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Online Protection Strategy 2025-2030

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 eneration 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.

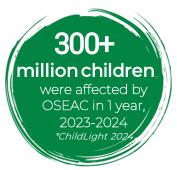
Ecosystem Engagement

- 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.

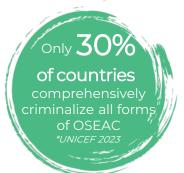
Sustainability and Resources

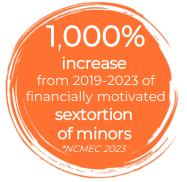
- Capacity Building: Continue to invest in staff development to ensure that children are supported with care and expertise providing training in trauma-informed practice, cultural humility, and survivor-centered approaches, as well as the skills needed to manage, strengthen, grow, and evaluate programs 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.











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