



Best Practices on Awareness Raising and Stakeholder Engagement in addressing Online Child Sexual Exploitation and Abuse: Insights from seven Child Helplines in Africa

Child Helplines Safeguarding Children in a Digital World



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Child Helpline International
Bos en Lommerplein 280
1055 RW Amsterdam
The Netherlands

www.childhelplineinternational.org

Written and edited by:
Joyce Karigia and Alessandra Bertone

In collaboration with:
ECFA/Adama (Ethiopia), Childline Kenya, Linha Fala Criança (Mozambique), Lifeline/ChildLine Namibia, Childline South Africa, C-Sema (Tanzania), SAUTI 116 (Uganda)

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Alessandra Bertone

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1. Executive Summary

The Voice Up Africa! project, spearheaded by Child Helpline International (CHI), brings together child helplines from seven African countries - Ethiopia, Kenya, Mozambique, Namibia, South Africa, Tanzania and Uganda to combat Online Child Sexual Exploitation and Abuse (OCSEA). The project aims to enhance the role of child helplines in both prevention and response to OCSEA through increased awareness among children, communities, and key stakeholders. This objective will be achieved by attaining two inter-related outcomes: 1) Children, caregivers, communities, survivors and their families are informed and empowered to disclose and report OCSEA, and 2) Better integrated national networks for prevention of and protection against OCSEA.

To support the achievement of project objectives and aforementioned outcomes, CHI in collaboration with the seven child helplines participating in the Voice Up Africa project held a regional exchange and documented best practices and learnings on addressing OCSEA with a focus on two complementary themes: 1) **awareness raising on OCSEA and the role of child helplines**, and (2) **stakeholder engagement to strengthen prevention and response systems against OCSEA**.

This consolidated report presents the experiences, results, and strategic insights from the seven child helplines, and aims to inform and inspire future campaigns and stakeholder engagement across the region and globally by highlighting effective, adaptable and replicable practices. Together, the two approaches demonstrate that combining community-driven awareness with strong multi-sector collaboration significantly enhances child protection outcomes.

In the **awareness raising**, child helplines adopted a range of context-specific, multi-channel strategies. These included school-based programs, peer-to-peer education, community outreaches, and the use of interactive methods such as theatre, role plays, and storytelling. Social media platforms were leveraged alongside traditional channels like radio and TV, often amplified by local influencers and public figures. Campaign content was adapted to local cultures and languages, ensuring inclusion of ethnic minorities, rural communities and children with disabilities. In many cases, children were directly involved in designing messages and leading outreach activities, creating greater relevance and ownership.

Stakeholder engagement strategies focused on strengthening multi-sector collaboration and coordination, building the capacity of professionals particularly frontline service providers, policy dialogues, role-based messaging, high-level advocacy meetings, media engagement and child helplines' data dissemination. Across the seven countries, stakeholder engagement included coordination structures and technical working group meetings, targeted role-based training, joint development of standard operating procedures and guidelines, and integration of OCSEA into national policies. Importantly, child participation was embedded in this theme with children and young people contributing to policy dialogues, advocacy campaigns and training activities.

Both thematic areas achieved significant results. Awareness-raising efforts improved OCSEA knowledge and digital literacy among children and caregivers, increased OCSEA reporting to child helplines and strengthened community trust in these services as safe disclosure channels. They also fostered positive behavioural shifts and inspired proactive engagement from parents, teachers and community leaders. Stakeholder engagement initiatives led to stronger reporting and referral systems, faster and more coordinated case handling, and measurable policy shifts. National frameworks and guidelines were updated or strengthened, and frontline workers gained enhanced technical skills for survivor-centred OCSEA response.



The lessons from across the seven countries are clear. For awareness raising, interactive, peer-led, tailored and culturally relevant approaches work best, especially when delivered through community structures and complemented by digital and traditional media. For stakeholder engagement, role-specific training and messaging, sustained localised follow-up and alignment with government-led structures and priorities are critical for lasting impact. Both approaches highlight the value of child participation and embedding OCSEA awareness into existing frameworks and systems to ensure sustainability.

Best practices emerging from the two themes include embedding awareness activities within schools and communities, leveraging influencers and multi-platform communication, strengthening cross-sector coordination, investing in capacity building frontline workers and using child helpline data to inform policy and system reforms. Key recommendations include scaling child-participatory and peer-led models, integrating awareness into existing structures and frameworks, expanding role-based capacity building, strengthening cross-sector collaboration, leveraging media and technology, and improving monitoring systems to track outcomes and adapt strategies.

Across both themes, the initiatives revealed a growing recognition of OCSEA as a complex child protection concern, and the increasing relevance of child helplines in national response frameworks. The case studies demonstrated that effective OCSEA prevention and response requires a dual approach; building widespread public awareness and readiness to act, while also ensuring that stakeholders across sectors and levels are equipped, connected and committed to responding effectively.

This report by the Voice Up Africa! project offers a rich evidence base and a set of proven strategies that participating countries and beyond can adapt and expand as they develop and implement their own national campaigns and stakeholder engagement initiatives.



2. Introduction

This report documents insights on best practices in awareness raising among children, caregivers, communities and key stakeholders on OCSEA and the role of child helplines in the prevention and protection against OCSEA. These insights are drawn from country-level case studies shared by child helplines participating in the Voice Up Africa project, and will serve to inform the development of context-specific campaign plans in each country by providing practical guidance and inspiration drawn from peer experiences. The report is also intended to enhance cross-country learning. Ultimately, the shared practices, innovations, and lessons aim to improve both community awareness and structural protection mechanisms for children across the region.

The report is structured in two main parts around the two thematic areas:

- Awareness raising among children and communities.
- Stakeholder engagement at national level.

Part I captures a compilation of country-level experiences, strategies, results, lessons, best practices and practical recommendations from awareness-raising initiatives. It highlights innovative campaign approaches, inclusive community engagement, tailored messaging and measurable impact in promoting safe online practices and child helpline services. Part II presents strategies, best practices, outcomes and practical recommendations from stakeholder engagement efforts, including capacity-building, policy advocacy, multi-sectoral collaboration, and the use of evidence-based tools.

The report concludes with actionable recommendations for other child helplines looking to implement similar initiatives and country-specific summaries across the two areas of focus.

3. Methodology

This report is based on a structured case study approach co-developed with participating child helplines to ensure locally grounded and context-sensitive data collection. Each child helpline developed and presented two case studies:

- 1. Awareness raising for children and communities:** Focused on campaigns that informed and empowered children, caregivers and communities to disclose, report and prevent OCSEA.
- 2. Stakeholder engagement:** Highlighted initiatives aimed at strengthening national networks, structures and partnerships for prevention and protection against OCSEA.

To ensure comprehensive input, child helplines engaged multidisciplinary teams including counsellors, psychologists, outreach and advocacy officers, communications staff and the management in drafting the case studies.

The case studies were developed using a standardized guide provided by CHI, which included both structured and open-ended prompts to explore the campaign goals and design, strategies, audience engagement and inclusion, digital engagement, impact, challenges, lessons learned and recommendations. This format enabled consistent documentation and facilitated cross-country comparison and synthesis of replicable practices.



Child Helpline International hosted two virtual peer-learning sessions for child helplines to make presentations, reflect jointly and document learnings. The collected information was then analyzed to identify common themes, successful approaches, recurring challenges and cross-cutting recommendations. Only content relevant across multiple countries has been synthesized in this merged report to serve as a resource for strategic campaign planning.

4. Participating Child Helplines

The following seven national child helplines participated in the Voice Up Africa! project and contributed to the development of this report:

Country	Child Helplines	Organization Overview
Ethiopia	Adama Child Helpline-Enhancing Child Focused Activities (ECFA)	National NGO working on child protection and empowerment through advocacy, support services and partnerships.
Kenya	Childline Kenya	A national non-profit organization that promotes child rights and protection. Operating a toll-free child helpline 116 and offering 24/7 support in strategic partnership with the Government of Kenya. Provides support to children in need of safety, care and protection through immediate counselling and effective referral. Conducts awareness, advocacy and training.
Mozambique	Linha Fala Criança	A non-profit organization which provides a free telephone helpline to children, protection services, referrals for appropriate services in the areas of health, justice, education and social action.
Namibia	LifeLine/ChildLine Namibia	A national organization focusing on mental health capacity building and advocacy to address child protection, social and mental health issues. Provides toll-free child helpline 116 and GBV helpline 106 for psychosocial support and child protection services.
South Africa	Childline South Africa	A non-profit organization that works to promote children rights and protect children from all forms of violence. Offers telephone and online counselling and outreach services for children through the 116 national child helpline, 24/7 free across all networks. Implements training, awareness and advocacy.
Tanzania	Tanzania National Child Helpline (C-Sema)	A non-profit organization that promotes and protect the rights of children. Operates the national child helpline/116, 24/7 across Tanzania and Zanzibar to assist children with any mental, physical and emotional issues. Conducts media and outreach campaigns targeting children's rights and safety.



Country	Child Helplines	Organization Overview
Uganda	Sauti 116	Government-supported service offering toll free 116 child helpline support, 24/7 accessible from any telecom network, through direct reporting and response mechanisms for child protection. Conducts awareness and capacity building.

Each of these organizations has developed and implemented targeted awareness and engagement campaigns tailored to their national contexts, forming the evidence base for this report.

5. PART I: Awareness raising on OCSEA and Child Helplines

5.1 Overview

The seven child helplines across Africa implemented a wide range of awareness-raising initiatives to address Online Child Sexual Exploitation and Abuse (OCSEA) and enhance public understanding of child helpline services. Rooted in national contexts, these campaigns aimed to empower children, caregivers and communities to recognize and respond to online harms, while positioning child helplines as key support mechanisms.

The awareness-raising activities were part of a broader objective to increase the visibility of child helplines and strengthen child protection systems. The campaigns were delivered through school-based outreach, peer education, traditional and digital media, and community mobilization.

This section presents a detailed synthesis of strategies, audience engagement, impact, challenges, lessons learned, best practices and recommendations for future initiatives based on the experiences of Ethiopia, Kenya, Mozambique, Namibia, South Africa, Tanzania, and Uganda.

5.2 Strategies and Approaches

All seven child helplines implemented a multifaceted and locally adapted approach to raising awareness on OCSEA. While approaches varied by context, they shared common pillars that proved effective in engaging communities and empowering children.

A central element of all the campaigns was strategic multi-sectoral collaboration. Bringing together schools, communities, media, public figures, influencers, civil society partners, and government actors to amplify impact.

Peer-to-peer education emerged as a particularly powerful tool, with children and youth leading awareness efforts among their peers. This was reinforced by community outreach, capacity building for frontline service providers, policy dialogues and media partnerships that extended visibility through both traditional and digital channels.

A diverse mix of channels and communications tools supported these strategies, including:

- **Grassroots, in-person outreach:** School-based sensitization, community dialogues, parent/caregivers' sessions, teachers' meetings, public forums and local events provided direct, trusted engagement.



- **Media and digital campaigns:** Media engagement through local or community radio and child-led radio programs, and interactive social media content across Facebook, Instagram, TikTok, X, WhatsApp and Telegram. Creative formats like short videos, animated storytelling characters (e.g., Leo and Pixel used by Childline South Africa), emojis, hashtags, and online counselling platforms were used to connect with children in relatable and engaging ways.
- **Use of Information, Education and Communication (IEC) materials:** Posters, brochures, discussion cards, peer education guides, murals and toolkits and videos and translated materials complemented in-person efforts, ensuring accessibility and reinforcement.
- **Interactive and creative methods:** Role plays, peer-to-peer education, theatre, storytelling, group discussions, games, competitions, pledge campaigns, mobile studio trucks and participatory social media polls and quizzes stimulated participation and message retention.

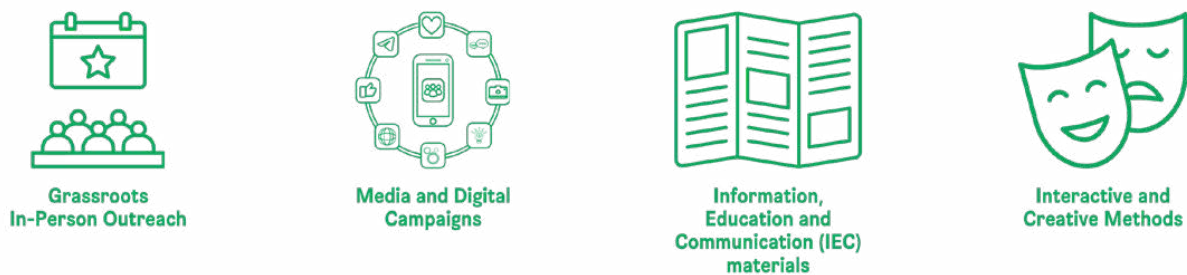


Figure 1 The seven child helplines utilized a diverse mix of channels and communication tools in their awareness raising campaigns.

5.3 Audience engagement and inclusion

A defining strength of all seven awareness campaigns was their deep commitment to participatory design and inclusive engagement. Rather than taking a top-down approach, each child helpline prioritized collaboration with a wide range of actors, ensuring that the messaging, delivery and impact of their initiatives were grounded in the lived realities and needs of the communities they served.

Recognizing that OCSEA prevention requires a whole-of-society effort, the campaigns actively involved a broad range of actors throughout planning and delivery. This approach strengthened community ownership, built trust in child protection systems and increased the likelihood of lasting behavioural change.

Stakeholders engaged across the campaigns included:

- In-school and out-of-school children and youth through schools and child rights clubs.
- Parents, caregivers, teachers, parent-teacher associations (PTAs), and school administrators.
- Local community, and religious leaders, along with child protection committees and champions, public figures, local influencers, and broader community members.
- Frontline service providers, including police officers, social welfare officers, and social workers.
- Relevant government ministries and departments, along with local authorities.
- Formal and informal private sector actors, such as tech companies, media companies, social media platforms, and the local transport industry.
- Development and civil society partners, including Safe Online, Child Fund, Lifeskills Promoters, UNICEF, and other like-minded organizations.
- Research institutions and organizations, including members of academia.



Figure 2 Stakeholders engaged by child helplines across the awareness raising campaigns.

Key participation and inclusion strategies used included:

- **Child-led design:** Children and youth co-designed the campaign content and messages and served as peer educators.
- **Child-centred messaging:** Developed child-friendly and age-appropriate content and materials which were disseminated using child-friendly formats and languages. Scheduled awareness sessions with school-going children on weekends or during their free time to accommodate their school attendance.
- **Safe spaces for dialogue:** Created safe spaces that encouraged experience sharing, open discussions and active participation by children and young people which shaped the campaign design and delivery.
- **Accessibility for all:** Adapted visual formats to ensure content was accessible for people with disabilities, used local languages, provided sign language interpreters, and prioritized accessible venues.
- **Community ownership:** Leveraged the engagement of community leaders and gatekeepers, child protection champions, and local influencers.
- **Gender-sensitivity programming:** Making considerations to the different needs and interests of boys, girls, men and women to foster their equal participation e.g. emphasizing equal representation, having flexible participation schedules, and considering girls' and boys' time commitments.
- **Targeted inclusion:** Specific outreach to and engagement of marginalized groups including children with disabilities, out-of-school children, ethnic minorities, under-served and rural communities.
- **Adaptive campaigns:** Ensured regular feedback loops from children, youth, caregivers, and teachers, and continuously adapted strategies based on feedback.

5.4 Messages and themes

The campaign messaging of the awareness-raising efforts focused on:

- Promoting safe and responsible internet use, and digital literacy.
- Increasing understanding of OCSEA, including grooming and online abuse.
- Preventing, recognizing, and reporting OCSEA among children, parents and caregivers.
- Encouraging disclosure and help-seeking behaviour.
- Raising awareness about child helplines as a safe and confidential support channel.



- Promoting children’s right to education and safety.
- Addressing broader child protection issues, such as early marriage, child abuse and sexual harassment in schools.

Messaging was tailored to each audience, ensuring cultural sensitivity, age-appropriateness, and alignment with national priorities and local realities.



Figure 3 Key messages and themes of the awareness raising campaigns on OCSEA.

5.5 Impact and results

The awareness-raising campaigns led to several positive outcomes across participating countries:

- **Improved knowledge:** Children, young people, and caregivers demonstrated greater understanding of OCSEA and online safety practices.
- **Higher reporting rates and referrals:** Child helplines recorded a significant rise in OCSEA-related reports and referrals, indicating improved recognition and help-seeking behaviour.
- **Positive behavioural shifts:** Children became more confident in navigating digital spaces and supporting peers, and increased safety-related conversations between children and caregivers, and between learners and teachers.
- **Stronger community ownership:** Local leaders, parents and caregivers became active contributors to awareness activities, reinforcing messages at the grassroots level.
- **Enhanced visibility and trust in child helplines:** Awareness campaigns boosted public confidence in child helpline services, leading to wider recognition and usage.
- **Expanded multi-sectoral collaboration:** Strengthened partnerships between schools, law enforcement agencies, child protection structures and mechanisms, child helplines and other stakeholders that led to improved referral pathways and response.

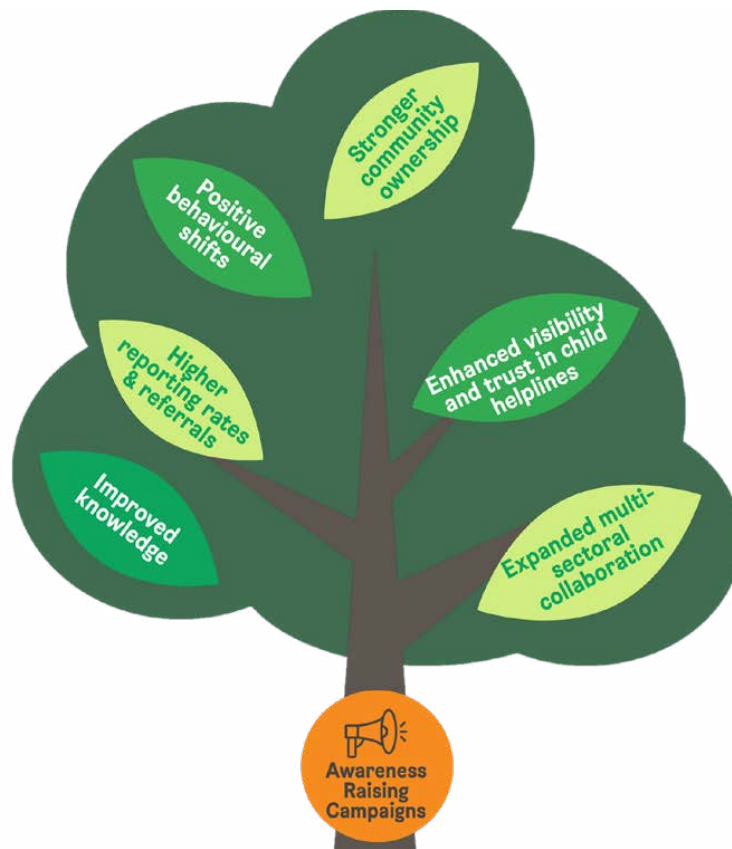


Figure 4 Positive outcomes achieved through the awareness raising campaigns.

5.6 Challenges and solutions

Challenge	Country Affected	How It Was Addressed
Limited awareness and misconceptions about OCSEA, and fear and stigma of reporting among children, caregivers, and communities.	All	Used community influencers and community dialogues; simplified, localized messaging, age-appropriate materials; and positive framing of the internet as both useful but not without risks and challenges.
Geographic inaccessibility especially to the remote areas that hindered consistent awareness outreach.	Kenya, Mozambique, Uganda, Namibia	Used local radio, mobile outreach, community gatherings and partnered with local leaders.
Limited funding for outreach, materials, and digital content creation.	All	Prioritized digital outreach and community multipliers, integrated awareness activities into existing programs, and leveraged partnerships.
Difficulty in scheduling school-based outreach sessions due to fixed academic and exam calendars and regular activities.	Uganda, Ethiopia	Strategic adjustment to campaign plans and flexible schedules in coordination with school management.



5.7 Lessons learnt

- Co-designing campaigns with children and communities, and incorporating their feedback throughout, enhanced the relevance, ownership, and overall impact of the initiatives.
- Peer-led approaches are highly effective as they improve participation and message retention among children and young people.
- Engaging existing community structures, leaders, and trusted local figures played a critical role in improving acceptance and access, expanding reach and building credibility.
- Localizing and simplifying complex concepts like OCSEA ensures clarity and increases understanding and action.
- Tailored messaging, using relatable roles and visual tools, resonated strongly with diverse audiences and helped reinforce key messages post-campaign.
- Interactive methods foster deeper understanding, engagement and ownership.
- Utilizing local media and digital spaces are cost-effective ways to broaden audience reach.
- Sustained engagement and follow-up mechanisms with target audiences and key stakeholders is necessary for influencing behaviour change.
- Cross-sector collaboration and partnership enhances the campaign effectiveness, impact and sustainability.
- Effective monitoring and evaluation mechanisms are essential to track campaign progress, impact and facilitate learning.

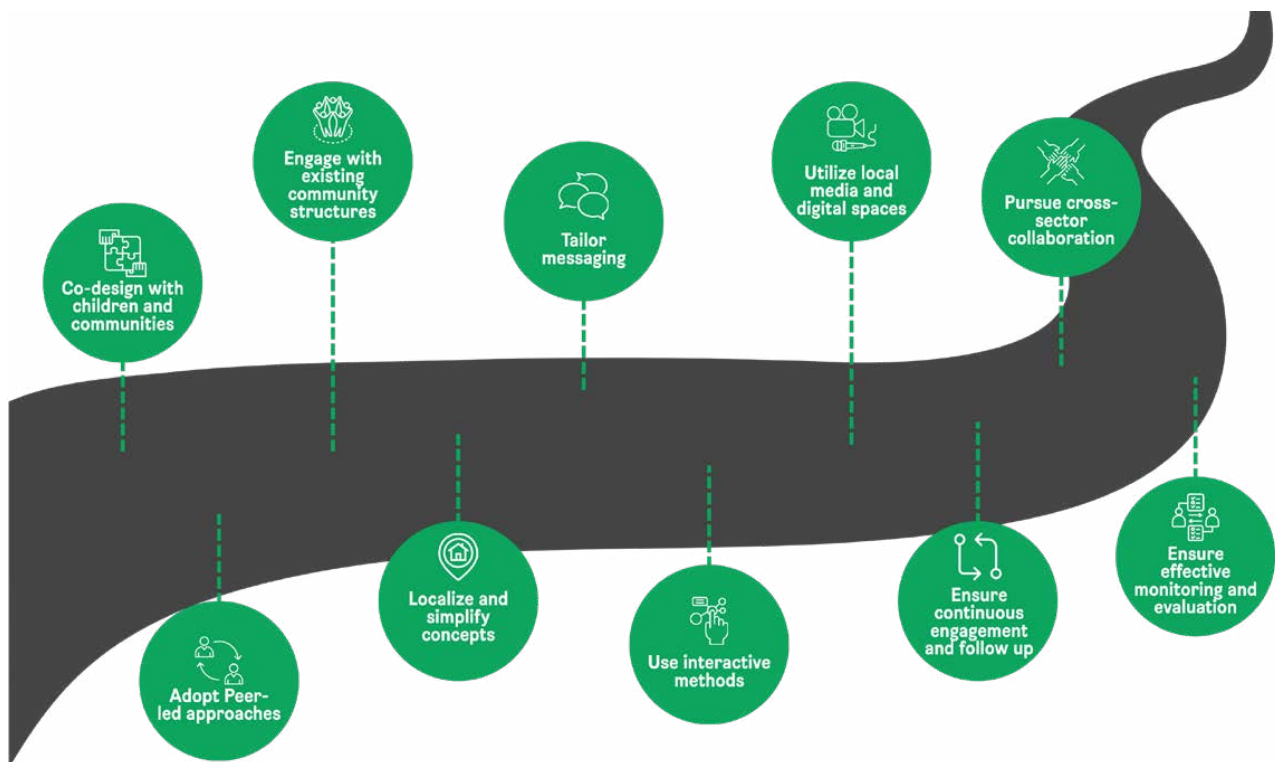


Figure 5 Lessons learned by child helplines to help inform and improve future awareness raising campaigns.



5.8 Best practices

- **Peer-to-peer education and child participation:** Children and young people resonate deeply with and learn best from peers thus their meaningful engagement as peer educators and youth ambassadors improves relevance, knowledge retention, and relatability.
- **Community-embedded awareness:** Leveraging existing community structures including community leaders, gatekeepers and child protection champions fosters trust, facilitates access, and enhances campaign effectiveness, reach and impact.
- **Localization and inclusiveness:** Tailoring approaches and content to the local language and cultural context, age, and literacy levels, as well as using engaging, accessible formats for diverse audiences, including sign language, ensures broad understanding, accessibility, inclusion and community acceptance.
- **Multi-platform strategy:** Combining offline (e.g. community dialogues, school sessions, radio shows and participatory theatre) and digital (e.g. social media, chat platforms, television) channels maximizes visibility and reach in a cost-effective way.
- **Participatory and interactive methods:** Using role plays, safe storytelling, participatory theatre and visual aids to convey messages improves engagement, understanding and retention among audiences, and boosts authenticity.
- **Integrated awareness:** Leveraging schools, clubs, community networks, faith-based groups enhance sustainability. Additionally, embedding online safety messaging within broader child protection efforts (e.g. early marriage, school safety) reduces stigma and increases relevance.
- **Capacity building:** Training, equipping and involving teachers, police, social workers, health staff, social welfare officers and community leaders enhances campaign delivery, engagement post-campaign, and follow-up mechanisms, leading to overall strengthening child protection systems.
- **Multi-sectoral engagement:** Collaboration and strategic partnerships with relevant government ministries and departments, civil society, tech companies, mainstream media, digital media platforms and community structures enhances the campaign credibility, impact and sustainability.
- **Child helpline promotion and accessibility:** Consistently and prominently featuring child helpline numbers (e.g. 116) and reporting channels across all campaign materials and platforms increases visibility, trust and use of child helpline services.



9 BEST PRACTICES

For Child and Community Centred OCSEA Prevention Strategy

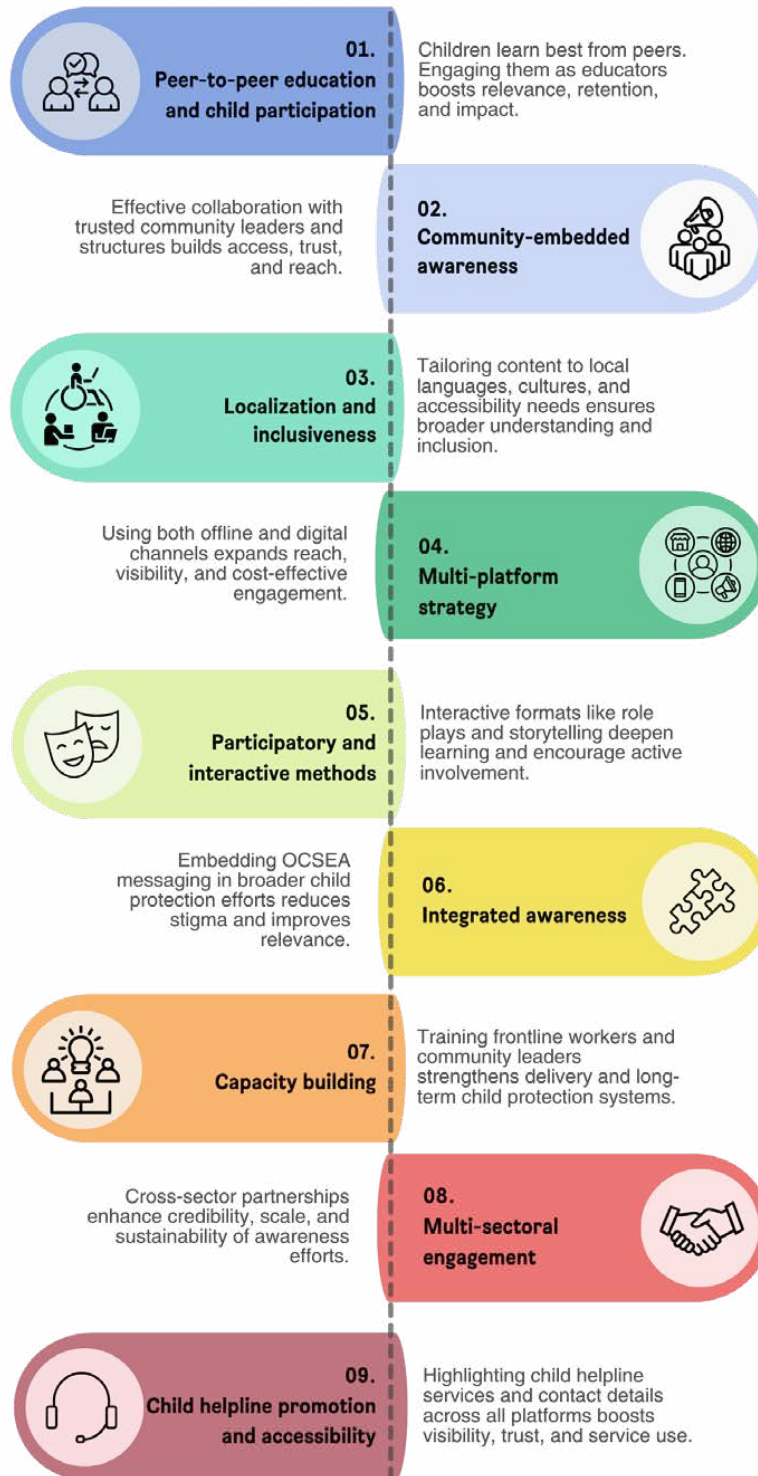


Figure 6 Summarized list of best practices for awareness-raising collated by child helplines in Voice Up Africa! project.



5.9 Recommendations for future campaigns

- **Sustain awareness efforts:** Maintain and expand children and caregiver-focused sensitization efforts and engagement using locally relevant tools and materials. Focus on integrating age-appropriate digital literacy into national school curricula, scaling up peer-led and school-based initiatives, and incorporating awareness strategies within child protection systems.
- **Promote tailored and inclusive campaigns:** Develop scalable, culturally and linguistically adaptable toolkits and materials. Make use of interactive methods and inclusive participation by involving children with disabilities and minority groups.
- **Invest in digital tools and media strategies:** Develop more child-friendly, age-appropriate digital content, reproduce effective formats (e.g., mobile studio trucks), and explore interactive, localized tools. Monitor and moderate online spaces.
- **Embed campaigns into existing structures:** Integrate OCSEA messaging into schools, faith-based groups, community networks and child protection forums for long-term impact. Avoid creating parallel systems - strengthen what already exists.
- **Strengthen partnerships:** Collaborate across sectors with government, law enforcement, local authorities, civil society, tech companies, schools and local media. Leverage media practitioners and digital ambassadors for wider reach and impact.
- **Expand capacity building:** Train more frontline workers including the police, social workers and teachers, and community leaders on online safety and child protection, and support institutional uptake. Equip parents and caregivers with tools for child protection.
- **Strengthen accessibility and reporting mechanisms:** Promote child helpline numbers (e.g. 116), Offer multiple reporting channels for contacts (e.g. phone, social media, WhatsApp, anonymous boxes). Consider extending the child helpline operating hours.
- **Promote and leverage youth-led advocacy:** Engage youth in digital campaigns and content creation to sustain momentum. Use local influencers and public figures to expand the campaign's reach.
- **Enhance sustainability and impact:** Allocate dedicated budgets for awareness and responses and integrate online safety campaign efforts into broader development and child protection programs. Plan for a spike in contact numbers during and post-campaign.
- **Monitor and evaluate:** Set clear targets, track progress and impact through digital metrics and research partnerships. Monitor trends by staying alert to emerging digital threats and platform dynamics. Use data and feedback to adapt and improve campaign strategies. Document and share learnings and success stories to inspire scale-up and replication.

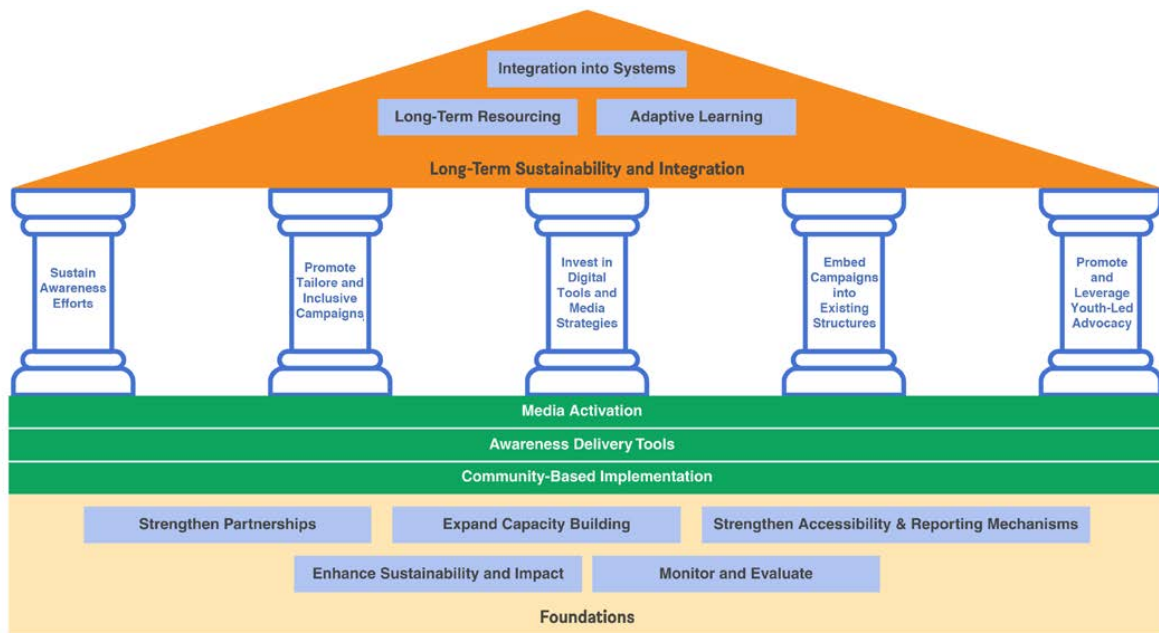


Figure 7 This framework organizes recommendations for strengthening future OCSEA awareness initiatives into four structural components: the foundations represent essential enablers, the floors show practical implementation channels, the pillars highlight core strategic priorities that hold the structure together, and finally, the roof represents long-term integration and sustainability.

5.10 Country summaries

Below is a highlight of case studies on awareness raising on OCSEA and the role of child helplines among children, caregivers and their communities from the seven child helplines. For a more detailed coverage refer to Annex 2 of this report.

Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
Ethiopia – ECFA/ Adama	School-based awareness in two schools to promote helpline and OCSEA knowledge.	Training sessions, panel discussions, video screening, IEC materials and Telegram group.	Improved awareness; increased interest in helpline; disclosures of issues.	Interactive sessions deepen involvement; engage students in design; value of feedback.	Extend child helpline hours; involve students in design; embed awareness in schools; invest in digital content.
Kenya – Childline Kenya	Implemented <i>SafeCLICS</i> campaign to strengthen capacities, systems and networks for safer internet for children.	Outreach, peer education, community champions, media and influencer partnerships.	Increased awareness and confidence among children; OCSEA reports rose from 14 (2022) to 449 (2024).	Multi-platform outreach; use of existing structures; peer-led advocacy.	Scale peer-led work; tailor content; integrate digital literacy in curricula; build capacities of frontline workers, promote child participation.



Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
Mozambique – Linha Fala Criança	Conducted ' <i>I Don't Distance Myself</i> ' campaigns to address rights and protection issues affecting children and promote a culture of reporting.	School sessions, community dialogues, mobile studio truck, radio and TV broadcast, partnerships with influencers and public figures.	Increased understanding of OCSEA and reporting mechanisms; creation of school clubs; recognition of 116 child helpline.	Use of interactive methods; local media/influencers partnerships; cultural adaptation; engagement of existing structures.	Adapt content; use innovative formats; forge partnerships; promote participation and inclusion.
Namibia – Lifeline/ ChildLine Namibia	Campaign to empower children and parents on OCSEA, GBV prevention and reporting; and improve police service delivery.	School outreach, parent sessions, police training, child-led radio program, IEC materials.	Improved OCSEA knowledge; parental engagement.	Leverage community champions; invest in visual branding.	Adopt a holistic approach; engage local authorities; inclusive participation; sustained branding.
South Africa – Childline South Africa	Social media campaign for Safer Internet Day 2025 focusing on online safety, cyberbullying, and safe gaming.	Animated videos with character Leo and Pixel; storytelling, pledge drives.	37k+ reached; successful intervention on a cyberbullying case on TikTok.	Animation, simple language, and relatable child-friendly characters improves reach.	Invest in digital literacy tools; plan for increased contacts; consistent branding.
Tanzania – C-SEMA	Implemented a national school-focused outreach campaign titled " <i>Usalama wa Mtoto Mtandaoni ni Jukumu Letu Sote; Chukua Hatua!</i> ".	School-outreach by the Online Safety Toolkit, games, role plays, influencer partnerships, radio and social media.	2.8M+ reached via digital campaign; increased calls to 116 child helpline; children became more confident; parents initiated safety-related conversations.	Informal, outdoors settings encourage participation; frontline workers involvement in outreach; digital campaigns are cost-effective; strategic partnerships.	Integrate OCSEA into existing programs; engage youth; collaborate with research institutions, monitor campaigns.



Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
Uganda – SAUTI 116	Implemented a multi-year OCSEA awareness campaign targeting in and out-of-school children, parents, caregivers, teachers and community members.	School and community outreaches, peer learning, storytelling, role plays, visual aids, IEC materials, social media.	Increased OCSEA reporting; recognition of SAUTI 116; improved understanding and confidence among children.	Child-friendly and sensitive messaging; community and parental engagement; cross-sector collaboration; participatory, interactive methods.	Integrate OCSEA into national curricula; leverage youth-led advocacy; sustain community engagement; strengthen monitoring systems.

6. PART II: Stakeholder Engagement on OCSEA and Child Helplines

6.1 Overview

Child helplines in Ethiopia, Kenya, Mozambique, Namibia, South Africa, Tanzania, and Uganda implemented strategic national-level stakeholder engagement initiatives to promote action against OCSEA and reinforce the central role of child helplines in the child protection ecosystem. These efforts, driven by cross-sector collaboration and government engagement, highlighted the need for systemic, policy-aligned, and inclusive responses to OCSEA.

The initiatives featured strategic partnerships with key stakeholders including government, law enforcement, judiciary, policymakers, tech companies, media, civil society and academia to raise awareness, build capacity, promote policy reform and strengthen inter-agency coordination.

This section presents a consolidated analysis of strategies, results, lessons, and recommendations, followed by detailed country case studies.

The approaches were tailored to local contexts and aligned with existing institutional structures. They involved training and sensitisation of frontline workers and duty-bearers, development of contextual communication materials, high-level advocacy meetings, and strategic dissemination of data generated by the child helplines. In each country, the initiatives were driven by the belief that protecting children online requires coordinated efforts across multiple sectors, backed by informed, responsive, and accountable institutions.



6.2 Strategies and approaches

Stakeholder engagement primarily occurred through the child helplines' participation in national task forces, coordination structures and technical or specific working groups focused on child protection and online safety. Central to all the engagement efforts was a range of integrated and context-responsive strategies that included multi-sectoral collaboration, policy dialogues, capacity-building, tailored engagement, co-development processes, high-level advocacy, data sharing, media engagements, strategic partnerships, and children and youth participation.

The key engagement methods adopted were:

- **Multi-stakeholder collaboration:** All countries emphasized working closely with government ministries and agencies, law enforcement, judiciary, policymakers, communication and telecom regulators, telecom operators, technology companies, media agencies, Non-Governmental Organizations (NGOs), Civil Society Organizations (CSOs), Academia and research organizations, community leaders, children and local communities.
- **Policy dialogues:** Child helplines held multi-sectoral and collaborative in-person and virtual meetings and workshops to support policy development and implementation, including the integration of OCSEA into national child protection policies, frameworks and strategic plans.
- **Capacity building:** Regional and national training workshops for professionals, particularly frontline service providers such as police officers, judicial officers, social workers, social welfare officers, community development officers, counsellors, case managers and regulators on OCSEA prevention, detection, reporting and response, and on the roles of the various frontline workers and stakeholders.
- **Role-based messaging:** Awareness content was tailored and customized for specific stakeholder groups (e.g., law enforcement, tech companies, educators, social workers and media outlets) to ensure relevance and clarity.
- **Co-development and alignment:** Stakeholders co-created policies, guidelines, toolkits, and awareness materials through national coordinating structures, fostering ownership and alignment with national priorities.
- **High-level advocacy:** Child helplines convened policymakers and duty bearers, including parliamentarians, for roundtables and advocacy meetings focused on legal reform and budgetary support.
- **Data dissemination:** Leveraged OCSEA data and emerging trends from child helplines which were shared with stakeholders to influence national child online safety frameworks and inform interventions.
- **Media engagements:** Partnerships with media platforms, including radio, television, and social media, helped amplify OCSEA messaging and the role of helplines. Additionally, journalists were engaged through briefings and roundtables on ethical reporting.
- **Strategic partnerships:** Strengthened relationships and coordination through diverse partnerships with partners playing an active role and contributing unique expertise in the initiatives. These partnerships were formed with key government agencies, NGOs, CSOs, media and community leaders.
- **Children and youth participation:** Children and young people provided input and feedback during assessments and training delivery, participated in policy development, and played a key role in message dissemination as champions of change; all of which amplified the voices and perspectives of children, which shaped the initiatives.



Figure 8 Key engagement methods adopted by child helplines.

6.3 Stakeholder engagement

The initiatives involved a diverse range of actors that included:

- **Government agencies across sectors at national, regional and local levels:** Ministries or Departments of Education, Gender, Labour and Social Protection/Development, Information, Communication and Technology, Justice, Health and Internal Affairs; Law Enforcement, Judiciary and Directorate of Public Prosecution were key partners across all countries.
- **Policymakers:** Members of Parliament (Children's Caucus) and the Parliamentary Committee on Social Services.
- **Frontline service providers:** Police officers, social workers, social welfare officers, community development officers, counsellors, case managers, teachers, local government officers, constituency councillors.
- **Private sector:** Telecommunication operators, technology companies and media agencies.
- **Academia and research Institutions:** Such as the University of South Africa's Bureau of Market Research (Pty) Ltd (BMR).
- **Children and youth:** Both in-school and out-of-school.
- **Community members:** Community and religious leaders, parents, caregivers and other community members.
- **NGOs and international organizations:** Including UNICEF and local CSOs.



Figure 9 National stakeholders who were engaged by child helplines.

6.4 Messages and themes

Across the seven countries, stakeholder engagement efforts focused on raising awareness of OCSEA, strengthening collaboration and partnerships, building capacity, promoting policy integration and enhancing coordinated responses to OCSEA. The initiatives reinforced the critical role of child helplines in child protection systems and emphasized the shared responsibility of government and civil society actors.

Cross-cutting messages and themes included:

- **Collective responsibility:** Emphasis on the need for joint action and shared roles of families, communities, government agencies, civil society and child protection actors in keeping children safe online.
- **Capacity building:** Investment in training of law enforcement and social support workforces to improve understanding and response to OCSEA. Strengthened understanding and role clarity for service providers, especially in referral and case management, including child-friendly support to victims of OCSEA.
- **Multi-sectoral and multi-stakeholder collaboration:** Emphasis was placed on coordinated efforts and stronger linkages between child protection actors, government agencies, telecom companies, tech platforms, law enforcement, CSOs and child helplines.
- **Policy and system strengthening:** The need to integrate OCSEA into broader national child protection policies, frameworks, strategic plans and coordination structures was a recurring advocacy touchpoint and goal.
- **Digital safety awareness:** Promoted online safety, reporting mechanisms related to OCSEA, and digital literacy among children, parents, caregivers, and service providers.
- **Child participation and community engagement:** Activities involved community forums and school-based outreach with children and youth to foster child-led advocacy and peer awareness.
- **Strengthening the role and visibility of child helplines:** Positioning child helplines as critical reporting and support mechanisms in the national response to OCSEA.



Figure 10 Main messages and themes to raise awareness of OCSEA among national key stakeholders.

6.5 Impact and results

Awareness-raising and stakeholder engagement across the seven countries led to notable improvements in **technical capacity, coordination, reporting and policy alignment** on OCSEA.

- **Enhanced stakeholder knowledge and capacity:** Training and wider cascade of awareness across sectors significantly improved understanding of OCSEA and technical capacity among stakeholders, particularly frontline service providers and strengthened referral and response systems. Media coverage became more ethical, informed and balanced in reporting OCSEA-related issues.
- **Strengthened cross-sectoral collaboration:** Countries reported improved inter-agency coordination and collaboration among child protection actors, including child helplines, government agencies, law enforcement, justice systems, telecom regulators and civil society, enabling referral linkages, faster case handling, policy development, effective data sharing, joint interventions and stronger partnerships.
- **Increased reporting and use of child helplines:** National child helplines gained greater public confidence and increased recognition as trusted, confidential reporting channels, with improved accessibility and visibility. This led to higher reporting rates and more case referrals, follow-ups and investigations.
- **Integration into policy and strategic frameworks:** The engagements resulted in stronger institutional commitment demonstrated through the mainstreaming of OCSEA into national child protection policies, frameworks and strategic plans. For instance, in Kenya, the Standard Operating Procedures (SOPs) for OCSEA were updated, while in Uganda, OCSEA was incorporated in the revised National Child Policy and Online Safety Framework, and in South Africa, data from the child helpline informed the development of the Model National Response to OCSEA.



- **Tangible results and community-level impact:** Efforts triggered real outcomes, including increased digital safety awareness among children and caregivers, a reduction in child sexual exploitation prevalence in some countries, and a successful prosecution of an online child sexual abuse case (in Kenya); reflecting the positive impact of awareness-raising and engagements on community behaviour and stakeholder action.

Overall, the initiatives fostered a more responsive, informed, and coordinated stakeholder environment for addressing OCSEA.



Figure 11 Positive and notable outcomes achieved through the awareness raising and stakeholder engagement across the seven countries.

6.6 Challenges and solutions

Challenge	Country Affected	How It Was Addressed
Limited awareness and technical capacity on OCSEA among stakeholders and frontline workers.	Mozambique, South Africa, Tanzania and Uganda	Delivered targeted training workshops with tailored content for stakeholders and frontline service providers.
Budget and resource constraints.	Kenya, Namibia, South Africa, Uganda	Combined the engagements with other donors' activities, used low-cost engagement methods e.g., virtual meetings, webinars and digital toolkits to sustain engagement, and encouraged local ownership and linkages for sustainability.
Legal and policy gaps.	Kenya and Uganda	Engaged in policy advocacy, supported the development of updated SOPs and the inclusion of OCSEA in national frameworks.



6.7 Lessons learnt

- Inclusive stakeholder engagement involving frontline workers, parents, teachers, community leaders, community members and policymakers enhances ownership, impact and sustainability.
- Training-of-Trainers (ToT) models help scale knowledge and impact across institutions and regions.
- Tailoring content to specific stakeholder roles (e.g., police, teachers, social service workers), simplifying technical content and using peer-led facilitation improve relevance and boost engagement and uptake.
- Sustained, localized engagement is more effective than one-off activities for influencing behaviour and policy change.
- Anchoring OCSEA initiatives to national child protection frameworks and ensuring alignment with national priorities strengthens political and institutional buy-in and support.
- Meaningful involvement of children and adolescents in both awareness and policymaking improves message relevance and campaign impact.

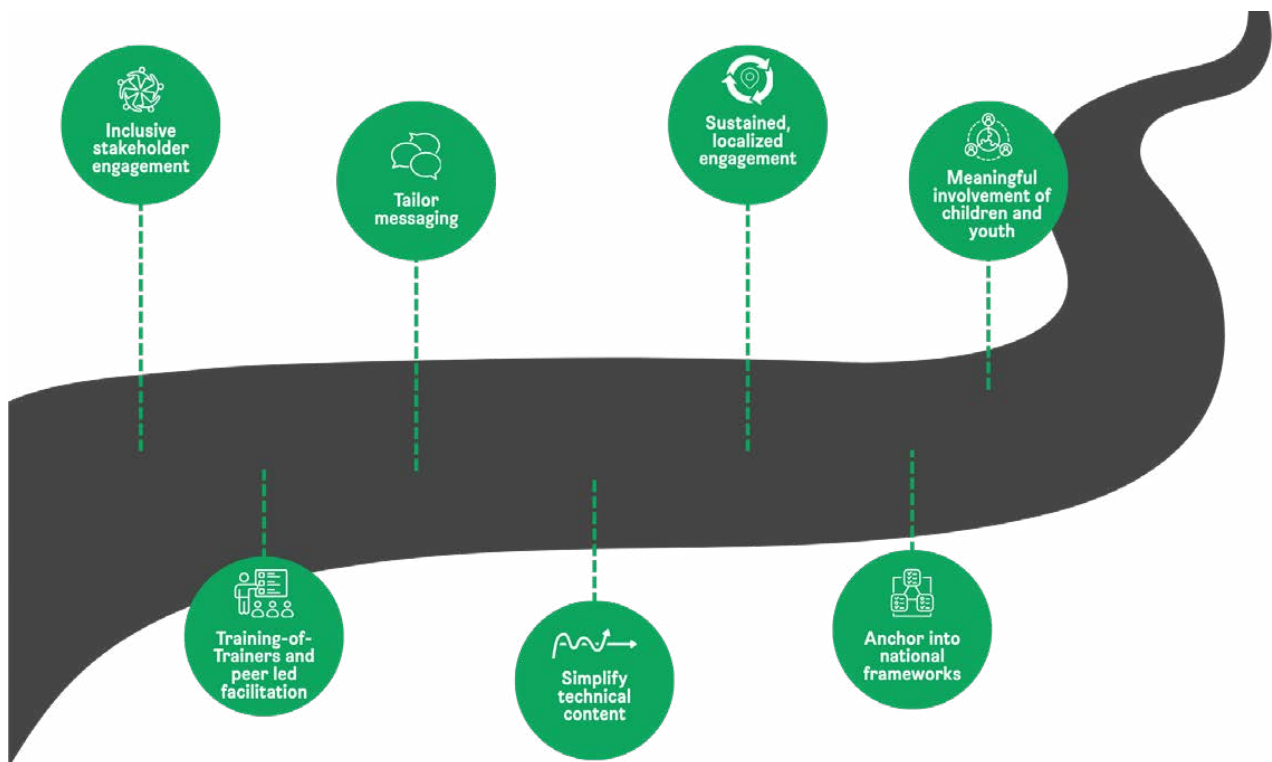


Figure 12 Lessons learned by child helplines to help inform and improve future engagements with key national stakeholders.



6.8 Best practices

- **Multi-stakeholder collaboration:** Cross-sector coordination and partnerships with government agencies, the tech industry, media, civil society and community leaders in awareness efforts, including joint planning with service providers, ensure ownership, sustainability and overall effectiveness.
- **Government leadership and government-led coordination:** When government institutions lead or formally support awareness initiatives, efforts achieve greater stakeholder commitment and attract stronger institutional support. Stakeholder engagement within government-owned platforms strengthens legitimacy and scale.
- **Integration with national frameworks:** Alignment with national child protection frameworks and systems, sustains reforms and ensures scalability.
- **Capacity building with follow-up strengthens learning:** Investing in Training-of-Trainers (ToT) models helps scale knowledge and impact, especially when participants/trainees are equipped and supported to cascade learning within their institutions.
- **Embedding OCSEA into professional training curricula:** Integrating OCSEA content and awareness into professional training institutions is an effective strategy as it promotes long-term systemic change.
- **Strategic partnerships with media and community leaders:** Leveraging traditional and digital media relations and engagements with local leaders expands reach and visibility of awareness-raising initiatives.
- **Meaningful child participation:** Involving children and youth meaningfully in awareness-raising efforts and policymaking ensures that their voices and perspectives are incorporated and improves relevance, credibility and encourages accountability.
- **Regional and cross-country learning:** Facilitating knowledge exchange across countries and regions fosters innovation and shared learning, helping countries to adapt successful approaches to their initiatives.



8 BEST PRACTICES

For National-Level Stakeholder Engagement to Promote Action Against OCSEA



Figure 13 Summarized list of best practices for national-level stakeholder engagement collated by child helplines in Voice Up Africa! project.



6.9 Recommendations for future initiatives

- **Strengthen cross-sectoral collaboration:** OCSEA is a complex issue of concern; thus, multi-sectoral and multi-stakeholder collaboration and coordination is paramount. Engage a wide range of actors, such as government, telecoms, CSOs, media, through formal coordination structures like national taskforces or working groups with clear roles and responsibilities.
- **Alignment with policy frameworks and strategic plans:** Anchor OCSEA initiatives on national OCSEA policies, strategies and child protection systems. Promote government-led implementation with civil society and private sector support.
- **Influence policy and systems:** Utilise child helpline data to inform and engage in policy and system-level reforms, advocating for the integration of OCSEA into national child protection legal and policy frameworks and strategic plans.
- **Invest in capacity building and awareness across sectors:** Provide targeted OCSEA training for frontline service providers, including the police, teachers, healthcare workers, judicial officers, and ICT professionals, and equip them with tools to identify and respond to OCSEA cases. Promote the inclusion of OCSEA content in professional training curricula and continuous professional development. Additionally, develop and disseminate simplified OCSEA protocols and guidelines for all stakeholder levels. Use ToT models and peer learning to cascade knowledge.
- **Leverage Media, technology, and innovation:** Use traditional and digital media platforms and creative partnerships, e.g. with local youth and artists, to amplify messaging especially among children, young people and caregivers. Explore innovative tools like AI for monitoring and reporting OCSEA cases.
- **Improve data and monitoring systems:** Conduct research to demonstrate the changing landscape of OCSEA, invest in robust national databases for tracking and analyzing OCSEA cases, and disseminate standardized indicators and reporting protocols to ensure consistency and reliability.
- **Promote inclusive and child-centred approaches:** Prioritize the involvement of children, parents, caregivers, community leaders and professionals in awareness efforts. Moreover, engage children and youth in the co-creation of materials and support their participation in policy development.

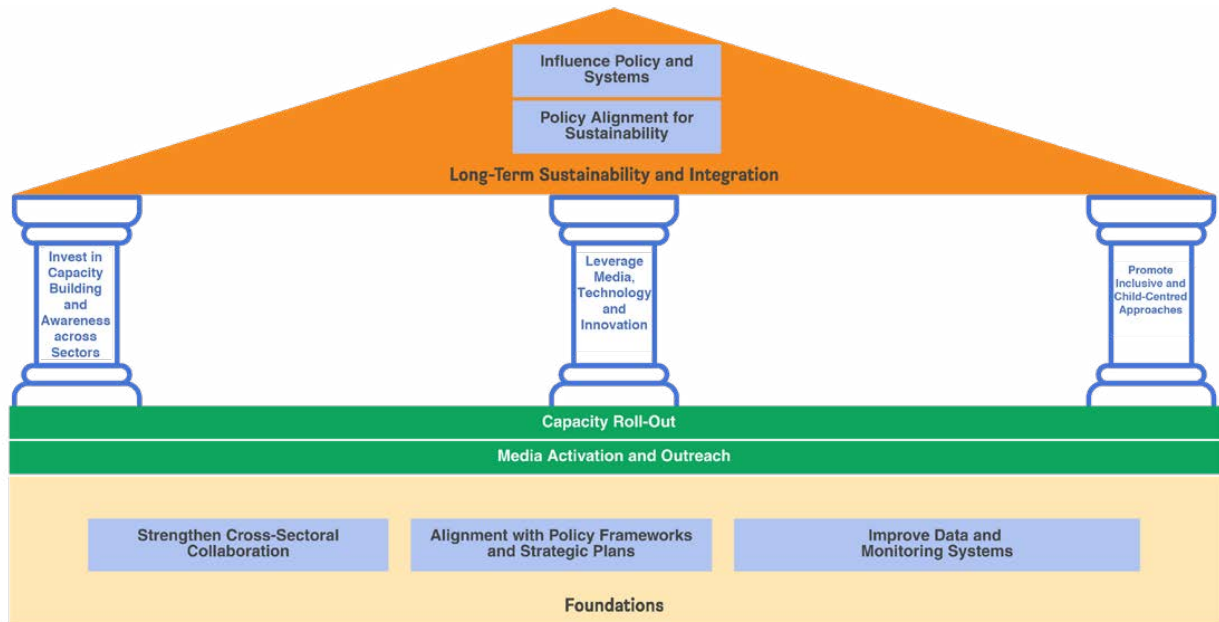


Figure 14 This framework organizes recommendations for engaging national-level stakeholder to advance future OCSEA prevention and response efforts into four structural components: the foundations represent essential enablers such as collaboration, policy alignment, and robust data systems; the walls show practical implementation channels including media activation and capacity roll-out; the pillars highlight core strategic priorities such as capacity building, inclusive approaches, and the use of technology and innovation; and finally, the roof represents long-term integration and sustainability through policy influence and system-level reforms.

6.10 Country summaries

Below is a highlight of case studies on stakeholder engagement and awareness from the seven child helplines. For a more detailed coverage refer to Annex 2 of this report.

Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
Ethiopia – ECFA/ Adama	Awareness workshop targeting regional and national stakeholders and improve inter-agency coordination.	Training workshops, resource dissemination, expert support.	Improved OCSEA understanding; strengthened collaboration; clearer referral pathways.	Role-based orientation; local case discussions.	Formalize response networks with clear roles; train frontline staff; involve children.



Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
Kenya – Childline Kenya	Implemented <i>SafeCLICS</i> targeting national stakeholders at different levels of governance, to equip them with OCSEA knowledge on prevention and response.	Technical working group meetings, role-based engagement; co-development of resources; tailored messaging; peer-facilitation; child youth participation.	Improved inter-agency coordination; increased reporting and referrals; reduced OCSEA prevalence.	ToT approach with follow-up; role-tailored content; joint planning; sustained engagement; meaningful child participation.	Anchor on national policies; government-led initiatives; peer-peer learning; strengthen TWG; child participation in policy making.
Mozambique – Linha Fala Criança	Multi-sectoral mechanism to strengthen OCSEA response capacity and coordination.	Inter-institutional working meetings; roundtable discussions in schools & community; community leaders' partnerships.	Improved understanding of OCSEA and reporting mechanisms; faster case handling; improved coordination.	Media and community leaders partnerships; child and youth inclusion; train frontline service workers.	Invest in databases; establish multi-sectoral mechanisms; create OCSEA committees in schools and communities.
Namibia – Lifeline/ ChildLine Namibia	Implemented a rapid-response in Okahandja to raise OCSEA awareness and child safety among learners, teachers and community members.	Multi-sectoral, participatory and trauma-informed approaches; targeted outreach; media/digital campaigns.	Demand for continued awareness; increased calls to the child helpline.	Trauma-informed design; involve local leaders and communities; inter-agency coordination.	Foster collaboration; ensure adequate time/staffing.



Country/ Child Helpline	Overview	Strategies	Impact & Results	Best Practices	Recommendations
South Africa – Childline South Africa	Participated in multi-stakeholder meeting under the National Coordinating Structure to counter the cyberbullying, Child Sexual Abuse Material and Online Sexual Exploitation.	Stakeholder presentations; plenary discussions; policy dialogues; joint planning.	Child helpline data informed Model National Response; strengthened partnerships; improved coordination.	Data-driven advocacy; structured multi-sectoral coordination; role-based awareness.	Strengthen coordination structures; include children’s voices in policy dialogues.
Tanzania – C-SEMA	Participated in a national-level campaign task force to sensitize stakeholders and strengthen OCSEA prevention and response.	Government-led; collaborative workshops, policy advocacy, local government dialogues; capacity building of frontline service providers; child participation.	315 service providers trained; improved OCSEA knowledge; stronger referral systems; better coordination.	Engage front-line workers in awareness; tailored messaging; involve parents and teachers.	Align with government programs; invest in capacity building; engage in policy advocacy; leverage media and technology.
Uganda – SAUTI 116	Initiative to build stakeholder capacity and commitment, foster collaboration, and integrate OCSEA in policy frameworks.	Policy dialogues; role-based training; tailored messaging; high-level advocacy; stakeholder mapping; media engagement.	OCSEA integrated into National Child Policy and Online Safety Framework; 120+ stakeholders trained; strengthened referral links; sensitive media coverage.	Multi-stakeholder participation; localization and tailored messaging; sustained engagement.	Formalize multi-sectoral taskforce; embed OCSEA content in training resources; simplify and disseminate protocols; partner with tech companies.



7. Conclusion and next steps

This documentation by the Voice Up Africa! project has demonstrated the critical role that child helplines play in addressing OCSEA in Africa. By combining awareness-raising campaigns with stakeholder engagement strategies, the participating helplines have successfully elevated the issue of OCSEA in both public and policy discourse. The results across countries show that tailored, community-led interventions and strategic partnerships can significantly enhance the reach and effectiveness of child protection services.

Key lessons from the case studies across the seven countries affirm the importance of contextualising interventions, building local ownership and ensuring inclusive participation especially of children and young people. Additionally, the integration of child helpline data and real-life case studies in advocacy and training efforts has proven powerful in mobilising stakeholder action and influencing policy change.

As the project moves into its next phase, the following steps are recommended:

- **Development of country-specific campaign plans:** Using the insights and best practices captured in this report, each participating child helpline to design tailored awareness and stakeholder engagement plans. These plans will respond to country-specific trends, needs, and gaps identified during implementation.
- **Sustained stakeholder engagement:** Child helplines should continue to build and maintain relationships with key stakeholders, including government agencies, law enforcement, judiciary, tech industry, media and civil society ensuring that OCSEA remains a priority in national agendas.
- **Institutionalisation of training and tools:** Champion the integration of OCSEA training modules into professional training curricula, key resource materials and institutional frameworks (e.g. police academies, teacher training colleges) to promote systemic change and wider reach.
- **Strengthening monitoring and reporting systems:** Build robust systems for data collection within child helplines and integrate them into national child protection frameworks will improve the visibility and response to OCSEA cases.
- **Child participation and empowerment:** Create and support platforms for meaningful child and youth participation in campaign planning, messaging and advocacy efforts will ensure that responses remain relevant and grounded in children's lived experiences.
- **Peer learning and knowledge exchange:** Foster cross-country learning to help child helplines continuously share innovations, address common challenges and harmonise approaches to OCSEA.
- **Media engagement and briefings:** Strengthen strategic partnerships to amplify messaging and visibility of child helpline services in a cost-effective way. Support capacity building of media personnel including journalists to strengthen ethical and accurate reporting on OCSEA.

By embedding these actions into their national strategies, the child helplines will be well-positioned to lead and support transformative change in the protection of children from online abuse and exploitation across Africa.



8. Annexes

Annex 1: Case study guide for the collection of best practices

Background

The **Voice Up Africa!** project unites seven child helplines in **Ethiopia, Kenya, Mozambique, Namibia, South Africa, Tanzania, and Uganda** to prevent and protect children from OCSEA. A key objective is to **increase awareness among children, communities, and other key stakeholders** about the role of child helplines in relation to OCSEA. This objective will be achieved through the attainment of the following outcomes:

- **Outcome 3:** Children, caregivers, communities, survivors and their families are informed and empowered to disclose and report OCSEA.
- **Outcome 4:** Better integrated national networks for prevention of and protection against OCSEA.

Through these two outcomes, the project will empower children, caregivers, and families to prevent OCSEA and provide them with access to early support. The project will also be able to improve national structures for prevention and protection against OCSEA, with the potential to share these results regionally and internationally through existing and new strategic partnerships.

Overview of Activities and Outputs on Awareness Raising

In achieving **outcomes 3 and 4 (above)**, Child Helpline International (CHI) intends to collect best practices from child helplines on awareness-raising of children and key stakeholders (**Activity 3.1.1 and Activity 4.1.1**). Based on these best practices, consultation with children, and relevant desk research, including the Disrupting Harm research outcomes, each child helpline will develop their own Campaign Plan (Activity 3.1.2) adjusted to their national context and capacity, with design support from CHI.

The campaign will launch and run for **3 - 4 months**, with a focus on OCSEA, with clear information on what happens when one contacts a child helpline regarding OCSEA. There will be a joint design and timeline for the campaigns, but implementation will differ per child helpline (in-person, online, etc.). Campaigning in collaboration with schools is recommended as an effective approach. The child helplines will also continue to engage with key national stakeholders relevant to the project (**Activity 4.1.2**), leveraging existing and new partnerships to enhance the role of child helplines in OCSEA responses.

The expected outputs for these activities are:

- **Output 3.1:** Increased awareness of the role of child helplines as a support mechanism for OCSEA issues among children and communities.
- **Output 4.1:** Increased awareness among key stakeholders on the role of child helplines in prevention and protection against OCSEA.



Collection of Best Practices from Child Helplines on Awareness Raising

Child Helpline International will collect best practices from the child helplines on awareness raising through a case study approach. Each child helpline will prepare **two case studies**:

(i) on awareness raising for children and communities on OCSEA, and (ii) on key stakeholder engagement at the national level using a co-created case study guide/questionnaire. Thereafter, CHI will host **two online meetings** for members to present case studies, joint reflection of learnings and documentation of best practices.

To achieve this, it is proposed to involve and gather input from all relevant staff (including counsellors, psychologists, outreach and marketing, advocacy, communication, management, etc.) at each child helpline. The CHI Project and Communications Coordinator will support this process. Members are encouraged to share existing resources/documentation on best practices relevant to the two activities.

Case Study Guide

Case study on best practices in awareness-raising among children and communities on OCSEA and the role of child helplines in prevention, detection and victim support.

Title slide: General information

- Country
- Name of Child Helpline
- What is the title of the case study?

Slide 1: Short Description/Overview of the Campaign

- What was the name/title and duration of the awareness-raising initiative/campaign?
- What was the primary objective of the initiative in addressing OCSEA?
- Who were the key partners involved?
- Which groups of children and community members were targeted?
- Why have you chosen this case study?

Slide 2: Awareness Raising Strategies and Approaches

- What methods and materials were used to raise awareness on OCSEA?
- How were these strategies tailored to the local context and needs of the target groups?
- What were the main messages or themes of the awareness-raising efforts?
- What awareness-raising activities were implemented?
- Did you focus on one platform or a multi-platform approach? If the campaign was run on multiple platforms, which platform did you find most effective and why?
- Was your campaign solely organic, or did you run paid/promoted campaigns as well?
- Were any innovative or creative approaches used? Please highlight them.
- Where possible, please include a sample of your communication collaterals (e.g., visuals, posters, social media posts, videos, etc.).

Slide 3: Digital & Social Media Awareness Strategies (Only applicable for child helplines that have used and plan to use social media for awareness raising under the project)

- How has social media been used to raise awareness on OCSEA among children?
- What type of content (videos, infographics, written posts, live sessions, how-to tutorials, etc.) has been most effective?
- What role did child helplines play in creating safe digital spaces for children to seek help?



- How was content tailored for different age groups or digital literacy levels?
- Which specific stakeholders did you collaborate with? Any collaboration with influencers?

Slide 4: Audience Engagement and Participation

- How were children and community members engaged in the awareness-raising campaign? Consider both during the design process and the implementation of the campaign.
- What gender and social inclusion considerations were made for the involvement of vulnerable groups, including children with disabilities, ethnic minorities, rural communities, etc?
- What methods were used to encourage participation and involvement?

Slide 5: Campaign Impact & Results

- What were the observed outcomes of the awareness raising in relation to OCSEA?
- What impact did this have on the lives of children and young people?
- Can you share any key success stories or notable outcomes? *Consider using content that illustrates some of the positive changes in children's lives, e.g., a quote from children and staff involved in the initiative. Please observe your child helpline's safeguarding protocols and principles regarding case story/study reporting on children including informed consent and assent, change of name, non-use of personal identifies etc.*
- What data, if any, do you have to support the observed changes (e.g., number of children reached, changes in reporting behaviour, etc.)?

Slide 6: Key Challenges and Solutions

- What main challenges were encountered during the design and implementation of the awareness-raising campaign, and how were they addressed?

Slide 7: Lessons Learnt and Best Practices

- Which strategies or approaches were most effective?
- What successful campaign theme have you used in the past?
- What significant lessons were learned that could improve future awareness-raising efforts?
- What key best practices can be identified from the awareness-raising initiative/campaign?
- Are there cross-country learnings or innovations worth exploring collaboratively? List them.
- In your view, how can these best practices be replicated or adapted in other countries?

Slide 8: Key Recommendations

- Based on this case study, what key recommendations do you have for other child helplines looking to implement similar initiatives?
- Are there major gaps you feel should be addressed in future awareness-raising efforts? Consider gaps at local, national and if applicable, international/global level.
- What additional resources or support are needed to enhance the effectiveness of awareness-raising efforts among children and communities?

Additional Input

- Any other suggestions or insights on awareness raising among children and communities on OCSEA?



Case study on best practices in awareness-raising among key stakeholders at the national level on the role of child helplines in the prevention of and protection against OCSEA.

Title slide: General information

- Country
- Name of Child Helpline
- What is the title of the case study?

Slide 1: Short Description/Overview of the Initiative/Campaign

- What was the name/title and duration of the awareness-raising initiative/campaign?
- What were the primary objectives of the initiative in addressing OCSEA?
- Why was awareness-raising among key stakeholders necessary?
- Why have you chosen this case study?

Slide 2: Stakeholder Engagement

- Who were the key stakeholders targeted for the awareness-raising campaign?
- How were these stakeholders identified and engaged? Consider both the design stage and the actual implementation of the initiative/campaign.
- Were partnerships formed with other organisations? If so, what role did they play?
- Were any engagement methods particularly successful in building long-term stakeholder commitment? Please list them.

Slide 3: Awareness Raising Strategies and Approaches

- What methods and materials were used to engage these stakeholders?
- What were the main messages or themes of the awareness-raising efforts?
- How was messaging tailored to resonate with different stakeholder groups?
- How were children and young people involved in the awareness-raising campaign targeting national stakeholders? Include roles that children and young people played in the process.
- Were any innovative or creative approaches used to engage stakeholders effectively? Please highlight them.
- Where possible, please include a sample of your communication collaterals (e.g., visuals, posters, social media posts, videos, etc.).

Slide 4: Initiative/Campaign Impact and Results

- What were the key outcomes or impacts of the awareness-raising efforts on stakeholders in relation to OCSEA?
- Can you share any specific examples or stories that highlight the success of your awareness raising?
- How did you measure the success of your awareness-raising efforts/campaign?
- What data, if any, do you have to support the observed changes (e.g., number and type of stakeholders reached, changes in policy and practice etc.)?

Slide 5: Key Challenges and Solutions

- What major challenges were encountered during the awareness raising, and how were they addressed?

Slide 6: Lessons Learnt and Best Practices

- Which strategies or approaches were most effective?
- What successful campaign theme have you used in the past?
- What significant lessons were learned that could improve future awareness-raising efforts?



- What key best practices can be identified from the awareness-raising initiative/campaign?
- Are there cross-country learnings or innovations worth exploring collaboratively? List them.
- In your view, how can these best practices be replicated or adapted in other countries?

Slide 7: Key Recommendations

- Based on this case study, what key recommendations do you have for other child helplines looking to implement similar initiatives/campaigns?
- Are there major gaps you feel should be addressed in future awareness-raising efforts? Consider gaps at local, national and if applicable, international/global level.
- What additional resources or support are needed to enhance the effectiveness of awareness-raising efforts among key stakeholders?

Additional Input

- Any other suggestions or insights on awareness raising among key stakeholders at the national level on OCSEA?



Annex 2: Country summaries for each theme

Ethiopia – Adama Child Helpline/ECFA

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** ECFA/Adama child helpline implemented Student-Centered Approach to Helpline Promotion focused on awareness raising on the child helpline and creating knowledge around OCSEA within two schools; one elementary and one high school targeting students, teachers, and school administrators. Key discussions addressed responsible social media usage to mitigate digital risks.
- **Strategies and approaches:** Training sessions and panel discussions were held with club leaders and students. Awareness on child helpline services was done through a video presented to students. Promotional materials were also distributed. Telegram group was created for disseminating information, key resources and ongoing engagement. There are ongoing efforts to integrate Facebook and WhatsApp platforms for sharing relevant information.
- **Audience engagement and inclusion:** Students actively participated in discussions and shared real-life scenarios. Teachers and school administrators were involved in the planning and implementation of the awareness raising activity. Efforts were made to create a comfortable environment for open dialogue.

Audience Engagement & Participation

- **Training Sessions**
 - Conducted engaging training sessions at both elementary and high school levels, with active participation from students.
 - Participants raised numerous case scenarios, demonstrating strong interest and involvement in the topics.
 - A total of 180 students attended (90 from each school).
- **Panel Discussion**
 - Organized a panel discussion attended by 250 students, raising dialogue on critical issues.
 - The School Director honored the event with their presence, delivering opening and closing remarks at each session.
 - The Director praised ECFA's efforts and encouraged continued collaboration to sustain the initiative.



Figure i A slide from ECFA/Adama Ethiopia Collection of Best Practices on Awareness Raising presentation detailing how they raised awareness of OCSEA with their target audience.



- **Impact and results:** Students gained awareness of OCSEA and the child helpline. There was increased interest in extending child helpline hours and services. The campaign revealed previously unreported issues affecting students.
- **Challenges and solutions:** Scheduling constraints due to the fixed schools' academic calendar and regular activities. Solutions included constructive discussions with the school management and scheduling weekend sessions.
- **Lessons learned and best practices :** Interactive training sessions and discussions foster deeper student involvement. The students' proactive sharing of real-life case scenarios revealed unmet needs e.g. valuable feedback provided on service accessibility. Engaging students in campaign design increases relevance and ownership.
- **Recommendations for future campaigns:** Extend child helpline hours, involve students in project design, primary awareness and outreach to schools, and invest in digital content creation.

B. Stakeholder Engagement

- **Initiative overview:** ECFA/Adama child helpline conducted an Awareness for Change workshop in Adama City focused on raising OCSEA awareness among regional and national stakeholders and enhancing inter-agency coordination for prevention, reporting and response.
- **Strategies and approaches:** Workshops and training sessions were held, and resources were shared with participants to facilitate the cascading of learning within their organizations and their dissemination to other organizations. ECFA continues to provide ongoing expertise and support across various sectors. The government officials have promised to promote the awareness-raising initiative during governmental meetings at various levels.
- **Stakeholder engagement:** The workshop primarily aimed to raise awareness about OCSEA and key coordination aspects, targeting relevant government ministries and departments, CSOs, Community-Based Organizations (CBOs), telecom companies and community leaders.
- **Impact and results:** Stakeholders had increased knowledge and understanding of OCSEA, particularly prevention strategies, identification and reporting mechanisms. The multi-sector collaboration during the workshop resulted in strengthened cooperation and coordination among stakeholders to enhance prevention, reporting, and response efforts—a better understanding of child helpline services enhanced reporting and referrals.
- **Challenges and solutions:** Difficulty securing attendance from high-level officials due to scheduling conflicts. Addressed by using multiple communication methods (emails, letters, in-person visits) to engage the stakeholders, and prioritizing engagement at the expert level to ensure meaningful participation.
- **Lessons learnt and best practices:** Engaging workshop participants as “trainers” to disseminate knowledge within their organizations enhances knowledge sharing, is cost-effective and equips participants with practical measures to mitigate OCSEA risks, thereby increasing uptake.
- **Recommendations for future initiatives:** Collaborate with the government, CSOs, CBOs, telecom providers, and community leaders to create a unified response network; clearly outline each stakeholder's responsibilities in prevention, reporting, and victim support; train staff to handle reports sensitively and safeguard victims' identities; involve children and adolescents in designing age-appropriate materials to improve relevance and reach; and equip teachers, healthcare workers and law enforcement with tools to identify and respond to OCSEA. Furthermore, engage national policymakers to advocate for the integration of OSCEA provisions into the legal framework; use anonymized child helpline data to identify trends and advocate for policy changes; and partner with other child helplines to address international OCSEA networks.



Recommendations for Child Helplines

- Collaborations with governments, CSOs, CBOs, telecom providers, and community leaders to create a unified response network.
- Clearly outline each stakeholder's responsibilities in prevention, reporting, and victim support.
- Train staff to handle reports sensitively and safeguard victims' identities.
- Involve children and adolescents in designing age-appropriate materials to improve relevance and reach.
- Equip teachers, healthcare workers, and law enforcement with tools to identify and respond to OCSEA.
- Engage national policymakers to advocate for the integration of Online Sexual Child Exploitation and Abuse (OSCEA) provisions into the legal framework.



Figure ii A slide from ECFA/Adama Ethiopia Collection of Best Practices on Stakeholder Engagement presentation detailing their recommendation for child helplines wanting to engage with national stakeholders.

Kenya – Childline Kenya

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** Childline Kenya implemented the Safe Community Linkages for Internet Child Safety (SafeCLICS) campaign from 2022 to 2025, funded by Safe Online. The campaign aimed to strengthen capacity, systems and networks to ensure a safer internet for children in Kenya. It targeted both in-school and out-of-school children, as well as caregivers, through structured community engagement. Key partners were Safe Online, Child Fund, Lifeskills Promoters and the Government of Kenya through the Directorate of Children Services.
- **Strategies and approaches:** The campaign used a combination of outreach programs, dialogue sessions, and media engagement coupled with influencers. Peer-to-peer education was central, with child rights clubs in schools training peer educators. Community-based child protection champions facilitated discussions using visual discussion cards. Mainstream media and social media platforms were used to disseminate age-appropriate content, including tutorials, live sessions with child protection experts, media talk shows and online webinars.
- **Audience engagement and inclusion:** Children were involved in designing campaign content and served as peer educators and champions in schools. Community leaders and parents were engaged through local forums, public sensitization forums locally referred to as barazas and local media. The campaign emphasized inclusion by targeting ethnic minorities and using local languages. Both boys and girls were actively involved, with special attention to the rising number of male victims.
- **Impact and results:** The campaign led to increased awareness and confidence among children in navigating online spaces. There was a significant rise in OCSEA-related reports to the child helpline, from 14 cases in 2022 to higher numbers in subsequent years - 228 in 2023 and 449 in 2024. Teachers and caregivers became active ambassadors for online safety.



Campaign Impact & Results

- The OCSEA awareness-raising campaign led to several positive outcomes for children. One of the most significant impacts was the **increased understanding among children about online safety, their rights, and how to seek help**. Many children reported feeling more confident using the internet safely and were able to identify and report suspicious online behavior.
- Community awareness also impactful, with **teachers and caregivers taking a more active role in guiding children's internet use**. Some schools integrated the child helpline contacts into notice boards and class discussions.
- These outcomes translated in children having more confidence to use the internet and ICT devices safely and caregivers having confidence to monitor their children online.
- The number of **cases** reported to the helpline during the SafeCLICS project **rose significantly from 14 in 2022, to 228 in 2023, and 449 in 2024**.



Figure iii A slide from Childline Kenya's Collection of Best Practices on Awareness Raising presentation on campaign impact and results.

- **Challenges and solutions:** Challenges included low awareness and misconceptions, accessibility to remote areas, budget constraints, fear and stigma related to reporting and limited police capacity. These were addressed through community dialogues, community theatre and local radio, engagement of community gatekeepers, and training of law enforcement.
- **Lessons learnt and best practices:** The most effective strategies were peer-led advocacy and community sensitization by community leaders and gatekeepers, training of frontline responders and multi-platform outreaches through community radio and school visits. Lessons included involving community stakeholders from the onset, simplifying complex information, and ensuring follow-up mechanisms are in place for reported cases. Use of existing structures, local languages and success stories for sensitization and embracing consistent engagements the identified best practices.
- **Recommendations for future campaigns:** Tailor approaches to local context, scale up peer-led initiatives, invest in ongoing community sensitization, integrate awareness into community structures, integrate digital literacy into school curricula, create safe spaces, support capacity building of frontline responders, strengthen partnerships and cross sector collaboration, ensure continuous funding, promote child participation and continuous feedback, use data for adaptation and enhance child helpline accessibility.

B. Stakeholder Engagement

- **Initiative overview:** Childline Kenya implemented the 'SafeCLICS' project from 2022 to 2025, aimed at strengthening capacity, networks and systems to ensure a safer internet for children in Kenya. The project targeted national stakeholders at different levels of governance, from the national to the devolved systems of administration, to equip them with the knowledge and understanding of how to prevent, advocate, identify, report, and respond to OCSEA incidents. Key partners were Safe Online, ChildFund, Lifeskills Promoters, children, caregivers and the Government of Kenya through the Directorate of Children Services.



- **Strategies and approaches:** The initiative utilised collaborative and innovative approaches, including physical and online meetings, regular technical working group meetings, role-based engagement, tailored messaging, co-development of key resources and peer-led facilitation. Child participation was ensured in policy development, advocacy, youth advisory councils, and training delivery, ensuring youth-led and relevant engagement. The main messages or themes of the engagement efforts were: cascade of awareness initiatives, collaboration, digital safety, child-centred protection, role-specific responsibilities, and access to support services.
- **Stakeholder Engagement:** The stakeholders targeted during the design and implementation phase included government agencies across sectors, including law enforcement, the judiciary, policymakers, technology firms, NGOs, CSOs and children. This diverse spectrum of stakeholders ensured the initiative remained stakeholder-led with each partner bringing unique expertise and playing an active role in driving initiatives on the ground, shaping responses and co-owning outcomes. Several engagement methods proved to be effective including the co-development of key resources with stakeholders which fostered ownership, and the role-based commitments whereby stakeholders voluntarily aligned themselves with specific responsibilities. Children participated in policy development, advocacy, youth advisory councils, and training delivery, ensuring youth-led, relevant engagement.

Stakeholder Engagement

- The stakeholders targeted included government agencies across sectors, including law enforcement, the judiciary, policymakers, technology firms, NGOs, and CSOs.
- During the design phase, we worked closely with key actors to ensure the project proposal aligned with national priorities and local realities.
- As the project moved into implementation, it remained stakeholder-led, with each partner playing an active role in driving initiatives on the ground, shaping responses, and co-owning outcomes.
- **SafeCLICS** project was strengthened through diverse partnerships, each bringing unique expertise to the fight against OCSEA:
 - **Childline Kenya** supported national reporting mechanisms, contributed to the development of indicators, and enhanced data collection on OCSEA.
 - **Lifeskills Promoters** focused on addressing educational gaps, equipping children and educators with knowledge and tools to prevent and respond to OCSEA.
 - **ChildFund** led advocacy efforts, championing increased funding and policy attention for OCSEA initiatives.
 - **UNICEF** played a key role in building the capacity of law enforcement to effectively respond to OCSEA cases.
 - **TDH Netherlands** facilitated stakeholder engagement and collaboration to ensure a united and coordinated response.



Figure iv A slide from Childline Kenya Collection of Best Practices on Stakeholder Engagement presentation showing the stakeholders that they engaged with their SafeCLICS campaign.

- **Impact and results:** The key outcomes included a wider cascade of OCSEA awareness across sectors; improved inter-agency coordination and response; increased referrals and case reporting from stakeholders with over 46,000 reports of online child abuse recorded in 2023; and a rise in the number of cases under investigation. In Kilifi County, heightened awareness led to the successful prosecution of an online child sexual abuse case, demonstrating real progress in justice and accountability. The prevalence of child sexual exploitation and abuse in Kilifi and Kwale Counties reduced from 1.7% (2021) to 0.8% (2022).



- **Challenges and solutions:** Challenges included the high turnover of trained service providers, budget constraints, and legal and policy gaps, such as outdated laws and unclear guidelines, that hindered the prosecution of OCSEA cases. Additionally, emerging new OCSEA threats (e.g., AI Misuse) posed further challenges. Childline Kenya addressed these challenges through advocacy for the integration of online child protection into training curricula for social workers, police, and judiciary; adoption of cost-effective strategies; policy advocacy and support in the development of updated SOPs and legal frameworks. The child helpline also adapted interventions to include regular updates and cross-sector learning on emerging threats.
- **Lessons learned and best practices :** Effective strategies included Training of Trainers (TOT) approach with follow-up cascades, joint planning with service providers, and embedding OCSEA awareness in professional training institutions. Role-tailored content and peer facilitation improve uptake and coordination; continuous localized engagement sustains commitment, and participation of children enriches awareness efforts. Best practices identified include that government-led campaigns ensure scale and legitimacy and aligning awareness with national priorities increases stakeholder buy-in. Cross-country learnings worth exploring were integration of OCSEA into medical, police and judicial training, use of AI monitoring tools in child protection and regional peer learning forums for service providers.
- **Recommendations for future campaigns:** Anchor awareness on strong national OCSEA policies; ensure campaigns are government-led with partner support; use innovative approaches, including digital media, and prioritize inclusion of children, caregivers, and professionals; encourage peer-to-peer learning among the stakeholders; and foster child participation during national policymaking and decision-making. Furthermore, initiatives should consider addressing major gaps, including limited awareness among caregivers and children, the lack of OCSEA content in professional training curricula, stigma and fear related to case reporting and the unavailability of reliable national data to inform interventions. To enhance the effectiveness of awareness-raising efforts among key stakeholders, additional resources or support are needed. This includes increased financial investment for sustained advocacy; development and rollout of accredited caregiver training tools; strengthening the Technical Working Group on Online Safety; and national dissemination of OCSEA indicators and reporting standards.

Mozambique – Linha Fala Criança

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** Linha Fala Criança conducted the 'I'M NOT DISTANCING MYSELF' campaign to address rights and protection issues affecting children and promote a culture of reporting. The campaign focused on raising awareness on the right to education, combating early marriage, sexual harassment in schools and digital harms including OCSEA. The campaign was implemented from February to April 2025 covering four provinces: Maputo Province, Maputo City, Nampula and Cabo Delgado.
- **Strategies and approaches:** The campaign used school-based sessions, community dialogues, radio and television broadcasts and social media combined with billboards, murals and co-created videos for awareness. The child helpline also established strategic partnerships with public figures and influencers to disseminate messages, with the artists and presenters producing themed songs for the campaign. Additionally, they used a studio truck for holding lectures, screening videos and interactive discussions with children. Setting up the studio truck in communities and schools attracted diverse audiences, creating an engaging atmosphere like a 'circular music show,' which disguised the educational purpose of the messages.



Awareness Raising Strategies & Approaches

- The campaign actively involved students, teachers, children in general and communities. To maximise its impact, LFC established strategic partnerships with: Artists and presenters, who, in addition to giving talks, produced themed songs; media organisations; community leaders; and school management.
- One of the most notable innovations was the use of a studio truck. The lectures were held inside this truck, where, in addition to awareness-raising speeches, videos were shared. After the screening, the children, together with the moderators, reflected on the content, namely on how sexual harassment can begin, whether in the classroom or on digital platforms. This dynamic boosted information retention. Setting up the studio truck in communities and schools attracted participants of all ages, creating an engaging atmosphere similar to a 'circular music show,' which disguised the educational purpose of the messages.



Figure v A slide from Linha Fala Criança Mozambique Collection of Best Practices on Awareness Raising presentation including some photos from their awareness-raising community events.

- **Audience engagement and inclusion:** Children, caregivers, teachers, and community leaders, public ambassadors and influencers were involved in campaign activities including partnerships with school management and media organizations. Efforts were made to include marginalized groups including children with disabilities and rural communities. Local languages and interpreters were used to enhance accessibility.
- **Impact and results:** The campaign increased visibility of OCSEA issues and encouraged community discussions and the creation of protection clubs in schools. There was improved understanding among children and caregivers about online risks and reporting mechanisms, and the recognition that 116 is an essential mechanism for the protection of children.
- **Challenges and solutions:** Challenges included limited accessibility to rural areas, language diversity, cultural barriers including misinformation and taboos, and budgetary constraints. These were mitigated through the studio truck, localized content, use of language and sign interpreters, and community figures and partnerships with media and local leaders.
- **Lessons learnt and best practices:** Use of playful and interactive methods attracts and holds audience attention. Engaging media platforms, public figures and influencers to convey messages increases the campaign visibility and credibility and reach. Partnerships with schools and community leaders enhance access and ownership. Cultural adaptation and relevance of messages is key to community acceptance. Use of local languages and interpreters ensures understanding and inclusivity.
- **Recommendations for future campaigns:** Adapt content to the local culture and language, use innovative formats and interactive activities and select individuals with local popularity and credibility as influencers for the campaign. Forge strong partnerships and collaboration with community leaders, schools and local media. Promote social inclusion and participation, and foster reflection and community solutions.



B. Stakeholder Engagement

- **Initiative overview:** In 2024, Linha Fala Criança 116 developed the initiative aimed at strengthening the capacity of stakeholders to respond to cases of OCSEA, promoting more integrated and effective management within the multi-sectoral child protection mechanism. The initiative was developed in collaboration with the Ministry of Gender, Children, and Social Action, the Ministry of Health, the Police Office for Assistance to Families and Minors Victims of Violence, the Attorney General’s Office, and civil society organizations.

Engagement of Stakeholders

- The initiative involved several key actors, including:
 - Government agencies: Ministry of Gender, Children and Social Action, Health, Police, Municipalities, and Attorney General’s Office
 - Civil society organizations
 - Platforms for child and youth participation
 - Adolescent “champions of change”
 - Schools and local communities
- These actors played an active role in promoting awareness, reporting, and responding to cases of OCSEA, creating a collaborative child protection network.



Figure vi A slide from Linha Fala Criança Mozambique Collection of Best Practices on Stakeholder Engagement presentation providing an overview of their national stakeholders engagement and a couple of photos from their initiatives.

- **Strategies and approaches:** The initiative adopted a multi-channel and inclusive approach that included inter-institutional working meetings to strengthen relationships and improve response protocol; formal invitations to stakeholders for discussions on OCSEA prevention; roundtable discussions in communities and schools, with the direct involvement of children and adolescents; partnerships with community leaders as well as integrating protection messages into local events; and the reinforcement of the 116 child helpline with counsellors and case managers trained on OCSEA response and case management.
- **Stakeholder engagement and inclusion:** The initiative involved government agencies, including the Ministry of Gender, Children and Social Action, Health, Police, Municipalities, and the Attorney General’s Office, as well as civil society organizations, platforms for child and youth participation, schools and local communities. Adolescents played a key role in the dissemination of messages as “champions of change.” All these actors played an active role in promoting awareness, reporting, and responding to cases of OCSEA, and creating a collaborative child protection network.
- **Impact and results:** The campaign increased visibility of OCSEA issues and encouraged community discussions. There was improved understanding among children and caregivers about online risks and reporting mechanisms. There was greater inter-institutional coordination evidenced by the speed with which cases are handled, and direct contact with bodies such as the Attorney General’s Office, because of working meetings and coordination efforts.



- LFC continued the engagement of mobile phone operators, through the National Communications Institute of Mozambique (INCM), to ensure free access to Line 116.
- **Challenges and solutions:** Challenges included silence on sexual abuse in school and community settings, limited awareness about online reporting channels and a lack of specific training for counsellors. These were addressed by strengthening protection groups composed of children, teachers, and local leaders; awareness-raising activities on available reporting mechanisms; and targeted training for child helpline counsellors and case managers.
- **Lessons learnt and best practices:** Partnerships with the media (radio, television, and print) and community leaders increase the reach of activities; inclusion of children, adolescents, and strategic institutions broadens the scope, effectiveness and legitimacy of the activity; continuous training of counsellors and case managers on OCSEA and 116 child helpline communications department coupled with internal dissemination of knowledge and on digital platforms strengthens.
- **Recommendations for future campaigns:** Invest in robust databases for recording, analyzing, and monitoring OCSEA cases; establish permanent multisectoral mechanisms involving government and civil society organizations; and create OCSEA management committees in areas with high concentrations of children, such as schools and within communities. Additionally, collaborate with local youth and artists, leveraging their credibility to promote online and digital protection messages.

Namibia – Lifeline/ChildLine Namibia

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** Lifeline Childline (LLCL) Namibia implemented a campaign to empower parents and children on OCSEA and gender-based violence (GBV) prevention and reporting. The campaign also aimed to improve the knowledge and service delivery by police officers to victims of GBV and OCSEA and strengthen the protection of children from violence and improve their mental health. The awareness was delivered through multi-sectoral engagement involving government ministries, police, parents, school children, and community members.
- **Strategies and approaches:** In-person training for police, parent sessions, and school outreach were conducted. Materials included pamphlets, posters, and branded visuals including the LLCL toll-free helpline numbers. They also used social media to share information and content (videos and visuals of engagements). A child-led radio program was used for broader dissemination. Additionally, they utilized content from Child Helpline International (CHI) and developed other contextualized content for social media engagement. Collaborated closely with the Ministry of Information, Communication and Technology, UNICEF and the Ministry of Education.
- **Audience engagement and inclusion:** Community members, teachers, parents, caregivers and children were engaged through local venues and language and sign interpreters. Efforts were made to ensure gender balance and inclusion of ethnic groups and persons with disabilities. For instance, previous participants were used to assist with mobilization for activities that ensured equal gender representation including all races/ethnic groups.
- **Impact and results:** OCSEA knowledge improved significantly in targeted schools with learners and teachers expressing interest in more sessions and an increase in the number of targeted schools. Parents reported sharing information within their communities and requested for longer interventions. Visual branding reinforced campaign messages post-engagement.



Audience Engagement & Participation

- Lessons learnt from previous engagements/activities.
- Recruited/requested equal gender representation; included all races/ethnic groups.
- Community/Parent sessions held nearest to target group.
- Interpreters used.
- Sign language where needed.
- Local languages.
- Used previous participants to assist with mobilizing/recruitment.



Figure vii A slide from LifeLine Childline (LLCL) Namibia Collection of Best Practices on Awareness Raising presentation showcasing a multipronged strategy focused on accessibility, inclusion, and community-led engagement.

- **Challenges and solutions:** Language barriers, limited time and budget, and political sensitivities. Solutions included adopting local languages and use of interpreters, integrating the messaging with other donor funded activities, and avoiding political discussions.
- **Lessons learnt and best practices:** Use people in local communities to recruit/mobilize for activities and venues that are accessible to the intended target group to foster acceptance, ownership, amplify reach and ensure inclusion. Using local interpreters and languages ensures inclusivity. Investing in visual branding reinforces messages after campaign activities. Local politics can impact community engagement and must be navigated carefully. Accord enough time for the campaign activities.
- **Recommendations for future campaigns:** Adopt a holistic approach in designing and implementing awareness raising activities, use visual branding, involve local authorities, strengthen partnerships and collaboration, and ensure inclusive participation.

B. Stakeholder Engagement

- **Initiative overview:** The government invited LifeLine ChildLine (LLCL) Namibia to join the National Task Force. It recently started the implementation of a collaborative rapid-response awareness initiative in Okahandja, triggered by the brutal murder of three young girls. The campaign aimed to raise awareness on OCSEA and child safety among school learners, teachers, and community members.
- **Strategies and approaches:** The initiative embraced multi-stakeholder, participatory and trauma-informed approaches in design and implementation. Among the methods used were targeted communications via emails and telephone, in-person meetings, pre-campaign school-based assessments, school and community-based outreaches, partnership with other organizations for mobilization and logistical coordination, and the use of media and digital platforms. The main messages or themes of the initiative were: strengthening multi-sectoral and child-sensitive services, raising awareness among children and parents on online safety, addressing safety challenges in the education and community systems, and legal and policy advocacy. The overarching message is the collective responsibility for the enhanced safety of children.



- **Stakeholder engagement:** The campaign involved government agencies such as the Ministry of Education, local authorities including constituency councillors and community leaders, civil society organizations, teachers and learners, parents, caregivers and community members. Children and young people in schools provided input that shaped the campaign and also participated in awareness sessions.
- **Impact and results:** Early-stage engagement showed promise, with immediate requests for continuation of the awareness raising as a result of community interest and an increased number of calls to the child helpline.
- **Challenges and solutions:** The main challenges experienced were time and budget constraints. They were addressed by combining awareness with other donors' activities, creating a linkage with other service providers/stakeholders, promoting sustainability efforts and brainstorming solutions with target groups.
- **Lessons learnt and best practices:** Allocating adequate time for the campaign is essential. Involvement of local communities is important to ensure relevance and ownership. Additionally, having a ready team with sufficient personnel/staff and proper communication in advance is also crucial.
- **Recommendations for future campaigns:** Work closely with the government, promote inclusive participation, and foster multi-stakeholder collaboration and partnerships to ensure continuity and sustainability. Have adequate time and personnel for undertaking the campaign.

Lessons Learnt & Best Practices

- Adequate time essential.
- Where possible use members of local communities.
- Be informed, ready for any challenge.
- Enough manpower.
- Proper communication in advance.

Figure viii A slide from LifeLine ChildLine (LLCL) Namibia Collection of Best Practices on Stakeholder Engagement presentation detailing lessons learnt from their initiative.



South Africa – Childline South Africa

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** Childline South Africa ran a digital campaign for Safer Internet Day 2025, focusing on online safety, cyberbullying and safe online gaming. The campaign targeted children and caregivers through social media platforms: Facebook, Instagram, TikTok, X (formerly Twitter), and a recently created WhatsApp Channel.
- **Strategies and approaches:** Short reels, animated videos featuring custom animated characters like Leo and Pixel were shared on Facebook, Instagram, TikTok, and WhatsApp. Child-friendly and sensitive content shared included tutorials and interactive posts using emojis and hashtags with messaging focused on Online Gaming, how to safely game and the dangers to be aware of. For Safer Internet Day, messages on cyberbullying were posted which consisted of a Buddy Pledge. All posts included the child helpline details, services, as well as a direct link to the Online Counseling Web Chat. The digital campaign and reach were completely organic, and no paid promotions were used.

Awareness Raising Strategies & Approaches

- We had developed short reels and videos to grab the attention of children, but not tire or bore them out.
- These were posted on our social media platforms with our highest reach being on Facebook, although due to the video based nature of TikTok videos and Instagram reels these were also well received on there.
- Our reach was completely organic and no paid promotions were used.
- Our focus was on Online Gaming and how to safely game, as well as the dangers of gaming.
- Highlighting Cyberbullying has been a key approach for us in South Africa, hence our Safer Internet Day post consisted of a Buddy Pledge.

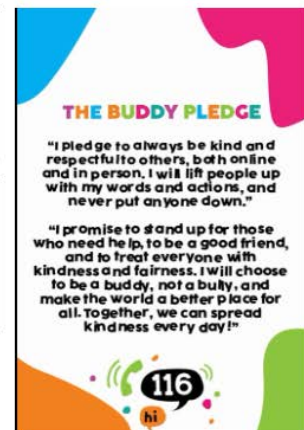


Figure ix A slide from Childline South Africa Collection of Best Practices on Awareness Raising presentation featuring their animated storytelling characters, “Leo” and “Pixel,” along with the Buddy Pledge.

- **Audience engagement and inclusion:** Digital platform followers were requested to share the pledge with children and encouraged them to take the ‘Be a Buddy, not a Bully’ pledge. Awareness teams provided input on content design to ensure age-appropriate messaging. Efforts were made to include children with disabilities and diverse cultural backgrounds. The child helpline noted that as a Rainbow nation the content needs to fit in with all different race groups, cultures and languages, however, the content has not yet been translated.
- **Impact and results:** The campaign reached over 37,000 users via Facebook, Instagram, TikTok organically. A notable success story involved swift intervention in a cyberbullying case via TikTok, leading to content removal and psychosocial support for the victim and the family, which was made possible by the swift actions by the child helpline and TikTok’s Safety Enforcement Team.



- **Challenges and solutions:** Video production was costly and time-consuming. There was no dedicated social media team, but the Online Counselling Team managed the digital campaign as it fits in with their directive and there is a better understanding amongst the team of online matters relating to children. An ongoing challenge is tailoring the content for different age groups i.e., the foundation phase and teenagers, and making it relevant for them.
- **Lessons learnt and best practices:** Animation improves reach, children connect more with characters, and the use of simple language expands access. For instance, the child helpline's approach to engaging children through the use of animated characters Leo and Pixel was particularly successful. While incorporating short messages through emojis and animations seems to work better in getting the messages across to them.
- **Recommendations for future campaigns:** Prepare for increased contacts post-campaign, invest in digital literacy tools, ensure consistent branding, consider using children themselves in awareness raising.

B. Stakeholder Engagement

- **Initiative overview:** Childline South Africa is a member of the National Coordinating Structure for online safety that the Department of Social Development convenes to counter the growing risks of Cyberbullying, Child Sexual Abuse Material and Online Sexual Exploitation. The child helpline participated in the multi-stakeholder engagement forum convened under the National Coordinating Structure to discuss efforts, including legislative measures, educational programs and intersectoral collaborations, to address and respond to these pressing issues effectively.
- **Strategies and approaches:** The meeting involved presentations on online safety efforts by stakeholders and plenary sessions. Discussions were held amongst stakeholders focused on the importance of the Coordinating Structure and balancing awareness efforts across the country. The Bogota commitments, particularly the need to uphold the pledges made by the Government of South Africa and ensure a structured monitoring and alignment with the National Strategic Plan, were discussed. The need for parental digital literacy was a cross-cutting theme; emphasis was laid on expanding education programs to include teachers and caregivers, and strengthening collaboration through school talks, digital and online awareness.
- **Stakeholder engagement:** The meeting brought together government agencies, which included National and Provincial Departments of Social Development, Department of Basic Education, Department of Home Affairs, South African Police Service and their Serial and Electronic Crimes Unit and the Films & Publications Board. Other stakeholders were tech companies, civil society organisations like Childline South Africa, UNICEF South Africa, and the Bureau of Market Research (Pty) Ltd (BMR) within the University of South Africa.
- **Impact and results:** Data from Childline South Africa informed the drafting of the Model National Response, which is a key goal of the coordinating structure. The child helpline established key partnerships between itself, UNICEF and the Department of Education. Childline South Africa also identified the need for longer prevention talks in schools and discussed future plans, including AI integration in interventions.
- **Challenges and solutions:** Challenges related to interventions implemented by stakeholders. Among those identified were resource and budget constraints for national-scale initiatives, lack of standardized definitions and terminology (e.g. CSAM, child pornography), and misinterpretation of risks by children. The solution discussed included the coordinating structure initiating training for stakeholders, and adjusting school prevention programs to include longer, more tailored sessions.



Initiative/Campaign Impact & Results

- The Coordinating Structure also has a research element where data from Childline South Africa was used and appreciated.
- They were keen on the trends in our data as this identified online aspects, however, other national data like the Police just identified as Sexual Abuse.
- The research has advised a Model National Response which is to be presented at the next meeting which is a key goal of the Structure.
- Key Partnerships between Childline SA, UNICEF and the Department of Education were identified.
- Prevention talks in schools have evolved, highlighting the need for longer sessions to ensure children integrate discussions into their lived experiences.
- There are also aspects that have not been explored as yet, such as the effective use of AI in our interventions.

Figure x A slide from Childline South Africa Collection of Best Practices on Stakeholder Engagement presentation detailing lessons learnt from their initiative.

- **Lessons learnt and best practices:** Holistic multi-sector collaboration is necessary but complex to implement; thus, streamlining efforts is essential. Early childhood education on online risks must be standardized and continuously improved, and role-based awareness campaigns, e.g. clarity on the role of tech industry partners in online safety updates and reporting mechanisms, are crucial.
- **Recommendations for future campaigns:** Establish or strengthen existing coordination structures on online safety and engage actively in them. Participate in policy dialogues to ensure the inclusion of children's voices, perspectives and lived experiences in policy development.

Tanzania – C-SEMA (National Child Helpline)

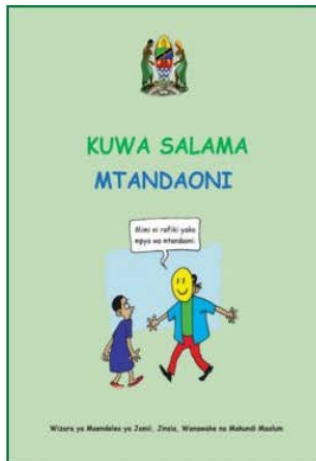
A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** The Tanzania National Child Helpline participated in a national campaign titled “Usalama wa Mtoto Mtandaoni ni Jukumu Letu Sote; Chukua Hatua!” which translates to “Online Child Protection is Everyone’s responsibility; Take Action!” which was led by the Ministry of Community Development, Gender, Women and Special groups. The school outreach campaign aimed to disseminate the National Children’s Guideline on Online Safety Toolkit and to raise awareness among children and teachers.
- **Strategies and approaches:** School-based outreach was guided by the National Guideline for Children on Online Safety and used games, role plays and outdoor venues to engage children. The social welfare officers and the police gender and children desk officers were part of the outreach and created awareness on reporting and handling of referrals. Social media campaigns used hashtags, interactive Q&A, polls, quizzes, visually appealing messages such as infographics, animated videos, illustrated stories, and short Swahili-language clips with all posts linked to the 116-child helpline.



- To reach children, youth and parents, the campaign used simplified, child-friendly, culturally relevant and curated educational content focusing on topics like online safety, digital risks, and child rights. Partnerships with local influencers, radio programs and blog articles were also used to reach wider audiences.

Awareness Raising Strategies & Approaches



- For all the school outreach that we conducted, we used the National Guideline for Children on Online Safety as our reference and also disseminated it to teachers and children in schools.
- The main messages during our outreach to children were the advantages and opportunities to use online services, the threats that can be found online, and how to stay safe online.
- Lastly, we took the children through a journey of understanding and identifying red flags while online, how to self-mitigate threats and when, and how and where to report whenever they feel the need to do so.
- We used games and role-playing during the outreach session. We avoided using classroom style but rather used outdoor venues to make children comfortable and free to interact.
- The social welfare officers and the Police gender and children desk officers were part of the outreach, and this made our work easier as they explained how they handle referrals from children on OCSEA.

Figure xi A slide from C-SEMA (National Child Helpline) Tanzania Collection of Best Practices on Awareness Raising presentation highlighting interactive, child-friendly outreach strategies.

- **Audience engagement and inclusion:** School-going children and teachers were engaged directly in schools. Police and social welfare officers participated in outreach sessions to explain referral processes. Parents and caregivers were reached through online dialogues, radio sessions, parents and teacher-focused posts and WhatsApp groups which provided an avenue for community feedback. For inclusion and accessibility, the campaign used Swahili language, visual, audio and text formats and disability friendly principles.
- **Impact and results:** The campaign reached over 2.8 million people via targeted digital campaigns with high engagement on posts related to online grooming, digital parenting, and safe internet use. The child helpline experienced increased reporting through a spike in calls, which shows the campaign's influence on help-seeking behaviour. Children and youth reported feeling more confident in recognizing and reporting online abuse while parents increasingly contacted the child helpline for guidance on online safety and digital parenting tips. Behavioural changes among caregivers and educators were also reported. For instance, more parents and teachers accessed C-Sema resources to guide safe internet use and conversations at home and in schools. WhatsApp-based learning groups expanded C-Sema's reach into underserved and rural communities.
- **Challenges and solutions:** Limited funding to support outreach activities, OCSEA knowledge gap among parents, and limited access to web-based reporting portals. These were addressed by integrating OCSEA initiatives into other programs, utilizing digital spaces and community radios for awareness, and sharing knowledge on safe internet use to all audience categories.



- **Lessons learnt and best practices:** Awareness raising is key to prevention especially with children and young people. Outdoor, informal settings encourage open dialogue and participation. Digital spaces are cost-effective platforms and amplify the reach and impact of campaigns. Involving police and social welfare officers in outreach builds trust in reporting and referral mechanisms. Strategic partnerships with cross-sectoral stakeholders are essential to support and sustain the campaign efforts. Consistent messaging is assured by using national guidelines and toolkits, and that engaging in research informs programming and attracts funding.
- **Recommendations for future campaigns:** Collaborate with research institutions/ organizations, integrate OCSEA campaigns into other programs for sustainability, and engage youth who are more conversant with the digital world in the campaign for sustainability and wider reach. Monitoring the campaign’s impact is key by setting campaign targets and generating data from the digital platforms used.

B. Stakeholder Engagement

- **Initiative overview:** C-SEMA and the 116 – Tanzania National Child Helpline is part of a national-level campaign task force formed by the Ministry of Community Development, Gender, Women and Special Groups and launched in February 2024, aimed at increasing awareness and building commitment among key stakeholders to address OCSEA in Tanzania. The Tanzania National Child Helpline participated in a national campaign to sensitise stakeholders on the evolving nature of OCSEA, data and case trends, legal frameworks (such as the Cybercrimes Act and child protection policies), and the roles of each actor in prevention and response. The campaign also amplified the voices of children and survivors to ensure that interventions are child-centred and rights-based.

Initiative/Campaign Overview



The Tanzania National Child Online Protection Task Force

- C-Sema and the 116 – Tanzania National Child Helpline is part of a national-level campaign task force formed by the Ministry of Community Development Gender, Women and Special Groups and launched in Feb 2024 aimed at increasing awareness and building commitment among key stakeholders to address Online Child Sexual Exploitation and Abuse (OCSEA) in Tanzania.
- We are sharing this case study because of its uniqueness in Government involvement. The initiative includes LGA level dialogues, media engagements, and collaborative workshops.
- Through these platforms, the task force sensitizes stakeholders on the evolving nature of OCSEA, data and case trends, legal frameworks (such as the Cybercrimes Act and child protection policies), and the roles of each actor in prevention and response. The campaign also amplifies the voices of children and survivors to ensure that interventions are child-centered and rights-based.

Figure xii A slide from C-SEMA (National Child Helpline) Tanzania Collection of Best Practices on Stakeholder Engagement presentation providing an overview of C-SEMA’s national-level key stakeholder engagement.



- **Strategies and approaches:** The initiative, premised on the Disrupting Harm report for Tanzania, was government-led and included collaborative workshops, dialogues at Local Government Authority (LGA) levels, policy advocacy, media engagements through radio and television awareness sessions, and child participation. Capacity building workshops for frontline service providers and stakeholders focused on the role of various stakeholders in preventing and responding to OCSEA, using zonal training to reach all 26 regions. Selected schools were engaged in training, where participants interacted with children, gained first-hand experience in service provision and gained insight into the children's perspective.
- **Stakeholder engagement:** The initiative involved relevant government ministries, departments and agencies, Local Governments, policymakers, communities, media, mobile network operators (MNOs), Academia and children. Frontline service providers, including the Police Gender and Children Desk (GCD), Social Welfare Officers (SWOs), Community Development Officers (CDOs), and LGA officials at the regional level from all 26 Regions of Mainland Tanzania, were engaged through two days of capacity-building sessions. Children were directly engaged in schools and encouraged to share their experiences.
- **Impact and results:** Stakeholders across sectors gained a clearer understanding of OCSEA, with some encountering the issue formally for the first time. Improved knowledge and technical capacity through the training of 315 frontline service providers resulting in stronger and better coordinated reporting, response and referral systems. Regional and national coordination strengthened.
- **Challenges and solutions:** Limited awareness among parents, lack of digital literacy, and funding constraints are key challenges. C-SEMA addressed these through partnerships, use of social media, and integration with existing programs. Hard-to-reach regions due to the country's vastness, low OCSEA awareness among some policymakers and frontline workers, weak coordination across sectors and limited research to inform the formulation of legal and policy frameworks, guidelines and strategies on OCSEA. The solutions included using radio and TV awareness sessions as part of the campaign, zonal training, tailored messaging, capacity building sessions and the dissemination of legal frameworks.
- **Lessons learnt and best practices:** Engaging frontline service providers is imperative in shaping the OCSEA discourse. Involving parents and teachers in OCSEA programming targeting children enhances impact. Tailored messaging and dialogues with policymakers and duty bearers, such as parliamentary committees, improve the campaign's effectiveness and boost policy advocacy. For example, through the campaign, the task force advocated to the regulatory authority to initiate a process to develop a child SIM card.
- **Recommendations for future campaigns:** Avoid working in silos and align with existing government programmes and interventions, where available, to ensure sustainability. Invest in capacity building for frontline service providers to improve the identification, response and referral of OCSEA-related cases. Be part of stakeholders influencing policy and legislative frameworks by advocating for OCSEA integration into national child protection and cyber safety agendas. Leverage media and technology to amplify child protection messages, challenge harmful social norms, and promote safe online environments. Have research as a key agenda to demonstrate the changing landscape of OCSEA.

Uganda – SAUTI 116

A. Awareness Raising on OCSEA and Child Helplines

- **Campaign overview:** SAUTI 116 has been running a multi-year campaign aimed at creating awareness on identification, reporting, prevention and response to OCSEA targeting in-school and out-of-school children, parents, guardians, caregivers, teachers and community members.



- The campaign's primary partners included school administrators, religious leaders, community leaders, child protection committees, and parent-teacher associations.
- **Strategies and approaches:** The campaign embraced a multi-platform approach combining community and school outreach with traditional and social media engagement. Interactive methods included peer-peer learning, storytelling, group discussions, role-plays and visual aids. Branded, custom-made Information, Education and Communication (IEC) materials such as posters, stickers, brochures, booklets primarily in English with some in local languages were distributed. Key awareness-raising activities included school visits and sensitization, community outreach (churches, mosques, gatherings), engagements with out-of-school children, PTA meetings, Workshops, seminars, exhibitions, social media engagement, case conferencing and clinics.

Digital & Social Media Awareness Strategy

- **Use of social media** (complementary tool) to raise awareness on OCSEA, particularly among older children, caregivers, and the general public.
- **Most effective content types:** infographics that explained OCSEA in simple language, Short written posts with safety tips, and awareness messages encouraging use of the child helpline.
- N.B.: consistent posting and engagement helped amplify reach without needing paid promotion.
- **Creating safe digital spaces:** clear contact details and safety tips to encourage children to seek help anonymously and report abuse confidentially. Moderation of comment sections helped keep the spaces respectful and safe.
- **Tailoring for different age groups and digital literacy levels:** using simpler visuals and language for younger children, sharing more detailed information and policy-related messages for caregivers and older youth, ensuring mobile-friendly formats for those accessing content via basic devices.
- **Stakeholder collaboration:** sharing campaign posts via schools and community networks. No influencers were involved but plans are underway to explore this in the future for wider digital reach.



Figure xiii A slide from Sauti 116 Uganda Collection of Best Practices on Awareness Raising presentation showcasing their digital and social media strategy to raise awareness on OCSEA in the community.

- **Audience engagement and inclusion:** Children co-designed messages and served as peer educators and youth ambassadors. Community leaders, parents, local champions and influencers were engaged through dialogues and training sessions. Efforts made to ensure inclusion were the use of community meetings, community-based channels, mobile outreach units, community radio, digital platforms, accessible materials in local languages and culturally appropriate messages. Gender considerations were made by having separate and mixed-gender sessions, gender-sensitive content and engaging male role models. Use of interactive sessions through storytelling, role-playing and skits, scenario-based group discussions, games and quizzes, competitions through poster, essay, poem, storytelling contests on online safety and school-wide competitions, and use of anonymous question boxes, and social media engagement via polls, live Q&As, and interactive sessions on WhatsApp, Facebook, and TikTok all fostered participation.
- **Impact and results:** There was a significant increase in OCSEA case reporting over the 5-year period, from 8 cases in the first year to many more indicating greater awareness, trust, and willingness to seek help among children and communities. Victims increasingly recognized the SAUTI 116 Helpline and related outreach as safe spaces for disclosure. Children demonstrated improved understanding of OCSEA and confidence in seeking help.



- **Challenges and solutions:** School exam calendars and administrative obligations made it difficult for schools to allocate time for session, limited resources affecting the adequacy of interactive and IEC materials, and lack of dedicated budget and adequate staff support impacting consistency in outreach. Solutions involved strategic conversations with the school management and embracing flexible schedules, integrating awareness into existing programs, and using digital tools like SMS, WhatsApp, and Facebook to reach audiences at lower costs.
- **Lessons learnt and best practices:** The campaign content and language should be child-sensitive to avoid unintentional harm, and adequate guidance and supervision reduces the likelihood of abuse during school hours. The use of child-friendly messaging and trusted environments (e.g. schools) helped normalize discussions around OCSEA. Interactive and participatory methods such as peer-to-peer learning, storytelling, role-plays and experience sharing supported understanding and improved retention. Community and parental engagement enhanced the reach and acceptance of the campaign while the induction of teachers equipped them to deliver the OCSEA curriculum within life skills and counseling programs. Having stakeholder guidelines strengthens prevention, early detection and response. For instance, SAUTI 116 developed and disseminated clear procedures and FAQs to support consistent response and referral processes. The cross-sector collaboration with teachers, social workers, and community leaders boosted outreach.
- **Recommendations for future campaigns:** Increase funding and dedicated budgeting for OCSEA programs at the district level, expand localized IEC materials, institutionalize the integration of OCSEA prevention in national school curricula, strengthen monitoring and evaluation systems to track awareness levels and case responses, leverage youth-led advocacy to sustain awareness momentum, sustain community engagement support local action.

B. Stakeholder Engagement

- **Initiative overview:** SAUTI 116 implemented an initiative that was aimed at building stakeholder capacity and commitment to prevent and respond to OCSEA through policy, coordination, and awareness. The initiative primarily focused on increasing stakeholders' understanding of OCSEA, including risks and trends, and strengthening the role of institutions in the prevention and response to OCSEA, fostering multi-sectoral collaboration and policy dialogue regarding OCSEA interventions, and promoting the integration of OCSEA into national child protection frameworks.
- **Strategies and approaches:** The initiative made use of a variety of engagement methods, including policy dialogues, capacity building, tailored messaging, media engagement and high-level advocacy. Held multi-sectoral meetings and workshops to share OCSEA data, legal gaps, and good practices; conducted specialized training for police, judiciary and regulators on digital safety and victim-sensitive approaches; and facilitated the co-creation of tailored messages for media, government, and tech regulators. Additionally, the initiative held roundtable discussions and briefings for journalists on ethical reporting of OCSEA and engagements with Parliament and policy influencers for budget allocation and legal reforms. To strengthen inter-agency coordination, a stakeholder mapping was conducted to identify OCSEA response actors and define roles in the referral and reporting pathway.
- **Stakeholder engagement:** Relevant government agencies were involved including Ministry of Gender, Labour and Social Development, Ministry of Internal Affairs, Uganda Police Force, Directorate of Public Prosecution (DPP), Ministry of Education and Sports, Ministry of foreign Affairs, Ministry of Justice and Constitutional Affairs (MoJCA), Law Reform Commission, Uganda Communications Commission (UCC), National Information Technology Authority (NITA), Uganda Police Force – CID & Cybercrime Unit,



and the Judiciary. Members of Parliament (Children's Caucus), INTERPOL, international agencies, CSOs, NGOs, Faith-Based Leaders and Media houses were also engaged.

Awareness Raising Strategies & Approaches

- **Policy Dialogues & National Workshops:** Multi-sectoral meetings to share OCSEA data, legal gaps, and good practices.
- **Capacity Building Sessions:** Specialized trainings for police, judiciary, and regulators on digital safety and victim-sensitive approaches.
- **Development of National Messaging:** Co-creation of key messages tailored for media, government, and tech regulators.
- **Stakeholder Mapping and Coordination:** Identifying OCSEA response actors and defining roles in the referral and reporting pathway.
- **Media Engagement:** Roundtables and briefings for journalists on ethical reporting of OCSEA.
- **High-Level Advocacy:** Engagement with Parliament and policy influencers for budget allocation and legal reforms.

Figure xiv A slide from Sauti 116 Uganda Collection of Best Practices on Stakeholder Engagement presentation detailing their strategies and approaches for engaging with national-level stakeholders.

- **Impacts and results:** OCSEA was integrated into the revised National Child Policy and the draft Online Safety Framework. The Uganda Communication Commission began collaborating with CSOs to disseminate safe internet guidelines, and over 120 stakeholders were trained on OCSEA prevention and response. This resulted in a better understanding of OCSEA risks, response protocols, and referral systems, as well as strengthened referral links between stakeholders, the SAUTI 116 Helpline, and police cybercrime units. Media coverage became more sensitive and accurate in reporting OCSEA-related issues.
- **Challenges and solutions:** Limited prioritization of OCSEA in broader child protection strategies, overlapping mandates among government agencies, gaps in technical capacity and digital literacy among stakeholders, and budget constraints for sustained follow-up and monitoring. Solutions included aligning the initiative with national plans, using child helpline data to demonstrate relevance and urgency, providing targeted training, adapting cost-effective strategies and local partnerships.
- **Lessons learnt and best practices:** Political buy-in increases when OCSEA is linked to broader issues like digital safety and education. Multi-stakeholder participation ensures wider ownership and sustainability and continuous engagement (not one-off events) is key to behaviour and policy change. Localization of technical content helps non-technical actors understand their role, and awareness-raising among national stakeholders is essential for a coordinated and sustainable response to OCSEA.
- **Recommendations for future campaigns:** Formalize a multi-sectoral taskforce on OCSEA with clear Terms of Reference, develop and distribute simplified OCSEA guidelines and protocols, and leverage political will by aligning with existing national plans (e.g., digital transformation agenda). Furthermore, advocate for the integration of OCSEA content into ongoing Continuous Professional Development (CPD) for justice, Law and Order sectors and ICT professionals. It is also recommended to partner with the private sector, such as the telecoms and Internet Service Providers, for a broader reach and co-funding.



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