



19 Days of Activism 2014 – Press Announcement

June 2014

Dear Coalition Members, Partners and Friends,

The WWSF Children-Youth Section is pleased to launch the **2014 Call to Action & Prevention Kit** (4th edition) for the **“19 Days of Activism for prevention of violence against children and youth 1-19 November”**, a campaign ending on World Day - 19 November. The **Kit** includes a list of **19 abuse themes**, which need urgent prevention measures, as well as information and ideas for action. The 2014 main theme is about **“Addiction and Substance Abuse”**.

We hope our suggestions for action will empower you in organizing your annual initiatives and public education outreach to your communities and constituencies. You will also find a brief update on the UN Study on Violence against Children, as well as on the mandate of the UN Special Representative of the SG on Violence against Children. This year we are pleased to announce that we are in partnership with Mentor International, an expert group in the prevention of addiction and substance abuse focused on children and youth. A link to their Prevention Hub is contained in the Kit. WWSF campaign posters, banners, stickers, ribbons and fliers are provided online to all registered, active coalition organizations. A special invitation will be sent to all registered members this year to join a new partnership initiative with WWSF to identify and honor youth champions in your country who are exceptional leaders in the prevention of violence against children and youth.

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| 1. Children involved in armed conflict (main theme 2012) | 11. Child sex tourism |
| 2. Sexual abuse | 12. Harmful traditional practices |
| 3. Bullying | 13. Street children |
| 4. Neglect | 14. Discrimination based on health conditions |
| 5. Child labor | 15. Addiction and substance abuse (main theme 2014) |
| 6. Corporal punishment (main theme 2011) | 16. Malnutrition |
| 7. Sale of children (main theme 2013) | 17. Dangers of ICTs |
| 8. Child prostitution (main theme 2013) | 18. Abduction |
| 9. Child pornography (main theme 2013) | 19. Juvenile death penalty |
| 10. Child trafficking | |



Please note that your organization remains free in choosing the topic(s) of your concerns. You are invited to register your 19 Days activities online <http://19days.woman.ch>, which are presented on a list of active member organizations and on a Google map. **We thank you** in advance for sending us your campaign materials (posters, flyers, videos and programs) and a brief report after your annual event(s) in order to include you in the selection process for the annual WWSF Prize for innovative prevention activities. 45 organizations have been awarded to-date and are presented on our website.

For those who are new to **19 Days of Activism**, it is an international empowerment campaign that began in 2011 as an extension of the **World Day** for prevention of child abuse - 19 November, a Day, which many organizations have continued to celebrate annually for the past 13 years. The 19 Days campaign is about creating widespread multi-sectoral interest and increased action for the creation of a culture for prevention. It serves as a platform to mobilize and educate the public at large, institutions, schools, NGOs, grassroots groups and faith-based organizations, as well as the media and government bodies about the pervasiveness of abuse and violence against children and youth in all settings and organize for action to end such practices.

Annual Global Impact Reports are published on our website http://www.woman.ch/uploads/19nov/2012-final-COA-Report_ENG.pdf. Please feel free to contact us with any question you may have. You can help publicize the campaign by forwarding this message to others, including a link to the campaign on your web site, or by making a donation towards the 19 Days prevention campaign. Link: <http://19days.woman.ch/index.php/en/donate>

We look forward to including you as an active coalition member in the 2014 and invite you to follow us on **Facebook** <https://www.facebook.com/pages/Womens-World-Summit-Foundation/123455932640> and **Twitter** <https://twitter.com/wwsfoundation>



With kind regards,
Elly Pradervand, WWSF Executive Director and UN Representative
Convener of the 19 Days Campaign