

Concept Note

Commemoration of the 23rd Day of the African Child, 16 June 2013, under the theme:
“Eliminating Harmful Social and Cultural Practices Affecting Children: Our Collective
Responsibility”

DAY OF THE AFRICAN CHILD EVENT SUMMARY

Event Title: Commemoration of the Day of the African Child, 16 June 2013

General objective: The general objective of the celebration of the Day of the African Child in 2013 is to call attention to harmful social and cultural practices against children, and highlight the roles and responsibilities of various stakeholders, particularly children who will be provided an opportunity to express their views on harmful social and cultural practices.

Strategy: Launch a communication campaign on the theme, “Eliminating Harmful Social and Cultural Practices Affecting Children: Our Collective Responsibility” in connection with the 23rd Day of the African Child commemorations.

Participants: Children from different African countries, African Union Commission (AUC), African Committee of experts on the Rights and Welfare of the Child (ACERWC), UN agencies, international organisations, Non-Governmental Organisations (NGOs), Civil Society Organisations (CSOs), parents and teachers.

Venue: New African Union Conference Center (AUCC) Headquarters, Addis Ababa, Ethiopia

Date: Friday, 14 June 2013

Patronage: Department of Social Affairs of the AUC and the ACERWC.

Event Coordinator: WINGS Education & Media
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Background and Justification

The Day of the African Child (DAC) is commemorated every year on 16 June by Member States of the African Union (AU), and its Partners (in accordance with Resolution CM/Res.1290 (XL)). This occasion is firstly a commemoration to recall the 1976 uprisings in Soweto, when a protest by school children in South Africa against apartheid-inspired education resulted in the public killing of these unarmed young protesters by police.

The DAC presents an opportunity to focus on the work of all actors committed to the rights of children on the continent, and to consolidate their efforts in addressing the obstacles for realizing these rights. The DAC also provides an occasion for governments, international institutions and communities to renew their commitments towards improving the plight of the marginalized and particularly vulnerable children by organizing activities aimed at including these specific children.’ (Source: ACERWC, Concept Note for the DAC 16 June 2012)

A number of international and regional instruments underscore the fact that the protection of children from all forms of violence is a human rights imperative. The UN Study on Violence against Children urged States “to prohibit all forms of violence against children, in all settings, including all corporal punishment, harmful traditional practices, such as early and forced marriages, female genital mutilation and so-called honour crimes...” It is in this context that the African Committee of Experts on the Rights and Welfare of the Child (ACERWC) has identified the theme, **“Eliminating Harmful Social and Cultural Practices Affecting Children: Our Collective Responsibility”** for the commemoration of the 23rd Day of the African Child in 2013.

The commemoration of the 23rd DAC will therefore be held across all AU Member States, as well as at the AUC Headquarters in Addis Ababa, Ethiopia. The DAC activities seek to create a platform through which children and other key stakeholders can share views, opinions, fears and concerns regarding harmful social and cultural practices affecting children. These important and crucial DAC commemorations will enable representatives from children, governments, UN agencies, CSOs, NGOs, international organisations and development partners to develop innovative and creative solutions to eliminate harmful social and cultural practices affecting children.

Objectives

General Objective

The general objective of the celebration of the DAC in 2013 is to call attention to harmful social and cultural practices against children, and highlight the roles and responsibilities of various stakeholders. In particular, underscoring the roles and responsibilities of States Parties to the African Charter on the Rights and Welfare of the Child (ACRWC) in order to combat and eliminate harmful practices against children in Africa.

Specific Objectives:

The specific objectives of the celebration of the 2013 DAC are:

- To take stock of and raise awareness about harmful practices against children;
- To undertake advocacy with African governments, CSOs, including faith based organizations, the media and other role players for greater mobilization for the realization of the rights of children against harmful practices;
- To consider effective strategies for the prevention of harmful practices against children.
- To provide a platform for facilitating children’s participation with the aim of gathering children’s views on strategies to eliminate harmful social and cultural practices.

Activities of the Event

A half-day DAC event will be held in Addis Ababa and comprise activities geared towards ending harmful social and cultural practices. Children will participate in major activities of the day. The 23rd DAC commemoration will be unique in the sense that an “Inter-generational Dialogue” will be conducted as a plenary session where a panel of child representatives selected from the five AU regions will raise key questions and discuss harmful social and cultural practices challenges facing children.

Children will also contribute to proposing strategies to strengthen positive cultural practices, but also provide key recommendations on eliminating harmful practices. The questions posed by children and their contributions will be answered by representatives from AU Member States, the AUC and partners. The discussion will be led by the children by means of targeted questions to the panelists. This is an attempt to have meaningful involvement of children on discussions that affect them and benefit from their perspectives.

Participants

About 200 participants representing the Department of Social Affairs of the AUC, the ACERWC, key representatives of the Government of Ethiopia, diplomatic missions, UN agencies, CSOs, NGOs, international organisations, children and parents.

Specifically, the guests will include:

- High level officials of the AUC
- Chairperson and members of the ACERWC
- Ambassador/Representatives of AU Member States
- Permanent Representatives’ Committee (PRC)
- Representatives of UN agencies
- Country Directors of international organisations, NGOs and CSOs
- Ministers of the Government of Ethiopia
- Children representing all five AU regions
- The media

Other Day of the African Child Activities

Media and Communication Campaign

- A Media Campaign will be launched in order to raise awareness on the issue of harmful social and cultural practices.
- There will be newspaper articles and magazine features on the theme. WINGS Education & Media will partner with Afro FM for the media campaign.
- Radio and TV programmes and related media events on the DAC theme.
- Preparation and dissemination of a press release.
- Various social media outlets and websites will be utilised to ensure wide dissemination before the DAC, during the deliberations and after the DAC event. These will include the following:
 - Social media campaigns will include posts on Twitter and Facebook via AUC and partners’ handles, before, during and after the DAC event.
 - Use of the following hashtag #AfricanChildDay and #HarmfulCulturePractices to trigger attention to the theme.
 - Blogging by Children attendees and other participants.
 - Post video clips of DAC interviews and information on YouTube and Flickr.

- Uploads of the Forum background materials and photos on the AUC Website.
- Production of DAC Logo.
- Production of folders, banners, event bags, Tshirts, fliers, posters, etc.
- Production of email signature for AUC emails.
- Journalists from radio, TV and newspapers will be invited to report on the event and outcome coverage distributed to partners.
- A press conference will also be organised.
- A special 2013 DAC Magazine on harmful social and cultural practices will be produced and distributed to all stakeholders after the event.

Exhibition at the AUC Headquarters

The Pan African Children’s Art Exhibition will provide children with an opportunity to display artistic representations of the theme. The work of the children that has been exhibited will be judged and winning submissions from children will be awarded prizes.

- Various organisations will be invited to exhibit their publications or products related to harmful social and cultural practices. The exhibitors will include: Plan International, Save the Children, Child Fund International, World Vision, Christian Children’s Fund-Canada, African Child Policy Forum, Pact International, Right to Play, The British Council, AMREF, UNICEF, American World Adoption, Schools, Inter-African Committee on Harmful Practices
- The exhibition materials will include flyers, books, brochures, fact sheets, pamphlets, photos, videos, and other educational materials.

ACERWC Committee Members attend DAC Commemorations

- The Chairperson of the ACERWC will attend the DAC commemoration in Addis Ababa, Ethiopia.
- One member of the ACERWC will also attend a DAC commemoration in Mozambique. This will afford the ACERWC an opportunity to carry advocacy activities within the country.
- Other members of the ACERWC may be invited to participate in DAC celebrations in other AU Member States.

Expected Results/Outputs

The 2013 DAC commemorations will go beyond merely deliberating on and providing recommendations on ending harmful practices, but will result in concrete commitments and practical action by all relevant stakeholders in collaboration with the ACERWC to prevent and eliminate harmful social and cultural practices.

Participants, including children attending the DAC event in Addis Ababa will be more aware of the need to eliminate harmful social and cultural practices affecting children. Millions more people will be reached through television, radio and newspaper, social media networks, text messages, special publications, banners and other promotional materials throughout the continent, and through other DAC celebrations in AU Member States.

Based on the discussions of the intergeneration dialogue, a child representative will read out an “Outcome Statement” on the elimination of all forms of harmful social and cultural practices, which will be adopted by participants of the 23rd DAC. The outcome statement will be used by the ACERWC and partners in their advocacy work with AU Member States to eliminate harmful traditional and social practices. It will also serve as a useful tool which can inform the ACERWC’s work in the area of harmful practices.

Major activities of stakeholders

The following is the draft duties and responsibilities of the stakeholders:

DSA/AUC and ACERWC	Partners	Wings Education and Media
Write letters of support to stakeholders	Financial support to the DAC event	Coordinate and manage the activities of the DAC event
Invitation of AU staff	Invitation of participants	Awareness and promotion
Coordinate child participation	Financial support and training of child representatives	Work with schools, and other creative groups
Give speeches	Give speeches	Documentation
Write messages on the Special DAC 2013 Magazine	Write messages on the Special DAC 2013 Magazine	Manage the media and communication campaign
Participate in the panel discussions as panelist	Participate in the panel discussions as panelist	Prepare publications
	Coordinate the panel discussions	Write narrative Reports
	Promote the event in their own circles	

Reporting, Monitoring and Evaluation

The preparation of the DAC event will be monitored in regular meetings during the implementation period with the stakeholders. Monthly reports will be submitted to the technical committee and necessary adjustments will be made. Detailed activity reports will be submitted to the ACERWC and the stakeholders after the implementation of the DAC event. The event will be documented in pictures and DVD formats and shall be submitted to ACERWC and partners.

Annex 2: DAC 2013 Commemoration Event Organizer

1. Wings education & Media

(Anteneh Belay, Founder and Managing Director)

Wings Education and Media is an educational institution which is engaged in children's media, entertainment and education. Its vision is to create a world that nurtures children's innate creativity fosters academic excellence and leadership.

Currently, Wings Education & Media is working as a **consultant** to UNICEF to develop various activity-based edutainment materials for school clubs focusing on specific health, child participation, protection and education messages. It also coordinates annual Regional "Healthy School" inter-school competitions and festivals with focus on eight (8) of the GOE-UNICEF priority convergence regions.

We are now partnering with development partners to publish a unique newspaper for African Children, "Brilliant Africans". **Brilliant Africans** is a monthly newspaper for children which envision current generation of African children growing to become committed to the two fold life purpose of self and social transformation.

One of the lines of action of Wings Education and Media is the organization of the commemoration of the **Day of the African Child** in collaboration with the African Union Commission and other stakeholders. We were instrumental in the organization of the DAC 2011 and 2012 commemorations in collaboration with the African Union Commission.