



spreading the word  
: CHIIDLINE awareness strategies

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*This publication is supported by:*

National Lottery Charities Board (UK)

*Acknowledgements:*

The children who call CHILDLINE across the country

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First Published, August 2001

*Printed by:*

Jenaz Printers, 261 2853

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## INTRODUCTION

CHILDLINE, initiated in 1996 is India's first 24-hour helpline for children in need of care and protection. It took telephone technology to the most marginalized groups of children. Breaking myths associated with helplines being a western concept, introducing children to telephones as a medium of communication, building partnerships across society for child protection have called for highly innovative strategies for awareness about CHILDLINE.

CHILDLINE aims to ensure that it is the service that both children and adults, see, think, feel and identify with as the service that protects children anywhere in India.

Each CHILDLINE has evolved innovative strategies based on local needs. This manual is an attempt to share strategies used and lessons learned it presents tips to CHILDLINEs beginning their journey. All strategies in this manual have evolved from urban experiences and would need to be adapted to rural realities.

As CHILDLINE grows, newer strategies will be explored. CHILDLINE India Foundation (CIF) looks forward to learning and sharing these with other CHILDLINEs.

## BUILDING AN IDENTITY FOR CHILDLINE

CHILDLINE is operational in 28 cities/districts in India. Each organisation in the CHILDLINE network strives to deliver a service of the highest standard to every child. CHILDLINE'S singular image of quality, credibility, integrity and honesty comes from the efforts of the CHILDLINE team working across the country.

The 28 CHILDLINES are role models for all those initiating CHILDLINE. They have set standards for other cities/districts to prescribe to. Partnerships have been forged across the Allied Systems, with the corporate sector, concerned individuals, children/youth and communities. CHILDLINE is working towards its vision of a child friendly environment where every child is ensured of his/her right to protection.

A direct impact of this is that more people/organisations/Allied Systems feel the need for a CHILDLINE in their city/district.

CHILDLINE is a complex network running across civil society. It is a large family spread across the country. Staying together, keeping each other informed, and sustaining friends and well wishers is very important though challenging.

Awareness in CHILDLINE is part of our 'work'. CHILDLINES success is measured not just by the number of calls in a city but also by the levels of awareness. CHILDLINE awareness strategies aim at empowering children to dial 1098 when in crisis, building partnerships across society where each one has a role to play in protecting children, and advocating for children.

CHILDLINEs identity needs to be strengthened. Just like Amul is always associated its logo, and consistent food quality, every child needs to identify with CHILDLINE as a friend they can call to protect them whenever they want. The community in turn needs to be confident that CHILDLINE translates into child protection. The logo and colour (smiling child talking over the phone and the green colour) being uniform, contributes to building this image for CHILDLINE. Any child or adult looking at any CHILDLINE communication be it in the South of India or in the North East needs to feel the same safety, and security about the CHILDLINE service.

Based on feedback from children, concerned adults, and the Allied Systems, corporate identity material, stickers, posters, handouts, identity cards, a CHILDLINE presentation and reporting formats, have been designed for CHILDLINE. These need to be used uniformly in CHILDLINE communication across the country.

#### CHILDLINE awareness: A summary

The CHILDLINE awareness and brand strategy is uniform and solidly built on principles of social marketing. It reaches out to children, the Allied Systems, the corporate sector, concerned individuals and thereby the community at large. The aim of creating awareness about CHILDLINE is to ensure CHILDLINE 1098 is the service across the country associated with quality services for child protection.

The objective of CHILDLINE awareness is to:

- ❑ publicize the 1098 number in cities where CHILDLINE is operational
- ❑ motivate children/concerned adults to call the 1098 number when they are in distress
- ❑ generate resources for the CHILDLINE service

CHILDLINE's core philosophy reflects in its awareness programmes, which is as follows:

- ❑ At CHILDLINE the child comes first
- ❑ CHILDLINE 1098 is a service primarily for children in need of care and protection who do not have access to resources
- ❑ Every child has a right to protection and it is the collective responsibility of civil society to provide the child with an enabling environment
- ❑ A child is not an object of pity. Services provided for children are his/her right and not an act of charity
- ❑ CHILDLINE is a special family and believes in participatory processes
- ❑ CHILDLINE's primary focus is awareness at the grassroots
- ❑ The awareness exercise for CHILDLINE should be low cost

Mapping the target group: This would include identification of the target group, identification of resources accessible to the target group, and identification of areas of concentration of the target group. Systematic prioritization and a plan of action in accordance with emerging trends from the mapping exercise would follow.

## The awareness Challenge

Target group	Who they are	Methods	Media	Outcome
Children	Potential users of CHLDLINE 1098, children/youth who come in contact with children in need of care and protection	Street plays, bal adalat, street groups, parades, morchas, children's festivals, melas discussions parties, etc.	Handouts, stickers, posters, identity cards, danglers, labels, volunteer note books, articles in school magazines, publications in local languages	Children, street youth dial 1098 when in crisis
Allied Systems	Health, juvenile justice system, judiciary, police, transport, department of telecommunications, media, labour, elected representatives, education	survey of the Allied Systems and facilities offered, meetings, discussions, training programmes	Press releases in local languages, handouts, billboards, posters, stickers, communication in local languages	Child friendly environment personnel call 1098, assume responsibility for children
Concerned individuals	Individuals who come in contact with children, potential donors, corporate sector	Orientation & sensitization programmes, meetings, discussions, debates, articles in local dailies	TV/ radio spot, website, films, electronic, display boards, articles in business magazines, local dailies, consumer data bases, slides documentaries, presentations, publications	individuals call 1098, volunteer services, contribute skills, donation, sponsorship, infrastructure, resources, skills, expertise

## REACHING OUT TO CHILDREN

CHILDLINE is the voice of children. Children have been part of CHILDLINE since its inception. It is their service and their ownership to it is high. They feel it is their duty to call 1098 when they see children in distress, and to spread awareness about CHILDLINE in areas that they frequent.

CHILDLINE was initiated in response to the children's expression of the need for a service that would appreciate their freedom, independence, individuality, and be accessible to them when they needed it. Children needed a service that would be there for them even after dusk when most services are not available. Listening to children and incorporating their feedback into planning is CHILDLINE'S biggest strength and biggest challenge.

CHILDLINE reaches out to the children in need of care and protection who lack traditional family support. Access to these children is limited. They are a mobile population who might disappear for prolonged periods of time. These children have limited access to television, are mostly illiterate, with very little exposure to telephones as a medium of communication. They are the hardest to reach, the most resistant to change, and lack psychological, social and practical resources, calling for the most innovative methods to reach them.

The primary focus of CHILDLINE awareness to make the 1098 number known to children, show them how to call and built their confidence in the CHILDLINE service.

This section on reaching out to children is divided into three parts as outlined below:

Planning the awareness: In order to systematically reach out to the marginalised group of children, planning the awareness is essential. This section outlines strategies to assist this process. These include: developing a cadre of CHILDLINE street/community volunteers, conducting a city/district mapping exercise and organising the awareness material required.



Implementing the plan: The plan on paper now has to be translated into action. This section explains activities that should be adopted whilst conducting awareness such as: daily day outreach, night rounds, open house, bal adalats.

Innovations in awareness methodologies: Awareness methodologies are based on local needs. Each CHILDLINE city/district has innovative ways of communicating the 1098 number. This section highlights some of these techniques.

## Planning the awareness

As outlined in the earlier section, the priority of CHILDLINE is to respond to the needs of the most marginalised children as identified by the city/district. This is the group therefore that first needs to know about CHILDLINE. Given the limited resources, planning becomes essential to ensure that awareness is focussed on this group of children.

Planning awareness in CHILDLINE is very much like a military operation. It requires the following :

- ❑ Developing a cadre of CHILDLINE street/community volunteers: Each member of the community has the potential to spread awareness. The experience of CHILDLINE has been that peer communication is the most accepted. The challenge for CHILDLINE is therefore to create a cadre of volunteers from the group of children that CHILDLINE aims to reach out to in that city/district.
- ❑ Conducting a city/district mapping exercise: The areas to be covered and their priority, potential places to reach out to maximum children and a time frame for the same are some of the components of the city/district mapping exercise
- ❑ Organising the awareness material required: The 'ammunition' for the awareness in term of awareness material needs to be organised and prepared into kits for the street volunteers.

Each of the above activities is explained in detail in the pages ahead.

## Developing a cadre of CHILDLINE Street/Community volunteers



Children/youth living on the street, working, living in slums, or on pavements, are an integral part of CHILDLINE. They have been associated with CHILDLINE and view it as a service that can prevent them as well as their peers from finding themselves in vulnerable situations. They feel CHILDLINE accepts them for who they are, respects their individuality and their freedom. These groups of children/youth identify very strongly with CHILDLINE and see it as their service. They take responsibility for spreading awareness for CHILDLINE in areas they frequent to work, sleep or for leisure. Being volunteers for CHILDLINE gives them the space to organize themselves, identify issues, and take action to bring about positive change.

The role of CHILDLINE street/community volunteers

These volunteers assume responsibility for the areas they frequent. It includes:

- calling 1098 every time they see children who might need help
- spreading awareness about CHILDLINE among their peers and the Allied Systems
- putting up stickers, posters, distributing handouts
- testing of phones to ensure that 1098 connects
- attending open house meetings and other CHILDLINE meetings to raise issues of children in their areas
- identification of other potential volunteers

Identification of street/community volunteers

Volunteers are those who:

- Call regularly and refer children to CHILDLINE
- Children who regularly attend Open House
- Children who call often and are abusive on the phone
- Children who have been helped by CHILDLINE
- Are associated with other programmes of the organisation

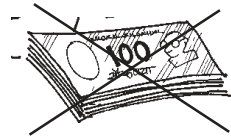
Capacity building CHILDLINE street/community volunteers

CHILDLINE conducts residential sessions with volunteers at regular intervals. These sessions include:

- City/District Mapping
- Communication skills
- Use of grassroots media such as street plays, games, songs, slogans etc.
- Evolving a systematic plan of action

We would like to share some questions that have been asked in the past:

Are street/community volunteers compensated monetarily?



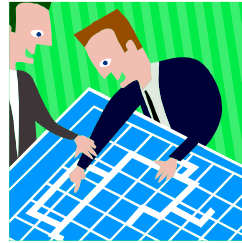
These volunteers do not receive monetary compensation. They volunteer out of a sense of ownership and commitment to CHILDLINE. They gain confidence in themselves, learn to read and write which facilitates their integration into mainstream society. It is also a rehabilitative process.

Is there scope for a street/community volunteer to grow into a CHILDLINE team member?

This is possible and encouraged. The volunteers know realities on the street/community and can relate to children far better.

## Conducting a City/District Mapping exercise

A city map presents an overview of the city/district: the children in need of protection, resources available in the city, high-risk areas, etc. It indicates the kind of service CHILDLINE needs to provide and the priority areas that CHILDLINE would need to focus on. It facilitates identification of media to be used while reaching out to children.



Points to remember while conducting a city mapping exercise:

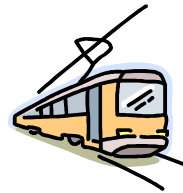
- ❑ The city/District map is not geographically accurate. Plotting this helps the children identify the smallest corners, which might be high-risk areas.
- ❑ The exercise begins by marking out the borders of the city/district for the children.
- ❑ Begin from one end of the city/district and let children work their way in. (You'll be surprised to find children marking out areas and accesses into places you never knew existed!)

- ❑ After plotting a road map of the city/district we need to locate the following:

Resources: police stations, hospitals, organisations working with children, telephone booths etc.



Areas children are likely to be found: garages, parks, traffic lights, slums, hotels, railway stations, tourist spots, places of worship, cinema halls, red light areas, dhabas, beaches, mines, garbage dumps etc.



- ❑ Locate and highlight groups of children who will call CHILDLINE on the city/district map
- ❑ Highlight areas that require urgent attention on the map
- ❑ The map is used as frame of reference for planning an awareness strategy for CHILDLINE
- ❑ The exercise takes a day
- ❑ Materials required are Lots of chart paper, crayons, erasers, pencils, permanent markers, cello tape, glue, and sketch pens

We would like to share some questions that have been asked in the past:

Is it possible to link children to organisations in their area?

CHILDLINE believes in making best use of resources in the child's environment. The city/district map will indicate the organisations working in the area, the child is from. The resources of these organisations can be used for the long-term rehabilitation of the child.

Who is involved in the mapping exercise?

Children who live in the street, railway stations, slum communities etc. These children know and frequent high risk areas CHILDLINE's intervention needs to reach. All CHILDLINE team members need to be involved in this exercise as well.

How will this exercise help us reach out to children?

The map shows us our city/district at a glance. It is the key to planning CHILDLINE awareness programmes for children. With this map, the CHILDLINE team/volunteers draw up an awareness plan for the month ahead. An awareness plan should have definite areas allotted to a volunteer/team member. The tasks to be undertaken during awareness and the methodology should be clear to each member.

A sample format of the monthly awareness plan and reporting format based on the mapping exercise are outlined below:

Monthly awareness plan			
CHILDLINE: city			
Month:			
Name of Area	Date	Methodology	Name of team member/volunteer

Awareness Report for the month of August		
Areas covered		
Team Member	Area	Places covered
Innovative methodology Plan versus outreach done Problems faced in outreach Other awareness strategies		

### Organising the awareness material

Each volunteer needs to have a grassroots outreach kit. The kit comprises of the following:

- Stickers
- Posters
- Handouts
- CHILDLINE se Dosti form
- CHILDLINE se Dosti signature book

## Implementing the plan

The plan on paper now has to be translated into action. This section explains three activities that should be adopted whilst conducting awareness namely:

- daily day outreach
- night rounds
- open house

*A few tips while creating awareness about CHILDLINE among children*

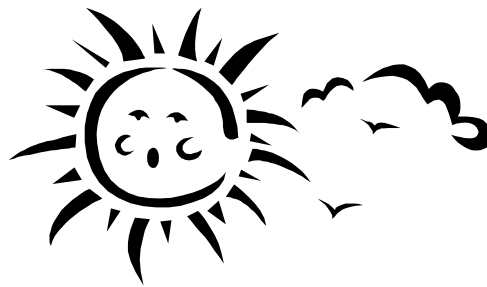
- CHILDLINE treats children with respect and dignity
- We are clear and honest while giving information about CHILDLINE
- CHILDLINE provides enough information so that children can get to know CHILDLINE better
- CHILDLINE listens to what children need
- CHILDLINE asks for feedback on what is going well and what needs improvement
- We share the latest news of what CHILDLINE is doing with children
- We ask for help when appropriate
- We ask children to tell their peers about CHILDLINE
- We reinforce the above with stickers, posters, brochures etc.

## CHILDLINE outreach

Outreach for CHILDLINE is an every day feature. Members of the CHILDLINE team go out on the street and create awareness about CHILDLINE. This direct method of reaching out to children is the strongest method of getting the CHILDLINE message through, especially to children.

### Day outreach

- ❑ The team goes in to areas where they can find children and talks to them about CHILDLINE



- ❑ Most children are not familiar with telephones. The team begins with taking groups of children to telephones, showing them how a phone works, teaches them to dial 1098, shows them where the digits 1098 are on the dial, makes them familiar with the dial tone, the engaged tone, the ring etc.
- ❑ Children make mock calls to experience and get familiar with communicating on the phone
- ❑ The team also helps children memorize the number with slogans, songs

- It is reinforced by giving them stickers, putting up posters, handouts etc.
- Orientation of PCO owners to CHILDLINE
- During outreach the team also performs phone testing which involves dialing 1098, and reporting the number from where the call is being made to the CHILDLINE center
- After a session of outreach and phone testing the team documents their experiences in separate outreach and phone testing forms

Outlined below are outreach and phone testing formats:

#### OUTREACH FORMAT

Name of the CHILDLINE organisation:

Name of the team member:

Date of outreach:

Sr. No.	Area	Profile of individuals contacted during outreach (shopkeepers, street vendors, general public etc.)	No. of stickers and posters put and where	Observations during outreach	Remarks

#### Phone testing format

Sr. No.	Name and Address of the telephone booth	Tel. No.	Connecting to 1098 Free of cost		Name and stamp of the telephone booth owner
			Yes	No	

## Night Rounds

The CHILDLINE team reaches out to children in the night. At this time children have usually finished work for the day, are having their meals, relaxing or in the process of retiring for the night. They would have time to interact with the CHILDLINE team.



- Ideal time for night outreach is between 9pm and 12pm in the night.
- If the team has access to a vehicle, it makes moving around at a time when public transport is scarce if not completely inaccessible
- The team often carries along with them a first aid kit, medication, and the grassroots outreach kit

We would like to share some questions that have been asked in the past:

Why do we need outreach on a daily basis?

CHILDLINE reaches out to the children in need of care and protection who lack traditional family support. Access to these children is limited. They are a mobile population who might disappear for prolonged periods of time.

Why is outreach direct and through word of mouth?

These children have limited access to television, are mostly illiterate, with very little exposure to telephones as a medium of communication. This makes going out into the streets each day imperative.

Wouldn't going to the press be easier than physically conducting outreach programmes?

Though going to the press would reach a larger number of people it would completely exclude the children for whom CHILDLINE is. CHILDLINE does not deny that middle class children are vulnerable to abuse and exploitation but remains firm in its commitment to be a service for the most marginalized children with no support systems. Hence we avoid the press till we are completely sure that every child on the pavements, in the street, abandoned, in slums, or being exploited at work knows about CHILDLINE and dials 1098 when in trouble.

Is it important to document outreach?

Documenting feedback that is received during outreach gives us important information related to people's perception about CHILDLINE's work. It facilitates review, evaluation and planning ahead in CHILDLINE. This information is valuable in indicating local emerging trends in a city.

Will the city/district map help in planning outreach?

The city/district map provides an overview of the city, where we can find children, in which areas children are prone to abuse, and the resources

available to children. While planning areas the city/district map facilitates identification of areas where awareness is urgent and helps in prioritization.

What happens if the team finds a child in a crisis while on outreach?

The team member calls 1098 registers the case and proceeds with follow up just like any other call for assistance.

Can the local telephone department be involved in phone testing for CHILDLINE?

In many cities the local telephone departments carry out repairs on faulty telephone lines. It is helpful to network with them and accompany them to ensure that the CHILDLINE connectivity is simultaneously rectified. At the end of every month a list of faulty telephone numbers is submitted to the local telephone department, which in turn rectifies the faulty numbers.

What is so special about night rounds?

Not many services for children are available to them 24-hours a day. Doing outreach in the night, making children dial 1098 and interact with a team member in the night reassures them that CHILDLINE is accessible to them after most services have closed for the day.

Which areas does the team go to during night rounds?

Railway stations, markets, street corners, hotels, dhabas are places where children can be found late in the night.

## Open House

Mumbai Central Station

15th January 1997

*Bandh karo CHILDLINE ko!, CHILDLINE ke vajah se Rajesh mar gaya,  
CHILDLINE ko maro goli*

Close down CHILDLINE, Rajesh lost his life because of CHILDLINE, shoot down CHILDLINE!

There was pandemonium at Mumbai Central Station. The youth wanted CHILDLINE to shut down. Rajesh was in the advanced stages of tuberculosis and needed to be immediate hospitalization. They called CHILDLINE and the team member did not find the child. They called again later but it was too late. Rajesh passed away. The same group of youth who wanted this service now asked for it to be closed down. The CHILDLINE team rushed to the station. The youth agreed to a meeting. There were two options: close down CHILDLINE after all the effort to get it started or find a workable solution to the problem. CHILDLINE acknowledged the fact that had the team been more careful Rajesh might have been saved. The youth decided to give CHILDLINE a second chance. The youth themselves on the station would take it upon themselves to inform CHILDLINE and even take children to the CHILDLINE center. They decided that there need to be meetings at regular intervals to assess the CHILDLINE service and to address problems arising with the service. Open House in CHILDLINE evolved.

As its name suggests Open House is an open forum for children associated with CHILDLINE to address conflicts, assess, review and evaluate the service. It allows space for the CHILDLINE team along with the children to identify solutions to problems.



The 'how to' of CHILDLINE Open House:

- Open House is held once a month on a fixed day
- The venue could vary and in a large city there could be three or more meetings happening in different locations at the same time
- The venue needs to be accessible to children. It could be a playground, park, railway platform, a street corner, under a tree, or even a beach
- Games and food can be part of Open. It helps breaking the ice makes the children more comfortable
- The focus is issues raised by children and it is CHILDLINE's responsibility to give children the space to voice them
- The number of children attending Open House is not as important as the issues being addressed

- ❑ The more children who do not have any traditional support the better
- ❑ Older boys lurking around the background looking skeptical are the ones with the real issues CHILDLINE needs to address
- ❑ Volunteers, friends of CHILDLINE etc. are welcome to be part of Open House

### Common issues raised by children at Open House

Issues related to 1098 connectivity: Often phones do not connect, the person at the other end of the line cannot be heard, the child cannot be heard or there is a blank ring. It appears as if no one is at the phones. In some places the 1098 call is metered and is not free.

Intervention related: Sometimes children are not happy with the response of the team members finding them rude or antagonistic. The team members take longer than necessary to reach the child or in some cases do not find the child.

Public phone operators (PCO): PCO owners do not allow children to call 1098 because it is a free call. It takes up too much of their business time.

Police harassment: Children often complain about being harassed by the police.



Outreach: Children discuss their experiences conducting outreach for CHILDLINE. They replenish their stock of stickers, posters and handouts and define the areas they are responsible for.

We would like to share some questions that have been asked in the past:

Do we have to call these meetings Open House?

The name Open House came with the Mumbai experience. However, the name can be changed and adapted to what the children are comfortable with. So long as the objectives of the meetings stay the same.

Can Open House be integrated into similar programmes of the organisation?

If there are other similar meetings with children in the organisation, issues related to CHILDLINE can be integrated into them and part of the meeting can be used for Open House.

How is Open House different from regular outreach?

It is a form of outreach, however, discussions are more specific and focussed on assessing, evaluating and reviewing the service. It is a formal space for children to voice their opinions.

Is Open House a 'Bal Adalat'?

Open House can be a 'bal adalat' in the case of a conflict. It gives children the authority to judge a situation and decide a verdict or determine a course of action in relation to a problem.

How can the Allied Systems be involved in Open House?

Children and functionaries of the Allied Systems often have misconceptions about each other. Interaction between the two facilitates the removal of these misconceptions. Positive experiences with the Allied Systems need to be shared. This could be done through the following:

- Inviting police constables, nurses, ward boys, probation officers to Open House
- Felicitation of functionaries who have been supportive to CHILDLINE at Open House
- Having children share their experiences with the functionaries and vice versa
- In case where a functionary has assisted a child, have them both share their experience



Whom do we invite to Open House?

The most important group of children are those not associated with organisations and lack traditional support systems. These children are the toughest to reach though in the most vulnerable situations. CHILDLINE invites our NGO partners and children associated with them, representatives of the Allied Systems, CHILDLINE volunteers, friends and well wishers to be part of Open House. Needless to say, every CHILDLINE team member needs to be at Open House.

## Innovations in awareness methods

The CHILDLINE network runs through the length and breadth of the country. Each city has developed their own strategies for reaching out to children, which are region and culture specific. Outlined below are some innovations:

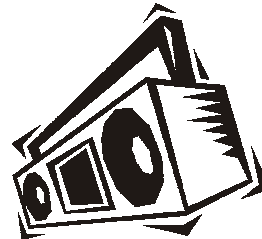
### Chennai

CHILDLINE messages flashing on the score board at an international cricket tournament.

CHILDLINE messages on all the envelopes of the telephone bills.

### Bhopal

CHILDLINE messages communicated through Radio talk shows, and local cable channels.



### Varanasi

Brought in CHILDLINE's first birthday with a boat down the river Ganga along the Ghats, decorated with CHILDLINE banners with CHILDLINE messages being announced on a loud speaker, on the boat.

### Puri

CHILDLINE was part of the Rath Yatra. As Puri is tourist destination appeals many people visit the local sites, appeals for sponsorships on the Internet have been successfully used.

Cuttack

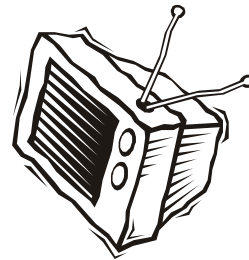
Street plays have been successfully as a medium of communication.

Calcutta

CHILDLINE stalls at 'Book Melas'

CHILDLINE publicity at 'Durga Pooja' celebrations

Information about CHILDLINE as part of information about Calcutta on the local television channel.



Kutch

CHILDLINE 'chuk chuk gadi', a train formed by children running around the village spreading the CHILDLINE message



Delhi

Street theatre group going into market places late in the night and performing plays on CHILDLINE

Slides in cinema

halls

Jaipur



Clowning used as a technique to reach out to children with the CHILDLINE message

Hyderabad

CHILDLINE 1098 printed on telephone bills

Mumbai

Pagers flashing CHILDLINE messages on Children's Day

Nagpur

Radio talk shows on CHILDLINE

Hoardings on CHILDLINE in all public spaces

Trivandrum

CHILDLINE discussions integrated into 'bal sangams'

## PLACING CHILDREN ON EVERYONE'S AGENDA

*'Me and CHILDLINE?' - CEO, PSU Mumbai*

*'What could I do?' - Radio Announcer, Mumbai*

*'Very good work ...but I'm afraid I have no time' - Principal, Management Institute, Ahmedabad*

*'Can I send my children's clothes?' - Housewife, Jaipur*

*'If I escort a child home its at my own cost' - Police constable, Road ways, Varanasi*

*'I'll ensure that the child gets his medication' - nurse, Government hospital, Delhi*

CHILDLINE is firm in its belief that every citizen irrespective of whether s/he is rich, poor, educated, employed or a functionary of the Allied Systems, is part of the exploitative system that puts children in vulnerable situations. Civil society as a whole needs to come together, join hands and work together towards ensuring that every child is ensured of his/her right to be protected.

CHILDLINE awareness strategy therefore needs to highlight issues faced by children and the specific role that each member of the community can play to place children on our agenda.

This section outlines some strategies to achieve this as outlined below:

Reaching out to concerned individuals in the community

CHILDLINE events: A community celebration

## Reaching out to concerned individuals in the community

Concerned individuals are...



Every member of society : business men, government employees, grocers, dhaba owners, students, housewives, teachers, artists, journalists, religious preachers, elected



representatives, police constables, bureaucrats, village headman (sarpanches), village elders, housewives,



coolies, ward boys, cooks, lawyers, cleaners, hawkers, cab drivers, bus conductors etc. CHILDLINE leaves nobody out.

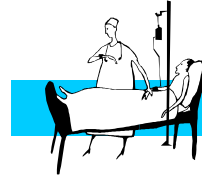


Concerned individuals can be part of CHILDLINE by...

- Volunteering time
- Contributing resources (cash, kind, expertise, infrastructure)
- Calling 1098 when a child is in distress
- Creating awareness for CHILDLINE
- Forming CHILDLINE groups of citizens

Concerned individuals volunteer their time by...

- Assisting with filing and documentation
- Spending time with children in hospitals who need to be attended around the clock
- Spending time with children at the center
- Escorting children home
- Bringing children to the CHILDLINE center









Concerned individuals contribute their expertise and skills by...

- People with computer skills to enter data and ensure systematic documentation of calls
- Accounts experts to design accounting packages
- Copywriters and visualizers to design and develop communication
- Lawyers to help with follow up of court cases and to draft legal documents
- Theatre artists to develop innovative methods of reaching out to children
- Financial consultants to develop and strengthen CHILDLINE strategies

- ❑ Doctors and nurses to assist with children in need of medical assistance
- ❑ Counselors with experience working with children
- ❑ Academicians to research about children in need of care and protection and issues related to them

CHILDLINE welcomes contributions in kind...

- ❑ Clothes, slippers and shoes for children (of both sexes)  between the age of 3-18 years of age 
- ❑ Toys and books (preferably in regional languages)
- ❑ Furniture (chairs, filing cabinets, tables for the CHILDLINE center)
- ❑ Home cooked nutritious meals for children in hospitals 
- ❑ Bandages, antiseptic creams, vitamins, cough medicines, dettol, pain killers, and other first aid medication 
- ❑ Wheel chairs, crutches, aids and appliances for physically differently abled children  

Concerned citizens create awareness about CHILDLINE by...

- ❑ Having orientation meetings in their offices/neighborhoods/ places of worship/ places of leisure
- ❑ Putting up CHILDLINE stickers, posters, in the places mentioned above

- ❑ Spread the CHILDLINE message among those they interact with
- ❑ Dial 1098 when they see a child in distress
- ❑ Being constantly on the alert for signs of children being abused/ exploited or in need of CHILDLINE'S services

CHILDLINE reaches out to concerned citizens by...

CHILDLINE reaches out to concerned citizens through groups like the Lions, Rotarians, religious institutions, *mahila mandals*, panchayats, youth groups, corporate houses, academic institutions, labor unions, associations etc.

Methods of communication used by CHILDLINE to reaches out to concerned citizens:

- ❑ CHILDLINE presentations
- ❑ Website: [www.childlineindia.org.in](http://www.childlineindia.org.in)
- ❑ Group discussions, debates
- ❑ Direct mailers
- ❑ Articles about CHILDLINE in local dailies, business magazines
- ❑ CHILDLINE material in local languages

The older CHILDLINES who have been around sometime have few tips for the new members of this large and rapidly growing family:

- ❑ Be part of as many networks in your city
- ❑ Always stay in touch with children who have been associated with CHILDLINE
- ❑ Highlight success case studies as well as challenging ones in proposals and other communication
- ❑ Use note cards and thank you cards
- ❑ Create a “Welcome letter” or a kit for new comers, volunteers, and information seekers
- ❑ Do not forget birthday cards, we miss working with you notes for friends of CHILDLINE who are not with us any more
- ❑ Send small tokens to people who have helped CHILDLINE out
- ❑ Always use the CHILDLINE logo in any communication
- ❑ Use press releases often to ensure the press highlights the right issue
- ❑ When publishing articles in local dailies always insist that the CHILDLINE logo features
- ❑ Have CHILDLINE brochures placed at the receptions of corporate houses, hotels etc, in the city

- ❑ Use testimonial letters
- ❑ Invite once a month, a person of influence (banker, accountant, attorney, doctor, journalist, bureaucrat etc.), to interact with the team and observe CHILDLINE in action
- ❑ Always include postage-paid envelopes with surveys and questionnaires

#### CHILDLINE events: A community celebration

CHILDLINE is a special family. Everyone at CHILDLINE shares rough times and moments of joy. Celebrations strengthen the bond between children and CHILDLINE. These events also serve as tools for awareness in CHILDLINE.

CHILDLINE events...

Birthdays, anniversaries, festivals, and national days.

CHILDLINE's guest list includes...

- ❑ children associated with CHILDLINE, their peers
- ❑ children associated with partner NGOs
- ❑ volunteers,
- ❑ the ex-CHILDLINE team members
- ❑ the representatives from the Allied Systems
- ❑ donors

- ❑ friends and well wishers
- ❑ corporate partners
- ❑ local newspapers (only after CHILDLINE is a year old), etc.

Points to remember while planning a low/no budget celebration in CHILDLINE

CHILDLINE can approach friends, well wishers, department stores, corporates to sponsor costs of the celebrations. The key here is to plan events well in advance, as people/organizations require time to decide what they are donating for.

- ❑ Restaurants/hotels: can be approached for the food and beverages
- ❑ Charitable trusts, education institutions, community trusts can be approached for their premises free of cost for the event
- ❑ Groups that organize weddings could be contacted to arrange stalls
- ❑ Large stores in the city could be approached for souvenirs, stationary (if required) and decorations
- ❑ Corporates could sponsor banners and invitation cards



- Photographers can be approached to shoot the event free of cost





- Mikes, music, lights, costumes could be sponsored through individual donors

Preparations before the event:

- The venue of the event needs to be confirmed well in advance and needs to be accessible to children
- Letters going out to all those being approached for donations need to include information about CHILDLINE, its client group, philosophy, justification of the event, the venue of the event and a budget outlining the items required.
- Invitations need to go out well in advance to enable people/ children/organizations to plan their schedules
- All arrangements for the event should be confirmed as least two weeks in advance
- Press kits along with invites must go to the local press about 4 weeks in advance. Each press person needs to be called many times
- Banners need to go up at least two days before the event

After the event:

- When the event is over be sure to clean up and return it as close as possible to what it was when it was handed over to CHILDLINE 
- Return all dishes, mikes, speakers, lights, etc. to sources from where they have been borrowed
-   Settle all accounts as soon as possible
- Send thank you letters along with photographs to all donors
- Ensure that all donors go on the CHILDLINE mailing list and receive newsletters and any other correspondence
- Remember to cut out, note the date, name of paper/magazine and preserve all press coverage of the event
- Thank you notes to go to all press people ***Thank You!***
- Compile a short report of all the activities that went into organizing the event. It will make it simpler the next time
- Ensure that souvenirs reach all those who attended the event
- Preservation of all telephone numbers/email addresses of relevant personnel will make it easier the next time

We would like to share some questions that have been asked in the past:

What do CHILDLINE celebrations entail?

CHILDLINE celebrations are region and culture specific. They include dance parties for the children,



cultural performances by the children, folk dances, dances to hindi film music, street



plays, speeches accompanied by snacks, soft drinks and a meal.

How many people can be invited to CHILDLINE celebrations?

The number of people to be invited is based on the discretion of the organizers. This is closely linked to the resources available for the event. The venue, nature of event, food, drinks need to be considered while deciding the number of people to be invited.

Based on feedback from children, concerned adults, and the Allied Systems, corporate identity material, stickers, posters, handouts, identity cards, a CHILDLINE presentation and reporting formats, have been designed for CHILDLINE. These need to be used uniformly in CHILDLINE communication across the country.

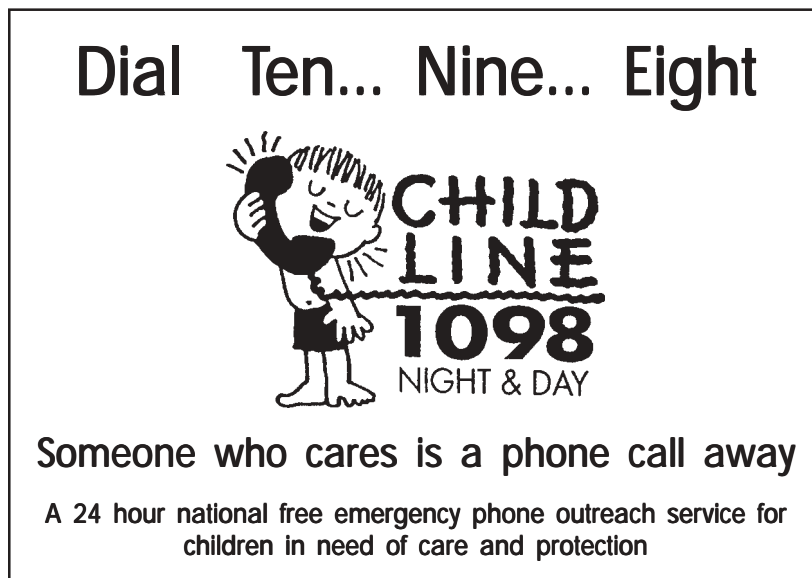
## CHILDLINE AWARENESS MATERIAL

This section includes material that would be useful to each CHILDLINE in spreading awareness about the service amongst children, the Allied Systems and concerned individuals.

It comprises of the following :

- CHILDLINE Grassroots Kit (Stickers, Posters, Handout and Game)
- CHILDLINE Presentation
- Corporate Identity Kit (Identity Cards, Letterhead, Visiting Card, Envelope)

Stickers



Poster

Missing children.  
Abused children.  
Domestic child workers.  
Runaway children.  
Children needing  
medical help.  
All children in crises.

**Dial 1098**

Someone who cares  
is a phone call away



CHILDLINE is a national 24-hour free phone emergency outreach service for children in need of care and protection. It is a project of the Ministry of Social Justice and Empowerment in partnership with State Governments, NGOs, academic institutions, UNICEF and the corporate sector.





Someone who cares is a phone  
call away.

Dial 1098...

- when you see a child ill and alone
- when you see a child in need of shelter
- when you see a child abandoned or lost
- when you see a child being beaten or abused
- when you see a working child being denied his/her wage.
- when you see a child being bullied on the streets
- if you want to volunteer your services to CHILDLINE

**CHILDLINE is a national 24-hour free phone emergency outreach service for children in need of care and protection. It is a project of the Ministry of Social Justice and Empowerment in partnership with State Governments, NGOs, academic institutions, UNICEF and the corporate sector.**

CHILDLINE Mumbai Partners :

AAMRAE-Nair, Aasara, Balprafulta, Hamara Club, Prerana, YUVA

CHILDLINE India Foundation (CIF)

Contact : CIF, Nana Chowk Municipal School, 2nd Floor, Frere Bridge,  
Low Level, Near Grant Road Station, Mumbai - 400 007.

Tel. : 388 1098, 387 1098, 384 1098 Fax : 381 1098

Visit us at : [www.childlineindia.org.in](http://www.childlineindia.org.in)



**Change the World with Children, ACT NOW, Global Movement for Children.**

CHILDLINE game: Ring 1098

- ❑ Stick pencils into the numbers
- ❑ Each child has to ring the numbers 1/0/9/8 with a bangle/ring
- ❑ 5 chances per number are given

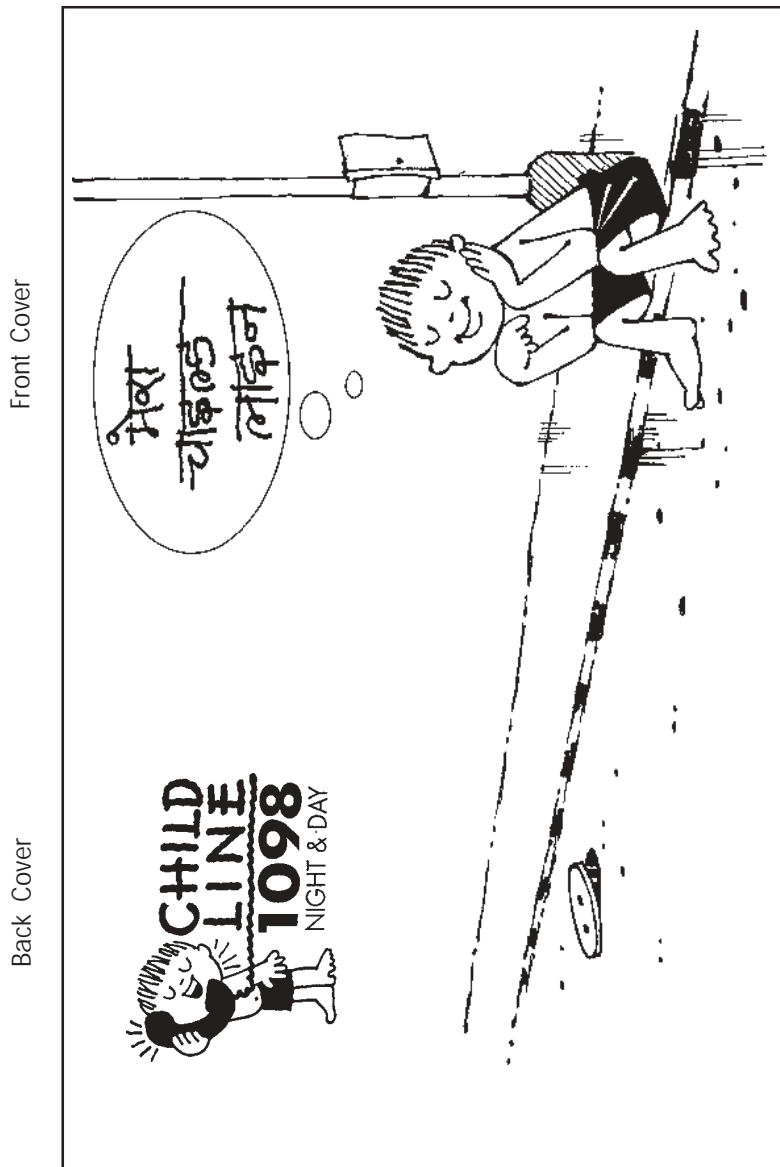
1	2	8	4
6	0	7	9

CHILDLINE se Dosti forms

<p>Date _____</p> <p>I would like to be on the CHILDLINE mailing list and would like to be part of all CHILDLINE activities</p> <p>Name _____ :</p> <p>Telephone/Fax _____ :</p> <p>Address _____ :</p> <p>E-mail _____ :</p> <p>I will _____</p> <p><input type="checkbox"/> Call 1098      <input type="checkbox"/> Stickers/Posters</p> <p><input type="checkbox"/> Awareness      <input type="checkbox"/> Club</p> <p><input type="checkbox"/> Donation      <input type="checkbox"/> Sponsorship</p> <p><input type="checkbox"/> Kind      <input type="checkbox"/> Time</p> <p><input type="checkbox"/> Any other _____</p> <p style="text-align: right;">Signature _____</p>	<p>I _____, commit to work towards protecting children, by being a friend or volunteer of CHILDLINE.</p> <p>This means that I will :</p> <p><input type="checkbox"/> call 1098 when I see a child in distress</p> <p><input type="checkbox"/> spread the CHILDLINE message everywhere I go</p> <p><input type="checkbox"/> stick CHILDLINE awareness material like posters, stickers etc. at the back of my car, my door, desk, shop or my building gate.</p> <p><input type="checkbox"/> sponsor a train ticket, clothes, education, books, medical tests etc.</p> <p><input type="checkbox"/> financially support CHILDLINE activities</p> <p><input type="checkbox"/> form a 'CHILDLINE WATCH Club' along with those interested to assist CHILDLINE in its work</p> <p><input type="checkbox"/> any other _____</p> <p style="text-align: right;">Date : _____</p> <p style="text-align: right;">Signature _____</p>
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CHILDLINE se Dosti signature book





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## **CHILDLINE 1098** **An Introduction**



### **What is CHILDLINE?**

CHILDLINE 1098 is a free 24-hour emergency phone outreach service for children in need of care and protection linking them to long term services

## Key features of CHILDLINE

- We operate in 28 cities in India
- Our services are available any time of the day or night
- We have a National toll-free number 1098 allotted to us by the Department of Telecommunications
- We provide emergency services till the child has reached situation of stability
- The emergency period varies with every child. We are not bound by time

- Our team of volunteers reaches the child within an hour of having received the call
- We work with children in need of care and protection whose problems vary in every city
- We link children to services for their long term care and development

## **CHILDLINE India Foundation**

- Is a project of the Ministry of Social Justice in partnership with NGOs, State Governments, UNICEF, the Corporate Sector and concerned individuals
- Initiates and monitors CHILDLINE across India
- Is responsible for developing training modules, research & documentation and awareness for CHILDLINE
- Advocates for issues related to child protection

### **How does CHILDLINE work**

#### **Dial 1098...**

CHILDLINE team member responds



#### **Crisis Intervention**

(team member reaches the child or Assistance provided over the phone)



#### **Long term Rehabilitation**

(child is linked to an NGO, rebated with family, returns to street)

## **CHILDLINE believes...**

- we are a special family
- every call is important
- children's views are respected
- we cannot work alone
- we are transparent and accountable

## **CHILDLINE aims to**

- reach out to every child in need of care and protection by responding to emergencies on 1098
- work together with the Allied Systems to create child friendly systems
- advocate for services that are inaccessible, non-existent or inadequate

## **Children who call CHILDLINE**

- Street children
- Child Labourers
- Child victims of the flesh trade
- Differently abled children
- Child Addicts
- Children in conflict with the law
- Children in institutions
- Mentally ill children
- Children affected by HIV/AIDS
- Children affected by conflict and disaster
- Child political refugees
- Children whose families are in crises

## **Children call CHILDLINE for**

- Medical assistance
- Shelter
- Repatriation
- Protection from abuse
- Death related calls
- Missing Children
- Emotional support and guidance
- Referral to services
- Information about CHILDLINE and volunteers
- Silent calls
- Other calls

## Milestones

**1996**: national toll free number for  
CHILDLINE

Launch of CHILDLINE Mumbai

**1998**: National Workshop for replication  
of CHILDLINE in 30 cities

**1999**: Establishment of CHILDLINE  
India Foundation

**2000**: Launch of the National Initiative  
for Child Protection

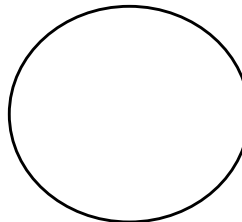
**2001**: CHILDLINE in 21 cities

## Structure of CHILDLINE

**City Advisory Board**  
(planning for and review of CHILDLINE)

**Nodal  
Organisation**  
(training, research,  
documentation,  
networking, awareness)

**Support  
Organisation**  
(outreach, awareness,  
case follow-up)



**Alofus**  
(call 1098, awareness,  
volunteer time, expertise,  
resources)

**Collaborative  
Organisation**  
(call receiving centre, case  
follow-up, outreach,  
awareness)

**Resource  
Organisation**  
(outreach, provide  
services for children)

## CHILDLINE operates in

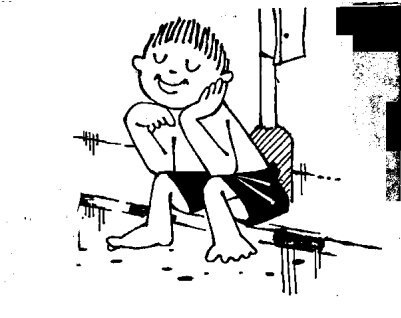
- Ahmedabad
- Alwar
- Bhopal
- Bhubaneswar
- Calcutta
- Cochin
- Chennai
- Coimbatore
- Goa
- Guwahati
- Hyderabad
- Indore
- Jaipur
- Lucknow
- Mumbai
- Nagpur
- New Delhi
- Patna
- Trivandrum
- Varanasi
- Vijaywada
- Vishakapatnam

## Statistics

Medical assistance  
Shelter  
Repatriation  
Missing children  
Protection from abuse  
Death  
Emotional support and guidance  
Information about CHILDLINE and volunteers  
Information and referral to services  
Silent calls  
Other calls

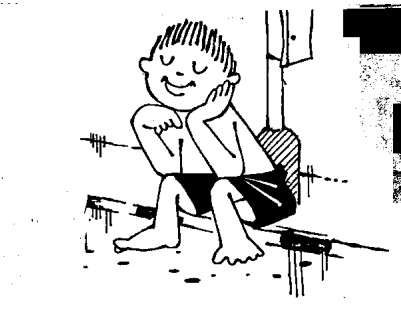
# Notes to myself...

A series of horizontal dotted lines for writing notes.



## Notes to myself...

A series of horizontal dotted lines for writing notes.



## Visiting card



Envelope

(A4 size)



**Support Organisation:**  
AASARA, B-24, Praful Nakwa Chawl, Chandini Koliwada, Thane (E) - 400 603  
Tel.: 537 5209 E-mail: [aasara@india.com](mailto:aasara@india.com)

## Letterhead



### **Mumbai**

**Nodal Organisation**  
CHILDLINE India  
Foundation,  
2nd Floor,  
Nana Chowk  
Municipal School,  
Near Grand  
Road Station,  
Mumbai - 400 007.  
Tel. : 384 1098,  
387 1098,  
388 1098  
Fax : 381 1098

**Collaborative Organisation**  
AAMRAE  
Devki Singh Ki  
Chawl,  
Room No. 8,  
Behind Adarsh  
Apartment,  
Gollibar, Santacruz (E),  
Mumbai - 400 055.  
Tel. : 301 9657,  
301 9658

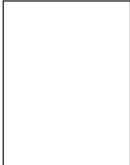

**YUVA**  
2nd Floor, 52/3  
Nare Park  
Municipal School,  
Opp. Nare Park,  
Parel,  
Mumbai - 400 012.  
Tel. : 431 6607,  
432 0674  
Fax : 413 5314  
Balprafulta  
St. Domic Savio  
School Complex,  
Sher-e-Punjab  
Colony,  
Mahakali Caves  
Road, Andheri (E),  
Mumbai - 400 093.  
Tel. : 825 5889/  
825 5864/  
825 5870  
Fax : 830 2323


**Support Organisation**  
Hamara Club  
Room No. 27,  
1st Floor, Gilder  
Lane Municipal  
School,  
Mumbai Central,  
Mumbai - 400 008.  
Tel. : 305 4108  
Prerna  
Kamathipura  
Municipal School,  
Ground Floor,  
7th Lane,  
Shuklaji Street,  
Mumbai Central,  
Mumbai - 400 008.  
Tel. : 305 3166  
300 7266

\*A project of the Ministry of Social Justice and Empowerment in partnership with State Government, NGOs, corporate sector and UNICEF\*

**Support Organisation:** AASARA, B-24, Praful Nakwa Chawl, Chandini Koliwada, Thane (E) - 400 603  
Tel.: 537 5209 E-mail: aasara@india.com

## Identity card

	
Name _____	
Designation _____	
Organisation _____	
Date of Issue _____	
Municipal Commissioner      Police Commissioner	
<small>*A project of the Ministry of Social Justice and Empowerment in partnership with State Government, NGOs, corporate sector and UNICEF*</small>	

 <p>Stamp</p>
Name of Organisation _____
Address _____
_____
Signature of Director