



**Patsy Collins Trust Fund Initiative
Advocacy Grants Program**

*Quality Education: Unlocking the Power Within
Liberated from Exploitation, Empowered to End Poverty*

Official Global Launch Program

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CARE and its partners have joined forces to make a powerful noise on World Day Against Child Labor (WDAKL)-12 June 2008. In support of the International Labor Organization-International Program on the Elimination of Child Labor (ILO-IPEC) efforts to bring about lasting change for the 216 million children forced into a world of work, CARE will mark this occasion with global observances in Indonesia, Tanzania, NW Balkans & Serbia, Togo, Ghana, Mali, Bolivia, Ecuador, Peru, Nicaragua, Honduras, Guatemala, El Salvador and the United States supporting this year's theme "Education, the Right Response to Child Labor." CARE will ensure the voices of girls trapped by hazardous and exploitative child labor are heard and their message, "*Quality Education: Unlocking the Power Within-Liberated from Exploitation, Empowered to End Poverty,*" is realized.

Background

Guided by its unparalleled commitment to ending hazardous and exploitive child labor around the world, CARE is launching a new global advocacy initiative making education a reality for girls engaged in or at-risk of hazardous and exploitative child labor. Each year, CARE makes a concerted effort to launch signature events commemorating WDAKL. Past events included the launch of CARE's *Organizational Policy on Working Children and Hazardous Child Labor* in 2006 and CARE's first publication on child labor, *Caution-Children at Work*, with key findings and recommendations in 2007. This year, ***CARE launches the Patsy Collins Trust Fund Initiative (PCTFI) Global Advocacy Grants Program (AGP) focused on increasing the educational attainment for girls marginalized by hazardous and exploitative child labor.***

CARE, the ILO-IPEC, and our national partners are working collectively hosting national public awareness events around the world focusing on the importance of a quality education for children engaged in hazardous and exploitative child labor, especially girls. Through the

PCTFI-AGP, CARE gives voice to girls who are hidden, often along the margins of society quietly toiling away in isolation, never having the chance to realize the promise of an education-much less ever seeing the inside of a classroom for themselves. No longer will their voices go unheard. Central to their struggle of lifting themselves out of poverty is unlocking the power within them as individuals through the provisions of a quality education.

The following Global Highlights outline CARE's activities planned for the World Day Against Child Labor, marking the official launch of the PCTFI-AGP.

GLOBAL HIGHLIGHTS

National Campaigns

Any successful, sustainable approach to combating child labor must employ an evidence-based advocacy strategy in order to change public policy at as many levels as possible. In each instance CARE's national launch events were designed in coordination with the ILO-IPEC.

- **El Salvador**

A national public information campaign is being carried out with the support of mass media organizations. With support from journalists, a documentary has been prepared on the different educational models that are working to end the exploitation of girls.

- **Indonesia**

CARE will participate in several radio programs in the run-up to 12 June 2008 addressing the importance of bringing girls out of the kitchen and into the classroom.

- **Nicaragua**

CARE, in its role as advisor to the National Commission for the Eradication of Child Labor and Protection of Adolescent Workers (CNEPTI), has programmed this year's activities in collaboration with the national government and the ILO-IPEC around the evidence of what is working. The Nicaraguan Ministers of Education and Labor will officially take part in events throughout the observance. Local and national media outlets will broadcast a segment showcasing CARE's successful "Primero Aprendo" project that is successfully eliminating hazardous and exploitative child labor through quality educational opportunities.

- **Northwest Balkans & Serbia**

Short films with a child labor focus created by emerging film makers will air on local TV stations and channel B92 for national coverage. Additionally, through its partnership with B92, Serbia will air the best short film, which will be followed by a TV talk show addressing the importance of quality education for all child laborers, especially girls. Media promotion will occur through local TV and radio stations, national newspapers, and radio stations.

CARE will hold a concert, photography and film presentations, cocktail reception, slide show presentation in Zmaj Jovina Street (the main pedestrian zone) and mass distribution of information designed to enhance the public's understanding of the world of work girls face. This official recognition of World Day Against Child Labor will begin with opening remarks by the government, CARE and its partners, and national icons.

- **Bolivia**

A set of mass media activities will be carried out in Bolivia, which includes publications addressing the risks of child labor and its impact of education on poverty levels. Additionally, videos showing CARE, ILO, and UNICEF programs will be distributed to five television channels to show the efforts to eliminate hazardous and exploitative child labor in underground mining.

- **Peru**

CARE will initiate a mass distribution of information designed to enhance the public's understanding of the realities facing girls exploited by work.

- **Togo**

Togo's official launching of the Advocacy Grants Program and the commemoration of World Day Against Child Labor will include an address by the Prime Minister to the country as the hallmark of CARE's event. CARE will open the event presenting the 2008 World Day Against Child Labor theme, objectives, and the realities facing Togolese society. A performance by King Mensah (national icon), a child's right advocate and popular musician will lend his voice to the festivities. The ceremony will also include the distribution of prizes to the winners of a quiz competition and sporting events.

A segment on the World Day Against Child Labor will air on Radio Lome and Radio Sport FM. A national TV program will also be broadcast that will inform viewers about the importance of educating girls to end exploitation.

Photo/Art Exhibition

- **United States**

CARE's Headquarters will hold a silent walking tour of photographs from around the world of forgotten girls. The exhibit will pay tribute to the millions of girls trapped by hazardous and exploitative child labor and the undeniable mark it leaves. HQ Staff will have the opportunity to light a candle in solidarity with the millions of girls unable to speak out and to write personal messages of encouragement to CARE staff in AGP country offices working to improve the lives of girls exploited by work.

- **El Salvador**

An art contest for children in all schools throughout the country is being held to mark WDACL. University graphic design students will aid students to develop a poster commemorating World Day Against Child Labor.

- **Indonesia**
Photos depicting the daily realities of child laborers will be exhibited along with stories about their struggles.
- **Northwest Balkans & Serbia**
Drawings done by children will be displayed along the streets of Novi Sad. The theme of the exhibition and the drawings themselves is “I do not want to work. I want to....”.

Youth Initiatives

- **El Salvador**
Various recreational activities are being held for children throughout the country. Activities will consist of games, clowns, puppets, piñatas, and distribution of small gifts. Additionally, CARE will host a day trip on June 14 for 1200 child laborers to Cuscatlán Park and Tin Marin Museum, which specializes in educational and pedagogical games, providing a space for learning through artistic expression.
- **Indonesia**
Children are participating in the day’s activities that range from competition games to story telling and kite making. A national Indonesian artist has been invited to increase awareness and attention to the events.
- **Ecuador**
The “Festival of Music, Arts, Fables, Culture, Identity, and Education” will take place for girls and children in 24 communities and indigenous educational centers in Kichwa, Ecuador. Activities include music, fables, and arts and crafts. The central theme will be to raise awareness on the eradication of child labor.
- **Togo**
A sporting event will take place for girls and youth. Boys will compete in the 2,000m race, and girls will compete in the 1,000m race at College Protestant. Following the sporting event is a knowledge-based quiz competition for school girls. Awards for both events will be distributed at the official launch in the afternoon. Youth, including former child domestic workers and members of the young workers association, will also participate in a 2km public awareness march on the streets of Lome, the capital city, ending at the Palais de Congrès.

Policy Roundtable

- **Indonesia**
Indonesia will begin its event with a child labor forum. This round table discussion will include child laborers and local NGOs giving voice to those so often overlooked. In this event, the participants, particularly children, will discuss and learn about the rights afforded to them under the law. The discussion will include a sharing session where children can express their feelings and experiences related to work and their hopes for

the future. From this forum, Indonesia will develop recommendations for children's rights and protection to be presented to the Indonesia House of Representatives. A press conference will be organized after the forum, inviting all national media outlets. CARE will present the conclusions of the forum to the media and announce its intentions to submit the recommendations to the House of Representatives.

- **Nicaragua**

CARE's Primero Aprendo project, in coordination with the Ministry of Education (MINED), will hold a workshop on the evidence from successful educational pilot interventions that are working to end child labor. Participants will include the directors and managers of eight normal schools used as training institutes for primary school teachers in Nicaragua.

- **Ecuador**

Ecuador will organize a local forum in Canton Cayambe discussing education as the right response for the eradication of child labor. A national forum with the same discussion theme will also be held in Ecuador with local and national authorities. Following the forums, a national debate will be held in coordination with the National Commission of Eradication of Child Labor, the Ombudsman Office, and ILO. Participants in the debate will be education and labor authorities who have the expertise to discuss topics of child labor and marginalized girls and propose improvements in public policy.