

MINISTRY PAPER #54/16

MINISTRY OF EDUCATION, YOUTH & INFORMATION

STRENGTHENING AND EXPANDING THE BREAK THE SILENCE CAMPAIGN

INTRODUCTION

Members are being asked to note the efforts of the Ministry of Education, Youth and Information, through the Office of the Children's Registry (OCR), to strengthen and expand the "Break the Silence Campaign" geared at encouraging persons to report any known or suspected cases of child abuse in Jamaica. This initiative is being facilitated mostly through the provision of funding by the Jamaica Social Investment Fund (JSIF).

BACKGROUND

The Break the Silence Campaign is an initiative which is a multi-pronged approach to protect children against abuse. It aims to reach victims and their families with a message to speak out and denounce child abuse and break the stigma and shame that surround the issue of child sexual abuse as a first step to seek help. At the same time, the initiative is an advocacy platform directed at policy makers, health workers and police authorities to create the protection and treatment services needed to support and care for the victims.

The campaign was developed after an island-wide survey showed that for every 10 adults who admitted that they knew about cases of child abuse, only one was willing to come forward to make a report.

ISSUES

While most abuse is hidden and the available data do not reflect the actual magnitude of the problem, we know that worldwide, an estimated 150 million girls and 73 million boys under 18 experienced forced sexual intercourse or other forms of sexual violence (WHO; 2002). In the Caribbean, 47.6% of girls and 31.9% of boys reported that their first sexual intercourse was forced or coerced by family members or family acquaintances (WHO; 2000). According to data provided by the OCR, the number of child sexual abuse reported cases in Jamaica was 3,386 in 2013 and 3,403 in 2014. Considering the seriousness of the issue of child sexual abuse and the implications for the spread of HIV in the region, UNICEF and partners have identified the urgent need to prevent and mitigate child sexual abuse- http://www.unicef.org/lac/Break_the_Silence--Introduction_.pdf

INITIATIVE

The "Break the Silence Campaign" was first launched during the period 2015-2016, with the following activities being undertaken:

- Memorandum of Understanding with RJR Communications Group (RJR and TVJ) for advertising at heavily subsidized rates;

- Television advertising on TVJ and CVM;
- Radio advertising on Irie FM, RJR and all other Radio stations through JIS programming;
- Intense posts on social media for July and August 2015 through the services of DRT Communications (contracted by UNICEF on OCR's behalf) to manage the placement of content from the Break the Silence Campaign on the Office of the Children's Registry's social media pages (i.e. Facebook, Twitter and Instagram)
- Press advertisements in the Gleaner and Observer;
- Printing of public education material to include posters, flyers and book markers for distribution in schools and communities, as well as other public/private sector institutions;
- Time signal/temperature check aired on Nationwide 90FM;
- Launch of Photo Competition in December 2015; and
- On-going presentations/consultations in schools, churches, community based organizations, private and public sector institutions.

PROJECTIONS

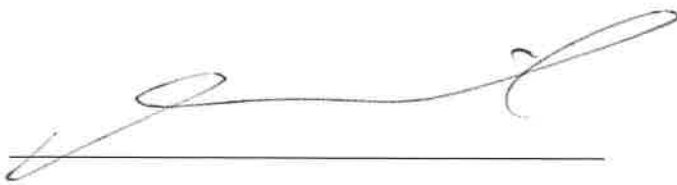
Under the initiative, the following promotional activities will be undertaken during the period 2016-2017:

- Time signal/temperature check aired/to be aired on Nationwide 90FM;
- Radio advertising on all stations through JIS programming during the period November 2016-January 2017; as well as
- Expansion of the campaign through funding support from JSIF/Caribbean Development Bank (CDB) under the Basic Needs Trust Fund – Seventh cycle to facilitate the following activities during the period May 31, 2016 to December 9, 2016:
 - Radio and Television advertising through the RJR Communications Group (RJR and TVJ) for the period June to August 2016
 - School tours and sensitization workshops during the period September to December 2016, targeting regional education officers, administrators, teachers, parents and children, in six primary schools, namely:
 1. Mandeville Primary School – Manchester;
 2. Christiana Moravian Primary and Infant School – Manchester;
 3. Ocho Rios Primary School – St Ann;
 4. Discovery Bay All Age School – St Ann ;
 5. Old Harbour Primary School – St Catherine; and
 6. Browns Hall Primary School – St Catherine.
 - Creation of an advertisement that emphasises the mandatory responsibility of educators to report any known or suspected cases of child abuse.
- Close of photo competition and incorporation of winning entry in public education efforts;
- Launch of Child Ambassadors Programme (2016-2018 Batch of child ambassadors);

- On-going presentations/consultations in schools, churches, community-based organizations, private and public sector institutions.

FINANCIAL IMPLICATIONS

In addition to budgetary support from the Government of Jamaica (GoJ), the initiative will be undertaken through funding support in the sum of J\$4,479,579.00 from Jamaica Social Investment Fund/Caribbean Development Bank under the Basic Needs Trust Fund – Seventh Cycle during the period May 31, 2016 to December 9, 2016.



Senator the Hon. Ruel Reid, CD, JP
Minister
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