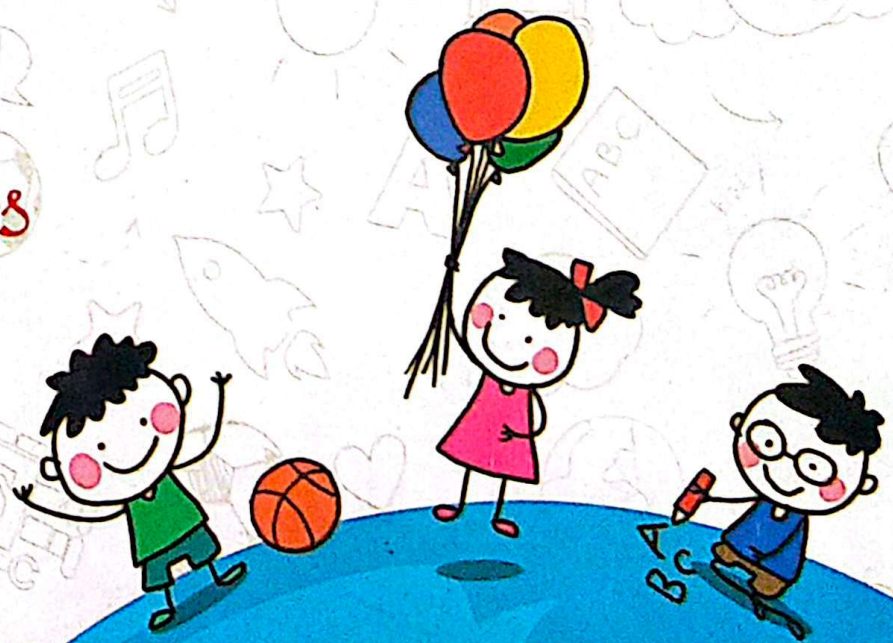


HEROES - Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims



Red Heart Campaign to Promote Child Rights



Let us put our hearts
together to save children from
sexual abuse, exploitation and trafficking

Join the movement

#SaveFACE4Children

HEROES





The document is developed under the project **"HEROES - Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims."** This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101021801.

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Centre for Women and Children Studies (CWCS) is a women rights organization for encouraging, sponsoring and promoting multi-disciplinary research aimed at burgeoning socio-economic development of women, men and children.

The Centre was established in April 1994 to develop pro-women policy planning in Bangladesh and its implementation in a more meaningful way. The vision of the Centre is the inclusion of women in policy agenda to ensure equality in socio-economic, legal and political spheres leading to distributive justice.

The Centre has been conducting research, training and working on women and children issues since its inception as one of the pioneering organization in the country. Specific areas of expertise are: trafficking in women and children, child labour, online child abuse and exploitation, child marriage, violence against women, feminization of poverty, women migrant workers, political empowerment, women and child rights etc., both in the field of research and project implementation.

Brief of HEROES project

HEROES - Novel Strategies to Fight Child Sexual Exploitation and Human Trafficking Crimes and Protect their Victims

HEROES is a research oriented project which is funded by the European Commission (EC) Brussels and managed by Universidad Complutense de Madrid (UCM), Spain. It is a 3 years project starting from 1 December 2021 which is being implemented by 27 consortium partners from Europe, Latin America and Bangladesh.

It is an ambitious, multi-disciplinary and international project with a victim-centered approach, enhance the coordinated response of Law Enforcing Agencies (LEAs) and other stakeholders regarding prevention, investigation and victim assistance of Trafficking of Human Beings (THB) and Child Sexual Abuse and Exploitation (CSA/CSE) crimes.

CWCS as one of the consortium partners is entrusted with activities related to **Child rights promotion and protection: awareness-raising, education and information**. In this context, Stakeholder Meetings to Promote Child Rights of Sexually Abused and Exploited Children will be organized engaging civil society, international organizations, NGOs, teachers, parents, children and youth groups, social workers, local leaders, police officials and media groups.

CWCS had launched an **Online Red Heart Campaign to Promote Child Rights: Let us put our hearts together to save children from sexual abuse, exploitation and trafficking** as the social media campaign on 30 July 2022.

Child Sexual Abuse and Exploitation: Bangladesh Context

Child sexual abuse and exploitation are issues of grave concern. However, it is underreported due to its clandestine nature and being associated with shame and social stigma. Child sexual abuse and exploitation are driven by multiple factors including poverty, patriarchal norms that support violence against women and girls, child marriage, exclusion from education, rural-urban migration, criminal activities, and cultural norms which are part of the wider context of discrimination and neglect towards children.

Child survivors of commercial sexual exploitation can also end up on the streets through trafficking, family breakdowns or poverty. It is estimated that there are more than 600,000 street children living in Bangladesh, 75 percent of them living in Dhaka city. Often separated from their families, many of these children migrate to the cities in search of a livelihood. Deprived of their basic rights to health, food and education, street children are particularly susceptible to manipulation, abuse and exploitation, including commercial sexual exploitation.

Child victim protection serves as a critical means of preventing further exploitation and victimization, including the risk of re-trafficking. It is also intimately tied to a trafficking victim's access to justice, as well as to perpetrators being brought to justice. Protective factors promote well-being and reduce the risk for negative outcomes. Protection offers critical interventions to end trafficking exploitation as well as to support and assist victims to recover after their experiences, and to reintegrate into their families, communities, and society at large.

The reintegration of sexually abused, exploited and trafficked children is pertinent when trafficked children are either rescued within the country or repatriated. The core component of a comprehensive response to trafficking starts from identification, referral, assistance, and reintegration of trafficking victims. The family plays a crucial role in a child's support, therefore, the key of successful reintegration of a child is an organization's ability to know how to mobilize families and communities.

In the above context, we have developed the hashtag **#SaveFACE4Children** to maximize the visibility of the **Red Heart Campaign to Promote Child Rights**.

Launching of the



Red Heart Campaign to Promote **Child Rights**

6:00 pm (BST), 30 July 2022

Speakers



Prof. Ishrat Shamim

Founder President
Centre for Women and Children Studies (CWCS)
Bangladesh

Ana Lucila Sandoval Orozco

Senior Researcher in GASS
Universidad Complutense de Madrid
Spain



Guillermo Galarza Abizaid

Vice President, Partnership & Law Enforcement Training
International Centre for Missing & Exploited Children (ICMEC)
Alexandria, VA, USA

Muhammad Mahdy Hassan

National Programme Officer (TIP & SOM)
UNODC Regional Office for South Asia
Bangladesh





Red Heart Campaign

To Promote **Child Rights**



Campaign's mission is committed to promote child rights and protect children from sexual abuse, exploitation and trafficking both offline and online.

Campaign's vision is to have a world free from child sexual abuse, exploitation and trafficking where children can grow up happy, healthy and safe.

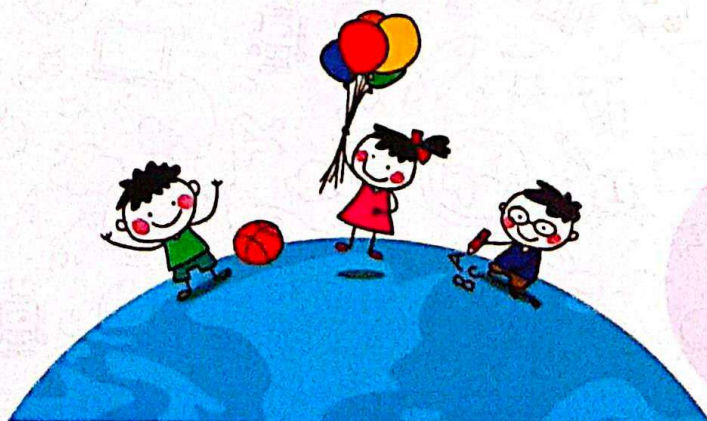
↙ Join the movement ↘

#SaveFACE4Children

HEROES



CWCS





Red Heart Campaign

To Promote Child Rights



Prof. Ishrat Shamim

**President
Centre for Women and Children Studies**

**We call upon all in our Red Heart
Campaign movement -**

**Let us put our hearts together to
save children from sexual abuse,
exploitation and trafficking, and we
believe from the core of our hearts
that we can protect our children.**

Join our movement:

#SaveFACE4Children



F

FIGHT FOR CHILD RIGHTS PROMOTION

Children's rights should be promoted so that they do not fall in difficult circumstances and become victims of violence.



A

SAVE CHILDREN FROM ONLINE **ABUSE**

Children should be saved from social media abuse and exploitation where their privacy is at stake and no child is safe from online risk and abuse.

Join our movement:
#SaveFACE4Children



C

ZERO TOLERANCE TO CHILD TRAFFICKING

Children are victims of trafficking within the country, region and global which should not be tolerated.



E

PROTECT CHILDREN FROM EXPLOITATION

Children are to be protected from all forms of sexual abuse and exploitation, and appropriate measures should be in place.

Red Heart Campaign Meeting to Promote Child Rights of Sexually Abused, Exploited and Trafficked Children

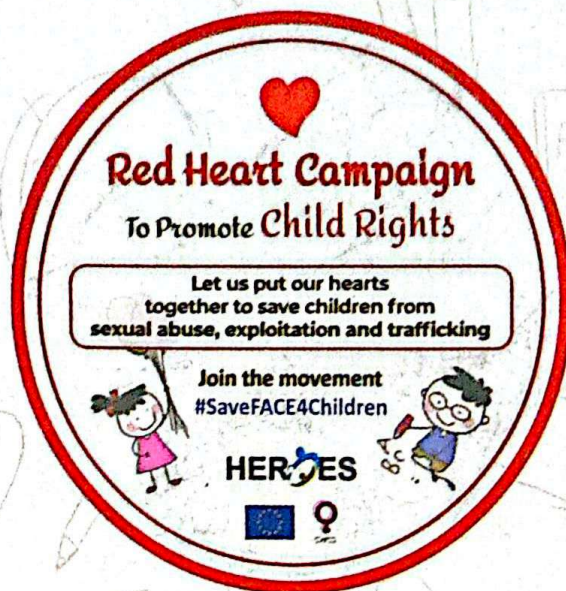


The Centre for Women and Children Studies (CWCS) organized the first Red Heart Campaign meeting with 16 women rights organizations working at grassroots level on 11 August 2022 at CWCS Conference room. We shared with them the mission and vision of the Red Heart Campaign and distributed the campaign badges. Many of them offered to organize campaign meetings with children at their working areas. We also distributed leaflets to save and protect children from sexual exploitation and abuse.

Stakeholder Meeting to Promote Child Rights of Sexually Abused and Exploited Children



The Centre for Women and Children Studies (CWCS) organized the 1st Stakeholder Meeting to Promote Child Rights of Sexually Abused and Exploited Children on 30 August 2022 at CWCS Conference Room from 2:00pm-5:00pm. The meeting was attended by 31 INGOs and NGOs from home and abroad (online) who are involved in promoting child rights and save children from sexual abuse, exploitation and trafficking. We shared the Red Heart Campaign messages, vision and mission and invited participants to join our movement **#SaveFACE4Children**.



HEROES



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