

OUR COMMITMENT

In the context of the fast-growing global crisis of online child abuse, ChildFund International's commitment is to promote a safer digital environment for children by advancing online child protection and addressing online abuse — particularly the online sexual exploitation and abuse of children (OSEAC) and child sexual abuse material (CSAM) — through integrated programming, strategic advocacy, multi-sector partnerships and strengthened organizational capacity, aligned with ChildFund's organizational strategy Growing Connections 2030.

OUR STRATEGY

Program Implementation

- **Scale Country-Level Programs:** Increase technical support to country offices to deliver prevention and response programming.
- **Regional Working Groups:** Transform internal global online protection working groups into regional groups to enable context-specific solutions and better coordination.
- **Curriculum Development:** Develop and bolster child-friendly education and awareness tools tailored to local risks and cultural nuances.
- **Data & Evidence:** Strengthen country-led research and evidence generation on online harms, feeding into a global online protection research agenda.

Advocacy

- **Legislative Change:** Advocate for stronger local and national online protection laws, modeled on U.S. successes like the Take It Down Act, and laws passed in other countries.
- **Campaigns:** Expand national and regional advocacy campaigns like #TakeItDown and Monsters Are Real to raise awareness, build pressure on tech companies and policymakers, and support programming.
- **Survivor & Youth Engagement:** Institutionalize trauma-informed, youth-centered, and survivor-centered approaches to shaping policy and program decisions.
- **Policy Cohesion:** Align local and national strategies with global frameworks and facilitate peer learning between country offices and regions.

Ecosystem Engagement

- **Cross-Sector Integration:** Embed online protection into health, education, youth engagement, mental health, sustainability, and other programming.
- **Partnerships:** Build, participate and lead coalitions at global and national levels to drive collective action (e.g., End OSEAC Coalition), and invest in and support locally led efforts, expertise, and movements.
- **Influence Tech Design:** Engage with technology companies to promote safe-by-design platforms.

Sustainability and Resources

- **Capacity Building:** Continue to invest in staff development to ensure that children are supported with care and expertise — providing training in trauma-informed practice, cultural humility, and survivor-centered approaches, as well as the skills needed to manage, strengthen, grow, and evaluate programs and partnerships.
- **Sustainability:** Develop a strategy to strengthen ChildFund's engagement with institutional, private sector and philanthropic partners to support and sustain online protection efforts.
- **Internal Culture:** Continue to prioritize staff well-being by fostering a supportive work environment that promotes resilience and a long-term commitment to protecting children.

