

UNICEF and Save the Dream campaign calls for people to report violence against children and adolescents

Over 3,800 calls were made through an application “Proteja Brasil” to the “Disque 100” hotline and other child protection organizations in Brazil

Brasilia / Rio de Janeiro, June 20, 2014 - The campaign "It's in your hands to protect" is inviting people to call "Disque 100" and other organizations that specialize in the protection of children and adolescents.

Since the launch of the campaign, on the 18th of May, there have been an estimated 3,800 calls through the "Proteja Brasil" app. Of these, 2,959 complaints were made to "Disque 100" and another 857 calls to other child protection institutions such as specialized police stations and community councils.

Technology is the core element of the UNICEF campaign launched in partnership with Save the Dream – a joint initiative of the International Centre for Sport Security (ICSS) and the Qatar Olympic Committee. The aim is to help prevent cases of violence and discrimination against children during the FIFA World Cup™.

The "Proteja Brasil" app -- which has been developed in partnership with the Human Rights Secretariat of the Presidency, Brazilian NGO CEDECA/BA and the founders of IlhaSoft, a group of young digital entrepreneurs -- has received over 30,000 downloads and is set to reach over 50,000 downloads by the end of the tournament.

"The best strategy to tackle violence against children is prevention. And we can only prevent it if we involve not only the government but also the entire society", says Casimira Bengé, Chief of UNICEF's Child Protection Program in Brazil.

"The campaign builds on the fact that Brazil ranks fourth in the world in terms of number of smartphones and transforms this technology into an ally in the fight against violation of children's rights" says Mrs. Bengé. In Brazil, there are approximately 67 million mobile phones, according to the IDC.

According to Mrs. Bengé, one of the violations of concern for UNICEF is child labor. Data from the IBGE reveal that in Brazil about 3 million boys and girls aged from 10 to 17 years are in situations of child labor. According to her, child labor can open the door to other types of violations such as physical and psychological abuse, neglect and sexual violence.

"For many, child labour is not considered a violation of rights. It is seen more often as a moral issue and not a legal one. Perhaps for this reason, it is one of the least reported violations. We have, however, to change this mentality. "

Mohammed Hanzab, President of the ICSS and Founder of Save the Dream, said: "Save the Dream is proud to partner in the 'It's in your hands to protect' campaign alongside UNICEF and the Government of Brazil. Through its work, this joint project has already contributed to safeguarding young people during major sporting events such as the FIFA World Cup™ that is currently taking place in Brazil. Ensuring that the youngest members of our society are safe from harm is a shared responsibility of paramount importance. Save the Dream is committed to continuing its mission to protecting young people and working with leading international organisations to eliminate violence, abuse and discrimination in sport."

Speaking via a video link at a press conference in Brazil, Alessandro Del Piero, 2006 FIFA World Cup champion and Save the Dream Ambassador, added his support saying: "I am proud to be "captain" of the Save the Dream athlete ambassadors team and I am passionate about keeping the dream of clean, fair sport alive. The positive values I have learned from sport should always be promoted, especially during such a high-profile international event, like the FIFA World Cup™."

The campaign "It's in your hands to protect" is part of UNICEF's global #ENDViolence initiative and is a contribution to the Convergence Agenda, a Brazilian national initiative which brings together the Brazilian government, civil society and international organizations such as UNICEF to protect children during mega-events in the country.

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About UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

About Save the Dream

Save the Dream is an initiative of the International Centre for Sport Security and the Qatar Olympic Committee, supported by technology partner Ooredoo. The programme is a global campaign that aims to educate, promote and protect the core values of sport for young people and eliminate corruption, violence and discrimination in sport.

About the International Centre for Sport Security (ICSS)

The ICSS is an international, independent and non-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS works with governments, federations, clubs, leagues and event organisers. The ICSS provides expertise, services and global knowledge - advising on event and venue safety, strategic security and investigations into corruption in sport.

For B-Roll on Child Protection in Brazil: <http://uni.cf/teamunicefexternal>

To download the multi-media assets on "It's in your hands to protect" campaign, visit: <http://uni.cf/pbrasilext>

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