

The Red Card Campaign South Africa



Type of intervention



Public Education

Target group/s, level/s of prevention and sub-group/s:

(Potential) Offenders	Secondary Prevention Children (6-11 Years), Young People (12-17 Years), Young Adults (18-20 Years), Adults (21 Years +) Male & Female Public Education English
Children and Young People (Victims)	Secondary Prevention Children (6-11 Years), Young People (12-17 Years), Young Adults (18-20 Years), Adults (21 Years +) Male & Female Public Education English
Communities / Families	Secondary Prevention Children (6-11 Years), Young People (12-17 Years), Young Adults (18-20 Years), Adults (21 Years +) Male & Female Public Education English
Situations / Places	Primary prevention Sport and Leisure; Public Education English

Target population

Children, communities and visitors linked to the football World Cup.

Delivery organisation (e.g. LFF UK, Prison Service of England and Wales)

Sonke Gender Justice Network (South Africa) with UNICEF and various other NGOs and government departments. A similar campaign is being planned for Brazil by Instituto Promundo www.promundo.org.br.

Mode and context of delivery

There was concern that during the 2010 FIFA World Cup in South Africa children would be at increased risk of being trafficked or sexually exploited. A campaign was developed to provide children, communities and visitors with a greater understanding of the potential risks of child exploitation and abuse. Communications materials in print, electronic and new media formats were developed for children and for tourists. They were distributed at UNICEF child friendly spaces, service stations, schools and sports festivals.

A similar approach is being planned for the 2014 Football World Cup in Brazil by Instituto Promundo, entitled Sexual Exploitation, No! This will make use of creative materials which present a number of scenarios of sexual exploitation, posters, videos and a guide for fans. Distribution channels will include restaurants and hotels. In addition group sessions with young people in high risk communities are planned and local community level campaigns in the favelas.

Level/Nature of staff expertise required (e.g. professional background)

Communications specialists, supported by those with knowledge of child sexual exploitation.

Intensity/extent of engagement with target group(s)

Brief exposure to communications messages through the duration of the campaign, which may be one-off or repeated.

Description of intervention

The Football World Cup in South Africa in 2010 was recognised to provide increased opportunities for trafficking and sexual exploitation of young people. In response to this an awareness raising Red Card Campaign was implemented with two main target audiences – children and young people who could be at risk and visitors to the football tournament. Creative communications materials were developed for children and young people to make them aware of their rights, to provide information on where to go and who to trust for protection against abuse and from dangerous situations. The materials for tourists, visiting football fans and the public in general focused on ensuring they were fully aware of the anti-child abuse legislation in South Africa.

Materials were widely distributed at UNICEF child friendly spaces, fan fests, schools, sports festivals and service station outlets. Different media were used including print, electronic media and new media.

In Brazil a similar campaign is being planned for 2014 by Promundo, entitled 'Sexual Exploitation, No!'. This makes use of hotels and restaurants as distribution channels for the communications, which include posters, videos and a fan guide. Before the campaign a major event was held with different sectors to discuss the issue and agree the messages and approach of the campaign. This campaign is supplemented with group education sessions for youth in high risk communities. For example in the Mare favela girls and boys who are vulnerable to sexual exploitation were mobilized to lead a local community campaign, which included dance and workshops.

Evaluation

No published or peer reviewed studies currently available.

References

No published research specifically on this programme.

Contact details

Sonke Gender Justice Network

Email: wessel@genderjustice.org.za

Telephone: 0027 082 6867425