

50% campaign to protect children

Children's rights. Tanzania's future. Your responsibility.



Campaign Communications & Advocacy Plan 2008

Messages:

You can't ignore them. They won't go away. They are 50% of Tanzania's population.

Half of Tanzania's population is under the age of 18. The future depends on how we treat these youth today.

The law should protect children. If we don't change the law, we condemn half of the population to perish.

Children will only be safe if civil society, government and families work together.

Children are people with potential, not problems to be managed.

Calls to action:

Children are 50% of the population. Give them at least half of your attention!

Stop the round-ups of street children!

Institute laws that protect children!

Join the Caucus. Keep the children of Arusha safe!

Each tactic holds a separate work plan.

Awareness tactics:

- Engaging media professionals
- Using media to spread messages
- Public-space exposure

Legal reform tactics:

- Repealing RUPA
- Promoting need for quality Children's Act
- Expose Tanzania's lack of political will to donor partners

Collaboration tactics:

- Encouraging collaboration and learning in preparation of a child protection system in Arusha

Target audiences:

Media professionals
Entire population of Tanzania
Town centre population

Members of Parliament
Attorney general
Ministerial committees
Donors
Mobile phone users

Police
Magistrates
Social Welfare
Kisongo Prison
Juvenile Remand Home
Mount Meru Hospital
Open University of Tanzania
Makumira Law Faculty

Objectives & Goal:

50% Campaign objective 1:
The public is aware about Tanzania's startling population demographic

50% Campaign objective 2:
Tanzania adheres to international standards of child rights and protection

50% Campaign objective 3:
Key agencies and individuals buy in to the concept of piloting a child protection system in Arusha

Campaign goal:
To spark national awareness that Tanzania's future depends on the treatment of Tanzania's children today.