, and help to access government budget could be attempted.

Efficiency

Action Area 2 implementation showed efficiency in the use of resources by embedding activities within existing government and community mechanisms. This led to greater efficiency as it reduced duplication, increased cost-effectiveness, and maintains some continuity within formal structures.

An example was seen in Trenggalek where village budgets were reported to have been allocated for child protection activities. Expansion was also seen from training initially delivered in the five pilot villages to all villages in the district. As noted in the sustainability analysis below, local resource mobilisation demonstrates good community ownership. However, this result still depends on project support and village discretion for allocation to continue to be made.

At local levels, provincial and community channels such as Lapor Bupati, the PUSPAGA WhatsApp hotline, and *Forum Anak* were highlighted to participants in trainings. This meant that participants gained knowledge of local options for seeking support should they choose to.

To conclude on efficiency, Action Area 2 capitalised well on existing resources and structures. The training modules were found to be simple, enabling application in schools and communities without significant additional investment and this approach facilitated scaling beyond the pilot scope in one location visited by the evaluation team. Yet without sustained attention and access to government structures for funding and human capacity, whether such examples would be continued is unclear.

Sustainability

Respondents from the project team described plans for the content and assets developed for *Jaga Bareng* to continue to be used through youth networks, partners and upcoming campaigns – including some aspects being integrated into a new parenting campaign planned for later this year. However, funding to continue to amplify such important preventative work is still needed. Resources need to be identified by, and within government systems. Embedding training modules for frontline workers within ministry systems could be another way of strengthening sustainability of the strong resources that have been developed for the PR-OCSEA programme.

At sub-national level, there is some good evidence of sustainability, with some allocations of budgets made at village level for child protection, demonstrating good local ownership of the project activities. Furthermore, the provincial government of Central Java allocated budget to run and maintain the spin-off youth led campaign - *Jogo Konco*. However, budget allocations depend on village discretion rather than being institutionalised as mandatory or permanent.

Partnership with the private tech sector, particularly Meta, through ad credits and communication advice for the *Jaga Bareng* campaign, was a success in expanding outreach without additional costs. However, this cooperation has been ad hoc and not formalised for long-term continuation or policy-level engagement. Policy recommendations should therefore consider creating frameworks or MoUs between government and the private sector so that technical and resource support can continue in a systematic and sustained way.

■ 5.3 Action Area 3- Build a robust evidence base to inform polices, advocacy, and programming to address OCSEA.

Key Activities

- Baseline study
- Knowledge products for range of target audiences on OCSEA
- Costing report for Roadmap
- Monitoring

Relevance

At the national level, the programme's use of Disrupting Harm and the Baseline Study demonstrated strong relevance. These studies filled a critical evidence gap in Indonesia where OCSEA was previously under-researched. By providing statistics on prevalence, risk factors, and protective behaviours, the evidence allowed the project team and partners to frame advocacy in ways that resonated with policymakers. *"These studies have been instrumental in providing strong evidence to convince stakeholders, especially the government, of the urgency of this issue."* (Government Stakeholder)

This evidence base supported the integration of OCSEA into the RPJMN and the Stranas PKTA. Moreover, it influenced the drafting of Presidential Decree No. 54/2024, which mandated the expansion of SOP CEKATAN and embedded OCSEA into the legal and operational framework of UPTD PPA units across Indonesia.

Beyond policymaking, the evidence was translated into communication strategies such as the *Jaga Bareng* campaign. Messages emphasising the importance of removing blame of child victims came directly from empirical findings from Indonesia (and beyond), ensuring that public awareness campaigns reflect children's lived realities. The relevance also extended beyond Indonesia's borders, for example, by aligning with the ASEAN Regional Plan of Action on Child Online Exploitation and Abuse.

But the PR-OCSEA evidence base is not nationally comprehensive. Challenges remain whereby evidence collection is uneven across provinces, with local data often incomplete; frontline actors - including police and teachers - lacking the knowledge and skills to apply findings in case management; and children and civil society having little opportunity to develop localised knowledge products beyond donor-supported projects. These gaps highlight the need for continued investment in localised data collection by the Indonesian government and others.

At the sub-national level, efforts to utilise localised data sources as the basis for the activities such as trainings were welcomed. In all three provinces visited for the evaluation, concerns voiced by children, parents, and communities were felt to be at least partially addressed by the programme activities. In all these locations, the most urgent issue was noted to be children's excessive gadget use and parents' limited supervision capacities. The programme was felt to acknowledge these realities with modules that were simple, interactive, and culturally sensitive. Role plays, games, and locally adapted leaflets made abstract online safety concepts tangible for children, parents and teachers. *"It becomes easier to grasp."* (Teacher Respondent) It is important to note that disability inclusion was also addressed in response to findings from the baseline research that was conducted for the programme, albeit constrained by budget limitations. Yet this example should be held up for future OCSEA programming, which rarely considers the needs of this vulnerable group of young people despite their potentially heightened risk.

Coherence

Evidence-building activities demonstrated coherence with national policy frameworks and regional commitments. Disrupting Harm and the Baseline Study data was able to be integrated into RPJMN and Stranas PKTA, and underpinned work on the National Roadmap, demonstrating clear coherence with national needs.

Civil society and government agencies, including MOWECP and KomDigi, cited these studies as critical tools in shifting policy conversations from anecdotal to evidence-based approaches. Challenges included inconsistent use of provincial data collection systems, gaps in local case categorisation, and frontline workers' limited technical capacity to interpret research data without support. Moreover, children's reporting remained undermined by stigma.

At the local level, coherence was reflected in good examples. Such as in Makassar where the Baseline Study and consultation with academics were used to inform training module development tailored to the local socio-cultural context.

Effectiveness

PR-OCSEA effectively used evidence to shape Indonesia's child online protection agenda -both in terms of public discourse and policy progress. The Disrupting Harm data that only 40% of Indonesian youth demonstrated reasonable online self-protective skills was often cited to the evaluation team in interviews. Such a statistic gave gravitas to all advocacy and was described as "crucial for persuading stakeholders... to recognise the urgency." (Government Stakeholder) As already noted, the evidence clearly underpinned the drafting of the National Roadmap and expansion of the CEKATAN for UPTD PPA - demonstrating a direct link from research to policy.

Respondents noted the need for data to continue to be generated. Uneven provincial level data and few opportunities for longitudinal data to be collected are noted. Opportunities to integrate survey items from Disrupting Harm or the Baseline Study into government led surveys like the Demographic Health Surveys or tri-annual MOWECP National Survey of Youth Behaviour were explored and should be persisted with.

Efficiency

Efficiency was demonstrated by the broad engagement of stakeholders in the pursuit of research for the PR-OCSEA programme. MOWECP contributed to research design and interpretation, the Police Psychology Bureau provided input on psychological impacts, and the Cyber Crime unit advised on investigations and SOPs. Civil society organisations completed the survey enumeration for the Baseline Study, and BAPPENAS ensured community data aligned with national indicators.

Results were disseminated through executive summaries, infographics, and tables, allowing decision-makers to quickly digest and adjust plans at both central and provincial levels. UNICEF was able to reach into its wider network to also quickly distil specific data for government partners: "[We were] able to also use our international network – Headquarters and Regional Office – to say, 'here is the evidence from other countries.'" (UNICEF Project Team Member)

At local levels, efficiency was achieved by leveraging existing community and institutional structures. Respondents reported how mechanisms like *Forum Anak* (Children Forum), Community Services (PK, Shelter Warga, Kader Sepeda Keren) DP3A, and UPTD PPA were used to disseminate data - instead of creating parallel systems to do so. This reduced costs and increased local ownership of messaging. However, teachers in particular noted that the lack of printed materials was a barrier. Without printed materials and versions adapted for learners, teachers cannot consistently utilise resources. Soft copies were described as less effective than having physical printed materials.

Sustainability

In terms of a focus on evidence, sustainability is noted in the attempts to institutionalise – via the CEKATAN amendments – national monitoring and learning systems and case tracking for UPTD PPA. It is still early to conclusively assess the impact of this work and challenges include dependence on external funding for technical upgrades, capacity gaps among local staff, and disparities in provincial data entry quality. To sustain the CEKATAN improvements, stable budgets, ongoing training, and technical improvements are greatly needed. Heavy reliance on NGOs for provision of support to victims of OCSEA also risks discontinuation if external funding ends.

In conclusion, while the programme created opportunities for potential structural sustainability in this Action Area, there are also many threats to maintaining progress. True long-term sustainability requires permanent budget allocations from government and standardised inter-agency coordination in order to achieve the important objectives of a programme of this scope and length.

■ Section 6. Conclusions and lessons learned

■ 6.1 Conclusion

This endline evaluation reviewed the implementation and impact of UNICEF Indonesia's Programme to Prevent and Respond to Online Child Sexual Abuse and Exploitation (PR-OCSEA), covering the period from August 2022 to May 2025. The purpose was to assess the programme's relevance, coherence, effectiveness, efficiency, and sustainability, while also generating practical insights to inform future planning, particularly the upcoming Government of Indonesia–UNICEF Country Programme (2026 to 2030).

One of the most significant achievements of the programme has been elevating OCSEA as a national child protection priority. The programme made strategic use of momentum generated during the COVID-19 pandemic, a period that saw a marked increase in children's online activity and associated risks. This, combined with solid evidence from the Disrupting Harm study and baseline research, helped create a strong foundation for systemic reform.

The evaluation identified several strengths that underpinned the programme's progress. These included alignment with national policies and systems, effective collaboration among stakeholders, a focus on evidence-informed advocacy, adaptability in programming, and capacity building for frontline workers. Together, these factors contributed to advances in policy development, institutional frameworks, and public awareness.

At the same time, the evaluation also surfaced important limitations. These included uneven implementation at the sub-national level, concerns over long-term funding, inconsistent use of terminology, limited tracking of sustained behaviour change, and capacity constraints among service providers. Broader challenges, such as limited internet access in remote areas and community mistrust of formal reporting systems, also continue to affect outcomes. Although these issues fall largely outside the programme's direct control, they require attention in future efforts.

Looking ahead, the findings point to several areas for focused attention. Continued investment in OCSEA prevention is essential to fully implement key frameworks such as the National Roadmap and the revised CEKATAN system. Efforts should prioritise stronger government leadership, better coordination across sectors, and improved access for marginalised children and communities. In addition, maintaining momentum in evidence generation and expanding partnerships, including with the private sector, will be critical to sustain progress and broaden impact.

As national ownership of the OCSEA response continues to grow, UNICEF's role should shift toward providing technical support, strengthening systems and capacities, facilitating strategic partnerships, and helping to ensure that children's rights remain central to policy and practice. The next Country Programme provides an important opportunity to build on the progress made through PR-OCSEA, address ongoing gaps, and promote consistent protection for all children in digital environments.

Ultimately, the true measure of success will not only be the frameworks established or policies adopted, but how these translate into safer online experiences for children, more responsive adults and institutions, and a child protection system that upholds the safety and rights of every child, both online and offline.

■ 6.2 Lessons learned

1. Embedding into existing systems ensures sustainability

A key lesson is that OCSEA prevention and response cannot be sustained if treated as a temporary project. The programme in Indonesia demonstrated that embedding interventions into existing government planning and budgeting systems, such as RPJMN, and aligning with community governance through *Perdes* and village budgets, is essential for sustainability. By anchoring activities within established frameworks, child protection regarding OCSEA shifted from being donor-driven to becoming a statutory responsibility of government agencies. This integration reduced duplication of initiatives, ensured that scarce resources were directed toward priority needs, and allowed monitoring to be institutionalised within regular state mechanisms. Local governments and community actors began to view OCSEA as part of their daily mandate, rather than an external project obligation, laying the groundwork for long-term sustainability.

2. Standardised procedures improve coordination and case management

The adjustment of the CEKATAN for all UPTD PPA units was a strategic way of improving support for OCSEA victims. Police, schools, health services, and social workers are able to coordinate more effectively when they share the same assessment forms, referral pathways, and reporting mechanisms. Regular case conferences and the appointment of case coordinators reduced fragmentation, shortened response times, and minimised the risk of children falling out of the system. This lesson highlights that without common standards, inter-agency coordination risks remaining ad hoc and manual. The amended CEKATAN also require that case data is consolidated nationally, creating a learning loop that allowed continuous refinement of practice.

3. Local ownership is key to practical implementation

National policies and standards only translated into meaningful action when local ownership was secured. Trenggalek's experience illustrated this clearly: Structures were established in every village, school, and religious institution, directly linked to UPTD PPA. Community complaint desks and the *LAYANGAN ADIK* app provided familiar, accessible entry points for reporting, demonstrating how digital tools can complement face-to-face mechanisms. Even where *Perdes* regulations were still in draft form, the process of drafting itself anchored OCSEA in local political and social agendas. Local mechanisms like *Forum Anak* and PKK took on outreach and education roles, embedding OCSEA prevention into the rhythm of daily community life. This shows that local adaptation and community-based leadership are critical for turning policy frameworks into real, functioning systems.

4. Multi-channel communication and youth engagement expand reach

The *Jaga Bareng* campaign provided an important lesson on the power of combining top-down and bottom-up communication strategies. Nationally, UNICEF and KomInfo ensured a professional-quality campaign, amplified by a partnership with Meta that contributed ad credits and technical advice. Locally, young people themselves were given space to design spin-off activities such as *Jogo Konco*, which resonated strongly with peers. This dual approach expanded coverage and legitimacy: national campaigns reached millions through social media, while youth-led initiatives created ownership and cultural relevance at the community level. The campaign showed that public communication should not only transmit information but also build platforms for youth participation, ensuring that awareness raising translates into collective action.

5. Continuous learning and inclusivity strengthen impact

Another key lesson is that effective systems require mechanisms for continuous learning and inclusive practice. Quarterly reviews of the uptake of the amended CEKATAN allow some evolution based on real case data. Feedback loops were established so that frontline staff could feed experiences back into training, strengthening the quality of services over time. Another example was how the PR-OCSEA programme highlighted the importance of inclusivity. While a cohort of children with disabilities benefited from adaptations of resources, these measures were not yet systematic across all sites. Yet the model should be considered in future OCSEA programme design. The lesson is that inclusivity requires proactive planning and resources, designing materials in multiple formats, building disability-sensitive adaptations, and ensuring that frontline workers have practical tools for different contexts. Without this, gains in awareness and practice risk leaving behind vulnerable groups.

Theory of Change Analysis

Although respondents and stakeholders interviewed for this evaluation did not explicitly reference the Theory of Change underpinning the PR-OCSEA programme, the evidence presented in this report demonstrates that the programme has made substantial progress towards its intended outcomes and impact. The limited scope of this evaluation constrained the ability to specifically measure the two outcome indicators identified in the TOC. Nevertheless, the qualitative data collected provides robust evidence of significant programme achievements, particularly in terms of enhanced capacities across multiple levels of the child protection system to prevent and respond to online child sexual exploitation and abuse.

The programme's activities prioritised for the TOC were generally perceived as relevant and effective by diverse stakeholders, with the majority of planned actions across the three designated Action Areas successfully implemented. This success can be attributed not only to the technical design of interventions in the TOC, but also to the high degree of multi-sector and stakeholder collaboration, community partnership, and strong national and local ownership. Political will at all levels, highlighted at the outset as a precondition for success, has proven to be a key factor in facilitating the programme's implementation.

Importantly, the programme has systematically engaged with the assumptions and risks identified in the TOC. While advocating for legal reform and policy change, the programme simultaneously advanced pragmatic child protection measures. Prevention was rightly positioned as the initial priority, with particular emphasis on digital safety education for children, caregivers, and teachers. Complementary efforts to strengthen reporting and response mechanisms, such as the SAPA 129 hotline, increased accessibility to support services, though barriers linked to confidentiality concerns, stigma, and distrust continue to inhibit consistent follow-up. In parallel, sustained investment in capacity building for police, prosecutors, regulators and technology platforms has expanded institutional competencies to identify, investigate and remove OCSEA content.

■ Section 7. Recommendations for the PR-OCSEA Programme

Overall: Based on the evaluation findings, it is recommended that the PR-OCSEA programme be sustained with strategic enhancements to strengthen programme quality, deepen social behaviour change interventions, and facilitate transition toward comprehensive systems-level implementation. The evaluation evidence supports continued investment in the programme while addressing identified gaps in programme design and delivery mechanisms to optimise impact and sustainability outcomes.

■ Strategic Priority 1: Strengthen Government Leadership and Institutional Capacity

- **Prioritise actions to maintain UNICEF’s role and contribution as a trusted technical voice on child online safety, particularly with government.**

1. Continue to promote/uphold UNICEF’s role in supporting Government action on OCSEA and convening key stakeholders across government ministries, agencies, industry and civil society.
2. Support implementation and carriage of the newly signed National Roadmap and technical support for regulations such as the PP Tunas and continued support to implement the revised CEKATAN for UPTD PPA.

Lead Actor: UNICEF Indonesia

Supporting Actors: MOWECP, Key stakeholders across government ministries, agencies, industry and civil society

- **Ensure continued effort and attention to support implementation of systemic changes to strengthen the capacity of Government and key agencies to receive reports and establish effective mechanisms for helping OCSEA victims.**

1. In particular, continue to foster and strengthen established relationships with the Ministry of Communication & Digital Affairs and Police.
2. Support the development and implementation of innovative training and capacity building initiatives for Government stakeholders and key agencies.

Lead Actors: Ministry of Women’s Empowerment and Child Protection, UNICEF Indonesia

Supporting Actors: Ministry of Communication and Digital Affairs, Police

- **Clarify budget mechanisms and standardise government terminology to enable government agencies to systematically plan, fund, and report OCSEA-related initiatives, ensuring a sustainable and coordinated national and local response.**

1. Define and adopt a nationally agreed term for OCSEA in Bahasa Indonesia that is precise, culturally appropriate, and acceptable across all sectors. This standard term should be endorsed through an official circular or regulation so that ministries, provincial and district governments, and implementing agencies use consistent language when planning programs, drafting

regulations, and recording data.

2. Clarify budget-item mechanisms to allow all government agencies to incorporate OCSEA prevention and response activities into their annual plans (RKP/RKPD) and budgets (APBN/APBD).
 - Clear guidance should be issued jointly by BAPPENAS, Ministry of Finance, and Ministry of Home Affairs outlining the specific budget codes and procedures for integrating OCSEA into existing child-protection and digital-safety programs.
3. Dedicated budget allocations are required for local governments to strengthen their capacity to prevent and respond to OCSEA. Adequate funding within regional development and annual budget plans (RPJMD/APBD) is essential for training personnel, implementing community campaigns, and ensuring timely victim support.
4. Link this nomenclature and budgeting guidance to the national OCSEA Roadmap and Monitoring & Evaluation (M&E) framework to ensure that financial planning aligns with national targets and enables effective tracking of expenditures and outcomes.
5. Offer guidance and technical assistance to sub-national level stakeholders for accessing government financial support.
 - Develop and disseminate examples and case studies of how to access funding and the process for doing this.

Lead Actors: Ministry of Women's Empowerment and Child Protection, BAPPENAS, Ministry of Finance

Supporting Actors: Ministry of Home Affairs, UNICEF

■ Strategic Priority 2: Enhance Community-Level Protection and Awareness

- **Continue raising awareness of parents, young people and communities on OCSEA and strengthening protection skills.**
 1. Digital and non-digital resources (including training and the Jaga Bareng campaign) should continue to be used to raise awareness and equip parents and young people regarding OCSEA.
 2. Strengthen and institutionalise the OCSEA modules to be applied effectively across different sectors and levels of government.
 - OCSEA modules should be refined and adapted to sector-specific contexts (education, social welfare, and local governance) to ensure guidance is practical and actionable for frontline implementers.
 3. Apply feedback from the evaluation to adjust these initiatives - including ways to avoid oversimplification or avoiding terms related to sex and sensitive topics that may dilute meaning and cause the information provided to be unclear and less effective.

4. There is a critical need to develop effective terminology and language that is clear, acceptable and can be used effectively at the community and local level in digital and non-digital resources. To achieve this, it is recommended to:

- Establish a multi-stakeholder working group, led by UNICEF Indonesia and MoWECP, that brings together government ministries, linguists, child-protection NGOs, parent/youth representatives, and religious/community leaders. This group would:
 - Review current terminology gaps and cultural barriers.
 - Co-create alternative wording that remains accurate while culturally appropriate.
 - Test proposed language in pilot digital and non-digital resources (e.g., *Jaga Bareng* campaign) and refine based on community feedback.

This collaborative mechanism will ensure that the final terminology is clear, acceptable, and effective for conveying critical information to parents and young people across Indonesia.

5. Review modules to ensure relevance for target audiences (parents, caregivers, community members).

- Provide refresher trainings and information sessions to ensure target groups can recall and share the information shared.
- Ensure target audience and participants include the most vulnerable.

4. Continue to develop non-digital materials for target groups that do not have digital access.

- Focus on activities to integrate these and other such resources for scale/systemic impact.

5. Explore options for collaborating with the Ministry of Family Development & Population who are mandated with educating families on VAC and CSEA in Indonesia.

Lead Actors: Ministry of Women's Empowerment and Child Protection, UNICEF Indonesia

Supporting Actors: Ministry of Population and Family Development

■ Strategic Priority 3: Build Multi-Stakeholder Coordination and Integration

- **Facilitate multi-stakeholder integration and coordination for scale and systemic impact.**

1. UNICEF Indonesia, working closely with MOWECP and MoPFD/BKKBN, should convene a multi-stakeholder coordination group including civil society, academia, and private sector partners to:

- Review and update training modules for parents, caregivers, and vulnerable groups.
- Deliver refresher sessions and non-digital resources for use in areas with limited internet access.
- Test and adopt culturally appropriate terminology through community consultations.
- Embed OCSEA prevention into national family-education and child-protection programs for sustainable, nationwide reach.

- **Continue supporting sensitisation and roll-out of the SOPs for UPTD PPA, particularly at the sub-national level, for sustainable, long-term impact.**
 1. Enable and motivate inter-ministry and other stakeholder coordination and collaboration at sub-national level to support effective implementation.
 2. Continue to strengthen mechanisms such as TPPK.
 3. Provide ongoing and targeted technical support for sub-national and community level stakeholders including CSOs to implement SOPs and other initiatives, particularly at village and ward level.
- **Establish an integrated mechanism for ongoing coordination, monitoring, and evaluation (M&E) that is directly linked to the national OCSEA Roadmap, whose M&E framework has been supported by MOWECP and UNICEF.**
 1. This mechanism will align reporting requirements, track outcomes, and provide continuous feedback for improving interventions at both national and sub-national levels.

Lead Actors: MOWECP, BAPPENAS, UNICEF

Supporting Actors: MoPPFD/BKKBN, Ministry of Home Affairs (Kemendagri), Ministry of Primary and Secondary Education, Ministry of Religious Affairs, Ministry of Village

■ Strategic Priority 4: Strengthen the Evidence Base and Data Systems

- **Continue to build and strengthen the evidence base on OCSEA in Indonesia**
 1. National Government data collection efforts, such as the biannual youth health survey could be linked to the CDC-supported DHS.
 - Questions from Disrupting Harm could be integrated into national data collection plans to provide more systematic and regular data points for the country.
 - Ensure gender analysis and reflection on cross-cutting issues are built into data collection methodologies and analytical frameworks.
 2. Review and revise the way that data is tagged and recorded to ensure that OCSEA cases are identified and documented in SIMFONI PPA, MOWECP's IMS on violence against women and children.
 3. Existing monitoring mechanisms, including the requirement to report on SOPs quarterly, should be utilised to support ongoing data collection.

Lead Actor: MOWECP, UNICEF Indonesia,

Supporting Actors: Statistics Indonesia (BPS), Ministry of Population and Family Planning Board (BKKBN), Ministry of Health, CSOs

Annexes

Annex I: Terms of Reference for the Evaluation

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT



1. Title of the assignment

Consultancy for the Evaluation of the Programme on Strengthening Safe and Friendly Environments for Children (SAFE4C) to Prevent and Respond to Online Child Sexual Abuse and Exploitation (CSEA)

2. Introduction

The terms of reference (ToR) set out the purpose, objectives, scope, and proposed methodology of evaluating the programme to Programme on Strengthening Safe and Friendly Environments for Children (SAFE4C) to Prevent and Respond to Online Child Sexual Abuse and Exploitation (PR-OCSEA) by the Ministry of Women's Empowerment and Child Protection (MOWECP) and UNICEF.

The primary purpose of the evaluation is to assess overall achievements of the programme results/targets. The evaluation should identify challenges in achieving the results and recommend, where necessary, further strategies to protect children online. The findings, conclusions and recommendations of the evaluation are expected to lead to stronger advocacy, planning and response to OCSEA by the national government and development partners.

3. Background

Most (99.4 per cent) children in Indonesia engage with the internet, spending an average of 5.4 hours per day online. Children enjoy their time online, with 85.4 per cent reporting that they enjoy it "a lot" or "very much." The top three reasons children go online entertainment and games, access to information and communicating with friends. However, only 37.5 per cent of children have ever received information on online safety. Among children with disabilities, this number is even lower, at 36 per cent.¹

Disrupting Harm (2022) indicated 22 per cent of children in Indonesia unexpectedly encountered sexual content online through advertisements, with 2% aged 12–17 years falling victim to evident cases of online sexual exploitation and abuse. These included blackmailing, coercion through promises of money/gifts to engage in sexual activities or sharing sexual images. Children are exposed to harmful material and at risk to grooming, cyberbullying and sexual exploitation and abuse. They also interact with people who are unknown to them, view pornographic content and give out their personal information. There was thus a need to develop a model of prevention and response services to OCSEA that will promote the active engagement of children, adolescents, and caregivers both online and offline as well as enhance community engagement for early detection and prompt response to OCSEA.

Object of Evaluation

In response to this need, UNICEF Indonesia and the MOWECP with support from Safe Online commissioned a three-year (2022-2025) PR-OCSEA programme with the aim of delivering the following results: (1) strengthen child protection policies, programmes, and services to prevent and respond to OCSEA; (2) enhance the skills and engagement of children, adolescents and their caregivers as active agents for the prevention of OCSEA and adaptive to digital parenting; and (3) build a robust evidence base to inform policies, advocacy, and programming to address OCSEA. The overall goal of this programme is to contribute to an online environment that is safe for children in Indonesia.

To achieve these results, several activities were undertaken over the course of the programme, including:

¹ Ministry of Women's Empowerment and Child Protection, ECPAT Indonesia, and UNICEF. Online Knowledge and Practice of Parents and Children in Indonesia, a Baseline Study 2023. [Online knowledge and practice of children in Indonesia: A baseline study 2023 | UNICEF Indonesia](#)

■ Annex II: KII and FGD Question guides

Tool 1: National Level Key Informant Interviews

Introduction

Hello, my name is _____. Thank you for taking the time to speak with me today. I work for an organization called Child Frontiers and we are conducting a study in partnership with UNICEF Indonesia.

During 2022-2025, MOWECP and UNICEF Indonesia implemented a programme called “Strengthening Safe and Friendly Environments for Children to Prevent and Respond to Online Child Sexual Abuse and Exploitation” also known as SAFE4C. An evaluation team is now conducting an evaluation of this programme and you are invited to take part in a key informant interview to share your experiences.

All information that you share will be confidential. If you agree, we will record your name, organization, and area of work alongside the notes and recording this interview/discussion. We will not use your name or position in the findings unless we explicitly ask for and receive your permission to do so. Only the research team will have access to the information shared and the notes and recording will be destroyed after the data analysis is completed.

You should also know that if you tell us about a situation where a child is being harmed at the moment, we have a duty to report this so that action can be taken. We also have a duty to report cases where a child has been harmed in the past, where the child may be at ongoing risk, or where the perpetrator could harm others.

The interview today will last around 1 – 1.5 hours.

You can pause, stop the interview at any time or skip any questions that you prefer not to answer. You do not need to provide a reason for your preference.

In some cases, it may be helpful to contact participants for follow-up information or clarification. Do you agree to this?

If you agree, we will contact you through the organization that originally contacted you to participate in this study.

If you do not agree that is absolutely fine and we will not contact you for any follow up.

Do you have any questions?

Do you agree to continue with the interview?

May I record our discussion today so that I can transcribe and analyze the information? You can choose to retract any information that is recorded today at any point during the interview.

Start Recording

I would like to start this interview with a few general questions about your role and the type of work your organization does. The questions that follow - and that will take up the majority of the interview - are directed towards better understanding the SAFE4C project activities.

Before we proceed, do you have any questions for me? If not, feel free to jump in at any time if you would like clarification, have additional points to add, etc. I am here to learn from you and appreciate the time you've taken to speak with me.

Select question set based on action area 2 or 3 relevant to respondent's work.

Action Area 1: Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA.

- Do you think the programme addressed key policy or legal gaps in child online protection?
- Did the programme align with your agency's mandate or sectoral plans?
- Did the capacity-building activities improve how you or your team respond to OCSEA cases?
- Were the tools, training, or SOPs provided used effectively in practice?
- Is your agency likely to continue implementing elements of the programme without external support?
- Were the objectives of the programme aligned with the actual needs of your community or region?
- Was there clear collaboration between sectors (law enforcement, social work, education, etc.)?
- Have CEKATAN or SOP changes improved services for children?
- Was your team able to integrate project activities into regular duties without extra burden?
- What support would help institutionalize the improved practices?

Action Area 3: Build robust evidence base to inform policies, advocacy, and programming to address OCSEA.

- Did the project's establishing an evidence base align with the practical needs of your work?
- Did the establishing an evidence base complement other national evidence or plans?
- Was the evidence used to inform actual changes in policy or practice?
- Was the data collection process coordinated smoothly across agencies?
- Are monitoring and learning systems in place to continue evidence generation?
- Were your agency's insights included in the design or interpretation of findings?
- Was the evidence disseminated in a way that facilitated coordination?
- Did stakeholders act on the evaluation's recommendations?
- Were results presented in a way that supported fast decision-making?
- What's needed to keep evidence-based programming strong over time?

Closing

Thank the respondent for their insights. Reassure them of confidentiality and next steps in the study:

If you have an additional questions, or would like to share further information, please contact:

Name: Novina Suprobo

Contact: +6281225666120

Email: snovina@gmail.com

Tool 2: Sub-National Level Key Informant Interviews

Introduction

Hello, my name is _____. Thank you for taking the time to speak with me today.

I work for an organization called Child Frontiers and we are conducting a study in partnership with UNICEF Indonesia.

During 2022-2025, MOWECP and UNICEF Indonesia implemented a programme called “Strengthening Safe and Friendly Environments for Children to Prevent and Respond to Online Child Sexual Abuse and Exploitation” also known as SAFE4C. An evaluation team is now conducting an evaluation of this programme and you are invited to take part in a key informant interview to share your experiences.

All information that you share will be confidential. If you agree, we will record your name, organization, and area of work alongside the notes and recording this interview/discussion. We will not use your name or position in the findings unless we explicitly ask for and receive your permission to do so. Only the research team will have access to the information shared and the notes and recording will be destroyed after the data analysis is completed.

You should also know that if you tell us about a situation where a child is being harmed at the moment, we have a duty to report this so that action can be taken. We also have a duty to report cases where a child has been harmed in the past, where the child may be at ongoing risk, or where the perpetrator could harm others.

The interview today will last around 1 – 1.5 hours.

You can pause, stop the interview at any time or skip any questions that you prefer not to answer. You do not need to provide a reason for your preference.

In some cases, it may be helpful to contact participants for follow-up information or clarification. Do you agree to this?

If you agree, we will contact you through the organization that originally contacted you to participate in this study.

If you do not agree that is absolutely fine and we will not contact you for any follow up.

Do you have any questions?

Do you agree to continue with the interview?

May I record our discussion today so that I can transcribe and analyze the information? You can choose to retract any information that is recorded today at any point during the interview.

Start Recording

I would like to start this interview with a few general questions about your role and the type of work your organization does. The questions that follow - and that will take up the majority of the interview - are directed towards better understanding the SAFE4C project activities.

Before we proceed, do you have any questions for me? If not, feel free to jump in at any time if you would like clarification, have additional points to add, etc. I am here to learn from you and appreciate the time you've taken to speak with me.

Select question set based on action area 2 or 3 relevant to respondent's work

Action Area 2: Enhanced engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.

- Were the programme's child and caregiver engagement strategies relevant to your target population?
- Did the engagement activities complement school or local initiatives?
- Did the participation of children or caregivers lead to changes in attitudes or behaviours?
- Were sessions for caregivers and youth delivered with appropriate methods and formats?
- Are any youth or caregiver networks still active after the programme?
- Did you observe different needs for engagement by gender or disability?
- Were NGOs and government agencies coordinating effectively?
- Were peer-to-peer or community-based components successful?
- Were costs for participation (time, travel) minimized?
- What could help sustain local child protection engagement?

Action Area 3: Build robust evidence base to inform policies, advocacy, and programming to address OCSEA.

- Did the project's establishing an evidence base align with the practical needs of your work?
- Did the establishing an evidence base complement other national evidence or plans?
- Was the evidence used to inform actual changes in policy or practice?
- Was the data collection process coordinated smoothly across agencies?
- Are monitoring and learning systems in place to continue evidence generation?
- Were your agency's insights included in the design or interpretation of findings?
- Was the evidence disseminated in a way that facilitated coordination?
- Did stakeholders act on the evaluation's recommendations?
- Were results presented in a way that supported fast decision-making?
- What's needed to keep evidence-based programming strong over time?

Closing

Thank the respondent for their insights. Reassure them of confidentiality and next steps in the study:

If you have an additional questions, or would like to share further information, please contact:

Name: Novina Suprobo

Contact: +6281225666120

Email: snovina@gmail.com

Tool 3: FGD: Parent and Caregiver Focus Group Discussion Tool

Introduction

Hello, my name is _____. Thank you for taking the time to speak with me today. I work for an organization called Child Frontiers and we are conducting a study in partnership with UNICEF Indonesia.

During 2022-2025, MOWECP and UNICEF Indonesia implemented a programme called “Strengthening Safe and Friendly Environments for Children to Prevent and Respond to Online Child Sexual Abuse and Exploitation” also known as SAFE4C.

We are interested to hear about your experiences of the programme activities.

All information that you share will be confidential. If you agree, we will record your name, organization, and area of work alongside the notes and recording this interview/discussion. We will not use your name or position in the findings unless we explicitly ask for and receive your permission to do so. Only the research team will have access to the information shared and the notes and recording will be destroyed after the data analysis is completed.

Our discussion today will last around 1 – 1.5 hours.

You can pause, stop the interview at any time or skip any questions that you prefer not to answer.

In some cases, it may be helpful to contact participants for follow-up information or clarification. Do you agree to this?

If you agree, we will contact you through the organization that originally contacted you to participate in this study.

If you do not agree, that is absolutely fine and we will not contact you for any follow up.

Do you have any questions?

Do you agree to continue with the discussion? (check for consent from all participants)

May I record our discussion today so that transcribe and analyze the information? You can choose to retract any information that is recorded today at any point during the interview.

Start Recording

The questions today are directed towards better understanding the SAFE4C project activities.

Select question set based on action area 2 or 3 relevant to respondent's work

Action Area 2: Enhanced engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.

- Were the topics in parenting sessions relevant to your day-to-day challenges?
- Did the project's parenting advice align with messages from schools or service organizations?
- Did your child benefit from your participation in the programme?
- Was it easy for you to attend sessions (time, location, format)?
- Do you plan to keep using the parenting techniques from the programme?
- Did the materials match your level of digital literacy?
- Were you referred to other helpful programmes?
- Have you changed any rules or routines at home because of what you learned?
- Did the sessions make good use of your time?
- What support would help you keep your child safe online over time?

Closing

Thank the respondent for their insights. Reassure them of confidentiality and next steps in the study:

If you have an additional questions, or would like to share further information, please contact:

Name: Novina Suprobo

Contact: +6281225666120

Email: snovina@gmail.com

Tool 4: Child Focus Group Interviews

Introduction

Hello, my name is _____. Thank you for taking the time to speak with me today. I work for an organization called Child Frontiers and we are conducting a study in partnership with UNICEF Indonesia.

During 2022-2025, MOWECP and UNICEF Indonesia implemented a programme called “Strengthening Safe and Friendly Environments for Children to Prevent and Respond to Online Child Sexual Abuse and Exploitation” also known as SAFE4C.

We are interested to hear about your experiences of the programme activities.

All information that you share will be confidential. If you agree, we will record your name, organization, and area of work alongside the notes and recording this interview/discussion. We will not use your name or position in the findings unless we explicitly ask for and receive your permission to do so. Only the research team will have access to the information shared and the notes and recording will be destroyed after the data analysis is completed.

Our discussion today will last around 1 – 1.5 hours.

You can pause, stop the interview at any time or skip any questions that you prefer not to answer.

In some cases, it may be helpful to contact participants for follow-up information or clarification. Do you agree to this?

If you agree, we will contact you through the organization that originally contacted you to participate in this study.

If you do not agree, that is absolutely fine and we will not contact you for any follow up.

Do you have any questions?

Do you agree to continue with the discussion? (check for consent from all participants)

May I record our discussion today so that transcribe and analyze the information? You can choose to retract any information that is recorded today at any point during the interview.

Start Recording

The questions today are directed towards better understanding the SAFE4C project activities.

Select question set based on action area 2 or 3 relevant to respondent's work

Action Area 2: Enhanced engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.

- Did the activities help you understand how to stay safe online?
- Did the messages in the programme match what you hear from your parents or teachers?
- Did you feel more confident to report something wrong online?
- Were the sessions fun and not too long or too short?
- Would you still use the skills or tips you learned after the programme ends?
- Did the skills you learned match your daily online experiences?
- Did different activities (e.g., work shop, peer sessions) feel connected?
- Did you share what you learned with your friends or family?
- Were the learning materials (videos, posters) clear and easy to use?
- What should be added to help children protect themselves online long term?

Closing

Thank the respondent for their insights. Reassure them of confidentiality and next steps in the study:

If you have additional questions or would like to share further information, please contact:

Name: Novina Suprobo

Contact: +6281225666120

Email: snovina@gmail.com

■ Annex III: Ethical Review Confirmation



UNIVERSITAS KATOLIK INDONESIA
ATMA JAYA

LEMBAGA PENELITIAN DAN PENGABDIAN KEPADA MASYARAKAT
Institute of Research and Community Service
Jalan Jenderal Sudirman 51, Jakarta 12930, Indonesia
Telepon : +62 21 570-3306, 572-7615, ext. 139 / 427
Website : <http://www.atmajaya.ac.id>
E-mail : lpkm@atmajaya.ac.id

Jakarta, 27 Juni 2025

Nomor : 001P/III/PPPE.PM.10.05/6/2025
Perihal : Persetujuan Etik – KE250611

Kepada Yth.

Fitra Sugiyono

Kementerian Pemberdayaan Perempuan dan Perlindungan Anak
Jalan Medan Merdeka, No. 15. Jakarta Pusat
DKI Jakarta – Indonesia

Dengan hormat,

Komisi Etika Penelitian Universitas Katolik Indonesia Atma Jaya dengan ini menyatakan bahwa proposal penelitian berjudul *Evaluation of the Programme on Strengthening Safe and Friendly Environments for Children (SAFE4C) to Prevent and Respond to Online Child Sexual Exploitation & Abuse* secara etik laik untuk dilaksanakan. Beberapa hal yang perlu diperhatikan oleh peneliti adalah sebagai berikut:

1. Persetujuan ini berlaku selama 12 bulan sejak tanggal persetujuan.
2. Peneliti diharapkan segera untuk mengirimkan Laporan Akhir jika penelitian telah berakhir dalam 12 bulan ini.
3. Jika dalam masa 12 bulan ini penelitian belum berakhir maka peneliti diharapkan untuk mengajukan perpanjangan waktu penelitian.
4. Peneliti diharapkan selalu memberikan informasi kepada Komisi Etik jika terjadi perubahan atas prosedur penelitian.
5. Peneliti harus menyampaikan dengan segera jika terjadi kejadian yang tidak diinginkan (*adverse effect*)

Demikian kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

Hormat kami



Ignatius Praptoraharjo, Ph.D
Ketua Komisi Etik

Febiana Rima Kainama, M.Hum
Sekretaris

■ Annex IV: National Level KII Respondents

Organisation	Participant
MOWECP	Group Interview with 8 staffs involved in partnership for the programme
National Police	Bureau of Human Resources and Psychology
Indonesian National Police Cyber Division and OCSEA	Group Interview with members of the team
ECPAT Indonesia	Programme Manager
BAPPENAS	Group Interview with 6 staff members
Meta	Director of Global Affairs
ACWC Indonesia	ACWC Representative
UNICEF	Child Protection Chief
UNICEF	Child Protection Specialist
UNICEF	Group Interview with Communications, Social & Behaviour Change team members

■ Annex V: Sub-National Level KII Respondents (KII & FGD)

Organisation	Participants	Position
Wonosobo, Central Java		
Yayasan Setara	4 participants	<ul style="list-style-type: none"> - Chair of Setara who also served as facilitator/speaker during OCSEA training and meetings - Project Coordinator - Acted as facilitators or Setara's field agents - Acted as facilitators or Setara's field agents
DP3AK/B Central Java	3 participants	<ul style="list-style-type: none"> - Sub-Coordinator Child Protection Central Java Province.
UPTDPPA Central Java	5 participants	<ul style="list-style-type: none"> - Head of the Women's Empowerment and Child Protection Unit, Wonosono Police Department. - Clinical Psychologist, Regional General Hospital - Social Worker for Women's Empowerment and Child Protection - Social Worker, Social Services Office - UPIPA

Organisation	Participants	Position
Ikatan Disabilitas Wonosobo	2 participants	<ul style="list-style-type: none"> - Involved in the Wonosobo Children's Forum (Forkos) from 2020 to 2022, and joined the Wonosobo Disability Association (IDW) in 2019 to 2020. - Engaged in a student-led community in Purwokerto that delivered "safe and responsible social media use" awareness to children with disabilities before joining IDW in 2022.
Interaksi	7 participants	<ul style="list-style-type: none"> - Deaf children from Lembaga Interaksi - Central Java, involved with Yayasan Setara for the OCSEA programme
Child Forum (Boys)	8 participants	<ul style="list-style-type: none"> - 16 years old, SMAN 1 Wonosobo, joined FORKOS in 2024 - 18 years old, FORKOS Wonosobo - 17 years old, joined FORKOS in 2024 - 17 years old, SMAN 1 Wonosobo, joined FORKOS Wonosobo in 2020 (Grade 8) - Grade 9, SLB B Don Bosco, exposed to OCSEA in 2024 - Grade 9, SLB B Don Bosco, exposed to OCSEA in 2024 - 3rd semester, Universitas Jenderal Sudirman Purwokerto, joined FORKOS Desa Pakuncen (FATPA) in 2023 - 17 years old, joined FATPA since its establishment in 2023
Child Forum (Girls)	4 participants	<ul style="list-style-type: none"> - Joined FORKOS (Wonosobo Children's Forum) in 2024 and senior FORKOS participant who became aware of OCSEA when they served as a committee members around 2023.
Caregivers	8 participants	<ul style="list-style-type: none"> - Caregivers in Wonosobo
Community Facilitator	8 participants	<ul style="list-style-type: none"> - Facilitators in Wonosobo
Teachers	8 participants	<ul style="list-style-type: none"> - They are teachers from junior high schools (SMP), Islamic junior high schools (MTS, including those in pesantren), senior high schools (SMA), Islamic senior high schools (MAN, including those in pesantren), and Catholic junior high schools for students with hearing impairments
Head of Village Pakuncen Wonosobo	1 participant	<ul style="list-style-type: none"> - Head of Village Pakuncen Wonosobo

Organisation	Participants	Position
Trenggalek, East Java		
Yayasan Plato	3 participants	<ul style="list-style-type: none"> - Trenggalek Field Officer - Communication Officer - Legal Aid Institute (Legal Advocate)
Yayasan Plato	1 participant	<ul style="list-style-type: none"> - Director
DP3AK/B East Java	2 participants	<ul style="list-style-type: none"> - Acting Head of Social Services, P3A - Head of Women's Empowerment and Child Protection
UPTDPPA East Java	5 participants	<ul style="list-style-type: none"> - Head of the Women's Empowerment and Child Protection Unit - Muhammadiyah Legal Aid I Institute - Social Worker - Operational Service Administrator (PUSPAGA) - Junior Expert Social Worker, DinsosP3A - Head of PPPA
LPA Trenggalek	1 participant	<ul style="list-style-type: none"> - Head of the Trenggalek Child Protection Agency (and Advocate)
Child Forum (Girls)	8 participants	<ul style="list-style-type: none"> - 1 participant is a slow learner from Sekolah Luar Biasa (SLB)
Child Forum (Boys)	8 participants	<ul style="list-style-type: none"> - 1 participant is in first year of high school of SLB, slow learner
Caregiver	8 participants	<ul style="list-style-type: none"> - Caregivers in Munjungan (4 Males and 4 females)
Community Facilitator	6 participants	<ul style="list-style-type: none"> - 2 men and 4 women, representatives of community facilitators from selected areas: - Community facilitator from Pule, also a Sepeda Keren cadre. - Member of PEKKA Sekretariat (Women Family Breadwinners). - Member of Aisyah; facilitates with limited digital literacy, often uses games for children. - Community facilitator and Sepeda Keren cadre. - Community facilitator from Gemaharjo, also a village officer in welfare affairs. - Community facilitator and media observer/journalist
Teachers	7 participants	<ul style="list-style-type: none"> - 2 men and 5 women, representative of public, private, madrasah and school for disability
Head of Village	1 participant	<ul style="list-style-type: none"> - Munjungan's Head of Village

Organisation	Participants	Position
Makassar, South Sulawesi		
Yayasan BaKTI	1 participant	- Deputy ED
DP3AK/B South Sulawesi	1 participant	- Head of DP3A
UPTDPPA South Sulawesi	4 participants	- District DP3AKB, District of Social Affairs, Hospital.
TRC	1 participant	- Social workers under the UPTD PPA
UnHas	3 participants	- Staff from Sociology department collaborated with BaKti in the development of the Modules
Community Shelter	4 participants	- Administrators from Tammaung, Pattingaloang, Manggala, and Maccini Sombala
Child Forum (Boys)	8 participants	- From the Makassar Children's Forum and the South Sulawesi Children's Forum. One of the FGD participants is also a member of the National Children's Forum (aged 16-22)
Child Forum (Girls)	8 participants	- Members of the Makassar children's forum. Among the participants, 3 children have disabilities (aged 16-22)
Caregivers	8 participants	- Caregivers in Makassar
Teacher	8 participants	- Involved in activities with the BaKti Foundation. They come from MAN, SMA 1, SMP 1, SMP 6, and SMP 8.
Community Leaders	4 participants	- 4 community leaders and shelter coordinators from the subdistricts of Maccini Sombala, Tamamaung, Manggala, and Pattingaloang

■ Annex VI: Reference List

AIDS Data Hub. (2020). *Indonesia Country Snapshot: Children and HIV*. Retrieved from <https://www.aidsdatahub.org>

BaKTI. (2022). *SAFE4C project coordination report*. Makassar: Yayasan BaKTI.

Badan Perencanaan Pembangunan Nasional (BAPPENAS). (2020). *Strategi Nasional Kecerdasan Artifisial 2020-2045 [Indonesia National Strategy on Artificial Intelligence 2020–2045]*. Badan Pengkajian dan Penerapan Teknologi.

Child Witness & UNICEF Indonesia. (2023). *Online Knowledge and Practice of Parents and Children in Indonesia: A Baseline Study 2023*.

ECPAT, INTERPOL, & UNICEF. (2022a). *Disrupting Harm in Indonesia: Evidence on online child sexual exploitation and abuse*. Retrieved from <https://ecpat.org/resources/disrupting-harm-in-indonesia/>

ECPAT, INTERPOL, & UNICEF. (2022b). *Disrupting Harm: Data Insight 1 – Rates of Online Child Sexual Exploitation and Abuse*. <https://www.end-violence.org/disrupting-harm>

ECPAT, INTERPOL, & UNICEF. (2022c). *Disrupting Harm: Data Insight 2 – Children’s Disclosures of OCSEA*. <https://www.end-violence.org/disrupting-harm>

Government of Indonesia (1999). *Kitab Undang-Undang Hukum Pidana [KUHP: Penal Code of the Republic of Indonesia]*.

Government of Indonesia (2008). *Undang-Undang Nomor 44 Tahun 2008 Tentang Pornografi [Pornography Law No. 44/2008]*

Government of Indonesia (2002). *Undang-Undang Tentang Perlindungan Anak Nomor 23 Tahun 2002 [Law No. 23/2002 Child Protection Law]*

Government of Indonesia. (2022). *Undang-Undang Republik Indonesia Nomor 12 Tahun 2022 tentang Tindak Pidana Kekerasan Seksual [TPKS: Law No. 12/2022 on Sexual Violence Crimes]*.

Government of Indonesia. (2024). *Undang-Undang Republik Indonesia Nomor 1 Tahun 2024 tentang Perubahan atas UU No. 11 Tahun 2008 tentang Informasi dan Transaksi Elektronik [Law No. 1/2024 amending the ITE Law]*.

Government of Indonesia. (2025). *Peraturan Presiden Republik Indonesia - Peta Jalan Pelindungan Anak Di Ranah Dalam Jaringan Tahun 2025-2029. [Presidential Regulation 87/2025 - Roadmap for Child Protection in Online Contexts]* <https://jdih.kemenpppa.go.id/dokumen-hukum/produk-hukum/peraturan-presiden-nomor-87-tahun-2025>

IOD PARC. (2015). *Formative evaluation of UNICEF’s child protection system building approach in Indonesia*. UNICEF Indonesia.

Kementerian Komunikasi dan Informatika (KomInfo). (2025). *Peraturan Pemerintah Nomor 17 Tahun 2025 tentang Tata Kelola Penyelenggaraan Sistem Elektronik dalam Pelindungan Anak. [PP-TUNAS: Government Regulation No. 17/2025 on Technology Governance for Child Protection]*.

- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). (2016). *Rencana Aksi Nasional Penghapusan Kekerasan terhadap Anak (RAN-PKTA) 2016–2020* [National Action Plan for the Elimination of Violence Against Children].
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). (2022). *Penjelasan Undang-Undang TPKS*.
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). (2024). Kerangka Tata Kelola Perlindungan Anak dalam Sistem Elektronik.
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). (2024). Simfoni PPA database. <https://www.kemenpppa.go.id/simfoni>
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak. (Kemen PPPA). (2022). Stranas PKTA: Strategi Nasional Penghapusan Kekerasan terhadap Anak [National Strategy for the Elimination of Violence Against Children].
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak. (Kemen PPPA). (2024). Standard Operating Procedures for UPTD PPA.
- Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). *SNPHAR 2024: National Survey of the Life Experiences of Children and Adolescents in Indonesia*. <https://bandungkota.bps.go.id/en/news/2024/06/04/1354/snphar---survei-nasional-pengalaman-hidup-dan-remaja---tahun-2024.html>
- Komnas Perempuan. (2022). *Ringkasan Substansi dan Implikasi UU TPKS*. Jakarta: Komnas Perempuan.
- Komnas Perempuan & Kementerian Pemberdayaan Perempuan dan Perlindungan Anak (Kemen PPPA). (2022). *UU Tindak Pidana Kekerasan Seksual (TPKS)*. Jakarta: Government of Indonesia.
- Meutya Hafid. (2024). *Pernyataan Menteri tentang Implementasi PP TUNAS*. Kominfo Press Release.
- Muller, K., Dionisio, A. G., Park, S., Nahar, & Purwianti, C. (2024). A glance into the online world of children: A study to examine the online activities of children in Indonesia. *ASEAN Social Work Journal*, 12(1), 14–20. <https://doi.org/10.58671/aswj.v12i1.77>
- Safe Online. (2023). PR-OCSEA: *Preventing and responding to online child sexual exploitation and abuse in Indonesia*. Retrieved from <https://www.safeonline.ngo/>
- Safeguarding Childhood. (2024). *Child Protection Updates: Stranas PKTA and OCSEA*. Retrieved from <https://safeguardingchildhood.id>
- UNICEF Indonesia. (2015). *Child protection system governance indicators framework: Assessment for Indonesia*. UNICEF Indonesia.
- UNICEF Indonesia. (2020a). *Country programme document: Indonesia (2021–2025)* (E/ICEF/2020/P/L.11). <https://undocs.org/E/ICEF/2020/P/L.11>
- UNICEF Indonesia. (2020b). *Programme strategy note 2021–2025*. <https://www.unicef.org/indonesia/reports/country-programme-strategy-note-2021-2025>

UNICEF Indonesia. (2021). *Online CSEA Proposal for Safe Online*.

UNICEF Indonesia. (2022a). *SAFE4C Project Overview*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia. (2022b). *SAFE4C Implementation Report: Central Java and South Sulawesi*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia. (2022c). *PR-OCSEA Progress Narrative Report 2022*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia. (2023a). *Annual Report 2022*. Retrieved from <https://www.unicef.org/indonesia>

UNICEF Indonesia. (2023b). *PR-OCSEA Progress Narrative Report 2023*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia. (2024a). *PR-OCSEA Progress Narrative Report 2024*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia. (2024b). *SAFE4C Year 3 Implementation Report*. Jakarta: UNICEF Indonesia.

UNICEF Indonesia & Kementerian Komunikasi dan Informatika (KomInfo). (2024). *Policy Brief: Implementing PP TUNAS for Safe Digital Environments*.

UNICEF Indonesia & Government of Indonesia. (September, 2020a). Country Programme Document 2021-2025. E/ICEF/2020/P/L.11.

UNICEF Indonesia & Government of Indonesia. (December, 2020b). Country Programme Action Plan 2021-2025.

■ Annex VII: Desk Review

The desk review analysed documents gathered during the inception phase of the evaluation, along with a small number of additional documents that were identified during key informant interviews and focus group discussions. For a full list of documents reviewed, see Annex VI. The desk review included:

- **Primary documents** including the project proposal, regular donor reports, training modules and research developed for the programme and other project-specific documentation.
- **Secondary documents** including relevant research about OCSEA in the region and Indonesia, a range of national policy documents, regulations and laws and other resources from partners working on OCSEA.

The desk review explains the basis upon which the PR-OCSEA programme was developed. The information presented in this chapter helped establish a foundation for the KII and FGD that were conducted as part of the evaluation. Data collected through the KII and FGD offered the opportunity to triangulate the literature review findings and interrogate progress further. This has particularly helped in finalising the good practices, lessons learned and recommendations section towards the end of this report.

Origins of the PR-OCSEA Programme

Indonesia is also one of the countries with the highest internet penetration rates in Southeast Asia. This results in a higher likelihood of online risks for children—especially in the form of online child sexual exploitation and abuse (OCSEA). The 2022 Disrupting Harm study found that as many as 41% of young Indonesians had never received any information about how to stay safe online (ECPAT, INTERPOL and UNICEF, 2022). At the beginning of this decade, awareness of risks to children online – and in particular awareness of their risks to OCSEA – was not widespread amongst the Indonesian public in comparison to the broader South-east Asian region.

When the COVID-19 pandemic struck, UNICEF Indonesia responded by developing a set of responsive activities titled ‘Safe and Friendly Environment for Children’ (SAFE4C) to support Indonesian children and families from online risks. The initiative was launched in response to growing recognition amongst the public of the heightened risks children faced both offline and online as the pandemic pushed so many aspects of their lives online (work, school, social lives, etc.) To design and deliver SAFE4C, UNICEF Indonesia collaborated closely with key national partners including MOWECP, the Ministry of Village Development, and provincial government social welfare agencies. SAFE4C also engaged local civil society organizations such as Yayasan Setara, Yayasan Berdaya, and Yayasan BaKTI for community mobilisation and coordination (BaKTI, 2022).

SAFE4C aimed to foster a safe and enabling environment for children through the engagement of families, communities, and service systems in early prevention and intervention regarding risks, particularly of OCSEA. Core SAFE4C activities included promoting positive parenting, building the capacity of community facilitators and frontline workers, and distributing child development materials regarding OCSEA. The initiative targeted children and youth, parents and caregivers, community-based child protection volunteers, and local government officials (UNICEF Indonesia, 2022a; 2022b).

To maximise ongoing momentum at this confluence of public awareness (spurred by the pandemic), government attention, emerging legal reforms and the programming experiences of SAFE4C, in 2022,

UNICEF Indonesia developed the Preventing and Responding to Online Child Sexual Exploitation and Abuse (PR-OCSEA) programme.

Integrating OCSEA into CP System Strengthening Work

The PR-OCSEA Programme aimed to contribute to strengthen national systems to prevent and respond to OCSEA first and foremost by integrating digital safety into broader child protection frameworks. It intended to integrate and align with work that already fell within the UNICEF Indonesia Country Programme 2021-2025 and Action Plan, developed in partnership with the Government of Indonesia (UNICEF Indonesia & Government of Indonesia, 2020a & 2020b).

Regarding child protection, the Country Programme document outlines UNICEF support for systems building approaches that address critical issues of prevention and response, focusing on high rates of violence against children and child marriage during this period. It details efforts to support the capacity-strengthening of the social welfare workforce. And finally, it states that “online protection will be enhanced through technical supports to the Government and partnerships with the private sector and CSOs.” (UNICEF Indonesia & Government of Indonesia, 2020b).

This work by UNICEF Indonesia to invest in Indonesian child protection systems is part of a long ongoing body of work (IOD PARC, 2015). Indonesia has shifted from a reactive, case-by-case approach to child protection to a more comprehensive approach that integrates prevention, response, and recovery for all children, especially those in vulnerable situations. This transformation has been driven by collaboration between the Government of Indonesia, through MoSA, MOWECP and BAPPENAS, together with UNICEF and partners. Through the Systems Building Approach, UNICEF supported the creation of a Theory of Change, piloted integrated service models, introduced governance indicators to monitor progress, and linked national frameworks with subnational implementation (despite challenges such as uneven resource allocation and limited understanding of systems approaches among local actors).

Between 2021 and 2023, the development of the child protection system centred on: scaling up service mechanisms such as integrated Women and Child Protection Regional Technical Service Units (UPTD PPA: Unit Pelaksana Teknis Daerah Perlindungan Perempuan dan Anak); the integrated child welfare service programme (PKSAI: Program Kesejahteraan Sosial Anak Integratif); and strengthening policy and budget support, guided by five core components. These include (i) a social welfare system for children and families; (ii) a justice system for children; (iii) child protection data and information management; (iv) mechanisms for social and behavioural change; and (v) a legal and policy framework that upholds child protection. In 2021, PKSAI became a key model for connecting services for at-risk children, prompting replication and funding by local governments. In 2022, efforts focused on enhancing UPTD PPA through staff training, standardised procedures, digital integration, and securing DAK (Special Allocation Funds), alongside linking community-based detection systems to formal services in 52 districts. By 2023, child protection coverage expanded significantly, with reported cases rising by 26 percent from 14,586 in 2022 to 18,347 in 2023. Access to IDR 132 billion (USD 8.8 million) in Special Allocation Funding (DAK funding) was enabled, and initiatives such as the SAPA 129 helpline were promoted (UNICEF Indonesia, 2023a).

UPTD PPA became the cornerstone of the national child protection system, managing cases of sexual violence, gender-based violence, child rights violations, and online exploitation and the PR-OCSEA programme aligned with this work. From 2021 to 2023, UNICEF supported MOWECP to strengthen these centres by developing service standards, integrating the Primero case management system with SIMFONI-PPA, and training 2,273 personnel across 59 districts. Community detection mechanisms

were linked to formal services, and by 2023, the total participating areas reached 109 districts and 276 villages (UNICEF Indonesia, 2023a).

The PR-OCSEA Programme

Originally born from the earlier work of the SAFE4C initiative, the Preventing and Responding to Online Child Sexual Exploitation and Abuse (PR-OCSEA) programme was designed as a multi-year, multi-sectoral initiative. It aimed to strengthen national and subnational systems to prevent and respond to online child sexual exploitation and abuse. The programme was funded by Safe Online and implemented by UNICEF Indonesia in close collaboration with key government ministries - particularly MOWECP, civil society organisations, and private sector partners in the technology sector (UNICEF Indonesia, 2021). It targeted children and youth of all ages, parents and caregivers, communities and local-level agencies. Key stakeholders engaged included community leaders, local volunteers, community organisations, as well as officials from provincial, district, and village-level government agencies involved in child protection (e.g., provincial/district offices of social development and human security, and local administrative units).

The PR-OCSEA programme had three established action areas:

- **Action Area 1:** Strengthen child protection policies, programmes, and services to prevent and respond to OCSEA.
- **Action Area 2:** Enhance engagement of children and their caregivers as active agents for prevention of OCSEA and adaptive to digital parenting.
- **Action Area 3:** Build a robust evidence base to inform policies, advocacy, and programming to address OCSEA.

Programme Logic

The PR-OCSEA programme was built on the understanding that OCSEA is a complex, multifaceted issue that requires systemic, multi-level responses. The design logic assumed that safeguarding children in online environments cannot rely on a single approach - awareness-raising or law enforcement reform by themselves would not shift the needle. Rather, success required a coordinated programme that enhanced the protective capacity of institutions, improves early identification and support for victims, and empowers families and communities to actively engage in protection themselves.

The PR-OCSEA programme was therefore conceptualised to address structural, behavioural, and normative factors simultaneously. It combined upstream policy and legal reform with midstream capacity-building and downstream public engagement, forming a comprehensive ecosystem of prevention and response (UNICEF Indonesia, 2021).

Theory of Change

The PR-OCSEA programme Theory of Change was grounded in the hypothesis that if institutions, caregivers, and children are equipped with knowledge, tools, and enabling systems, then the risks of OCSEA can be significantly reduced and the protection of children enhanced.

The key components of the Theory of Change included the following:

1. Strengthening institutional capacity across law enforcement, criminal justice, education, and social welfare sectors to respond to OCSEA cases in a coordinated, child-sensitive manner.

2. Enhancing early identification and case management systems, particularly within schools and frontline services.
3. Engaging children, families, and communities in prevention efforts through information, dialogue, and peer support.
4. Developing and institutionalizing a national framework for child online protection (COP), anchored in long-term policy and budgetary commitments.

These elements were supported through cross-cutting strategies of evidence generation, multi-sector coordination, communication for development, and digital partnerships (UNICEF Indonesia, 2021).

The key activities planned within the PR-OCSEA programme to achieve the objectives are briefly summarised below. These are the focus of the evaluation.

Capacity building for professionals: The programme planned and delivered structured training modules for police officers, social workers, teachers, and government officials. These modules covered OCSEA identification, trauma-informed interviewing, victim case management, and inter-agency coordination (UNICEF Indonesia, 2022c, 2023b, 2024a).

Policy and legal development: The programme supported MOWECP in drafting the national strategy on child online protection (COP) and facilitated consultations to embed OCSEA into the National Medium-Term Development Plan (RPJMN) (UNICEF Indonesia, 2024a) and technical support to the Ministry of Communication and Digital on the development of regulation on electronic service governance in child protection.

Child and youth engagement: Through collaboration with youth-led organisations such as Forum Anak, the programme introduced peer support models and piloted Safe Space initiatives in multiple districts. These spaces served as platforms for children to share experiences, access trusted adults, and engage in peer-led prevention activities including the development of LARE Jatim and *Jogo Konco* (UNICEF Indonesia, 2022c, 2023b).

Public communication and media campaigns: The *#JagaBareng* campaign was co-created with children and youth and targeted caregivers and youth with tailored content across different social platforms and offline channels.

The campaign reached over 55 million users in 2024. Results from a brand lift study indicated that the intention of parents exposed to the campaign to speak with their children about online risks increased after exposure (UNICEF Indonesia, 2024a).

School-based integration: The Ministry of Basic and Secondary Education and the Ministry of Religious Affairs, integrated UNICEF's key messages on online child safety into the Islamic Religious Education and Morals textbook for Grade VIII students, reaching an estimated 2.24 million students. (UNICEF Indonesia, 2024a).

Evidence generation: The programme supported a major study to expand understanding of the context for OCSEA in Indonesia (Child Witness & UNICEF Indonesia, 2023). It also supported digital hygiene assessments and outcome tracking to inform policy development and programme refinement. These were complemented by participatory consultations with children including children with disabilities, and caregivers, enabling the integration of community voices in programme design (UNICEF Indonesia, 2022c, 2023b, 2024a).

■ Progress During the Period

Legislative Reforms Relevant to OCSEA

According to the 2022 Disrupting Harm report, Indonesia's legal framework for addressing OCSEA was adequate, but not specific – with OCSEA crimes technically covered in some laws. The Criminal Code (KUHP: Government of Indonesia, 1999) and the Child Protection Law (Government of Indonesia, 2002) criminalised various forms of sexual exploitation and abuse of children, including the production, possession, and dissemination of child sexual abuse material (CSAM), online grooming, and commercial sexual exploitation of children. The Law on Pornography (Government of Indonesia, 2008) was also able to be used for some instances. However, limitations were clearly noted, including that vague wording of the relevant Criminal Code provisions left the possibility of invoking this provision for CSAM-related crimes open to judicial interpretation. Disrupting Harm analysis also noted that online sexual extortion, online sexual harassment and the live streaming of child sexual abuse were not covered. Beyond this, implementation challenges were also noted, such as: inconsistent law enforcement, limited child-friendly reporting mechanisms, and an overemphasis on prosecution rather than victim protection and support. (ECPAT, INTERPOL & UNICEF, 2022).

Yet recent years have also seen promising legal and policy reforms regarding OCSEA. The approach has integrated policy measures that encompass technology governance, law enforcement, and child rights protection. These measures are aimed at preventing OCSEA, protecting victims, and ensuring accountability of perpetrators and digital service providers.

Three critical legislative and regulatory reforms occurred during the project period and while establishing exact contribution of the project activities to these changes is difficult, contextual factors do clearly connect the technical support and leading advocacy and awareness-raising role of UNICEF Indonesia to these changes:

Law No. 12/2022 on Sexual Violence Crimes

In 2022, Indonesia enacted **Law No. 12/2022 on Sexual Violence Crimes** (UU TPKS: Undang-Undang Tindak Pidana Kekerasan Seksual). This legislation was enacted with the primary objective of ensuring protection and access to justice for victims of sexual violence, particularly women and children. It also extends the scope of criminal offenses to those committed through digital means. The law defines nine new categories of sexual violence under Article 4(1), including physical and non-physical sexual harassment, forced contraception, forced marriage, sexual torture, sexual exploitation, sexual slavery, and electronic/online-based sexual violence. Article 4(2) further recognises offenses outlined in other laws, such as rape, the production and dissemination of pornography, grooming, and sextortion, as forms of sexual violence (Government of Indonesia, 2022).

Articles 6, 14 and 15 specifically address offenses involving technology, including the non-consensual distribution of sexually explicit material, sexual extortion via digital devices, and the possession or sharing of child sexual abuse material, all of which are criminalised. Articles 58-63 guarantee victims' rights to access recovery services, protection of privacy and identity, exemption from proving innocence, and meaningful participation in legal proceedings (Government of Indonesia, 2022).

With regard to OCSEA, this law specifically criminalises sexual exploitation, online grooming, and the creation and dissemination of CSAM. The law also recognises children's right to support and rehabilitation, grounded in principles of the best interests of the child and non-discrimination (Government of Indonesia, 2022).

Government Regulation No. 17/2025 on Governance of Electronic System Providers in Child Protection

In 2024, the Law on Electronic Information and Transactions (ITE Law) was amended to enhance the legal basis for investigating and prosecuting OCSEA. The law mandates content blocking of illegal material, preservation of digital evidence, and the responsibility of service providers to remove harmful content (Government of Indonesia, 2024).

Furthermore, in 2025, Government Regulation No. 17/2025 on Governance of Electronic System Providers in Child Protection (PP TUNAS: Tata Kelola Penyelenggaraan Sistem Elektronik dalam Pelindungan Anak) was issued. PP TUNAS establishes the governance framework for electronic systems to ensure child protection. It emphasises the principle of “safety-by-design”, requiring electronic system providers (PSE - Penyelenggara Sistem Elektronik) to design and operate platforms that are safe and developmentally appropriate for children. This includes age verification mechanisms, risk-based feature limitations, and the protection of children’s personal data. It also establishes accessible reporting mechanisms for harmful online content. The regulation also authorises state oversight and enforcement, including sanctions ranging from warnings to platform shutdowns (Government of Indonesia, 2025).

The PR-OCSEA programme played a role in advocating for such regulatory reform and provided field-based evidence and data to MCDA during the drafting process. The programme spotlighted data about online risks faced by children—including exposure to harmful content, sexual exploitation, and online harassment—and helped policymakers understand the context for this regulation (UNICEF Indonesia, 2024a). Ultimately, PP TUNAS reflects key principles such as safety-by-design, age verification obligations, children’s data protections, and content moderation measures. It also strengthens the state’s proactive regulatory role through multisector collaboration between government, the private sector, and communities to build inclusive, safe digital spaces for all children and youth in Indonesia (Meutya Hafid, 2024; UNICEF Indonesia & MCDA, 2024).

Policy Reforms Relevant to OCSEA

At the policy level, Indonesia developed the **National Action Plan for the Elimination of Violence Against Children (RAN-PKTA)** for 2016–2020, focusing mainly on physical and sexual violence (MOWECP, 2016). The RAN-PKTA involved awareness-raising, development of child support services, capacity building for professionals, and the establishment of a national data system. However, implementation faced limitations in terms of coverage, budget constraints, and insufficient coordination mechanisms (MOWECP, 2016; AIDS Data Hub, 2020).

The RAN-PKTA was replaced by the **National Strategy to Eliminate Violence Against Children (Stranas PKTA)** from 2022 onwards (MOWECP, 2022). The new strategy explicitly includes OCSEA and mandates the establishment of integrated child protection service units (UPTD PPA) across all 514 districts, reinforcing coordination among national and subnational actors (MOWECP, 2022). It also developed operational guidelines aligned with the new Sexual Violence Crime Law (UNICEF Indonesia, 2023a; Safeguarding Childhood, 2024). Moreover, the strategy emphasised coordination between government and civil society actors and the delivery of responsive services tailored to vulnerable child groups in various regions. Comparatively, RAN-PKTA laid the foundational work in prevention and service system development, whereas Stranas PKTA advances a more modern and integrated approach, addressing emerging digital threats and promoting stronger subnational collaboration.

During the first year of the project, the standard operating procedures (CEKATAN) for the UPTD PPA units were reviewed to identify gaps in preventing and responding to OCSEA. These were amended to further set out procedures for handling, protection, and recovery of victims including: a) Receiving reports or conducting outreach to victims; b) Providing information about victims' rights; c) Facilitating access to health services; d) Facilitating access to psychological support services; e) Facilitating access to psychosocial services, social rehabilitation, social empowerment, and social reintegration; f) Providing legal services; g) Identifying the need for economic empowerment support; h) Identifying the need for temporary shelter for victims and their families that must be immediately addressed; i) Facilitating the needs of victims with disabilities; j) Coordinating and collaborating with other institutions to fulfil the rights of victims; and k) Monitoring the fulfilment of victims' rights by law enforcement officers during the judicial process. (MOWECP, 2024, UNICEF Indonesia 2022c).

The SOP for the National Helpline (SAPA 129) were established during 2023 with the support of UNICEF and aligned with the CEKATAN for the UPTD PPA, including guidance for addressing OCSEA. UNICEF Indonesia reported that in 2022, 14,586 Indonesian children (11,237 girls and 3,349 boys) accessed integrated child protection services, an increase from 12,242 children in 2021. (UNICEF Indonesia 2024b). This rose to 20,221 in 2023 and 19,112 in 2024 (Kemen PPPA SIMFONI, 2024).

Reports to the SAPA 129 hotline about OCSEA increased from 73 in 2021 to 303 in 2022 before declining again to 122 in 2023 (KII: MOWECP). Despite the decline, the overall trend suggests increased awareness among children and youth. However, many callers only requested content takedown and declined follow-up support due to shame or distrust. This highlights the need for child-sensitive response systems that offer non-stigmatising support and respect children's choices in how they seek help.

A further policy complementing these legal reforms saw Indonesia launch its **National Strategy on Artificial Intelligence (AI)** in 2020, emphasising the responsible use of AI in contexts affecting children. The strategy highlighted the risks posed by deepfakes, algorithmic content recommendations, and automated systems that could expose children to exploitation, and promotes ethical and impact-assessed AI development (BAPPENAS, 2020).

National Roadmap for Child Protection in Online Contexts

The **Presidential Regulation 87/2025 Peta Jalan Perlindungan Anak di Ranah Dalam Jaringan**, (Government of Indonesia, 2025) a national roadmap for child protection in online contexts, is one of the key policy priorities of both the SAFE4C initiative and the PR-OCSEA programme. UNICEF Indonesia and others have supported the development and advocated for implementation of the roadmap since 2020. It was developed based on evidence, inclusive stakeholder engagement, and pilot implementation models at the subnational level. These elements contributed to the formulation of a sustainable national framework for protecting children in the digital environment. The resulting roadmap was designed as an integrated tool for ministries, government agencies, local authorities, and civil society actors to advance children's safety in online spaces (UNICEF Indonesia, 2023b, p. 14).

While the pathway has been long, on 19 September 2025, the President of Indonesia signed Presidential Regulation 87/2025 enacting the roadmap. The roadmap has been a powerful rallying point for government commitments on OCSEA and has moved from initially being conceived as a document under one ministry – MOWECP – to a whole-of-government commitment sitting at the top level of the President's office. At the time of writing, the roadmap was understood to be awaiting final approval and enactment by the office of the President of Indonesia.

Objectives and Scope of the Roadmap

The primary objective of the roadmap is to provide a coherent direction for state actors at all levels—national, provincial, and municipal—to implement coordinated responses that safeguard children from risks in the digital environment. The roadmap outlines three key strategies:

1. Prevention (*Pencegahan*)
2. Response and Support (*Penanganan*)
3. Collaborative and Integrated Partnerships (*Kolaborasi*)

Detailed annual action plans and expected outputs are attached in the annex of the Presidential Regulation (Government of Indonesia, 2025), forming the basis for monitoring and evaluation of progress over the roadmap period of five years.

Strategy 1: Prevention

This strategy emphasises reducing children's exposure and vulnerability to online harms by strengthening preventive systems, including legal reform, awareness building, skill development, and the production of learning materials for families and educational institutions.

Key interventions include:

- Legal review and reform related to child online protection
- Development of mechanisms for blocking inappropriate content
- Integration of online safety modules in schools and family education
- Establishment of data collection systems and risk reporting tools (Government of Indonesia, 2025 DRAFT)

Strategy 2: Response and Support

This strategy focuses on protecting children who are victims of online violence, ensuring access to justice and rehabilitation services. Key planned interventions include:

- Capacity building for police, prosecutors, and justice system personnel
- Establishment of standard operating procedures (SOPs) for case handling
- Provision of physical, psychological, and social support services, in coordination with the health and social sectors

Strategy 3: Collaborative and Integrated Partnerships

The third strategy promotes national and international cooperation with stakeholders such as electronic system providers (PSEs), civil society organisations, academia, media, and multilateral agencies. Notable initiatives include:

- Public campaigns and awareness-raising initiatives with PSEs
- Promotion of peer educator roles among youth
- Academic research partnerships
- Advocacy and ratification of international legal instruments on child online protection (Government of Indonesia, 2025 DRAFT)

Table 4: Designated Institutional Roles

Sector	Main Institutions Involved	Relevant Strategies
Policy and Regulatory Oversight	MOWECP, KomInfo, BAPPENAS, Kemenkumham	1, 2, 3
Law Enforcement	Kepolisian, Kejaksaan, PPATK, BSSN	2
Child and Family Services	Kemensos, Kemenkes, LPSK, KPAI	2
Education and Public Communication	Kemendikbudristek, Kemenag, Kemendagri, Kemenpora	1
Data and Research	BRIN, BPS, KPAI	1
International Cooperation	Kemenlu, Kominfo, MOWECP	3
Private Sector and Civil Society	PSEs, NGOs, Media, Universities	3

The roadmap assigns MOWECP as the lead coordinating agency at the national level, while governors and mayors are tasked with implementation at the subnational level. Funding sources include the national budget, regional budget allocations, and other legally authorised funding sources. Monitoring and evaluation mechanisms are designed to track the achievement of specific outputs and outcomes throughout the implementation period.

Research about OCSEA

The Disrupting Harm in Indonesia report and Insight papers (ECPAT, INTERPOL, & UNICEF, 2022a; 2022b; 2022c) provided a valuable body of evidence useful for the PR-OCSEA programme. Similarly, the SNPHAR 2024 national survey (MOWECP, 2024) provided critical evidence regarding violence against children that is regularly used by the programme. For example, UNICEF Indonesia consistently referenced key statistics from the report as both the basis for advocacy and to underpin capacity development training and other resources. Numerous documents utilising these sources were created for various advocacy, capacity development and educative purposes throughout the life of the PR-OCSEA programme.

Baseline Study

A major piece of evidence generation undertaken for the PR-OCSEA programme was the Baseline Study titled 'Online Knowledge and Practice of Parents and Children in Indonesia' (Child Witness & UNICEF Indonesia, 2023). The study expanded upon the data collected through Disrupting Harm to further strengthen the understanding of the context for OCSEA in Indonesia. Where Disrupting Harm provided the 'what' with prevalence estimates and narratives on law enforcement data and help-seeking, the Baseline Study sought to "explore in greater depth the children's feelings and thoughts about their online experiences. It is not only important to know what children are doing online but why they are doing it. It's not enough to know whether, for instance, children disclose abuse; it is more important to know why they do not disclose, what prevents them from doing so and, if they do disclose, to whom and why." (Child Witness & UNICEF Indonesia, 2023, p.23).

The baseline study provides a rich and complex picture of young people's online engagements and recommendations are drawn from the data for policy and programming reforms that the PR-OCSEA programme pursued throughout the program. Critical themes from the data that heavily informed PR-OCSEA activities include: exploration of experiences of cyberbullying, quality of online safety

education, children with disabilities and parental engagements. For example, the study found that although children with disabilities are at greater risk in online contexts, 70% had not received online safety education. (Child Witness & UNICEF Indonesia, 2023, p.15).

These influences are explored in more depth in the KIIs and FGDs and captured in the findings section of this final evaluation report.

It is noted that one journal article was published from the baseline data (Muller, Dionisio, Park, Nahar, & Purwianti, 2024) and two 'Good Practice' knowledge products were also drafted (on engaging Children with Disabilities and on the Jaga Bareng campaign).

Capacity Development about OCSEA

PR-OCSEA saw four curricula designed for different target groups: parents and caregivers, frontline service providers (such as social workers, community officers, police, and NGO staff), facilitators for children and youth, and teachers.

Parents and Caregivers

This training builds parents' understanding of children's online behaviour, basic knowledge of OCSEA, its impacts, children's rights, positive parenting in the digital era, and how to prevent and respond to incidents. It consists of eight units, including risk analysis of children's online activities, use of parental control tools, creative and non-judgmental communication strategies, and psychological support for children facing risks. It is reported that the target of reaching 12,000 caregivers was well exceeded in 2023 and 2024 (UNICEF Indonesia, 2024b).

Table 5: Training of Caregivers

Caregivers	2022			2023			2024		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
	-	-	1,048	-	-	38,804	31,041	13,303	44,344

Frontline Professionals

This training focused on professional skills and ethics for working with children, covering ten lessons: types and warning signs of OCSEA, non-judgmental communication, risk and safety assessment, initial assistance, case referral and interagency collaboration, safe data collection, understanding digital evidence, and self-care to manage vicarious trauma. It uses practical exercises, case studies, and tools for cross-sectoral cooperation to strengthen comprehensive child protection services.

500 social workers were trained in 2022, 1,572 were trained in 2023 and 1,163 were trained in 2024 (UNICEF Indonesia 2024b). In 2023, 219 police were trained and 80 were trained in 2024 (UNICEF Indonesia, 2024b).

UNICEF Indonesia also partnered with the Office of Psychology within the Indonesian Police to support capacity development of officers in the Women and Children Unit. This training was managed by the Police Office of Psychology, but with UNICEF team members co-facilitating one of the three modules focused on child-friendly investigating. The module was piloted in the final year of PR-OCSEA in East Java (KII: Psychology Bureau).

Facilitators of Children and Youth

This training empowered facilitators, such as teachers, youth leaders, or NGO staff, to help children and youth understand risks, make safe decisions, and protect themselves and peers. It uses participatory activities including simulation games, role-plays, and critical thinking workshops. The content includes understanding OCSEA, creating safe learning spaces, protecting personal data, responding to incidents, and engaging youth as active protectors of themselves and others.

It was reported that in 2023, a total of 1,100 facilitators, 300 service providers and 2,148 teachers were engaged in educational activities. In 2024, there was a total of 1,988 facilitators trained, no service providers and teachers are reported in the progress reports.

These trainers reached the children summarised in the table below as well as the caregivers summarised above. It is also noted that 235 children with disabilities were specifically targeted and trained within the three target provinces. (UNICEF Indonesia, 2024b).

Table 6: Training of Children

	2022			2023			2024		
	Girls	Boys	Total	Girls	Boys	Total	Girls	Boys	Total
Children's Forum	-	-	70	-	-	3,720	2,266	1,358	3,624
3 Target Provinces	-	-	-	5,810	3,721	9,531	93,910	37,558	151,468

Teachers

This module is designed to enhance teachers' knowledge and skills to prevent, detect, and respond to OCSEA among students. It covers understanding types and impacts of OCSEA, observing behavioural warning signs, safe communication, coordinating with child protection services, and integrating digital safety education into classrooms. It includes case studies and exercises to help teachers serve as "frontline child protectors" and foster a culture of safety both online and offline. It is reported that the target of 2,148 teachers was not achieved but was compensated in the overachievement of the community facilitators.

Table 7: Training of Teachers

	2023			2024		
	Women	Men	Total	Women	Men	Total
Caregivers	-	-	38,804	31,041	13,303	44,344

System Strengthening

Out of the 90 districts in the three pilot provinces for the PR-OCSEA programme, 63 have established integrated protection services for women and children which include OCSEA responses by the end of 2024. (UNICEF Indonesia, 2024a). It is also reported that 55 villages in the three target provinces have established community-service hubs where support is available to survivors of online violence. (UNICEF Indonesia, 2024a)

Campaign Activities

Jaga Bareng Campaign Materials

The PR-OCSEA programme developed the innovative #JagaBareng campaign to promote shared responsibility among youth, families, and communities in creating safer online environments for children. The campaign used accessible digital strategies, including age-appropriate videos and social media content, to spark conversations about online risks and how to respond. Via engagement with youth-led organisations, the campaign is reported to have reached 6.66 million in 2022, 71 million in 2023 and a further 55.4 million in 2024. Results from a brand lift study supported by Meta for the UNICEF Indonesia office indicated that the intention of parents exposed to the campaign to speak with their children about online risks increased after exposure (UNICEF Indonesia, 2024a). *Jaga Bareng* serves as a scalable model for interactive, community-based communication on online child safety.

Jogo Konco Web Platform

Jogo Konco, meaning “Caring for a Friend” in Javanese local language, is a youth-led digital platform that spun off from the *Jaga Bareng* campaign. This was a youth-led initiative from within MOWECP’s Children’s Forum. The platform provides accessible resources to help adolescents understand online risks and support peers who may be facing harm. It represents an important example of continuity from the *Jaga Bareng* campaign and is explored further in the findings from the KIIs and FGDs conducted for this evaluation.

Proactive Role of Government Agencies in Public Communication on OCSEA

MOWECP played a key role in raising public awareness of OCSEA through social media, videos, official websites and community outreach. These efforts, aligned with campaigns like Jaga Bareng have together seen public engagement and discourse on online safety increase. UNICEF Indonesia worked to support and partner with MOWECP through activities of PR-OCSEA to enable this powerful voice on OCSEA for Indonesia to integrate OCSEA into public discourse and position communication as a pillar of prevention in the national child protection system.

The Need for Accessible OCSEA Tools and Resources for Children with Disabilities

Ensuring digital child protection reaches all children is essential to uphold equity and leave no one behind. The Baseline Study for PR-OCSEA illustrated that a major gap existed in the availability of OCSEA-related tools and content that are accessible to children with disabilities. Materials rarely meet the needs of children with visual, hearing, cognitive, or mobility impairments, limiting their ability to learn about online safety or seek help. Inclusive tools such as easy-to-read documents, sign language videos, and accessible reporting channels thus became a priority of the PR-OCSEA programme and are further explored in the findings from the KIIs and FGDs in the following chapter.

■ Closing Remarks on Literature

The PR-OCSEA programme operated between 2022 and early 2025 and aimed to prevent and respond to OCSEA through a multi-sectoral, child-centred approach. The project worked at both a national advocacy level and implemented direct activities in Central Java, East Java, and South Sulawesi, demonstrating models for integrating digital safety into education, policy development, community engagement, and children and youth empowerment.

In 2022, in its initial phase, the PR-OCSEA programme established a foundation through building national and subnational partnerships, baseline data collection on OCSEA, and the design phases of the *“Jaga Bareng”* campaign reaching 6.6 million users. In 2023, national momentum accelerated, with *Jaga Bareng* reaching 71 million more people, and youth-led innovations spinning off – such as *Jogo Konco*. OCSEA content was integrated into religious school curricula and life skills modules.

In 2024 and early 2025, the programme achieved further milestones. These included continuing to advance the draft National Roadmap on Child Online Protection (2025–2029) to presidential adoption on 19 September 2025 and ratification of the PP TUNAS regulation. Online campaigns continued to proceed and reached another 55.4 million users. OCSEA content was integrated into curriculum and resources accessed by over 2.24 million students, while large numbers of community facilitators received support to give training to parents and young people in 2023 and 2024. Specific, targeted engagement with children with disabilities in digital safety initiatives was also achieved. Challenges encountered included legal delays, budget constraints, and limited service capacity, particularly in remote areas.

Based on the literature, the PR-OCSEA programme has demonstrated sustained and inclusive engagement on OCSEA across government, civil society, the private sector, and communities. The programme instigated long-impacting system changes and laid the groundwork for ongoing long-term OCSEA prevention by embedding digital child protection into policy, education, service delivery, and youth participation at all levels.



United Nations Children's Fund
World Trade Centre 6, 10th Floor
Jl. Jend. Sudirman Kav. 29-31
Jakarta 12920, Indonesia
Tel.: +62 21 5091 6100
Email: jakarta@unicef.org
Website: www.unicef.or.id