



CAMPAIGN, “A DEAL FOR IDEAL INTERACTIONS” URUGUAY 2013

Introduction

The CLAVES Program works to increase public awareness and to train people to prevent violence against children and adolescents. It seeks to generate understanding, provide teaching tools and open spaces for participation, leadership, and sociopolitical change. It develops methodologies for that have been applied and recognized in multiple Latin American countries. Through its various initiatives, CLAVES works with children, adolescents, families, educators and professionals.

Without ignoring the structural and risk factors involved in violence, CLAVES has sought to identify and promote those factors that strengthen and empower the vulnerable in the face of violence. Its conceptual framework includes the promotion of holistic health, a human rights perspective, an egalitarian vision of gender and age, an eco-systemic framework, resilience, and a preventive approach, among other aspects.

Why does CLAVES work in these areas?

Mistreatment and sexual violence against children and adolescents is still a “massive, daily and underrepresented reality in the Latin American and Caribbean population... Children and adolescents experience violence in the home, in school, in justice systems, in work and in the community.”¹

Violence against children and adolescents violates their rights, puts their holistic development at risk, and affects the social capital of the country. Relationships of mistreatment and sexual violence against children and adolescents in any form - in the public as well as the private sphere- constitute a violation of human rights, and in particular of the right to a life free of violence, as expressed in multiple articles from the Convention for Children’s Rights.

Without discarding other conceptions, an eco-systemic model of violence allows us to identify elements at different levels - expressed in the culture, institutions, close-knit networks, such as families, as well as in individual characteristics. It seeks to identify elements that act as risk factors for violence against children and adolescents, and which are perpetuated by various mechanisms. A perspective that emphasizes resilience allows us to identify and develop elements that then convert themselves into strengths when faced with the risk of violence.

From this perspective, concrete actions can be articulated for the prevention of violence against children at various levels.

How do we address these issues?

"**A Deal for Ideal Interactions**", the symbolic vaccination campaign against mistreatment of children and adolescents is an effort to promote the respect for and exercise of the rights established by the Convention on Children's Rights.

It is a strategy promoting the construction of group unity and citizenship, for facilitating inter-generational and inter-institutional spaces, and for bringing together people from diverse cultural and economic backgrounds.



The central objective is the participation and leadership of young people in raising public awareness regarding the often-invisible problem of violence present in our society. Situations of mistreatment and sexual abuse involve relationships of daily submission and dominance, which diminish a person's ability to see him or herself as a subject with rights.

Making these situations visible through a national campaign is the first step in reinforcing adults' responsibility to protect children and adolescents in our country. The campaign process promotes positive attitudes and behavior among individuals, groups and the community, strengthening and developing protective factors in children and adolescents, who in turn have a lead role in all aspects of the campaign.

By working together, adolescents feel that they belong to a group and that they are responsible for communicating the message of "ideal treatment" to adults in their communities. They transition from stigmatization by stereotypes which associate teens with violence and crime, and come to occupy a positive and purposeful place in society.

What is the campaign's perspective?

It's fundamental to emphasize the **positive and hopeful perspective** of the campaign: the issue of abuse and unequal relationships are made visible, just as is the positive perspective of childhood and adolescence, fair and caring interactions, which is made visible through "play": vaccinations in the streets, bus stations, elementary and high schools, plazas, and stadiums.

The campaign requires a social and culture initiative which promotes positive values in the society and uses playful and festive strategies, incorporating artistic presentations of the children and adolescents involved as well as well-known artists.



Results from the 2012 Campaign

Qualitative impacts

- **Greater awareness** of the rights of children and adolescents, specifically the right to not suffer abuse.
- Creation of **spaces for citizenship training**, promoting creative actions aimed at adults in the community through activities planned, carried out and evaluated by adolescents.
- **Support and commitment** by various governmental agencies, civil society, and the business world.
- **Training in “fair and caring interactions”** and abuse. Reflection on gender, peer, and intergenerational power relations.
- Training in techniques for **recreational and creative expression**, such as music, theater, circus, makeup, etc.
- **Inclusion.** Bringing together organizations and groups which, on their own, would not likely work together to carry out activities of this nature; encouraging participation, regardless of the person’s social or economic situation; and being open to support from various social spheres to make the campaign happen.



Quantitative impacts

- Direct training given to **560** adolescents, who then transmit the strategy to **2,100** more adolescents. **65,000** people vaccinated.
- **Trainings in 10 departments.** 12 days of training, adding up to 80 hours with 440 adolescents and 140 adult educators from civil society organizations:
- **Online course.** This year the campaign was able to incorporate an online training, which was completed by 15 institutions from Colonia and Montevideo.



Main Activities of the 2013 Campaign

The strategies carried out in 2012 gave very positive results and we as the CLAVES team hope to continue in the same direction in 2013. The main activities corresponding to the campaign that will be carried out in 2013 are as follows:

1. Invitation to participate extended to organizations that work with children and adolescents from diverse perspectives.
2. Trainings given to the organizations that carry out the vaccination. Participation of youth delegates from each organization.
3. Training is replicated in each group/organization. The youth delegates share what they have learned with their peers and plan the campaign in their context.
4. Official kick-off of the campaign “A Deal for Ideal Interactions”. The week before the vaccination a press conference is held with authorities that support the campaign. The adolescents are the protagonists of the kick-off.
5. Coverage of the campaign by various means of communication.
6. Vaccination week. Each group begins to carry out different activities to implement the vaccination.
7. Closing event with a musical component, adolescent march through the city, and artistic event.
8. Evaluation of the campaign in each participating organization, carried out by the youth delegates.



New Components of the 2013 Campaign

Based on the feedback from organizations and adolescent participants in the 2012 Campaign evaluation, the following new ideas have been proposed:

1. **Urban actions, as an innovative way to draw public attention** during the vaccination week and especially during the closing event. The activities planned for the 2013 Campaign include:
2. **Mass hug of the Legislative Palace.** Giant hug of teens and adults surrounding the legislative palace with the “Ideal Interactions Hug”, with legislators signing a commitment to join the campaign. This idea comes from the activity carried out by High School Number 1 in San Carlos.
3. **Open-air photograph gallery.** Presentation of photographs in an open-air



gallery or accompanying the urban actions (introducing the concept of “fair and caring interactions” in the traffic lights, etc)

4. **Vaccinations in institutions, businesses, and organizations that are committed to “fair and caring interactions”.**

How do our supporting partners participate?

- Participation of business and organization leaders in the official campaign kick-off in the Presidency of the Republic.
- Develop at least one awareness raising activity with the business or organization’s personnel and clients.
- Campaign promotion through the business or organization’s website, communication tools and other spaces.

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