



Campaign Participation Pack 2023
EXTERNAL PARTNERS

In this pack

This pack contains information, tools and guidance for promoting Blue Umbrella Day a success in your country. Jump to the following sections:

- [About us](#)
- [Suggested posts](#)
- [Campaign messaging](#)
- [Imagery](#)
- [Social media tips](#)

Please share this pack with any partners who are collaborating with you to promote Blue Umbrella Day in your country.

Who we are

Blue Umbrella Day (BUD) is an international day on 16 April that raises awareness of how to better care for boys and protect them from violence. It is an initiative of Family for Every Child, a member led global alliance of 46 local civil society organisations in 38 countries.

This year, members of the Family for Every Child global alliance will coordinate BUD events in Africa, Asia, Latin America, and the Caribbean, as well as online.

Our members have a rich understanding of the situation for children and families in local contexts, as well as solutions and interventions for improving children's care.

For more information about Family for Every Child visit:

<https://familyforeverychild.org/>





Why we're doing this: Our portfolio and findings

Our work:

- Our prevention of sexual violence portfolio consists of 24 member organizations from four continents.
- Caring For Boys: A global scoping study followed by multi-country research initiative with 523 children and 317 adults in 7 countries
- We also have a program on supporting children affected by problematic and harmful sexual behaviours, where research shows that more than 90% affected are boys.
- National Advocacy programmes contributed to laws sensitive to the needs of boys in Philippines and Zimbabwe.

Our findings:

- Social norms and toxic masculinity results in a dominant perception that boys cannot be sexually abused.
- Significant gap in child protection services, policy and legislation regarding sexual violence affecting boys.

We set up Blue Umbrella Day to raise awareness about these issues and to better protect boys from sexual abuse, assault and exploitation.



Campaign messaging

Sample Social Media Posts and important links

To make it easier, we've created a table of social media posts that you can copy, paste and amend. All of the key links are below.

- **SAMPLE POSTS ARE HERE**
- **BUD2023 MEMBER SOCIAL MEDIA LINKS**
 - Take a look and add what's missing!
- **CANVA TEMPLATES FOR IMAGES**
 - Instagram
 - Stories
 - Facebook
 - Twitter
- **Folder with brand assets**
 - Any questions, email lili.bay@familyforeverychild.org

BLUE UMBRELLA DAY 2023 - Key Dates

- **Tuesday 4 April** - Launch / Officially Announce Blue Umbrella Day 2023
- **Sunday 9 April** - One Week Until Blue Umbrella Day 2023!
- **Sunday 16 April** - Blue Umbrella Day 2023
- **16 April - 29 April** - Post BUD comms - continue the hype.
- **May 3rd week** - Global Webinar (Hosted by Juconi)
- **Throughout May** - BUD 2023 in Review (sharing impact, images etc)

Responding to triggering content

This campaign raises sensitive issues that may trigger (cause upset) to those targeted and may mean that your organisation receives disclosures of sexual abuse. **Your organisation and any organisations you are partnering with to deliver the campaign will need to respond to these risks effectively.** We suggest the following:

- Undertake a [risk assessment](#) with your campaign team and in particular, be prepared to respond to disclosures of abuse
- Add **trigger warnings** to campaign materials
- Ask your targets (which may include children and young people) to **review campaign materials** and comment on whether the language used is triggering
- **Add contact details of relevant support** services (such as a national helpline) for anyone who is triggered by the campaign

Key campaign messages

On Blue Umbrella Day, we ask everyone to share **key messages below**. Simply spreading these simple messages is already a way to raise awareness of the issues.

The key campaign messages are:

- Boys need adult care and protection too
- Boys can be victims of sexual violence
- Being a 'real man' means being kind to yourself and others

New in 2023:

- All children can be at risk of online sexual abuse or exploitation including boys
- Let's advocate for services for children affected by Sexual Violence inclusive for boys too

Additional messages about the campaign

As well as the key campaign messages, we have produced some additional messages that you can use when talking about the day. By using these, we will all ensure we are talking about Blue Umbrella Day in the same way.

Talking about the day:

Blue Umbrella Day raises awareness of how to better care for boys and protect them from sexual violence.

Boys affected by sexual violence are...:

- far less likely than girls to ask for help
- more likely to have problems in future relationships
- negatively impacted physically and mentally

Key facts

Where possible, we would always **recommend using reliable local data to raise awareness of the issue where you are**. However, if these are not available, you can also use these global statistics as you need:

On the number of boys affected by sexual violence

- Globally, there is a **lack of information on the sexual abuse of boys** and young men (UNICEF 2017 & 2014; Miller et al. 2018) leading some to claim that the sexual abuse of boys is “*massively denied, misunderstood and trivialized*” (Richter et al. 2018 citing Spiegel 2013, p. vii).
- A 2019 study of data from 24 countries identifies a **prevalence range of between 3% to 17% for boys** as compared to 8% to 31% in girls (Ligiero et al. 2019).
- Boys are considered **less likely to report sexual violence than girls** (Easton 2013, UBS Optimus Foundation 2016) and their experiences are **not always identified as abusive** or harmful (Jewkes et al. 2015).
- While 93% of countries criminalise penetration between adults and female minors, only 82% prohibit similar acts between adults and male minors (Out of the Shadows Index Report 2022)

Key facts continued...

Global statistics on the sexual abuse of boys:

- Boys are most likely to experience sexual violence for the first time in adolescence between the ages of 14 and 19 years (WHO 2020; Andersson & Ho-Foster 2008; Richter 2018).
- Current or former intimate partners are the most commonly cited perpetrators (WHO 2020; Richter et al. 2018; Meinck 2016), although boys may be abused by male and female adult relatives or people outside the family such as friends and classmates (UNICEF 2017; Andersson & Ho 2008).
- In most cases, support services for children are integrated into rape crisis centres for women. This integration can result in a deficit of specialised services for boys (Out of the Shadows Index Report 2022)

Key facts : sources

- Andersson N, Ho-Foster A (2008): 13,915 reasons for equity in sexual offences legislation: A national school-based survey in South Africa. International Journal for Equity in Health 2008, 7:20.
- Easton SD (2013): Disclosure of Child Sexual Abuse Among Adult Male Survivors. Clinical Social Work Journal, December 2013.
- Ligiero D, Hart C, Fulu E, Thomas A & Radford L (2019): What works to prevent sexual violence against children: evidence review. Together for Girls.
- Meinck F, Cluver L, Boyes M et al. (2016): Physical, emotional and sexual adolescent abuse victimisation in South Africa: prevalence, incidence, perpetrators and locations. Epidemiol Community Health 2016;70:910–916
- Miller J, Smith E, Caldwell L, Mathews C & Wegner L (2018): Boys are Victims, too: The Influence of Perpetrators' Age and Gender in Sexual Coercion against Boys. Journal of Interpersonal Violence.
- UBS Optimus Foundation (2016): Sexual victimisation of children in South Africa. Final report of the Optimus Foundation Study: South Africa.
- Richter L, Mathews S, Nonterah E & Masilela L (2018): A longitudinal perspective on boys as victims of childhood sexual abuse in South Africa: Consequences for adult mental health. Child Abuse & Neglect, 84 (2018) 1–10.
- UNICEF (2014): Hidden in Plain Sight: A statistical analysis of violence against children.
- UNICEF (2017): A Familiar Face: Violence in the lives of children and adolescents.
- World Health Organisation (2020): Global status report on preventing violence against children.
- The Economist (2022): Out of the Shadows Index Report 2022

Quotes from the Caring for Boys research

Quotes from our research papers can help to demonstrate why this issue is so important to challenge. Here are a selection of quotes from Family members Caring for Boys research projects, although you can use any quotes from any of our research papers, not just this selection (and you can find all the research reports on www.blueumbrelladay.org)

Quotes from boys who have experienced sexual abuse:

"It hurts the one who is abused so much. If you are not strong, you might think that it is better to end your life because people will look at you and laugh at you as if it's your fault that you were abused. It will take courage to walk down through the community because you know people are pointing fingers at you. At school, it will even be worse as fellow students will be laughing at you. So sometimes it is better to keep quiet about it and suffer in silence."

"Mommy's friend would tell me to drink but then I think he is just joking because he would laugh about it afterward so that is why I never tell my mom"

Male survivor of child sexual abuse, Guyana

Interview with a male survivor of child sexual abuse, Zimbabwe

Quotes from research continued...

"If I am suffering from sexual abuse, and I can't tell my parents about that because they will be shocked and disappointed about me, and surely I cannot tell my friends about it as I would feel ashamed or worry that they will not believe me"

An adolescent boy, Cambodia

"I was very angry and was going to hit him with a stone. I was very angry and felt that I was not a man"

Boy victim of sexual abuse, 17 years,
India

"When a boy gets sexually abused, people don't say much to him except like he must be naïve and innocent and was easily taken advantage of. People will also blame a victim for not defending and protecting himself."

Boy actor in harmful sexual behaviour,
Nepal

Quotes from research continued...

Boys and masculinity:

"An asli mard [real man] is one who controls his tears and comforts everyone [...] A man who takes care and protects the dignity of girls is a hero."

Boy victim of sexual abuse, India

"My parents taught me not do something that a girl does; do not be weak like a girl, but be strong."

Boy victim of sexual abuse, Cambodia

"Most of the time, their parents don't worry too much about them because they're boys, they've got nothing to lose. Unlike for girls who can get pregnant or be raped. Hence, (girls) are really protected."

Boy victim of sexual abuse,
Philippines

Why boys don't talk about sexual abuse:

"they might be scared [to report], like the same thing that happened with me and my mother. She [told] my family and my aunty put it up all over Facebook"

Male survivor of child sexual abuse, Guyana

Quotes from research continued...

Why boys don't talk about or report sexual abuse:

The reason why we don't report is that once you report, your parents might actually start blaming you, arguing that 'Are you not a man, how can you be treated as if you are a girl, learn to be strong.' If you tell your friends or other relatives, you will become a laughing stock among your peers and some might even label you a homosexual. Some might not even believe you and will therefore not be willing to help you.

Participant in a FGD with boys living on the streets, Zimbabwe

"Me son did never come to tell [never told] me. I think people [does] threaten them... the person frightens them and so they don't want to talk."

Mother of male survivor of child sexual abuse, Guyana

"Sometimes police do not help with anything, sometimes to go there with a serious issue and they just laugh at you and you end up being upset and leaving."

A boy research participant, South Africa

"I feel like on the part of the abuser, it seems that they are less likely to be caught because they could always manipulate the victims or place societal pressures on them that they are no longer men because that happened to them. Eventually, the victim will no longer report on what happened to them because they are embarrassed."

Boy from the general population,
Philippines

Quotes from research continued...

How adults can support boys:

"talk to them about the situation, the outcomes, the preventative measures, etc. They will remember when they are in the situation. This applies to both boys and girls".

Parents in focus group discussions, Guyana

"As parents, we should not treat boys and girls differently, treat them equally because they are both yours, when one does wrong you get broken hearted, so love them both the same and bring the boy child closer to your heart too and guide them about things."

A mother research participant, South Africa



"First support, second guidance. They can volunteer to teach awareness to other parents of the victims because this is more effective. For example, if I was the parent of the male victim I could advocate because I had firsthand experience compared if I just thought about it; because you can testify it actually happened to your child who is a male"

Male research participant, Philippines

"Awareness is the key as the boy and his family has little or no idea about this issue, and another thing is deterrence since the public have no awareness, they do not report the cases either. This shows that society is ignoring the fact. If children are abused and do not report, it encourages the abuser"

Advocate research participant, Nepal



Asking people to take action

Your organisation will have its own reasons for taking part in Blue Umbrella Day, and the actions you want people to take should relate to your local objectives. However, it is always useful to be clear to your audience about how they can get involved. Here are a few ideas:

- Download our research at blueumbrelladay.org
- Join us on <DATE> for our <EVENT>
- Contact <NAME> if you would like to learn more about how to prevent sexual violence affecting boys in your community/workplace
- Join our online community to share your Blue Umbrella Day events and activities and find out what others are doing:
 - Join our online platform Changemakers for Children [here](#)
 - Then join the community group 'RISE Learning Network' to share your events and activities with others

How to use the messaging

Adapting messaging

We ask everybody taking part in Blue Umbrella Day to commit to sharing our key messages. However, **you might want to adapt the campaign to your local context, and you are free to do this.** Things you might want to change could be:

- The language(s) of key messages
- The actions you are asking people to take
- The key facts, if you have local facts available

Using images

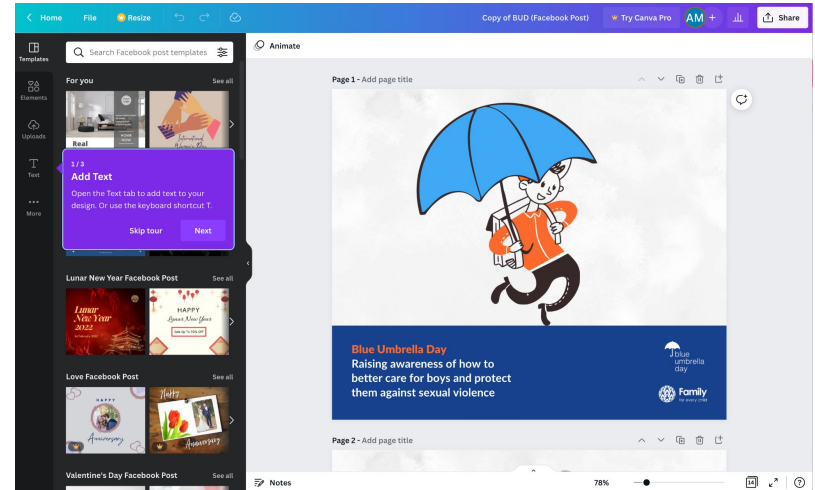
Visual materials you can use: Option 1

- **Option 1: Use pre-designed editable templates**

Editable templates for social media images are also available on a website called Canva.

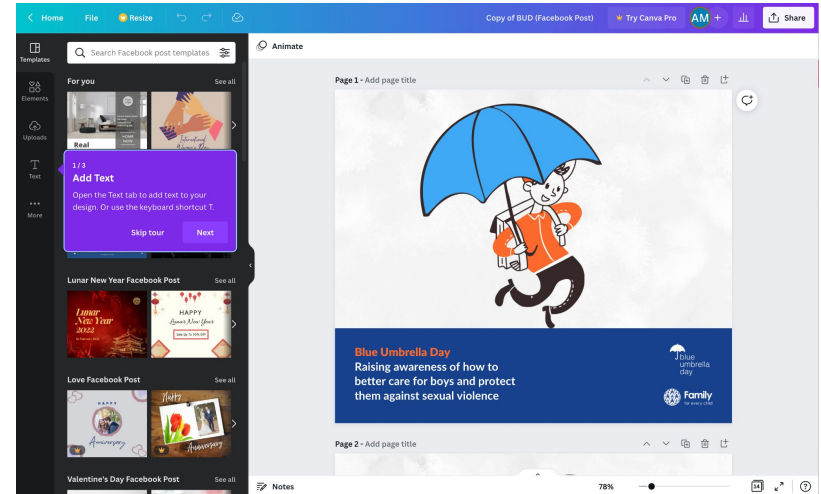
Choose from **Instagram [posts](#)**, **Instagram [stories](#)**, **Facebook [posts](#)**, and **Twitter [posts](#)**.

You can customise these by changing the text (into your own language for example), and then downloading them to share on your social media channels. Instructions on the next page.



Instructions for Canva

1. Click on the link in the previous slide
2. Click on 'Use template'
3. Sign up to Canva (it's free)
4. You will see the editor. Here you can click on the text to change it (for example into a different language)
5. You can add your logo or partner's logo by clicking on 'Upload' in the menu on the left.
6. When you are finished, click on 'Share' in the top right corner, and then you can download the images to your computer to then post to social media.



Guidance for creating your own images

After discussion with members we have agreed that **we will not use photographs that identify boys or young men in the BUD campaign**. This means we will not show the faces of boys or young men in our campaign materials. Members have developed some creative ways to represent boys without showing their faces, such as:

- Using illustrations or drawings
- Using a blue umbrella to obscure faces
- Showing only the backs of boys and young men's heads
- Focusing on the blue umbrella image

We ask you to think creatively about how to address this issue and share your ideas!

Using social media to achieve your goals

Social media can be a valuable tool in raising awareness. However, some key points are as follows:

- **Use the key messages** wherever you can. You can use images to support these key messages (see the next section).
- Create posts to **promote any events** (e.g. workshops or talks) you are doing for the campaign.
- If you have established a campaign goal, then **remember to ask people to take action**. For example, you might ask them to download research, and share a link to www.blueumbrelladay.org



Key Steps for Social Media Promotion

Don't overthink it

TIP #1:

Copy and paste your pre-prepared content on your social media. Feel free to use our sample messages as a guide.

TIP #3:

Ask your followers and members to share the campaign with their community to reach a wider audience.

TIP #2:

Schedule your posts in regular intervals and plan your communications ahead of time. This saves you time!

TIP #4:

Start looking at your social media analytics to see how many people your posts reached, this helps measure impact.

@Tag and #Hashtag

- Take note of our member organisations' social media handles in the [document here](#)
- **Please take a look and add your link if they are missing!**
- Tag **@FamilyforEveryChildAlliance** in Facebook, linkedIn and Insta **@FFEEveryChild** in Twitter and your location where possible
- Use hashtags to raise more awareness

BLUE UMBRELLA DAY SPECIFIC

#BlueUmbrellaCampaign
#BlueUmbrella #UnitedForBoys

FAMILY FOR EVERY CHILD SPECIFIC

#WeAreFamily #FamilyForEveryChild
#Family #TogetherForChildren

AWARENESS SPECIFIC

#VulnerableChildren #MakeADifference
#TogetherForChange #GlobalAlliance
#Alliance #Charity #GlobalCharity
#ChangingLives #ChangingAttitudes
#FosterCare #HelpingChildren
#SupportingFamilies #TakeAction
#TakeActionNow #MakeChangeHappen
#PowerOfIdeas #LocalCharities
#LocalChildrensOrganisations
#ChildrensOrganisations #ChildrenMatter
#RaisingAwareness

Content ideas

The social media landscape is a busy place, and frequency is key. So, don't overthink it!

Caution: always ensure child safeguarding protocols - avoid clearly showing children's faces.

- Behind the scenes photos and videos
- “Grassroots” content performs well
- Use the Blue Umbrella Day campaign creative
- Promote events 5-7 times in the lead up
- Tag your location and tag others

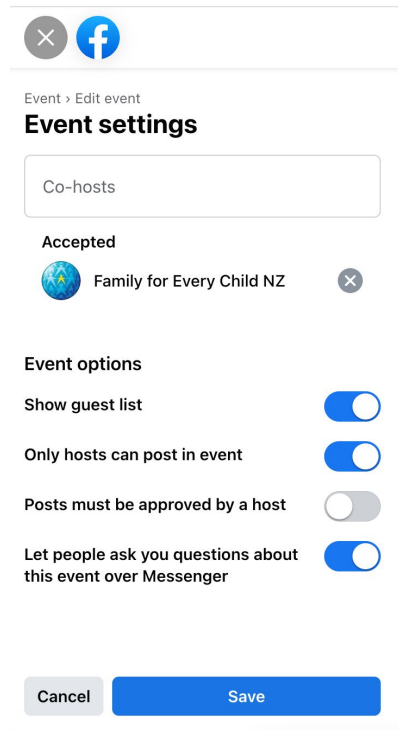


Facebook Tips for reach and collaboration



Facebook

- When you create an event, make Family For Every Child a “co-host” and we can list the event to our audience too
- **Where relevant, tag other participating organisations, share and comment what others are doing**
- Mark your location – location specific posts perform better overall
- **Use some of your budget for paid ads to promote your events to a target audience**
- Hashtag, tag, share, comment



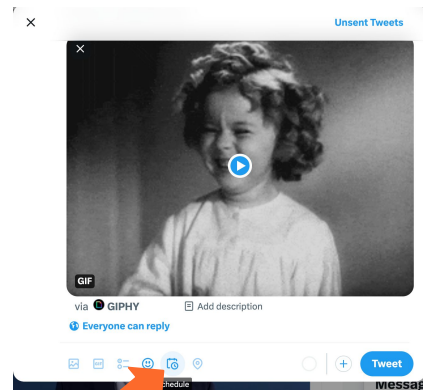
The screenshot shows the Facebook 'Event settings' interface. At the top, there's a header with a close button (X) and the Facebook logo. Below this, it says 'Event > Edit event' and 'Event settings'. A 'Co-hosts' section contains a text input field with 'Family for Every Child NZ' entered. Below this, under 'Event options', there are four toggle switches: 'Show guest list' (on), 'Only hosts can post in event' (on), 'Posts must be approved by a host' (off), and 'Let people ask you questions about this event over Messenger' (on). At the bottom, there are 'Cancel' and 'Save' buttons.

Twitter tips



Twitter

- Interact daily with quick, visual updates
- **Follow the BUD2023 hashtags to promote global activities**
- Schedule event promotion in advance
- **Comment frequently and interact to fuel the discussion around sexual violence against boys**
- Engage in discussion with each other – more active posts get more exposure and engagement



Schedule Confirm

Will send on Sun, Mar 26, 2023 at 4:47 PM

Date

Month	Day	Year
March	26	2023

Time

Hour	Minute
16	47

Time zone
New Zealand Daylight Time

Instagram Tips



Instagram

- **Use the BUD imagery for brand awareness**
- Follow all participating organisations
- **Post Stories daily, use the links feature to drive petition sign ups, event sign ups, website traffic etc.**
- Tag each other in posts and Stories! Add Family as a collaborator
- **Use the key messages, create quick videos for both Stories and Reels**
- Share each other's work!

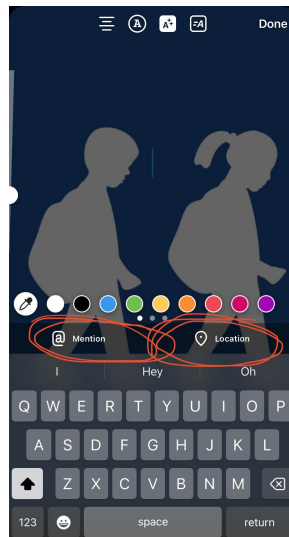
Instagram Tips Continued



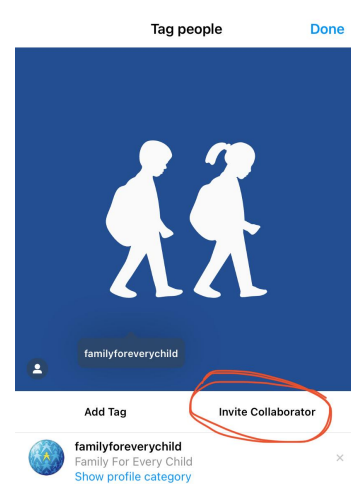
Instagram Sharing links in Stories



Tagging others and your location



Tagging and collaborating



Social Media Channels



LinkedIn

- Share your professional successes
- **Share commentary and media features**
- Post events and invite your network of practitioners
- **Comment and interact**
- Share research and opinion pieces to take a stance on issues

Create a post



Family for Every Child

Anyone

BUD is coming up!

FOUR TIPS FOR SOCIAL
MEDIA CAMPAIGN SUCCESS!

TIP #1
COPY & PASTE OUR PRE-PREPARED
CONTENT ON YOUR APPROPRIATE SOCIAL
MEDIA PLATFORMS, THERE SHOULD BE
MINIMAL EDITING REQUIRED.

TIP #3
ASK YOUR FOLLOWERS TO
SHARE THE CAMPAIGN TO
REACH A WIDER AUDIENCE.



Anyone



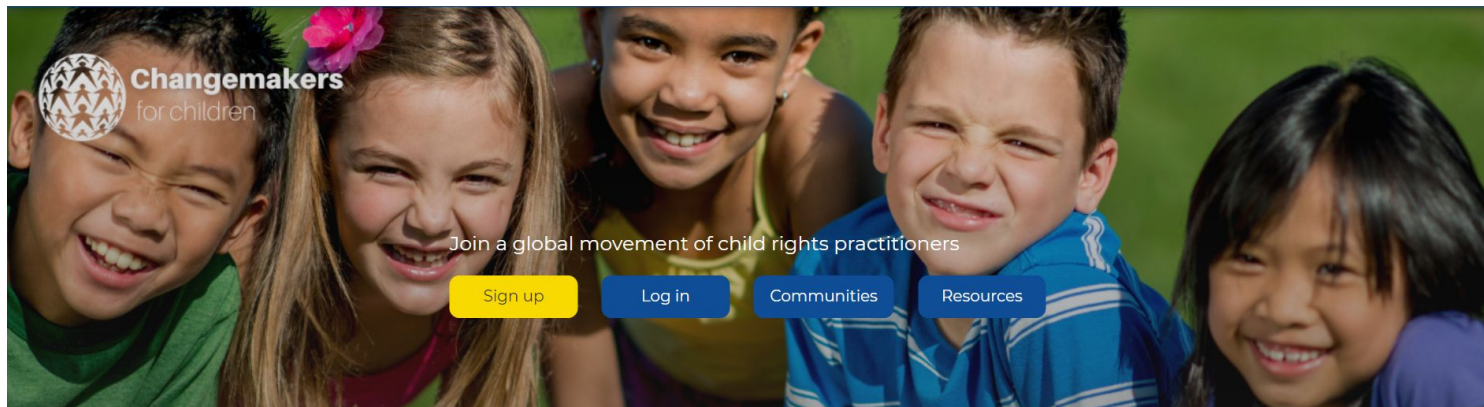
Post

Join The Changemakers Movement



Changemakers for Children

Changemakers for Children is Family for Every Child's global network of child rights practitioners. If you haven't joined it yet, please create an account [here](#).



Welcome to Changemakers for Children

Changemakers for Children is an open, collaborative, global movement of people working in local civil society to improve the lives of children and families worldwide. Join other people working in local civil society with vulnerable children and families, to:

BUD landing page on Changemakers for Children

The Blue Umbrella Day landing page on Changemakers for Children displays relevant information about the campaign, including events and activities, resources, and a link to join our community of practice on sexual violence affecting children. The page is publicly available [here](#).



About Blue Umbrella Day

Blue Umbrella Day (BUD) is an international day on 16 April that raises awareness of how to better care for boys and protect them from violence. This year, members of the Family for Every Child global alliance will coordinate BUD events in Africa, Asia, Latin America, and the Caribbean. Learn more about BUD and how to support the campaign, and find events to participate in.

[Learn more](#)

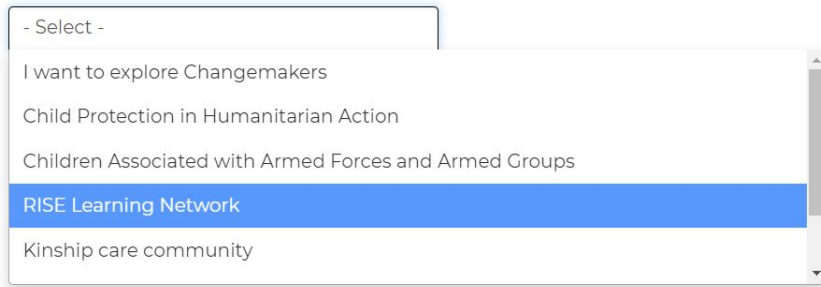


How to use Changemakers for Children for BUD

1- Registering an account/updating your existing account

1. Register your account [here](#) or log in [here](#)
2. Upon registration, select “RISE” as “community of interest”
 - a. If you already have an account, you can request to join RISE [here](#) (login required)

Communities of interest: *



A screenshot of a web form showing a dropdown menu for 'Communities of interest: *'. The dropdown is open, displaying a list of options. The option 'RISE Learning Network' is highlighted in blue. The other options are: '- Select -', 'I want to explore Changemakers', 'Child Protection in Humanitarian Action', 'Children Associated with Armed Forces and Armed Groups', and 'Kinship care community'.

Community of Interest
- Select -
I want to explore Changemakers
Child Protection in Humanitarian Action
Children Associated with Armed Forces and Armed Groups
RISE Learning Network
Kinship care community

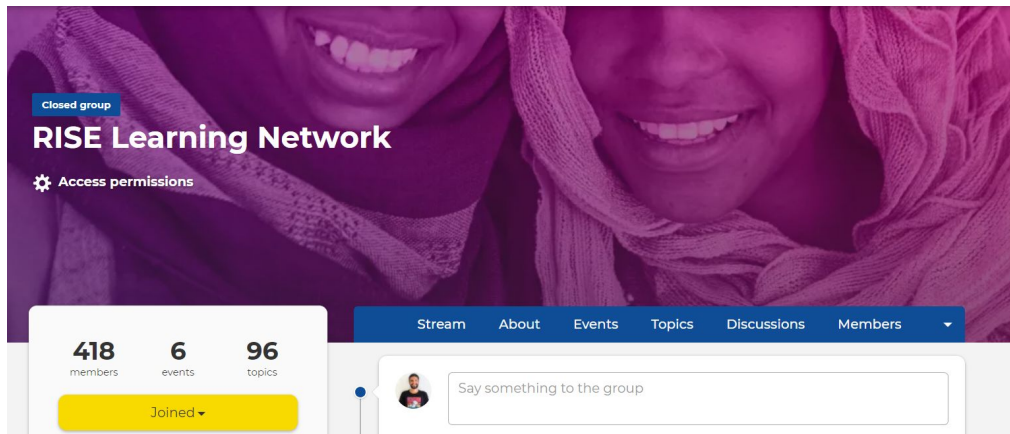
3. Once your account is created, We will add you to RISE and the relevant internal groups

Please email Filipe at filipe.meirelles@familyforeverychild.org if you need help.

Join RISE Learning Network

2 - Join our community of practice

RISE Learning Network -Connect, collaborate and exchange knowledge with over 400 colleagues from around the world on the theme of prevention and response to sexual violence against children. Further opportunities, news and events related to Blue Umbrella Day will be shared with this group.



We also encourage you to share and promote your own knowledge in this community of practice space.

How to use Changemakers for Children for BUD

3- Explore the research

Civil Society Organisations leading the BUD campaign have undertaken significant research on sexual violence affecting boys. You can also access this research on Changemakers for Children [here](#), and add comments and questions directly on the post. Research is also available for download on the BUD website [here](#).

How to use Changemakers for Children for BUD

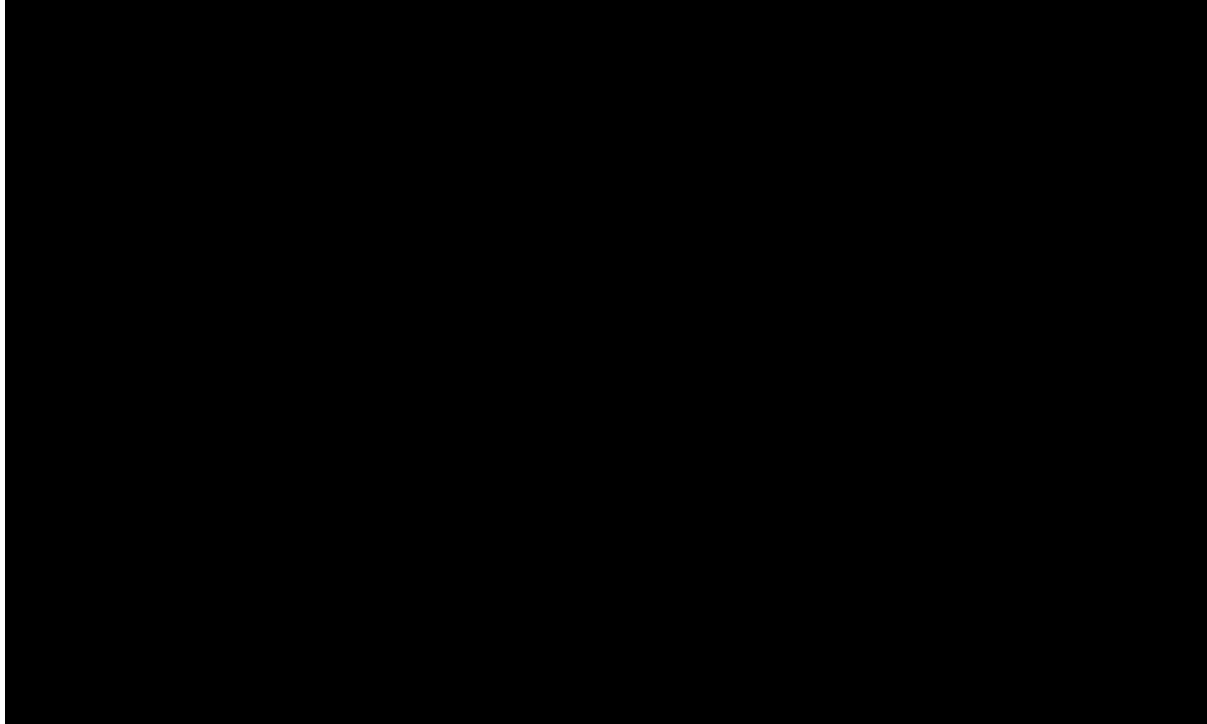
4- Share your events

Are you holding an event to promote BUD? **Add those to Changemakers for Children**, so that they'll display in the [BUD landing page](#) and [event calendar](#), and other practitioners in your country or elsewhere around the world can take part in them.

If you would like support or ideas around arranging your own BUD event, please contact:

Rajiv Roy, Senior Program Advisor at Family for Every Child
rajiv.roy@familyforeverychild.org

How to create your event on Changemakers?



J blue
umbrella
day

M&E



Family
for every child

Tell us about your BUD activities

We would love to know more about how you are promoting BUD in your community, so we can help promote it across our networks and understand how BUD is creating change around the world.

Please get in touch with us to let us know:

- How you are promoting BUD
- How helpful you found this pack
- What other tools or information would be helpful to support your participation in BUD

Please email:

Rajiv Roy, Senior Program Advisor at Family for Every Child
rajiv.roy@familyforeverychild.org

Got any questions?

Regarding the BUD campaign contact Rajiv at
rajiv.roy@familyforeverychild.org

Please address any questions about Changemakers for
Children to Filipe
filipe.meirelles@familyforeverychild.org

Please address any questions related to social media at
lili.bay@familyforeverychild.org