

# Uruguay Against Child Sexual Exploitation

2014 – 2015



## Objective

To create a network which protects children and adolescents from commercial sexual exploitation, formed by trained youth promoters, tourists, tourism businesses, government agencies and civil society organizations.

## Why target tourists?

We want to make sure that all tourists have the opportunity to responsibly enjoy their stay in Uruguay by respecting the rights of children and adolescents (Uruguayan Law 17.815). We ask tourists to join the network that protects children and adolescents from possible sexual exploitation may be associated with tourism.

## What is the campaign?

Youth promoters participate in a series of training workshops, then carry out the awareness campaign in tourist entry points. The teens present creative and colorful street performances to promote interaction with tourists. They welcome tourists with a smile and offer them the "Passport to Uruguay, Against Child Sexual Exploitation", which provides information about prevention and how to report a case. TV and radio commercials are broadcast throughout the country to reinforce the message.

## How do Youth Promoters benefit from the campaign?

Adolescents take a series of four workshops in order to become Youth Promoters in the campaign. These workshops help adolescents reflect on the problem of child sexual exploitation and what they can do to prevent it from happening. The Youth Promoters become the protagonists when they carry the message to the streets in public awareness events geared toward tourists.

This proactive role increases adolescents' self-esteem, non-violent problem solving, respect for themselves and for others, and sense of belonging. They become the promoters of their own rights and the rights of other children and adolescents.



## Tourism Season 2014

In 2014, over 180 youth promoters are being trained to work with the tourist population. The message against sexual exploitation reaches over 50,000 tourists- 10,000 tourists receive passports and brochures directly from the youth promoters, while at least 40,000 more come into contact with the message through the media. More than 30 tourist organizations and businesses (hotels, bus stations, airports, etc.) commit to protecting children and adolescents.

### Project Calendar

#### May – June 2014

Meetings with government bureaus, educational institutions, businesses and tourist associations.

#### July – August

Sign formal agreements with businesses, institutions and organisms. Develop graphic design, advertisements and pamphlets for use in the campaign.

#### September – October

Dialogue with students from educational institutes with tourism studies in Maldonado, Colonia, Paysandú and Montevideo in order to form groups of Youth Promoters.

#### November

Workshop series to train Youth Promoters in 4 departments of Uruguay.

#### December

Campaign kick-off with media presence and youth interventions in key tourist points.

#### January – March 2015

Public awareness activities carried out by Youth Promoters during the tourism season.



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