1. **Name of your organization:**

Child Helpline Cambodia (CHC)

**2. Organization address:**

Street: 45BT, #8B, Sangkat Boeung Tumpun, Khan Meanchey

P.O. Box: N/A

Zip code: 12351

City: Phnom Penh

Country: Kingdom of Cambodia

**3. Organization phone number** (incl. country code)**:**

(855) 23 224 841

**4. Organization e-mail:**

[infochc@childhelpline.org.kh](mailto:infochc@childhelpline.org.kh)

**5. Website:**

<http://childhelpline.org.kh>

**6. Head of organization and legal representative** (name of person)**:**

Mr. Sean Sok Phay

**7. Audit Firm** (needs to be authorized)**:**

Morrison Kak

**8. Name of project:**

“Strengthening Protective Family Environment to Reduce and Prevent Abuse in Cambodian Communities”

**9. Which of the following Childhood thematic priorities does the project apply to?** (If your project applies to more than one, please add numbers to indicate which is the main priority)

**1. Childsmart Travel** – Child safe Traveling and Tourism

**2. Childprotection Online** – Child safety Online

**3. Childsafe Families** – Protective Family Environment

**4. Childfriendly Response** – Child Friendly Social and Legal  
 Response to abuse

(Select one or more)**:**

**3- Childsafe Families –** Protective Family Environment(1)

**4- Childfriendly Response –** Child Friendly Social and Legal Response to Abuse (2)

**10. Start and end date of project:**

1 January – 31 December 2018

**11. Funding applied from Childhood**

(Total amount in USD, EUR or SEK)**:**

**12. Project contact person:**

Mr. Sean Sok Phay

His/her phone number: (855) 12 68 85 86

His/her e-mail: [phaychc@childhelpline.org.kh](mailto:phaychc@childhelpline.org.kh)

**1. Information about the**

**applying organization**

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**1.1 Background**:

Arising from an identified need for children and young people in Cambodia to have access to a confidential counseling and referral telephone service, more than eight United Nations, international and local non-government organizations (NGOs) representatives established Child Helpline Cambodia (CHC). Helplines operating globally have established an effective child protection foundation and continue to play a vital role in promoting children’s rights to survival, protection, development and participation. CHC is the first of its kind in Cambodia.

In September 2011, CHC achieved full membership with Child Helpline International and joined a global network of over 150 child and youth helplines. CHC is an independent national NGO officially registered with the Ministry of Interior on 12 July 2012. In August 2016, CHC receives national accreditation by the Cooperation Committee of Cambodia, “Compliance with the Standard of Good Governance and Professional Practice”. In December 2016, CHC was accredited with Child Safe Organization certificate by the Ministry of Social Affairs, Veterans and Youth Rehabilitation. In January 2017, CHC received a global Stars Impact Award by the United Kingdom Stars Foundation, in recognition of the positive impact it has provided Cambodian children, young people and their families.

CHC focuses on a wide range of children’s rights as outlined in the United Nations Convention on the Rights of Children, but specifically for children’s rights to be heard and for each young person to be able to freely express their views (Article 12), children’s rights to freedom of expression (Article 13), children’s rights to appropriate information (Article 17), and the whole range of protection rights which is best encapsulated in Article 19. CHC works to this mandate and aims to support any child or youth who calls in, is threatened by or experiencing the most serious forms of abuse, and needs either someone to talk to or a referral to appropriate services.

CHC provides a free, national, professional phone-counseling and information service and effective referral and follow-up with the aim of promoting active participation by children and youth, communities, NGOs and government departments/personnel to protect and empower children and youth. The installation of multiple channels for accessing counseling services – phone lines, text messages, emails, and social media – enables children and youth to select the communication channel that best suits their needs and/or resources, benefitting from a helpline service, which they can directly access, rather than waiting for adults to take action on their behalf. Today most children contact CHC by mobile telephone. In 2016, the total number of calls was 168,235; an average of 460 calls every day.

Acting in the best interests of the child at all times, CHC has responded to children and young people who want to commit suicide, who are being trafficked, exploited, experiencing physical, sexual and emotional abuse and violence or request information. The global Child Helpline International mandate requires its accredited helplines to provide services for young people responding to children’s need for comprehensive protection activities:

* **Preventative services,** through education and issues based information giving.
* **Secondary responses,** through immediate and localized problem solving using child centered practices to train children in decision-making and problem-solving skills and giving referrals to low/medium level external agencies for clear-cut issues such as physical health, financial support, and legal issues.
* **Tertiary care,** through arranging direct intervention in the most serious and complex of cases, activating the specialist capacities of authorities, emergency services and professional child protection or mental health networks to work together in case coordinated responses, as required.

**1.2 Vision, mission and organizational strategy:**

The 2015-2020 Strategic Plan of CHC incorporated learning and reflections from CHC senior management, staff, partners, donors and sector stakeholders; continued its focus on CHC’s core business of providing services to increased numbers of children and young people, while strengthening systems, building organisational resilience, planning thoughtfully for the future, expand partnerships across all dimensions of its work, increase the positive impact of its work to children and young people; and identify new national, regional and global opportunities.

**Vision:** “Children and youth are protected from violence, abuse and exploitation; and empowered to exercise their rights and realize their potential”

**Mission:** “CHC supports children and youth in Cambodia to live a life free from violence, abuse and exploitation through prevention, professional counseling, referral and follow-up services.”

For Details of Organizational Strategy, please refer to **Appendices 6.1**

**1.3 Current programs/projects**

**implemented by the organization**

CHC has currently implemented two projects supporting to the operation of its Child Helpline program. A project entitled “Strengthening Child Protection Mechanism in Cambodian Communities” is supported by Kadoorie Charitable Foundation. The project focuses on building and strengthening the roles of Commune Committee for Women and Children in Child Friendly Reporting and Response Mechanism in eight provinces, i.e. Battambang, Banteay Meanchey, Koh Kong, Siem Reap, Steung Treng, Tbong Khmum, Svay Rieng, and Preah Vihear and connecting the existing Child Helpline structure to service providers in communities. The project is for a period of two years starting from 1 November 2016 till 30 October 2018.

Another project is entitled “Ending Violence Against Children”. It’s financially supported by World Vision Cambodia with a focus in Preah Vihear province. The project is a four year commitment and World Vision Cambodia started to involve Child Helpline Cambodia since 1 April 2017.

Equally important, CHC receive non-restricted fund to cover the operation of the Child Helpline services from Imago Dei Fund in a total amount of US$30,000 for a period of 1 January 2016 – 31 December 2018 and from Stars Foundation in a total amount of US$50,000 (Award Fund) for a period of 1 January 2017 – 31 December 2018.

**1.4 Annual operating budget:**

Fiscal Year 2015, US$197,111

Fiscal Year 2016, US$163,788

Fiscal Year 2017, US$142,391.60

Fiscal Year 2018, US$161,543 (estimated)

**1.5 List major donors and sources of income:**

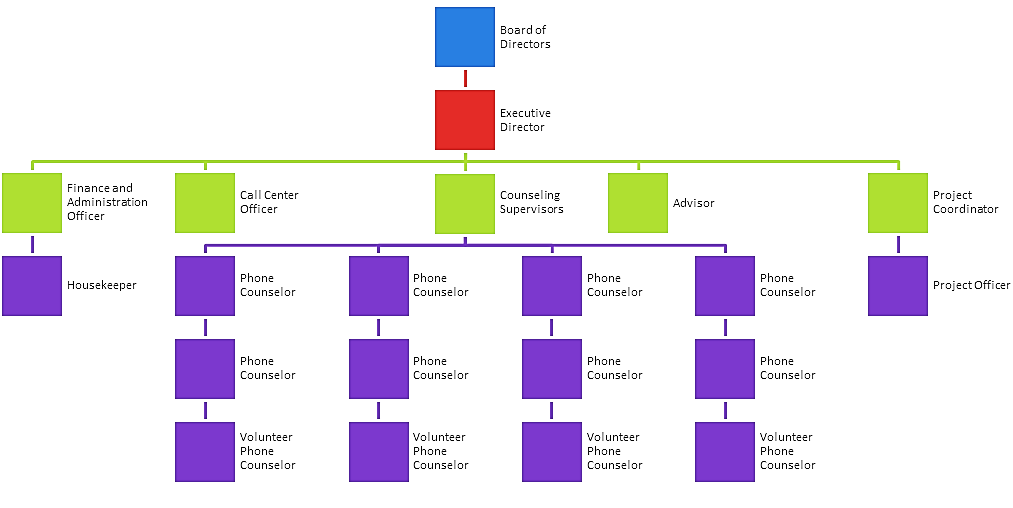
CHC is a non-profit organization. Its sources of income are from international NGOs, charitable individuals, foundation, and UN agencies. The following are the current major donors.

1. World Vision Cambodia, US$28,302.13 – 1 April – 30 September 2017
2. Stars Foundation, US$50,000 – 1 January 2017 – 31 December 2018
3. Imago Dei Fund, US$30,000 – 1 January 2016 – 31 December 2018
4. Kadoorie Charitable Foundation, US$99,969 – 1 November 2016 – 31 October 2018

**1.6 Attach an organizational chart or describe the structure**

**of the organization:**

CHC is governed by its Board of Directors, who oversight the work of Child Helpline Cambodia and the performance of the Executive Director. The daily operation of Child Helpline services are managed by the Executive Director and management team. The management team consists of the Executive Director per se, a Project Coordinator, a Counseling Supervisor, and a Finance and Administration Officer. The Project Coordinator is responsible for coordination of all project implementation. The Counseling Supervisor is overseeing the daily operation of the call center and work performance of all phone counselors and social workers. The Finance and Administration Officer is in charge of the day to day office administration, financial transaction, accounting, reporting, and human resource. Below is the organizational structure of Child Helpline Cambodia.



**1.7 Does your organization have a board?**

CHC has a functioning Board of Directors. The current Board of Directors has evolved from the Steering Committee of Child Helpline Program, which was initiated by a group of 11 NGOs since 2007. Between 2007 and 2012, CHC was led by a Steering Committee, which consisted of 1 Chairperson and 10 members. Since 12 July 2012, the existing Steering Committee evolved itself to be a Board of Directors. The membership was decreased from 11 to 5. Currently, there are 5 senior leaders from different International and Local NGOs, UN Agencies, and Government Agencies working on a voluntary basis in the Board of Directors of Child Helpline Cambodia. The 5 members of Board of Directors are as below.

1. H.E Nheb Sopheap, Chairperson, currently working full time as Secretary General at Cambodia National Council for Children, [nhep.sopheap@gmail.com](mailto:nhep.sopheap@gmail.com)
2. Mr. Oum Vong Narith, Member, currently working full time as Business Coordinator at ChildFund Cambodia, [oumvongnarith@childfund.org.kh](mailto:oumvongnarith@childfund.org.kh)
3. Mr. Lim Tith, Member, currently working as National Coordinator at United Nations Actions Against Trafficking in Persons (UNACTs), [tith.lim@undp.org](mailto:tith.lim@undp.org)
4. Mr. Phon Vutha, Member, currently working as project officer at UN Women, [vutha.phon@unwomen.org](mailto:vutha.phon@unwomen.org)
5. Mr. Ros Yeng, Member, currently working as national director at Chab Dai Coalition, [ros.yeng@chabdai.org](mailto:ros.yeng@chabdai.org)

Selection of Board of Directors shall take place when there is a resignation or when a member reaches its maximum mandate of service. Individuals and/or private persons, who are deemed appropriate and beneficial to CHC, are selected to be Board of Directors. Selection of Board of Directors is decided by a majority of votes of Board of Directors. Members of Board of Directors can resign any time by submitting resignation to Chairperson of Board of Directors. The resignation is effective as stipulated in the by-law or as soon as the Chairperson of Board of Director confirms the receipt of resignation letter. Staff members and family of staff members are not permitted to sit on the Board of Directors. Currently, CHC’s Board of Directors are senior leaders from different NGOs and government agencies.

**2. Information about**

**the proposed project**

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**2.1 Problem definition and analysis**:

Violence against children and young people remains one of the most common threats to Cambodia’s young people. In 2013, United Nations Children's Fund (UNICEF) and Ministry of Women’s Affairs (MOWA) carried out a Cambodia Violence against Children Survey (CVACS) of over 2,500 respondents aged 13-24. The survey revealed a disturbing prevalence of physical, sexual, and emotional violence directed at children, within and without the household. Over 50% of males and females reported at least one incident of physical violence before the age of 18; almost 2 in 10 females and a quarter of males reported at least one incident of emotional violence before the age of 18; and more than 4% of females and 5% of males reported at least one incident of sexual abuse before the age of 18.[[1]](#footnote-1)

The root causes of violence are multifaceted. Despite legal frameworks, child protection in Cambodia has been hindered by weak government implementation structures and mechanisms, poor government resourcing of protective services, low capacity of mandated structures to provide services for abused, neglected and exploited children, limited budget allocation; and inconsistent implementation of child protection laws. Additionally, Cambodia’s social norms and cultural perspectives mean that child abuse and exploitation are often considered the responsibility of the family, not external personnel or institutions. While formal structures exist at the sub-national level from provincial and district to commune levels, through the establishment of Women and Children Consultative Committees (WCCC) which can be provincial- or district-based; and Commune Committee for Women and Children (CCWC) focal points, reporting each month to the commune council; the functionality of these mechanisms remains a big challenge and the lack of referral services available to remote and rural communities exacerbates the issue of access. A recent interagency study on CCWC confirmed that these structures are often stretched, that community members have expectations that focal points will be able to respond appropriately to women and children’s issues, despite their limited capacity and availability of resources to be fully functional[[2]](#footnote-2).

Poverty is clearly a factor behind increasing vulnerability of children to violence. Children whose parents/caregivers are unable to provide for their needs also have weak protective or circle of care. Children whose parents/caregivers have mental health problem and drink alcohol everyday are vulnerable to fatal violence because there is no other safe places or foster family services, which those children could utilize in their communities. Children’s low awareness of self-protective behavior has a risk of abuse, exploitation and trafficking. Children are also at risk of trafficking that can happen in the context of migration, which is common in Cambodia. Environmental causes are obviously important, but there is also a culture of violence amongst certain populations of society, which is complicated by impunity of perpetrators who are protected by social or political forces. There is lack of respect to child rights amongst many communities, despite efforts to educate both children and adults. As a result, default cultural norms prevail such as physical punishment as a form of discipline and wide acceptance of child labor as an option to help the family meet its basic needs.

In addition, risk taking behavioral issues for most vulnerable young people often from socio-economic factors such as family issues (divorce, domestic violence and abuse, loss of a parent), poverty, peer pressure and young exposure to drugs, alcohol and pornography[[3]](#footnote-3). These factors, coupled with lack of awareness of consequences of certain actions, can be central to young people holding negative beliefs about themselves (e.g. low self-esteem and self-worth) which can translate into harmful behavior toward oneself or toward others.

Violence is more likely to occur in families that have difficulties developing safe, stable, and nurturing relationships. Poor relationships between parents or caregivers and children can increase the risk of aggressive and violent behaviour displayed in childhood and later. Violence is more likely to occur if parents or caregivers are less affectionate and responsive towards the child and have a more controlling, aggressive, or inconsistent parental approach. Parents or caregivers raise children in a vulnerable environment for child safety while having little access to knowledge, educational information about positive parenting, and child protection services.

The ASEAN[[4]](#footnote-4) Regional Plan of Action on Elimination of Violence Against Children states that it is important to provide **free and easy access to information and support** to parents, caregivers, and communities to improve their skills and understanding on positive discipline, ensure non-violent interactive communication and relationship with children, child nurture, child care, and promote an enabling environment for effective child development and learning. In Cambodia, MoWA’s Action Plan to Prevent and Respond to Violence Against Children 2017-2021 for positive parenting support strongly suggests to include a parent helpline and the provision of positive parenting information. The UNICEF Cambodia PROTECT strategy also mainly highlights Interactive Communication Technologies and Mobile Telephone as one of the four major communication approaches to promote an environment where no form of violence against children is accepted and all relevant duty-bearers or stakeholders take positive actions to protect children from neglect, harm, abuse and violence.

Based on CHC longer good practice, a free Child Helpline phone number 1280 for voice call and free phone 1293 for text message to deliver free phone counselling, information service has significantly contributed the connection of children and young people to access psycho-social support services with its allied system. Its case management records reveal that over 4,000 callers per month contact CHC and at least 7% of callers are parents or caregivers, who call the free Child Helpline to discuss and learn about parenting, child development, and coping behaviours toward their children.

**2.2 Stakeholder analysis**

In Cambodia, there are various actors working to address violence against children, harsh parenting, family separation, child protection, and gender based violence. Key stakeholders include: Cambodia National Council for Children (CNCC), Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY), Ministry of Women’s Affairs (MOWA), Ministry of Education, Youth and Sports (MoEYS), Ministry of Health, UNICEF Cambodia, World Vision Cambodia, Plan International, Save the Children, Global Alliance for Children, Friends International – 3PC, and Commune Committee for Women and Children (CCWC).

Child-friendly services are available only in some cities and provincial towns. For rural provinces, there is a scarcity of child protection service. This is requiring key actors in Child Protection to refer the clients/victims for available services outside of their local communities. The available services are delivered mostly by NGOs while government actors such as police, village chief, commune chief and CCWC could only provide emergency intervention upon calls or complaint from the victims and their families with supports back up by NGOs. Despite this challenge, there are ample of efforts among key stakeholders to build a child protection system which right holders could utilize the service at their community level. These key stakeholders, who are leading the development of child protection system includes UNICEF Cambodia, Plan International, World Vision Cambodia, Save the Children, and Global Alliance for Children. Child Protection Forum meeting for Civil Society Organizations (CSOs) is organized regularly. Child Helpline Cambodia has engaged in this forum and become a part of key input contributor in developing the child protection framework and system.

Additionally, 3PC and UNICEF are working in collaboration and partnership with MoSVY to reintegrate 30% of children living in Residential Care Institution (RCI) back to their communities. As at June 2017, around 500 children are reintegrated to their communities in Phnom Penh, Battambang, Siem Reap, Preah Sihanouk and Kandal province. Based on the meeting with UNICEF Cambodia in August 2017, it’s reported that the reintegrated children face discrimination and expose to domestic violence. CHC has begun to engage and support these stakeholders in terms of connecting the reintegrated children to access Child Helpline service, making follow up to ensure their living in the community is free from abuse and exploitation. For 2018, CHC will increase its engagement and deliver robust supports to the reintegrated children from RCI. Additional stakeholders that CHC engage with is the Ministry of Posts and Telecommunication, Youth and Child Ambassadors, Child Clubs, Youth Clubs, and all private telephone operators in Cambodia.

**2.3 Target group:**

The primary target groups are children, young people, parents and caregivers in the five focused provinces, i.e. Phnom Penh, Siem Reap, Battambang, Kandal and Preah Sihanouk. The project is intended to reach 200 reintegrated children from RCI, 50 parents and caregivers, 50 community members, and 3,000 children and young people from other cities/provinces.

**2.4 What is the project goal?**

The project goal is to “contribute to reduce violence, abuse and exploitation against children in Cambodia especially those at increased risk, through increased prevention interventions, improved response, and increased access to quality services”. When the project is over, it’s expected that parents and caregivers adopt the behaviors that are protective and non-violent while children in families and communities live in an environment where no form of violence against children is accepted and all relevant duty-bearers or stakeholders take positive actions to protect children from neglect, harm, abuse, exploitation, and violence.

**2.5 Prevention of abuse and exploitation:**

The proposed project will contribute to the prevention and reduction of violence, abuse and exploitation of children and young people. The primary purpose of the project is to make the free telephone helpline mechanism function so that children can report violence, abuse, and exploitation, speak to trained counselors in confidence and ask for support and advice.

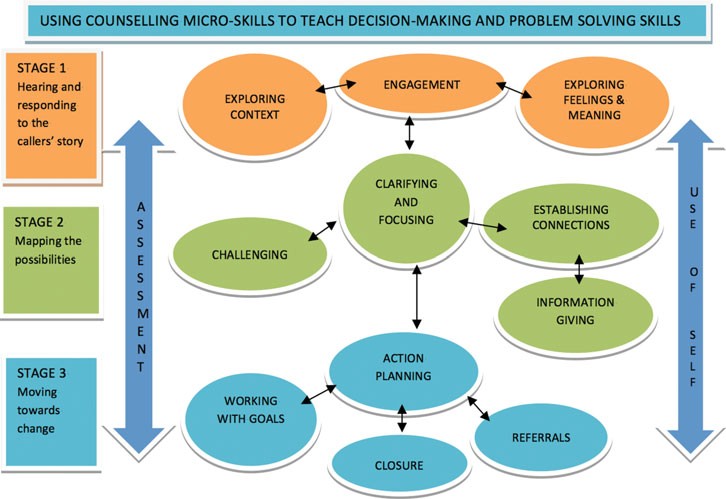
Secondly, the project aims to provide free and easy access to information and support to parents, caregivers, and communities to improve their skills and understanding on positive discipline, ensure non-violent interactive communication and relationship with children, child nurture, child care, and promote an enabling environment for effective child development and learning.

The functioning telephone helpline mechanism is delivering opportunity for children and young people to contact and talk to trained phone counselors and report violence, abuse, and exploitation. The telephone helpline staff are empowering and educating children and young people callers with decision-making and problem-solving skill through the delivery of professional phone counseling and connect children and young people callers to access psycho-social and legal support service based on the assessment of risk and need and the decision of children and young people callers. For emergency protection and intervention, the helpline staff collaborate with its allied system such as local authorities, NGOs, police, and hospitals to organize rescue operation.

For life skill and long term support, the helpline staff will educate the child and young people callers to learn about good touch and bad touch, self-protection, and problem-solving and decision-making skill. This is vital to enable children and young people to make self-protection better than waiting for adults to help them. Additionally, for serious and complicated issues, CHC will employ social workers to organize follow up visits and meeting with its referral partners. The follow up visits and meetings aims to further support and ensure CHC’s clients are living with safety and protection in their communities. Equally important, the helpline staff will organize regular follow-up phone calls to parents and caregivers, who access the helpline service on positive parenting. The follow up phone calls aim to support and foster the parents and caregivers to adopt behaviors that are protective and non-violent.

**2.6 Describe methods**

The United Nations World Report on Violence against Children 2006 recommended the creation of accessible and child-friendly reporting systems and services, stating that “mechanisms such as telephone helpline through which children can report violence, speak to a trained counsellor in confidence and ask for support and advice should be established.” Implementing the recommendation of the UN World Report on Violence Against Children 2006, Child Helpline Cambodia was established in 2007 and the free telephone helpline mechanism has been operational since August 2010. The Child Helpline mechanism has a clear functioning theoretical frameworks based on the model of Child Helpline International (CHI). The model is demonstrated in the diagram below.



CHC aims to support children and young people to resolve their issues not through telling young people what decisions they should make, but by educating them about how to make positive and healthy decisions. Each young person is seen as the expert in his/her own life and his/her knowledge about what works or doesn’t work for him/her is the basis of every action plan arising from a counseling session.

At the heart of the process is a micro-skills model of counseling, entailing three stages that assist counselors to structure and define the nature and goals of the therapeutic interaction:

• Stage 1: Hearing and responding to the client’s story

• Stage 2: Mapping the possibilities

• Stage 3: Moving towards change.

Stage 1 is focused on hearing and responding to the caller’s story and is characterized by three components:

1. *Exploring context* uses open, closed and clarifying questions to create a shared understanding of the issue and its context in the caller’s life.
2. *Engagement* builds rapport with callers through using a non-judgmental tone and matched pace, normalizing their emotions and listening for the caller’s strengths.
3. *Exploring feelings and meaning* requires the counselor to ‘unpack’ the issue from the caller’s perspective. In this final practice component of Stage 1, the counselor paraphrases, summarizes and selectively reinforces the caller’s key disclosures of emotions, beliefs and values, leading to a greater self-awareness for the caller.

Stage 2 involves mapping the possibilities and has four components:

1. *Clarifying and focusing* are two separate, but linked, practice activities. First, this component supports children and young people to cut through confusing extraneous issues and identify the primary problem needing resolution. Second, it involves summarizing the content of the call that has occurred so far to provide structure and direction before moving towards the idea of change.
2. The counselor also seeks to establish connections between events, reactions and emotions, and to identify patterns or repeated events and themes in a caller’s life.
3. Commonly, counselors empathically challenge discrepancies and incongruences that may arise from previous unhelpful ways of thinking, which create barriers to problem solving.
4. *Information giving* provides callers with accurate and appropriate knowledge relating to their issues in order to assist them with an optimal selection of options in Stage 3.

Stage 3 also has four components:

1. *Working with goals* encourages callers to consider previous similar experiences, and the resulting outcomes and solutions, and to articulate their new desired outcomes and goals. This component empowers callers to generate ideas about strategies which could lead to achievement of their desired outcomes and goals, and to discuss the potential consequences of each option. Callers are then supported to select their preferred option, leading to the desired outcome or goal.
2. *Action planning* encourages callers to articulate the strategies needed to achieve the nominated goal, including who else might help and timeframes for action. This component may also include counselors and callers role-playing potentially difficult conversations with others involved in the issue, so callers will feel prepared thus increasing their confidence.
3. *Referrals* to other agencies are offered if specialist support is included in the action plan.
4. Finally the point of closure arrives, where salient points, goals and actions are summarized and callers are provided with the opportunity to reflect on the call and outcomes. Counselors then suggest children and young people call back and speak to the same counselor to ‘check in’ following plan implementation, discuss any roadblocks and reinforce positive behaviors and skill development.

*\*Assessment* and *use of self* are continuous metacognition processes requiring the counselor to consciously think about what they are thinking, doing and feeling across all stages (Ridley et al. 2011)

In addition to the existing methods and theoretical framework, CHC will strengthen its existing phone counselors’ capacity on positive parenting, child development, and coping behavior so that a better quality counseling and information service on positive parenting, child development, and coping behavior could be delivered and fostered parents and caregivers to adopt the behavior that are protective and non-violent. CHC will also review and test the existing key messages on positive parenting developed by UNICEF Cambodia. The effective key messages on positive parenting identified through testing with parents, caregivers, children, youth, and community members will be developed into the voice messages and installed onto the Interactive Voice Response system so that parents and caregivers could access free information on positive parenting easily.

**2.7 Project objectives for the grant period:**

***Objective 1:*** *Promote and raise awareness of the existing free helpline mechanism and self-protection from violence to those who are at increased risk such as reintegrated children from Residential Care Institutions (RCI), parents, caregivers, and community members including referral partners in the five focused provinces.*

**Output indicator:**

1. 5,000 blowing fanswith educational message on positive parenting to promote access to free information on positive parenting via IVR system and 5,000 blowing fans with educational messages on self-protection with contact of Helpline numbers are distributed to children, parents, caregivers, and community members including referral partners.
2. 200 reintegrated children from RCI are aware of the existing free helpline mechanism and self-protection from violence.
3. 100 parents and caregivers are aware of the existing free helpline mechanism and IVR system for positive parenting information and support service.
4. 5 new partners enter into referral partnership agreement with CHC.

**Outcome indicator:** Increased prevention of abuse, exploitation and violence for children who are at increased risk such as reintegrated children from RCI in the five focused provinces.

***Objective 2:*** *Strengthen the free Helpline mechanism to foster reporting, response, and prevention of abuse, exploitation, and violence against children using counseling micro-skill to teach decision-making and problem solving skill to children and young people and positive parenting skill to foster parents and caregivers to adopt behaviors that are protective and non-violent.*

**Output indicator:**

1. 20 cases of violence against children, 20 cases of abuse, and 5 cases of exploitation are reported to via the child-friendly telephone mechanism.
2. 25 children and young people are connected to access psycho-social support and intervention service based on their risk assessment, needs and decision.
3. A maximum 3,000 children and young people call the child-friendly telephone mechanism to access information about health care, employment, education, child rights, human rights, legal affairs, human trafficking, abuse, child labor, harassment, migration, violence, alcohol, drug, children on the move, and sexuality.
4. 50 parents and caregivers call Child Helpline to access positive parenting information and support issues related to parenting, child development, and coping behavior.
5. 1,000 cases of counseling and 5,000 cases of information service are recorded into the electronic case management system.
6. 30 serious cases of child protection and 30 cases of parenting are followed up directly with referral partners and by phone calls.
7. 10 telephone counselors, 1 counseling supervisor, and 2 social workers increased their skill and knowledge on positive parenting, child development, and coping behavior.

**Outcome indicator:** Increased protection of children who are at increased risk of abuse, exploitation, and violence against children especially reintegrated children from RCI.

***Objective 3:*** *Identify key effective message on positive parenting and pilot operating the Interactive Voice Response system 24/7 to deliver educational messages on positive parenting to parents and caregivers.*

**Output indicator:**

1. Key effective positive parenting messages are identified and incorporating into the Interactive Voice Response system.
2. An Interactive Voice Response system is operational and functioning 24/7.
3. 50 parents and caregivers access educational messages on positive parenting via the Interactive Voice Response system.

**Outcome indicator:** Improved nurturing care and protective family environment via innovative telephone Helpline mechanism and IVR system.

**2.8 Implementation plan:**

Which concrete activities will take place in order to reach the objective(s)?

Which activities are intended to lead to a specific objective:

***Objective 1:*** *Promote and raise awareness of the existing free helpline mechanism and self-protection from violence to those who are at increased risk such as reintegrated children from Residential Care Institutions (RCI), parents, caregivers, and community members including referral partners in the five focused provinces.*

*Activities:*

1. *Helpline staff produce 5,000 blowing fans with educational message on positive parenting to promote access to free information on positive parenting via IVR system and 5,000 blowing fans with educational messages on self-protection with contact of Helpline numbers.*
2. *Helpline staff reach out to 200 reintegrated children from RCI, parents, caregivers, and community members including referral partners to promote the existing free Helpline mechanism and IVR system in the five focused provinces.*
3. *Helpline staff identify and contract with a consultant to develop a baseline study for the project.*

***Objective 2:*** *Strengthen the free Helpline mechanism to foster reporting, response, and prevention of abuse, exploitation, and violence against children using counseling micro-skill to teach decision-making and problem solving skill to children and young people and positive parenting skill to foster parents and caregivers to adopt behaviors that are protective and non-violent.*

*Activities:*

1. *Helpline staff operate free Child Helpline service 24/7 to ensure that children can call to report abuse, exploitation, and violence against children, receive counseling micros-skill based education and information service and that parents and caregivers can access support and positive parenting information that foster the protective and non-violent behavior adoption.*
2. *Helpline staff record all calls into the electronic case management system (database).*
3. *Helpline staff connect reintegrated children, parents and caregivers, who call the free child helpline, to access psycho-social support and intervention services based on their needs.*
4. *Helpline staff make follow-up phone calls to serious cases of child protection and parenting.*
5. *Helpline staff pilot making follow up visits and meetings with referral partners for serious cases of child protection and parenting.*
6. *Helpline staff are trained on positive parenting, child development, and coping behaviors by external trainers.*

***Objective 3:*** *Identify key effective message on positive parenting and pilot operating the Interactive Voice Response system 24/7 to deliver educational messages on positive parenting to parents and caregivers.*

*Activities:*

1. *Helpline staff identify and contract with professional firm/consultant to develop and test the innovative technology messaging on positive parenting for parents and caregivers.*
2. *Helpline staff identify and contract with professional firm to set up the IVR system into the existing free Child Helpline structure.*
3. *Helpline staff pilot the operation of the IVR system 24/7.*

**2.9 Staff qualifications:**

A functioning Board of Directors with five members from different sectors, i.e. government agencies, local NGOs, international NGOs, and United Nations agencies governs CHC. The current chairperson is a woman from Cambodia National Council for Children. CHC employs 17 professional staff (seven full-times and ten part-time). Of 17 staff, there are 5 male staff and 12 female staff.

**Professional character:**

1. Mr. Sean Sok Phay, Executive Director, graduated with a Bachelor Degree of Education in English in Phnom Penh, Cambodia and a Master Degree of International Relations in Singapore. He was awarded the Association of South East Asian Nations (ASEAN) scholarship in 2007 to pursue his study for a Master Degree of International Relations in Singapore. Between 2002 and 2007, Mr. Sean Sok Phay worked with the Cambodian Women’s Crisis Centre as the Executive Director Assistant managing projects of gender based violence including actions to combat sexual assault, human trafficking, and domestic violence. He was involved in conducting the research of trafficking in women and children to Malaysia in 2005 and of trafficking in women and children to Taiwan in 2007. Between 2008 and 2010, Mr. Sean Sok Phay worked with The Asia Foundation in Phnom Penh for the Counter Trafficking in Person Project (CTIP). His achievement included the successful lobbying the Cambodian government for the development and implementation of the policy and minimum standard for the protection of the rights of victims of human trafficking. Since April 2010, Mr. Sean Sok Phay has worked for Child Helpline Cambodia.
2. Mr. Koy Chamrouen is graduated with a Bachelor Degree of Project Development Management. He has extensive experience working with NGOs for over ten years. He has worked with local and international NGOs to combat child sex tourism, trafficking, abuse and exploitation as a program officer. He has also had experience working as social worker and program coordinator with Save the Children.
3. Ms. Pen Pidorkunthea graduated with a Bachelor Degree of Sociology. She has a good knowledge of child protection, counselling, social works, referral, rights of children and human rights. She has over seven year experiences working with a variety of NGOs in Cambodia. She is a good team player and has a good skill of problem solving.
4. Ms. Sam Sokdavin graduated with a Bachelor Degree of Accounting. She has over five year experiences working with NGOs in her capacity as accountant and finance officer. She has a good knowledge of good governance, human resource, administration, finance, and program management.
5. Professional phone counsellors. All phone counsellors are graduated from the Faculties of Social Works, Psychology, Sociology, Laws and Medicine. They are trained for six months and mentored by the counselling supervisors and senior phone counsellors before they are qualified to answer call and SMS from children and young people.

**2.10 Child participation:**

The CHC program directly works with children and youth. In the initial baseline survey, children stated that their needs included protection from family and peer violence, counseling regarding school issues, and help with basic needs such as food, medicine, shelter, and access to education via a free helpline mechanism. Responding to the identified need of children and young people, a free Helpline telephone 1280 has been launched and operational 24/7. The CHC program is designed to provide services to boys and girls and male and female youth from a broad range of backgrounds with direct access to empathetic, trained, non-judgmental support.

The meaningful participation of children will be ensured throughout all activities and in the monitoring and management of the project. The key objective is to ensure that the best interest of the child is ensured at all time by Helpline staff and key relevant stakeholders and that children are empowered to express their voice in matters concerning their lives, such as protection from violence, abuse and exploitation. CHC has 16 child and youth ambassadors working on a voluntary basis in their communities to organize echo awareness sessions on self-protection from violence, abuse, exploitation, unsafe migration, and trafficking in persons. The 16 child and youth ambassadors are the agents of social change working to report and assist other children and young people in the communities. They are directly involved in monitoring of the projects and program of CHC, i.e. sharing inputs for newly designed project, sharing feedback on the Child Helpline service, and represent other children and young people to voice up their point of views in the top management meeting of CHC such as Board of Directors meetings.

**2.11 Sustainability:**

The proposed project is designed to support the Cambodian government policy and commitment to prevent and response to violence against children and safe integration of children from Residential Care Institutions into their families.

CHC project is unique because the project has strong support from the Royal Government of Cambodia especially the Ministry of Posts and Telecommunication and with in-kind support from eight private phone companies based in Cambodia. In-kind supports from phone companies are estimated at USD 165,888[[5]](#footnote-5) per annum. Equally important, the work plan of Child Helpline Cambodia has been incorporated into the strategic plan of the Ministry of Social Affairs, Veterans and Youth Rehabilitation 2014-2018 and the annual work plan of Cambodia National Council for Children – Child Protection Commission. This is demonstrating that the Cambodian government values the important work and mission of CHC though it has not yet contributed any financial resources to support the operation of Child Helpline program.

CHC has prioritized sustainability through several funding mechanisms which are currently being explored:

* Maintain cooperation of Ministry of Posts and Telecommunications; and private telecommunications providers,
* Continue to seek funding support from charitable donors (multi-year) operationalizing the 2015 CHC fundraising strategy,
* Seek support from the Royal Government of Cambodia; however, budget constraints at this time may not realize this goal for the next ten (10) years.

Specifically, this will be achieved by CHC Management Team and Executive Director prioritizing the management of donors, partners and in-kind support appropriately.

* + Proactively contact donors (phone calls, face-to-face meetings) both inside and outside Cambodia to discuss potential areas for collaboration, partnership, and funding.
  + Operationalizing the CHC donor control system:
* updating the donor contact log (who has been contacted, what approach was used).
* documenting the response of the potential donor, future steps (follow up activities, timescale, agreements).
* maintaining an active and updated funding database (an overview of past and present donors to CHC).
* establishing a grant management calendar (detailing dates for calls for proposal, reports and meetings and timescale for meeting deadlines), and multi-donor financial tracking system.

Another aspect of project sustainability is the ownership of communities over the free child helpline services and the increased skill and knowledge among parents, caregivers, and community members on positive parenting and among children and young people in problem solving skill, decision-making skill, self-protection from violence, how to report violence, prevent themselves from violence, and change their attitude and behavior toward zero tolerance against violence, abuse and exploitation.

**2.12 Risk analysis:**

* The telecommunications and internet system in Cambodia are advancing fast with new companies setting up and government plans to increase coverage to more rural and remote areas. However, coverage is not complete; communication between phone networks is sometimes weak and internet access in rural areas is not available. The issue of access to telecommunication and internet service is beyond the control of CHC. Realistically, telecommunication and internet is accessible in city center and provincial town.
* Electricity black out may cause the interruption in the operation of the free Helpline structure because the electricity black out is often happening during the dry season and Cambodia is not the electricity producer, but importing electricity supply from its neighboring countries such as Vietnam and Laos. CHC has now installed two lines of electricity to swap when there is electricity black out. Additionally, CHC plans to install solar electricity system to support the operation of the free Helpline structure when there is electricity blackout.
* Positive parenting and phone counseling is a new concept in Cambodia. This will challenge Cambodia’s existing norm and habitual practice of parents/caregivers, who disciplines their children via beating as a way of education. Some parents may view a Helpline as a challenge to their authority and an intrusion on what they perceive as their private business in their homes with their children. IEC (Information, Education and Communication) materials promoting the helpline, mobile app and positive parenting will be designed to not challenge parent’s or caregiver’s authority, but rather offer a source of information and assistance.
* A scarcity of services exists to meet common but crucial child protection issues such as protection against violence in the home. The human rights organizations that might take action in such situations are under-staffed and under-funded, which means they are only able to respond to a limited number of cases. Helpline referrals may overwhelm the capacity of these already overstretched agencies. CHC will regularly communicate with referral agencies to ensure they are not being overwhelmed. CHC will encourage a range of organizations to cooperate and share resources and information to ensure no one NGO is being overwhelmed.

**3. Monitoring and evaluation**

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*Monitoring is the process that gathers progress information made by*

*an implemented project. Evaluation aims to show whether a project has*

*reached its goals and delivered what is expected according to its original*

*plan. Important both to ensure that project is achieving set targets and*

*ensure that lessons learned are incorporated in further planning.*

**3.1 The monitoring and evaluation process:**

Those, who are interested in having a direct, positive impact on children, who are concerned about children and want to help meet their needs, who are good and active listeners, and who are committed to empowering children by allowing them to express their ideas, will be recruited to be the CHC staff members.

The CHC Executive Director is responsible for all CHC planning, implementation and quality assurance activities. The Chairperson of CHC Board of Directors, with the CHC Executive Director, is responsible for providing oversight of the design, management, evaluation and revision of project activities for the CHC. Their skills, experience, established and developing relationships in Cambodia provide them with a deep understanding of existing structures, sectoral activities, issues that can arise and strategies that need to be in place to provide advice as and when required.

CHC is utilizing advanced software as an information gathering system to track and collect extensive data on every call to the CHC, including the numbers and types of calls received, background information about each caller, counselors’ responses to callers’ needs, referrals made, and their outcomes.

The CHC database has two interconnected functions. Firstly, the database contains all documentation of the case management system of assessment, response, planning, referral, and follow-up work with callers that will help phone counselors provide accountable, systematic and high-quality service. Secondly, the database provides data for monthly monitoring reports, external evaluation, forward planning, advocacy for national child protection service, and CHC donors. It provides vital information for CHC to understand existing needs and concerns of children, current services and responses, and gaps in care. Information from the database will be regularly analyzed and acted upon via a participatory reflecting and learning process.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Monitoring activity** | **Who** | **Frequency** | **Methodology** | **Reporting format** |
| Organizational monitoring | CHC Executive Director (if required and requested) | Once per week  Ad hoc as required | One on one meeting/by emails or phone talk | Notes from meetings |
| Financial monitoring | CHC Finance/ Administration Officer | Quarterly  Semi-Annual  Annual | Submission of reports, discussions | Financial reports |
| Oversight of Board of Directors | CHC’s Board of Directors | As needed | Attendance at meetings | Meeting minutes  Discussions |
| Daily Delivery of Free Child Helpline Services | Counseling Supervisors | Daily with regular meeting schedule with direct reports Ad hoc as required | One on one meeting/by group meeting | Notes from meetings/reports |
| Project Implementation | Project Coordinator | Daily with regular meeting schedule with direct reports Ad hoc as required | One on one meeting/by group meeting | Notes from meetings/reports |

Additionally, CHC will develop Tracking Performance Tool in an Excel Format to monitor the project activity implementation on a monthly and quarterly basis. Project beneficiaries such as children, young people, parents, caregivers, and community members are a part of CHC M&E activities via key performance interview, focus group discussion, direct phone calls, face to face follow up, and field visits.

**3.2 Baseline information:**

CHC has an existing rapid need assessment of free Helpline for parents and caregivers. The assessment can serve as a part of the baseline for the need of parents and caregivers from different provinces that access free Helpline service for positive parenting information and support. However, this assessment has limitation as it’s organized internally with phone counselor team and review of case management system on calls for positive parenting and child development. CHC proposes to have a direct key informant interview and focus group discussion with at least a sample of 20 parents and caregivers on positive parenting information and supports via the free Helpline service and IVR system and a sample of 50 reintegrated children from Residential Care Institutions on their daily issues and challenges upon returning to live in communities. The information gathered from parents, caregivers, and children will be used as a baseline for the project.

**3.3 Key results indicators:**

CHC will track the following key result indicators.

**Key result indicator 1:** Increased prevention of abuse, exploitation and violence for children who are at increased risk such as reintegrated children from RCI in the five focused provinces.

* Those who are at increased risk such as reintegrated children from RCI are aware of the free telephone helpline mechanism and increased knowledge of self-protection from violence, abuse and exploitation.
* Parents, caregivers, and community members are aware of the free telephone helpline mechanism and IVR system for positive parenting and support services.

**Key result indicator 2:** Increased protection of children who are at increased risk of abuse, exploitation, and violence against children especially reintegrated children from RCI.

* Children and young people and those who are at increased risk such as reintegrated children from RCI have easy access to service that support them through the free telephone helpline mechanism.
* Parents, caregivers, and community members have easy access to positive parenting support through the free telephone helpline mechanism.
* The public can report abuse, exploitation, and violence via the child-friendly telephone helpline mechanism.
* Phone counselors, counseling supervisor, and social workers increase their knowledge and skill in positive parenting, child development, and coping behavior.

**Key result indicator 3:** Improved nurturing care and protective family environment via innovative telephone Helpline mechanism and IVR system.

* Parents, caregivers, and community members have easy access to free information on positive parenting via the functioning IVR system and support service via the free Helpline mechanism.
* Potential abuse, exploitation, and violence against children is deterred and reduced among parents, caregivers, and community members.

**4. References**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Please provide contact information for three reference persons;*

*preferably at least one current or previous donor and a representative*

*from local or national authorities.*

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**5. Budget**

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**5.1 Total budget for the proposed project:**

Amount: US$ 222,195.28

Other major donors: UNICEF Cambodia has invited Child Helpline Cambodia to submit a proposal with a focus on ending and reducing violence against children and positive parenting through innovative telephone technology, i.e. Free Telephone Helpline and Interactive Voice Response system for parents and caregivers. CHC has submitted a proposal to UNICEF Cambodia requesting fund in the total amount of US$82,429.60 for the period of 1 January – 31 December 2018. Therefore, the project entitled “Strengthening Protective Family Environment to Reduce and Prevent Abuse in Cambodian Communities” is a shared cost between World Childhood Foundation and UNICEF Cambodia. CHC is requesting fund contribution from World Childhood Foundation in the total amount of US$79,884 for a period of 1 January – 31 December 2018.

Imago Dei Fund confirms its financial support to CHC for 2018 in the amount of US$10,000 for the operation of the free helpline mechanism and Kadoorie Charitable Foundation for the period covering 1 November 2017 – 31 October 2018 in the amount of $50,652.28 for a project entitled “Strengthening Child Protection in Cambodian Communities”.

Additionally, CHC is also invited by World Vision Cambodia to involve in its project entitled “Ending Violence Against Children in the Sub-Mekong Region” for year 2. However, there is no certain commitment yet in terms of the amount of funding from World Vision Cambodia.

**5. Appendices**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Specify appendices submitted together with the application form, for example*

* *Organizational budget for current and two previous years*
* *Latest Financial Audit*
* *Latest Annual Report*
* *Child Protection Policy*
* *Contact information to other relevant stakeholders in the project*
* *Results matrix*
* *Evaluations of projects implemented by the organization*

**5.1: CHC Organizational Strategy**

**5.2: CHC Theory of Change**

**5.3: CHC Rapid Need Assessment of Free Helpline for Parents and Caregivers**

**5.4: CHC budget 2015, 2016, and 2017**

**5.5: CHC Annual Report 2016**

**5.6: CHC Financial Audit 2015 -2016**

**5.7: CHC Child Protection Policy**

1. Cambodia’s Violence against Children Survey 2013: Summary, MOWA, UNICEF, and CDC, 2014. [↑](#footnote-ref-1)
2. Protecting Children: The Role Commune Committees for Women and Children and Informal Community-based Child Protection Mechanisms in Child Protection in Cambodia. 2016 World Vision, Child Fund, Save the Children, Plan and UNICEF. [↑](#footnote-ref-2)
3. KHANA, p45. [↑](#footnote-ref-3)
4. Association of South East Asian Nations (ASEAN) [↑](#footnote-ref-4)
5. *24hrs x 60mns x 0.08 cents/mn x 4 phone lines x 30 days x 12 months* [↑](#footnote-ref-5)