**ANNEX II\_Evaluation pitch / Example**

Bidding companies should submit a campaign proposal as an example that will be part of the technical evaluation.

Background information on the issue of violence against children is provided below. Taking this information into consideration, bidding agencies should develop a proposal covering:

1. Creative Concept around a national campaign aiming to End Violence Against Children.
2. Outline of the campaign strategy and plan.

The example pitch should be submitted in two printed copies and a digital version (on CD or USB) to be included with the rest of the documents relating to the technical proposal.

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**Background information – EVAC (End Violence Against Children)**

In 2012 UNICEF launched a global #ENDviolence campaign (<http://www.unicef.org/endviolence/>) which is a rolling campaign open for UNICEF country offices to join as needed and appropriate for their country programme.

Biding agencies should build a proposal to create a branded, multi-media campaign on the issue of END Violence Against Children, as an entry point to reposition UNICEF’s brand in Viet Nam and engage UNICEF supporters.

The Vietnamese ENDviolence campaign should have a distinct and separate identity from the global UNICEF #ENDviolence campaign but linked in essence to it.

**Target audiences and core objectives**

The campaign’s primary audience will be individuals, with the objective of engaging them as Friends of UNICEF to provide regular support to the organization.

The campaign will also target communities and families with the objective of engaging them with social and behavior change toward ending violence against children.

**EVAC key messages**

1. Just because you can’t see violence, doesn’t mean it isn’t there. Make the invisible visible.

• Violence is everywhere. It happens in all countries, at all levels of society. But too often, violence against children is invisible because it occurs within homes and families or because people turn a blind eye to it.

• Violence can manifest itself in many ways, some of which are hidden by social tolerance, stigma or taboo. It’s time to make the invisible visible.

• Children who are affected by violence may not look abused. But they may lose sleep, feel sick, or withdraw from social activity. They may even think about suicide.

• Many children who are abused are too ashamed or afraid to tell a parent, other adult or a friend.

1. Ending violence is everyone’s business.

* Silence is not acceptable. If you see violence against a child and do nothing, you are telling that child that what is happening to him or her is okay. The time to speak up is now. Show a child you care.

• Everyone has a role to play in ending violence against children. We must end the taboo

and make violence – including sexual abuse – a topic that is openly discussed.

• Public opinion can be the most powerful determinant for wide-ranging and sustainable

legal reform, especially in the wake of major incidents or tragedies that stir public

outrage.

1. No violence against children is justifiable. All violence against children can be prevented.

• Violence against children can never be justified – not by culture, tradition or religion.

• Every girl and boy have a right to be protected from all forms of violence; this right is established by international law and cannot be taken or given away. The right must be upheld, regardless of the child’s nationality, place of residence, sex, gender identity, age, national or ethnic origin, color, religion, language or any other characteristic.

• Violence against children can and must be prevented. Change can happen quickly by tackling the issue from all angles and at all levels through developing protective laws and policies; promoting services; targeting programmes at those who most need them; and raising awareness to promote social change.

• It is possible to prevent violence – several success stories from around the world show this. From grassroots movements at the individual and community level, to large scale national and policy initiatives, we have what it takes to make childhood violence-free.

1. Witnessing or experiencing emotional, sexual or physical violence drains children of their potential and affects their health, wellbeing and future.

• Violence experienced or witnessed by a child at an early age, when the brain and body are at a crucial stage of development, can cause lifelong damage.

• People who experience maltreatment as children are more at risk for developing health conditions and chronic diseases as adults. Risks include heart disease, cancer, chronic lung disease, liver disease, stroke, diabetes, obesity, high blood pressure, high cholesterol, and overall poor health.

• Maltreatment and household dysfunction in childhood is strongly correlated to unhealthy behaviours in adulthood, such as cigarette smoking, unhealthy eating, alcohol and drug abuse, depression, attempted suicide, and sexual promiscuity.

• The stress of chronic abuse often leads to anxiety, which makes victims more vulnerable to post-traumatic stress disorder, conduct disorder, and learning, attention and memory difficulties, and can lead to reduced school performance, including an increased likelihood for children to drop out or repeat a year.

• Some forms of violence, including sexual violence and bullying, may also lead to social stigma and discrimination that has profound consequences not only on the child but also his or her family.

• Violence does not just affect an individual child or family. The consequences of violence against children can obstruct economic growth because of lost productivity, disability, and decreased quality of life, all of which can hold a nation back from fully developing.

1. As a leading global organization for children, UNICEF is at the forefront of efforts to prevent and respond to violence and works with a vast network of partners to deliver results.

• A better understanding is emerging of what works in preventing and responding to violence. But this is still a relatively new area and more evidence is needed on the extent of the problems and effective solutions.

• Six key approaches have proven to be effective.

1. Supporting parents, caregivers and families to care for their children in ways that promote their well-being and potential, and integrating services into the everyday life of families, either through regular home visits or at community based centres, by nurses, social workers and other trained professionals.
2. Strengthening children’s life skills – such as critical thinking and informed decision-making, building self-esteem and a sense of personal agency, effective communication skills, and cooperative problem-solving – to help protect themselves from violence throughout their lives.
3. Changing attitudes and social norms that encourage violence and discrimination through school and community programmes that engage influential, trusted individuals to act as agents of change, supported by mass media/social mobilization campaigns.

1. Promoting and providing services for children and their families that identify, offer help, support and care, as well as mechanisms to report incidences of violence. Services help children cope with their situation, and also break the cycle of abuse and reduce further harm.

1. Strengthening policies and laws that protect children to send a strong message to society that violence is not only unacceptable, but also punishable by law and that child victims or witnesses have the right to receive appropriate assistance.

1. Knowing the situation. The base of data and knowledge for developing effective violence prevention strategies and interventions is expanding, and evidence-based strategies are showing that innovative approaches can make a difference. But more robust data is needed about how, when where and why violence is perpetrated against children in order to develop and strengthen systems and strategies to tackle it.