

2012-2014

Report by Raising Awareness on
sexual, emotional and physical
violence against children



VITUNDARVAKNING
um kynferðislegt, andlegt og líkamlegt
ofbeldi gegn börnum

Ministry of the Interior, Ministry of
Education, Science and Culture and
Ministry of Welfare
2012-2014

Report by Raising Awareness of Sexual, Emotional and Physical Violence against Children

Activities under the auspice of Raising Awareness 2012-2014 of preventive measures
for children against sexual, emotional and physical violence.

**Ministry of the Interior
Ministry of Education, Science and Culture
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Children

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ABSTRACT

Raising Awareness of Sexual, Emotional and Physical Violence against Children is a three year collaborative project of the Ministry of the Interior, the Ministry of Education, Science and Culture and the Ministry of Welfare, which harks back to *The Council of Europe Convention on Protection of Children against Sexual Exploitation and Sexual Abuse*, the so-called *Lanzarote Convention*.

At the outset of Raising Awareness it was clear that much was missing in accessible preventive and educational material dealing with violence. One of the main objectives of Raising Awareness was to take care of education and the production of educational material about sexual, emotional and physical violence against children. By the efforts of Raising Awareness, diverse educational material has been produced for different age groups, parents and people who work with children or in connection with children. Courses have also been held as well as conferences where many specialists have shared their expertise.

It is important to continue to make use of the experience and knowledge acquired by the activities of Raising Awareness and to find a permanent channel for individual projects. Raising Awareness has worked out a vision for the future in preventive measures with regards to violence against children in Iceland where preferable emphasis in the next steps are specified. A recommendation by Raising Awareness is based on liaisons with professionals, a data bank, education and research. It supports the *Collaborative Statement about Actions against Violence and its Consequences* which the Social Affairs and Housing Minister, the Minister of the Interior and the Minister of Education, Science and Culture signed in December 2014.

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PREFACE

Raising Awareness of sexual, emotional and physical violence against children is a collaborative project of the Ministry of the Interior, the Ministry of Education, Science and Culture and the Ministry of Welfare. The project management of Raising Awareness consists of one appointed representative from each ministry. The project manager of Raising Awareness has been based at the Ministry of Education, Science and Culture, the Ministry of Welfare has supervised the project's web and the Ministry of the Interior has supervised the finances. The interdisciplinary collaboration of the ministries has consisted of the broad role of Raising Awareness according to the Lanzarote Convention and the division of activities between ministries.

The current project management of Raising Awareness consists of Jóna Pálsdóttir chairman, appointed by the Ministry of Education, Science and Culture, María Rún Bjarnadóttir appointed by the Ministry of the Interior and Guðríður Bolladóttir, appointed by the Ministry of Welfare. Kristín Jónsdóttir is project manager. Karen Ásta Kristjánsdóttir is an employee of the project management and wrote this report. The project management from January 2012 until May 2013 consisted of Halla Gunnarsdóttir chairman, appointed by the Ministry of the Interior, Berglind Rós Magnúsdóttir, appointed by the Ministry of Education, Science and Culture, Þorgerður Benediktsdóttir, appointed by the Ministry of Welfare. Jóna Pálsdóttir, Ministry of Education, Science and Culture, was project manager. Rán Ingvarsdóttir and Guðlín Steinsdóttir from the Ministry of Welfare were part of the project management for a time and Finnborg Salome Steinþórsdóttir an employee. The website is www.vel.is/vitundarvakning

Raising Awareness focused on children and people who work with children or in connection with children in their work. The objective of Raising Awareness with children's rights education was to open a discussion about violence against children. Emphasis was placed on informing children that they have an autonomous right which is independent of the rights of adults, that they are heard and their boundaries respected. The knowledge of professionals within the school system and the judicial system about the characteristics of children who are violated against was the cornerstone of Raising Awareness's education.

Contracts were made with several contractors who were selected first and foremost on the basis of their professional knowledge and prior experience in the field that was being worked with at each time. Social Affairs and Housing Minister, Minister of the Interior, and Minister of Education, Science and Culture have strongly supported Raising Awareness, attended events it has held and appeared in the media to attract attention to the matter. Emphasis has been placed on promotion in the media to increase social awareness about violence against children and draw attention to the deliverables from Raising Awareness among the public. In three years the project management of Raising Awareness has specifically met with over fifty experts and professionals about this subject and sought the views of numerous children. The project management thanks them heartily for an invaluable contribution to the formation and development of the projects it has supervised.

FUTURE VISION OF RAISING AWARENESS

By establishing Raising Awareness about Sexual, Emotional and Physical Violence against Children, progress has been made in the field and the activities of the last three years have proved to be successful. Now that this first campaign project by authorities of violence prevention for children comes to an end, a permanent channel for the work must be attended to and it must be secured that the experience created is built on. The project of Raising Awareness must be entrenched, an ongoing development must be ensured, building on relations that have formed and experience that has been gained by course- and conference management during the time of activities.

The project was given a three year timeframe with the aim that the position of the field would be reassessed at the end and a decision about the next steps made as a result. It has been decided to provide additional financing to this issue in the year 2015, inter alia to continue education in all second grades of primary school and other activities which Raising Awareness has already laid a foundation for. The following explains the future vision of Raising Awareness. It is in two parts. In the former part, *Educational Material*, it is reviewed which issues and which groups is urgent to focus on. In the latter part, *Structure of Prevention*, are suggestions for a future structure in violence prevention after Raising Awareness has completed its three year activity period. In the future vision, drafts of activities are submitted for activities based on professional consultation and central information sources with the aim to ensure prioritisation and economies of scale in the field. Furthermore, emphasis is placed on the importance of carrying out education and research in a structured way. The future vision of Raising Awareness supports the *Collaboration Statement of the Ministry of the Interior, the Ministry of Education, Science and Culture and the Ministry of Welfare about actions against violence and its consequences*, which was signed by the Ministers on December 18th 2014.¹

EDUCATIONAL MATERIAL

The Council of Europe Convention on Protection of Children against Sexual Exploitation and Sexual Abuse, the so-called *Lanzarote Convention*, stipulates the duty of authorities to educate children of primary, secondary and upper secondary school age, personnel of the judicial system and people who work with children as well as the public. Raising Awareness has performed a *gargantuan task* in the production of preventive- and educational material for children about violence but up until its establishment this was widely lacking. It is important to continue this work as there is a perpetual need for improvements in the field.

¹ *Collaboration Statement of the Ministry of the Interior, the Ministry of Education, Science and Culture and the Ministry of Welfare about actions against violence and its consequences*, is accessible here: <http://www.velferdarraduneyti.is/media/frettatengt-2014/Samstarfsyfirlising-15.12.2014.pdf>

Raising Awareness educational projects which continue

1. **Youngest level primary school.** The puppet show *The Kids on the Block*² was performed for all children in second grade primary school during the Raising Awareness time of activity.
2. **Intermediate primary school.** The short film *Stand by Yourself* along with teaching instructions.
3. **Secondary and upper secondary school level.** The short film *Get a yes* along with teaching instructions.
4. **Victims of sexual violence.** Two educational videos, *The Way Forward*, for 14 year olds and younger and *The Way Forward*, for 15 year olds and older.
5. **Teachers and other school personnel.** The handbook *Violence against Children – the role of schools*.
6. **Experts within the judicial system.** The educational treatise *Sexual Violence against Children. Case proceedings by the judicial system and the judicial protection of children*.

Raising Awareness's emphasis in next educational projects

- **Preschool level.** Implement educational material for children at preschool level³ and establish education which is specifically aimed at preschool personnel⁴ with emphasis on the duty reporting system for public servants and characteristics of sexual, emotional and physical violence.
- **Disabled children.** Special consideration must be made for different circumstances of disabled children in the production of preventive and educational material for children.
- **Perpetrators of violence.** Prepare preventive and educational material which target perpetrators of violence.

² *The Kids on the Block* comes from the American puppet theatre *The Kids on the Block*. The Icelandic Red Cross originally bought the puppets in the year 1987 and in the year 2005 the organisation Straight Forward received a formal permit from *The Kids on the Block* to translate and localise the material and show it domestically. The puppet theatre harmonises with the goals of Raising Awareness which made an agreement with the director about regular shows in all primary and secondary schools in the country when it commenced its work in the year 2012.

³ For consideration: *This is my Body*, educational material under the auspice of Children's Happiness. See further in the chapter *Available Educational Material* on pg. 37.

⁴ For consideration: *Safety brochure for preschool personnel* which the Ministry of Education, Science and Culture published in the year 2014 about the physical safety of preschool children, see here: <http://www.menntamalaraduneyti.is/frettir/forsidugreinar/nr/8020> and *Violence against Children – the role of schools* which Raising Awareness and the National Center for Educational Materials published in the year 2014, see here: http://vefir.nams.is/flettibaekur/namsefni/ofbeldi_gegn_bornum/

- **Gender views.** Prepare educational material which breaks down the wall of silence about women/girls as perpetrators of violence and boys as victims of sexual violence.
- **Sexting.** Prepare preventive and educational projects about abusive sexting.⁵
- **Education of professions.** Attention must be paid to the education of professions which work with and in connection with children.
- **Parents' education.** Extensive education about violence must be established in a structured way for parents.

STRUCTURE OF PREVENTIVE MEASURES

It is clear that coordination of professionals is needed. For this purpose, a central operation providing an overview and maintaining relevant information about the work of the numerous institutions and organisations that have to do with the protection of children is needed. Research of the extent of violence must be done on a regular basis and available information must be systematically summarised. The suggestion by Raising Awareness about a future structure of violence preventive measures for children is based on consultation and centralisation.

Raising Awareness suggests the establishment of a *Care Range* which carries out preventive measures and educational work about sexual, emotional and physical violence against children. The operation would be placed in a relevant institution that has a comprehensive overview of violence prevention. The institutions which the operation could appertain to are:

- a) a new administration institution in the area of social services and child protection,
- b) the office of the Surgeon General,
- c) a new institution of educational affairs,
- d) or a collaboration of ministries.

Activities

Four main goals of a *Care Range* would be the consultation of professionals, a central information source, education and research.

1. Consultation of professionals

Consultation of professionals includes the collaboration of authorities, municipalities, organisations and others who work with violence against children. This is done by hosting a *collaborative field for professionals*. The goal is to create an overview of the field and thus ensure that prioritisation of projects is generally worked out on the basis of comprehensive information.

⁵ *Sexting* is a concept of the behaviour of sending, receiving and sharing with others sexual pictures and/or text in electronic form through smartphones or other communication equipment. When sexting is shared without permission to the sender it is violence (revenge pornography). Further information about sexting can be obtained on the Raising Awareness web.

2. Central information source

Flow of information is the basis of prioritisation and efficiency in the field. A central information source which includes the *registration* of the situation with regards to preventive measures and educational work about violence is useful for those who work on prevention. In addition, practices which are fixed in form and coordinated support regular provision of information to the ministries and to the United Nations Childrens Rights, in line with the commitment of Icelandic authorities.

3. Education

Raising Awareness suggests that education for professionals and parents be ensured in the way that as many as possible pursue it. This will only be done with a solid support base of authorities. It is clear that educational conferences⁶ are a way to provide access to necessary education for all who work with children. It does not suffice that representatives of institutions and a few motivated individuals participate in this. It is important that educational material about violence becomes a part of regular and repetitive study materials at primary, secondary and upper-secondary school levels.

4. Research

It is important to base policy making and preventive measures on best knowledge of the nature, extent and consequences of sexual violence. For this to happen, comprehensive, coordinated information must be available about cases that come up domestically and reactions to them. Raising Awareness suggests that the data already available at the institutions and organisations relative to the field be collected regularly. The data should be analysed and used to understand better the nature and extent of violence against children. Furthermore, to support the execution of research that contributes to comparable data and practices that contribute to more effective policy making in the field.

⁶ See further details about educational conferences of professionals from 2012 to 2014 on page 21.

1. RAISING AWARENESS FOUNDATION

Raising Awareness about sexual, emotional and physical violence against children harks back to *The Council of Europe Convention on Protection of Children against Sexual Exploitation and Sexual Abuse*⁷ which was passed at Lanzarote in 2007 (also called the *Lanzarote Convention*). Iceland signed the contract in 2008 and the Parliament approved a parliamentary resolution about its validation in 2011⁸. As a result the Ministry of the Interior, the Ministry of Education, Culture and Science and the Ministry of Welfare made an agreement about the implementation of *Raising Awareness about Sexual Violence against Children*⁹. Raising Awareness was established as a three year campaign with provision of a status assessment at the end of the period. On the basis of recommendations by the *Prime Minister's Consultation Group about Coordinated Implementation by Authorities to Ensure Efficient Resources for the Victims of Sexual Offences, especially Children*¹⁰ in 2013, it was decided to expand the activities of Raising Awareness in order for it to cover also emotional and physical violence against children. From then on it operated under the name *Raising Awareness about sexual, emotional and physical violence against children*.

For the purpose of fulfilling the Lanzarote Convention, Raising Awareness received the provision of 25 million IKR in 2012 and 15,7 million IKR in 2013. From the supplementary budget in 2013 9,5 million IKR for work on the additional projects assigned to it upon the expansion and in the year 2014 Raising Awareness received 29 million IKR for continued work. An agreement has been made that each of the three Ministries for which Raising Awareness works contribute 3,0 million IKR for the year 2015 to maintain the work of the projects that have already been launched.

The purview of Raising Awareness falls under Chapter II of the convention which stipulates the responsibility of authorities to make necessary arrangements to ensure education and prevention in the field. Education and prevention on the basis of the convention were aimed at children, people who work with children or in connection with children, the justice administration system and the public.

The Lanzarote Convention is fundamentally based on stipulations from the United Nations Convention on the Rights of the Child from 1989 (here after named the Child Convention) but with the Lanzarote Convention an attempt is made for the first time

⁷ Council of Europe. (2007). *Council of Europe Convention on the Prevention of Sexual Exploitation and Sexual Abuse of Children*. Downloaded Dec. 1st 2014 from: http://www.velferdarraduneyti.is/media/vitundarvakning/Evropuradssamningur_um_varnir_gegn_brotum_a_bornum.pdf

⁸ Act amending the Criminal Code, no. 19/1940, with subsequent amendments (með síðari breytingum (Council of Europe Convention on the Prevention of Sexual Exploitation and Sexual Abuse of Children) took effect June 11th 2012 as Act no. 58/2012.

⁹ Acc. to the Child Convention a child is defined as an individual who has not reached the age of 18 years.

¹⁰ The Prime Minister's Office. (2013). *Prime Minister's Consultation Group about Coordinated Implementation by Authorities to Ensure Efficient Resources for the Victims of Sexual Offences, especially Children*. Downloaded December 1st 2014 from <http://www.forsaetisraduneyti.is/media/Skyrslur/skyrsla-urraedi-fyrir-tholendur-kynferdisbrota.pdf>

to implement further duties of individual states in its specific judicial areas. The Child Convention was validated in Iceland in 1992 and enacted on March 6th 2013 by Act no. 19/2013¹¹. The Child Convention is based on the fundamental view that children need special protection and care, that they are more sensitive than adults to their externalities, more vulnerable to exploitation and violence and that it is not as easy for them as for adults to influence their most immediate environment. Concurrently, much emphasis is placed on them being active participants in society as independent individuals with rights and responsibilities appropriate for their age. This perspective of children's judicial position was the basic motif of all Raising Awareness projects.

The extensive role of Raising Awareness involves diverse projects that focus on preventive measures and educational work about violence against children. Projects are explained in chapters which are lined up according to emphasis in the Lanzarote Convention.

- Projects for children.
- Projects for people who work with children.
- Courses and conferences.
- Increased social awareness and distribution of information.
- Briefs and summaries.
- Success evaluation of preventive measures and educational projects by Raising Awareness.

¹¹ Act concerning the United Nations Convention about the Rights of the Child no. 19/2013.

2. PROJECTS FOR CHILDREN

On the basis of Art. 6 of the Lanzarote Convention, Raising Awareness took on the making of preventive and educational material against violence specifically intended for children in primary-, intermediate-, secondary- and upper secondary schools. In it, a special emphasis is placed on risk situations which are found in the use of new information- and telecommunications technology and Raising Awareness took this into account. On the basis of the Child Convention, the objective of Raising Awareness by educating children about rights was to open the discussion about violence against children. Emphasis was placed on informing children that they have an autonomous right which is independent of the right of adults, that they should be heard and that their boundaries should be respected.

Raising Awareness was responsible for the production of preventive and educational material for the primary-, intermediate-, secondary- and upper secondary school levels. In this chapter a discussion is made about the content, implementation and follow-up of each and every individual project.

- *The Kids on the Block*. A puppet theatre for primary school.
- *Get a Yes*. A short film for secondary and upper secondary school.
- *Stand by Yourself*. A short film for intermediate school.
- *The Way Forward*. Educational videos for children who are victims of sexual violence and their families.

2.1 *The Kids on the Block*, a puppet show about violence

Raising Awareness was responsible for shows of the puppet play *The Kids on the Block* in all 2nd grades of primary school nationwide in the years 2012 - 2014¹². The puppet play is a preventive and educational show about violence, for young children. The objective of the show is to open a discussion about violence among children, distinguish between violence and parenting and empower them to seek help if needed. The show is intended to encourage children who are subjected to violence to reveal it so their situation may be responded to. There are three acts and different problems are dealt with in each of them but they are all based on the puppets sharing their stories and speaking with the children who are watching it.

The show is intended for children but also contains guidance for school personnel in the preferable response when a child tells about violence or it is revealed in another way. After each show the puppet directors hold a meeting with school administrators, teachers and others who are present at the show, discuss what came forth and how to respond.

Emphasis is placed on school counselors, nurses, psychologists and/or teachers being present at the show if a case did arise as a result of it, which needed to be responded to. In the fall Raising Awareness sends a letter to principals, child protection and social services with information about upcoming shows of the puppet play and an encouragement that a representative of a child protection

¹² The shows of *The Kids on the Block* supervised by Raising Awareness have been 429 in total.

committee and specialists from each school and/or municipality be present. After the shows parents and custodians of the children receive a letter from Raising Awareness where they are informed that their children have seen the show and are enlightened about its content and objectives.

Project background

The Icelandic Red Cross bought the puppets in the 1987 from the American puppet theatre *The Kids on the Block*. The occasion was an international conference about violence against children which was held in Norway and the show was Iceland's contribution to the conference.

The organisation *Straight Forward* later received a formal licence from *The Kids on the Block* to translate and localise the material and show it in primary schools in the country. The Children's Welfare Fund sponsored Straight Forward to establish the show and in 2005 to 2011 the organisation and puppet show directors were responsible for shows, for a fee, in schools that requested it. Concurrent with the shows the organisation offered preventive education about sexual violence against children for school people. Circulation of the show was limited and dependent upon the interest of individual schools and thus the importance of support by authorities of the project was evident¹³. In the beginning of 2012 Raising Awareness made a contract with the puppet show directors Hallveig Thorlacius and Helga Arnalds about shows of the play for all children in 2nd grade primary school for the next three years, from the beginning of 2012 to the end of 2014. The shows were financed by Raising Awareness and were free of charge for the schools.

Success evaluation

Two surveys were done where the success of the shows *The Kids on the Block* countrywide was evaluated. In March 2013 Raising Awareness awarded the Research Laboratory for Children and Youth Studies at the Department of Educational Science in the University of Iceland (BÆR) a project grant for research on account of the performances of *The Kids on the Block* after Raising Awareness commenced showing it systematically in the country's primary schools. The research is called *Puppet Show as a Study Tool and Narrative Method: a Campaign Project against Physical and Sexual Violence against Children*. The results were available in June 2014. Straight Forward had previously assigned the *Research Institute of Children and Family Protection at the Department of Social Sciences of HÍ* (RBF) to evaluate the success of the puppet theatre.

The surveys show that the puppet theatre has proved to be encouraging for children to tell about violence and facilitated school personnel to respond in an appropriate way. Furthermore, the surveys show that teachers call for more

¹³ Guðrún Edda Barnadóttir. (2014). *Brúðuleikhús sem námstæki og frásagnaraðferð: átaksverkefni gegn líkamlegu og kynferðislegu ofbeldi gagnvart börnum*. Óbirt BA-ritgerð: Háskóli Íslands, Menntavísindasvið.

education about their responsibility and preferable response following the discovery of violence against children. The presence of child protection social services personnel has become more common after the shows came under the activities of Raising Awareness but needs never the less to be more focused.

For further details about the surveys see Appendix I (not available in English).

2.2 *Get a Yes*, a short film about the boundaries between violence and sex

Raising Awareness was responsible for the production of the short film *Get a Yes*, which is intended for adolescents and is about the boundaries between violence and sex. By the production of the film a new step was taken in preventive measures against sexual violence in Iceland with education which places emphasis on the responsibility of offenders and the importance of receiving a clear consent to sexual activities. When forming the project the Raising Awareness project management called for study group meetings in order to receive comments from specialists, teachers and parents. Comments were taken into consideration before the film was finalized. Script writers and directors are Brynhildur Björnsdóttir, Páll Óskar Hjálmtýsson and Þórdís Elva Þorvaldsdóttir. Producer is Zetafilm. *Get a Yes* is accessible on the Raising Awareness web, www.vel.is/faduja.

Texted versions of the short film

Get a Yes is texted in seven languages: Danish, English, Filipino, Icelandic, Polish, Thai and Spanish. Texted versions are accessible on the website www.vel.is/faduja.

Teaching instructions

The authors of the short film made teaching instructions for the film which can be used as education for adults as well about how to approach a discussion with adolescents about sexual matters. Teaching instructions are accessible on the website www.vel.is/faduja.

Promotion of the short film and distribution to students/the public

Much promotional work commenced ahead of the premiere of *Get a Yes*. Its objective was to draw attention to the short film, spread its message among the public as well as promote increased discussion about boundaries between sex and violence in the media.

The short film was previewed in Bíó Paradís in January 2013 in the presence of the ministers responsible for Raising Awareness. Shortly after (January 30th) there was a premier for the older grades of primary school and in most upper secondary schools of the country. The premiere was held with the objective to ensure the showing of the film in as many schools as possible and create a mood for the film among adolescents. Raising Awareness sent the film to principals on DVD and a printed copy of teaching instructions, as well as a letter with an introduction of *Get a Yes* and the set up of the premiere. This was then followed by an extensive introduction in the media. The short film was aired on National Television (RÚV) and followed by a rerun. *Get a Yes* received attention among the public and a discussion about the short film and its content took place in all

the primary media; television, web medium, news papers and magazines. Examples of this media coverage can be viewed in Appendix II (not available in English).

Special study material from *Get a Yes*

SAFT (*Community, family and technology*) financed the publication of study material from the content of *Get a Yes* which was developed in collaboration with the authors of the short film and the National Centre for Educational Materials. This is a matter of three self tests of the image of the genders online, sex and pornography. The self tests are accessible on the SAFT and Raising Awareness webs.

Follow-up and success evaluation of *Get a Yes*

In collaboration with *Home and School*, Raising Awareness has had a survey conducted of 10th-grade adolescents' viewing of *Get a Yes*, its effect and the attitude towards it. The findings of the survey indicate that the message of the short film was effectively delivered and support the importance of young people receiving education about the boundaries between sex and violence.

Further about the survey in Chapter 7, *Success Evaluation*.

Accreditations and awards for *Get a Yes*

Get a Yes has received three accreditations:

- In December 2013 Stígamót awarded accreditations to seven parties for their contribution to the battle against sexual violence. Among others was the short film *Get a Yes* and the film's script writers were honored.
- In March 2013 *Get a Yes* received the first award in the category "videos and educational films" at a conference of 30 European states in Tallin (INSAFE) about the European Union's internet security plan. The conference was an element in a collaboration about the European Union's internet security plan. SAFT supervises this work on behalf of Icelandic authorities.
- The self tests that are worked out from *Get a Yes* are SAFT's contribution to the INSAFE competition in Malta for the best study material about positive and safe internet use. It was chosen the best material in its category.

2.3 *Stand by Yourself*, a short film about self respect, violence and boundaries.

Raising Awareness was responsible for the production of a short film for the intermediate level of primary school, following the short film *Get a Yes*. It is called *Stand by Yourself* and deals with self respect, violence and setting boundaries. The objective of the production of *Stand by Yourself* is to ensure that preventive and educational material exists for the intermediate level of primary schools in Iceland that contains education about rights for children along with

preventive education against violence. The educational material is the first of its kind for children at the age of 10-12 years. The script writer is Þórdís Elva Þorvaldsdóttir and the director is Brynhildur Björnsdóttir. *Stand by Yourself* is accessible on the website www.vel.is/stattumedther.

Texted versions of the short film

Stand by Yourself is texted in six languages: Danish, English, Icelandic, Polish, Thai and Spanish. Texted versions are accessible on the website www.vel.is/stattumedther.

Teaching instructions

The authors of the short film wrote teaching instructions for the film which can also be used as education for adults about how a discussion with children about these matters may be approached. The teaching instructions are accessible on the website www.vel.is/stattumedther.

Involvement of children and professionals in the film production

During the preparation of the short film, the script writers and director worked with study groups of 10-12 year old children and asked them about matters pertaining to the short film. One of the things that attracted attention was that the children answered yes without hesitation when they were asked if they should obey adults. Following this they were asked if this applied to all adults and all the children still answered affirmatively. This was food for thought for the organizers of the film, it can after all be assumed that children who blindly obey are at a disadvantage and are more vulnerable to those who seek to use violence. The overriding aspect of the film is to strengthen children's confidence in order for them to have the courage to stand by themselves and brake the cycle of violence if it so happens.

Raising Awareness project management called for a study meeting with specialists, teachers and parents before the film was finalised. Participation by the primary parties in the field was specifically requested and the Raising Awareness contact network was taken advantage of for this purpose.

Introduction of the short film and distribution to schools/public

Stand by Yourself received a similar promotion as *Get a Yes*. The same objectives were set; to distribute the film to all primary-, intermediate- and secondary schools in the country, draw the public's attention to the short film as well as promote increased discussion about the film's message in the media. Examples of media coverage can be viewed in Appendix II (not available in English).

A preview was held in Bíó Paradís in the beginning of October 2014 in the presence of the ministers responsible for Raising Awareness. *Stand by Yourself* was then premiered in all primary-, intermediate- and secondary schools in the country on October 9th 2014. Raising Awareness sent the film to principals on DVD and a printed copy of teaching instructions, as well as a letter with an introduction of *Stand by Yourself* and the set up of the premiere. This way it was ensured that school people looked into the film and all children at the age of 10-12 years had an opportunity to watch it. A special ceremony was held in Hólabrekkuskóli on the day of the premiere with the Minister of Education, Science and Culture present. The premiere in primary-, intermediate and secondary schools in the country was followed by an extensive promotion in the media.

Special study material from *Stand by Yourself*

SAFT (*Community, family and technology*) financed the publication of study material from the content of *Stand by Yourself* which was developed in collaboration with the authors of the short film and the National Centre for Educational Materials. This is a matter of two self tests of the image of the genders online, sex and pornography. The self tests are accessible on the SAFT web.

2.4 *The Way Forward*, videos about the judicial system for victims

Raising Awareness was responsible for educational videos about the judicial system for victims and their families. These are two videos and are called *The Way Forward for 14 Year Olds and Younger* and *The Way Forward for 15 Year Olds and Older*. In these, the process within the judicial system is closely viewed after a sexual offence has taken place. Raising Awareness's objective of the production of the films is to provide information that reduces fear and uncertainty for the victim about the next steps, to make it easier for them to get help and to protect their rights. In this, representatives from the sexual crime division of the police, Emergency Room for Victims of Sexual Violence, the Children's House, the Office of the Public Prosecutor and the Reykjavík District Court explain their role and the service of their institutions. Along with this discussion, facilities are shown, for example where doctors' examinations are performed and statements taken. Director and script writer is Þóra Tómasdóttir.

Sign language interpretation and texted versions

The Way Forward is interpreted in sign language in Icelandic and texted in five languages: Danish, English, Polish, Spanish and Thai.

Promotional work of the educational films

The introduction of *The Way Forward* included the set up of the website www.leiðinafram.is. Educational videos are found on it as well as useful extra material which supports their content. Search words were bought from *Google* to ensure that the website appears readily in search results. The marketing company Kapall Ltd. took care of this work in collaboration with the project management.

The Way Forward was officially premiered on January 12th 2015 in the presence of the ministers of the ministries which Raising Awareness works for, the media, those involved in the project and representatives from institutions and organisations that are involved in violence prevention and protection of children.

Following the premiere, the institutions and organisations connected with the subject received a newsletter from Raising Awareness with information about the educational videos as well as a request to make them accessible on their websites. In addition, Raising Awareness's contact network and principals of all school levels received a newsletter where *The Way Forward* was introduced.

3. PROJECTS FOR PEOPLE WHO WORK WITH CHILDREN

On the basis of Art. 6 of the Lanzarote Convention, the objective of Raising Awareness has been to make arrangements that raise awareness about children's protection and rights. This refers to those individuals who communicate with children on a regular basis in connection with education, health care, social protection, judicial system and law enforcement and in areas connected with sports and leisure activities. It should be mentioned in this context that the projects of Raising Awareness discussed earlier, in the chapter on educational and preventive projects for children, always include instructions for parents and professionals.

3.1 Contact network

The extensive preventive and educational role of Raising Awareness about sexual, emotional and physical violence against children created a need for a database with contacts that offer a channel for information between authorities and parties that operate in the field. Raising Awareness's social network reaches about 1500 parties in pre-, primary-, intermediate-, secondary- and upper secondary schools in the country, the Children's House, child protection committees, the Government Agency for Child Protection, the Directorate of Health, social welfare of municipalities, the Multicultural and Information Centre, health care institutions, sports and youth activities, the Center for Gender Equality and wider.

Through the contact network, the project management of Raising Awareness has shared information about its projects with professionals and thus effectively supported its distribution within the appropriate institutions. Raising Awareness makes use of the social network also to receive feedback on projects that it is responsible for. The success of the educational conferences was for example evaluated by a questionnaire to individuals in the social network.

3.2 The handbook *Violence against Children – the role of schools*

The project management made a contract with the National Centre for Educational Material about the production of a handbook to facilitate teachers and other school personnel to act against any type of violence against children. The handbook is called *Violence against Children – the role of schools*¹⁴. Its objective is to inform teachers and other school personnel about characteristics and effects of violence on children and draw attention to preventive measures, intervention and resources that are in place to ensure, as well as possible, the welfare of students.

All schools in the country received printed copies of the book. In addition, an electronic version of it was sent to Raising Awareness's social network and school administrations at the pre-, primary-, intermediate-, secondary- and upper secondary levels. The electronic book is accessible on the Raising Awareness web as well as on the National Centre for Educational Material web. Authors are Guðrún Kristinsdóttir and Nanna Kr. Christiansen.

¹⁴ Guðrún Kristinsdóttir and Nanna Kristín Christiansen. (2014). *Violence against Children – the role of schools*. Reykjavík: the National Centre for Educational Material and Raising Awareness about sexual, physical and emotional violence against children.

3.3 The educational treatise *Sexual Violence against Children. Case proceedings by the judicial system and the judicial protection of children.*

A cooperation agreement between the project management of Raising Awareness and *The Ármann Snævarr Research Institute of Family Issues (RÁS)* about the production of the educational treatise *Sexual Violence against Children. Case proceedings by the judicial system and the judicial protection of children* was signed in May 2013¹⁵. A project management was appointed for the production of the material. The members of it were Kristín Jónsdóttir on behalf of Raising Awareness, Þórhildur Líndal on behalf of RÁS and Kolbrún Benediktsdóttir prosecutor with the Office of the Public Prosecutor. The project management of RÁS and Raising Awareness recruited Anni G. Haugen, lecturer at the Faculty of Social Work and Hrefna Friðriksdóttir, senior lecturer at the Faculty of Law at the University of Iceland to take care of writing.

The educational treatise is based on current legal rules about sexual violence against children, the interplay of rules within the child protection system and the criminal justice system regarding case procedures, the main principles and considerations behind regulations by the Council of Europe about a child-friendly judicial system, as well as containing a feature article on evaluation and production of evidence in cases of sexual offences against children.

The publication was released in October 2014 and was followed up with seminars in Akureyri, Egilsstaðir and Reykjavík for professionals within the school- and judicial system; child protection, courts of law and social services. The treatise was electronically forwarded to the Raising Awareness social network and is accessible on the Raising Awareness web.

3.4 Translation of *Guidelines on child-friendly justice*

Raising Awareness arranged for a translation of *Guidelines of the Committee of Ministers of the Council of Europe on child-friendly justice*. It is accessible on the Raising Awareness web¹⁶. The guidelines deal with position, views, rights and needs of children during court procedure. They apply to conditions where it is likely that children will communicate with institutions that are involved in the implementation of criminal law or other law in the area of private law or administration. With the guidelines it is endeavoured to ensure that children's rights are fully respected in each and every court procedure, among other the right to information, representation, participation and protection, taking into account the maturity and understanding of a child and the nature of the respective case. The rules in the abovementioned educational treatise are taken into account.

¹⁵ Anni G. Haugen and Hrefna Friðriksdóttir. (2014). *Sexual Violence against Children. Court procedures of the judicial system and legal protection of children. The Ármann Snævarr Research Institute of Family Issues Series no. 2.* Reykjavík: Raising Awareness about Sexual, Emotional and Physical Violence against Children and the Ármann Snævarr Research Institute of Family Issues.

¹⁶ See *Guidelines of the Committee of Ministers of the Council of Europe on Child-friendly Justice* here: <http://www.velferðarraduneyti.is/media/vitundarvakning/Barnvinsamlegt-rettarkerfi-lokautgafa.pdf>

4. COURSES AND CONFERENCES

Part of the educational role of Raising Awareness is courses and conferences on the basis of Art. 5 of the Lanzarote Convention which stipulates inter alia the raised awareness of people who interact with children in their work and a guarantee that they have sufficient knowledge of sexual violence against children. The objective of the educational conferences is to reach individuals who work with children and provide them with good and practical information. Raising Awareness is also responsible for courses alongside the publication of educational material specifically intended for personnel within the judicial system. Its objective is to promote the material and ensure its use. In collaboration with the National Centre for Educational Material, Raising Awareness held a course on the basis of the European Council's Pestalozzi programme about job development and training of teachers. During Raising Awareness's time of operation, representatives of the project management also attended various conferences and meetings where the work of Raising Awareness was introduced as well as its projects. The short film *Get a Yes* has attracted attention beyond the country limits and the chairman of Raising Awareness travelled overseas on three occasions specifically to promote it.

4.1 Educational conference of professionals 2012-2014

Raising Awareness held eighteen educational conferences for professional countrywide in the years 2012 to 2014.

The educational conferences were open for all but specifically intended for school administrators, teachers and other personnel of primary-, intermediate-, secondary and upper secondary schools, prevention counsellors, school- and career counselors, those who work with sports- and youth affairs, child protection, health care and social services, not forgetting local authorities and law enforcement.

The objective of the educational conferences was to educate those parties that work with children about the nature and consequences of violence and provide knowledge about the correct response if children show signs of having suffered violence.

Educational conferences were held in Grundarfjörður and Neskaupsstaður in 2014. In 2013 they were held in Sauðárkrókur, Akureyri, Suðurnes, Reyðarfjörður, Höfn í Hornafirði, Akranes, Ísafjörður, Hvolsvöllur, Hafnafjörður and Reykjavík. Educational conferences in 2012 were held in Borgarnes, Reykjavík, Akureyri, Egilsstaðir, Hvolsvöllur and Ísafjörður. Attendance was over 1000 people in total at the Raising Awareness educational conferences.

Each and every educational conference took approximately 4-5 hours. Further information and recordings of lectures, photographs, power-point shows, outcome

of group work and other fortuitous material from the educational conferences is accessible on the Raising Awareness web¹⁷.

Success evaluation of educational conferences

Raising Awareness conducted evaluation surveys of the success of the educational conferences for professionals during the years 2012-2014. Results indicate that their success is considerable. Respondents were generally pleased with the educational conferences and felt that they had proved useful to their work as well as there being an interest in attending a comparable educational conference again. There was not a significant difference between professions but respondents were mostly from the school system.

4.2 Gender-like Journey – course about gender education

Raising Awareness and the National Centre for Educational Material held the course in March 2014 for all teachers at intermediate- and secondary school. The course is based on the foundation of the European Council's Pestalozzi programme about job development and teacher training¹⁸. In it, teachers had an opportunity to try diverse, creative and effective methods in learning and teaching. The course was held at the Ministry of Education, Science and Culture and was free of charge for participants.

The course objective was to strengthen the teachers' skills and confidence in order to implement a gender perspective to their teaching in an open, effective, positive and an unprejudiced way, that teachers have knowledge of factors which are important to deal with in gender education and can transfer and develop methods and ideas that were promoted in the course to their work environment. The characteristics of children who have suffered sexual violence were discussed and how to respond to such matters.

4.3 Course about the judicial system

In leading up to the publication of the educational treatise *Sexual Violence against Children. Case proceedings by the judicial system and the judicial protection of children* in April 2013, RÁS and the board of Raising Awareness were responsible for a course with key parties in the field to go over the study material outline and offer comments and feedback. Participants were inter alia from the Children's House, child protection committees, the Children's Hospital of Hringurinn, courts, police, the Emergency Room for Victims of Sexual Violence and the State Prosecutor as well as attorneys. Participants had an opportunity to express their views, emphasis and comments on the procedures of these cases within the judicial system, which the authors could take advantage of in the final preparations of the material. The course was held at the Ministry of Education, Science and Culture.

¹⁷ See here: www.vel.is/vitundarvakning/fraedsluthingVitundarvakningar/

¹⁸ The European Ministerial Council. (2011). *The Council of Europe Guidelines on Child-friendly Justice*. The Council of Europe. Downloaded from: www.vel.is/media/vitundarvakning/Barnvinsamlegt-rettarkerfi-lokautgafa.pdf

After the publication of the educational treatise, courses were held for professionals of the abovementioned professions in order to promote the treatise and follow up on it. There were four courses and they were held in Reykjavík, Akureyri and Egilsstaðir. Their objective was to view the case procedures of sexual offences against children and the collaboration between parties within the judicial system and the main perspectives that should be laid as foundation in the case proceedings. The main provisions of the *Child Convention*, the *Lanzarote Convention* and the *Council of Europe Guidelines on Child-friendly Justice* are discussed.

4.4 Promotion overseas

In May 2014 the chairman of Raising Awareness and representatives of the producers of *Get a Yes* were invited to give a talk at a conference of the organisation Step by Step and Croatian authorities about prevention against violence. The work of Raising Awareness was promoted there, especially the production of short films as educational media.

In December 2013 the chairman gave a talk about Raising Awareness's activities and the project *Get a Yes* at the conference *Preventing Sexual Abuse of Children* in Madrid. The title of the lecture was "*Get a Yes - explaining how and why Iceland made a short film about boundaries between sex and violence*".

In March 2013 the short film *Get a Yes* was introduced at the United Nations Women's Guild in New York. The permanent representative of Iceland went over the campaign as well as ways to limit access to violent pornography on the Internet, Icelandic legal authority to remove abusers from homes and the enforcement of international obligations in Iceland.

A two-day seminar has been requested in June 2015 under the auspice of *The National Centre for Special Needs* and the Ministry of Education and Science in Lithuania. The ideology, activity and deliverables from Raising Awareness will be viewed there.

5. INCREASED SOCIAL AWARENESS

Raising Awareness emphasises distribution and promotion of its projects. Thus short films, educational material and information targeting particular institutions or professions has been promoted among the public with the objective to draw attention to the field and promote increased public discussion about violence against children. The promotion was in the way that projects which targeted specific groups were used in a more extensive way than it would have been otherwise.

The short films *Get a Yes* and *Stand by Yourself* are educational material made for primary-, intermediate-, secondary- and upper secondary school but received much attention among the public. With powerful promotional work and emphasis on electronic access Raising Awareness reached the ears and eyes of the public. Following both short films, a considerable discussion relating to the field commenced in the media. An example of media coverage relating to *Get a Yes* and *Stand by Yourself* can be found in Appendix II (in Icelandic).

5.1 The Postcard “It could be you who helps”

The obligatory reporting system on violence was specifically iterated in a postcard to the public which was delivered to all homes in March 2013. The objective was to remind the public of the people’s obligation to report to child protection if a suspicion arises about a child living with violence or abuse. The postcard was signed by four ministers. Stefán Einarsson was responsible for its design.



6. BRIEFS AND SUMMARIES

At the beginning of Raising Awareness a brief was written about the project in the purview of ministries related to sexual, emotional and physical violence against children. The brief was written on account of the shaping and developing of projects in order to ensure that Raising Awareness activities would target those areas where the need was greatest. On this basis the project management worked onwards with the brief and made a summary with the objective to make educational material more accessible and give an overview of institutions.

Following briefs are in place on the Raising Awareness web:

- Summary of available educational material (books, treatises, teaching material and reports) about sexual, emotional and physical violence against children.
- Overview of authorities, organisations and groups related to sexual, emotional and physical violence against children.

7. SUCCESS EVALUATION

Raising Awareness placed emphasis on follow-up of its biggest projects with surveys and evaluations to follow the success of the work and form a preferable channel for improvements and new projects. Raising Awareness sponsored a survey of the success of the puppet show *The Kids on the Block* and the short film *Get a Yes* and carried out an evaluation of the success of *educational conferences of professionals*.

7.1 Evaluation of the success of *The Kids on the Block*

In March 2013 Raising Awareness granted the Centre for Child and Youth Studies at the Faculty of Education Studies of the University of Iceland (BÆR) a sponsorship to do a survey relating to the shows of *The Kids on the Block* after Raising Awareness commenced its shows effectively in the primary-, intermediate- and secondary schools in the country. BÆR recruited Guðrún Edda Bjarnadóttir to conduct the survey which is called *Puppet Theater as a Learning Tool and Narrative: a campaign project against physical and sexual violence against children*. The results were available in June 2014. Straight Forward had earlier detailed the Centre for Children and Family Research at the Faculty of Social Work of the University of Iceland to evaluate the success of the puppet show.

The results of both surveys indicate that *The Kids on the Block* has an impact on the school community, the show gives children an opportunity to express themselves about violence they suffer and it is indicated that directly pursuant to the show, tens of cases have been reported to child protection authorities due to suspicion of a child having suffered violence.

7.2 Research on the success of the short film *Get a Yes*

Raising Awareness had, in collaboration with SAFT (Community, Family and Technology), the ratings of youth in 10th grade of the short film *Get a Yes* surveyed. The impact and attitude of adolescents towards the film was also surveyed. The survey is quantitative and was conducted from March to June 2013. Contact was made with 1500 parents of children at age 10-16 by e-mail where the survey was extensively introduced to them and their participation was requested as well as their children's. Reply rate was 64%.

The results of the survey showed that almost all adolescents in 10th grade had seen the short film, or approximately 95% of the students. Two of every three boys and girls (66% of students) feel that they understand better than before what the difference is between sex in reality and sex which is shown in movies or pornography. The majority of adolescents (70,4%) feel that they understand better than before what it means to get consent for sex after they watched the movie. Just under half of adolescents (44,1%) consider it to be easier to speak about sex with the one they want to have sex with than before they saw *Get a Yes*, or 58% of boys and 34,0% of girls. Results indicate that the message of the short film has gotten across and promotes the importance of young people receiving the education about the boundaries between sex and violence.

7.3 Evaluation survey of the success of Raising Awareness educational conferences.

Raising Awareness conducted an evaluation survey of the success of the educational conferences of professionals in the years 2012-2014. A questionnaire was sent to the Raising Awareness's social network, which counted 1385 people (see coverage about *Raising Awareness's social network* on pg. 19). It is estimated that most of those who attended the educational conferences in the years 2012-2014 are on the e-mail list; guests were 1030 in total. For these reasons it is difficult to assert about the reply rate but it can be roughly estimated: 451 answered the evaluation survey which is 41% reply rate. The majority of respondents were representative of pre-, primary-, intermediate-, secondary- and upper secondary schools, 339 persons or 75,2%. Representatives of the health care system, child protection and social services were 12,4% respondents in total and 6% respondents attended of their own accord, or 29 in total. Only one reply came from a representative of the judicial system, this can be traced to the questionnaire not having been possible to open with the software that is used within the police force.

Results indicate that the success of the Raising Awareness educational conferences was very good. Majority of the respondents evaluated that the educational conferences had been *rather or very* useful for work, or 82,4% of respondents. There was not a significant difference between professions. Two respondents felt that the educational conferences had benefitted them *rather poorly or very poorly* at work. Those respondents who answered *neither nor* were 17% and they were proportionally for the most part from the group "other" where the question about their work field was asked. Results indicate that it would be preferable to hold more comparable educational conferences as 83% said that they would attend again.

The educational conference was based on five components and respondents marked the education which benefitted them very much and/or rather much in their work. It was possible to check more than one component. Results indicate that a seminar about Characteristics of Sexual Crime Victims has been useful for most, or 62% of respondents. Immediately following are the seminars Get a Yes and other educational material (54%), Harmful Children's Behaviour and Pornography (46%) and Education of Rights for Children as Prevention of Violence (43%). It is clear that respondents were generally pleased with Raising Awareness educational conferences and consider them to have been useful to their work and there is also interest in attending again a comparable educational conference.