



**VIVA NETWORK | ZIMBABWE**

*together for transformed children*

# **CHILDREN'S GOOD TREATMENT CAMPAIGN**

ONE MONTH OF CHILD PROTECTION



**Manual Handbook**

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# INTRODUCTION

The Good Treatment Campaign is a month-long initiative designed to bring together organizations, churches, corporations, and individuals to advocate for the good treatment of children. With a mandate to connect churches, faith-based organizations, and other local groups to improve children's well-being, Viva Network Zimbabwe (VNZ) adopted, customized, and produced this manual to ensure that anyone, anywhere, can plan and run a Good Treatment Campaign at any time. The campaign was originally launched by Viva's network in Bolivia and was piloted globally by Viva's networks in 2015.



Children's  
**GOOD TREATMENT  
CAMPAIGN**

Show your child what responsibility is by taking good care of your own life, your things and your own space. Put your plates where they belong instead of leaving them where you ate, and pick up clothes off the floor. Explain why you're doing it too, so your child learns why it's important to be responsible. Let us be examples to our children.

#TeachResponsibility  
#GoodTreatmentCampaign  
#NoToHarmfulNorms  
#NoToDrugAbuse

#Day 18



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# WHAT IS THE CHILDREN'S GOOD TREATMENT CAMPAIGN?

- ✓ Demonstrating the best ways to treat children.
- ✓ Ensuring that children are treated well by the adults around them.
- ✓ Empowering children to understand how they should be treated.
- ✓ Equipping children to actively advocate for their own good treatment.
- ✓ Enabling children to share good treatment messages with other children and adults in their community.
- ✓ Empowering children to identify, resolve, and avoid conflicts with other children and with adults.
- ✓ Building children's capacity to handle everyday challenges and stresses.

## Good Treatment Campaign



*Perfect people do not exist on earth, not even among children. As we raise children we must teach them responsibility. Let us take responsibility for our mistakes as adults, constructively resolve conflicts and teach children to do the same.*



#Day15

#TeachResponsibility #GoodTreatmentCampaign #NoToChildAbuse

# **GOOD TREATMENT CAMPAIGN**

## **THE 9 MESSAGES**

- 1.** AFFIRMING OUR LOVE FOR CHILDREN
- 2.** LISTENING TO AND SPENDING TIME WITH CHILDREN
- 3.** ACCEPTING CHILDREN AS THEY ARE AND RECOGNIZING THEIR QUALITIES AND POTENTIAL
- 4.** SUPPORTING CHILDREN'S LEARNING AND TRAINING THEM TO ACCEPT GOOD VALUES
- 5.** TEACHING CHILDREN RESPONSIBILITY AND HELPING THEM TO RESOLVE CONFLICTS
- 6.** ENCOURAGING AND ALLOWING CHILDREN TO PARTICIPATE IN KEY DAY TO DAY LIFE DECISIONS.
- 7.** EDUCATING CHILDREN ABOUT PRESENT DAY THREATS TO THEIR FUTURE AND EMPOWERING THEM TO COPE
- 8.** EXPLORING, RESEARCHING AND LEARNING TOGETHER WITH CHILDREN ABOUT THEIR GENERATION SPECIFIC ISSUES.
- 9.** TEACHING CHILDREN TO CARE FOR THEIR ENVIRONMENT

**NB: Each week will have a theme that combines 2 messages.**

# WHO PARTICIPANTS IN THE GTC.

## 1. Organizations, Companies, Schools, Etc

- Encourage good treatment of children by their staff, clients, customers, followers and affiliates
- **Methods:** Social Media Platforms, Flyers, Posters, SMS, Emails, Messages, videos, ads, etc.

## 2. Churches

- Promote good treatment of children by their ministers, pastors, leaders, staff, congregants, followers, etc.
- Encourage child participation in spreading the GTC message
- **Methods:** Sermons, Teachings, Social Media Platforms, Flyers, Posters, SMS, Emails, Messages, videos, talent shows, games, bible readings, etc

## 3. Adults

- Adults value children, protecting them, teaching them, listening to them, prioritizing them and encouraging other adults to do the same.
- Adults who are household leaders may include the good treatment campaign in their daily devotions, family discussions, family gatherings, etc.
- **Methods:** family discussions, #hashtags, child participation, allowing child leadership, doing extra care activities for children, outings, games, etc.

## 4. Children

- Children are encouraged to practice good values, influence each other towards good behavior and participate in the day to day activities in harmony with adults.
- Children who are in leadership may influence other children to raise awareness about children's good treatment
- **Methods:** presentation items, demonstrating good behavior, sharing stories, games, participating at family, school and community level, reporting child abuse, etc.

# PREPARING TO RUN THE GTC

1. Appoint a key person to run the Good Treatment Campaign (GTC) within your church or organization.
2. In a church setting, this could be your Child Protection Champion. In an organization, it could be the Child Protection Officer or anyone responsible for child welfare.
3. Decide on the key days of the month to run the campaign. For churches, these could be Sundays; for organizations, they might be Mondays. This will be the starting day of your week, where you share the main weekly message, the weekly hashtag, and the key weekly devotional content.
4. Determine the main theme of the campaign, which should be reflected in all eight GTC messages or themes.
5. Create your campaign hashtag, which will be used throughout the month. For each week, combine two themes and develop short weekly messages (max 20 words) to be posted daily. You can either use one message for the entire week or a different message for each day.
6. Create any relevant infographics (flyers, posters, videos, text, etc.) to be used during the campaign. Be prepared to keep records, including pictures and success stories, throughout the campaign.

NB: The GTC should be run as simple as possible with messages that are **as short as possible without overloading yourself with work** of producing messages or **frustrating the audience with too many messages**. A simple **hashtag statement** broadcast per day/week may be sufficient.



# RUNNING THE GTC MONTH

*You may run the C-GTC with this exact information any year, any month*

|        | Theme/Focus                                                                                                                                                                                                                                               | Sample Message & Hashtag                                                                                                                                                                                                                                                                                                                  |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 1 | <ol style="list-style-type: none"><li>1. Affirming our love for children</li><li>2. Listening to and spending time with children</li></ol>                                                                                                                | <p>You may truly love your child, but unless they feel it, they won't feel loved. Love should be affirmed by listening to children and spending time with them.</p> <p><b>#LoveListensToChildren</b></p>                                                                                                                                  |
| Week 2 | <ol style="list-style-type: none"><li>3. Accepting children as they are and recognizing their qualities and potential</li><li>4. Supporting children's learning and training them to accept good values</li></ol>                                         | <p>Great men and women are the result of children who were accepted, recognized, supported, and trained. Today, we have the role and responsibility to accept children as they are and nurture them with good values.</p> <p><b>#AcceptingAllowsLearning</b></p>                                                                          |
| Week 3 | <ol style="list-style-type: none"><li>5. Teaching children responsibility and helping them to resolve conflicts</li><li>6. Encouraging and Allowing children to participate in key day to day life decisions.</li></ol>                                   | <p>Perfect people don't exist, not even among children. As we raise them, let's take responsibility for our mistakes, resolve conflicts constructively, and allow children to do the same.</p> <p><b>#TeachResponsibility</b></p>                                                                                                         |
| Week4  | <ol style="list-style-type: none"><li>7. Educating children about present day threats to their future and empowering them to cope</li><li>8. Exploring, researching and learning together with children about their generation specific issues.</li></ol> | <p>Every generation is unique, with its own opportunities, technologies, problems, and survival skills. While we may not be able to solve problems across generations, we can empower and prepare the next generation for the challenges yet to come. Yesterday, today, and tomorrow are different!</p> <p><b>#EmpowerToSafeguard</b></p> |



# WEEK 1: DAILY MESSAGES PER THEME

| Week 1 | Theme 1 & 2. #AffirmLoveForChildren #LoveListensToChildren                                                                                                                                                                                                                                                                                              |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 1  | While it is true that actions speak louder than words, this is only the case when those actions are understood as expressions of love. Children need us to verbally affirm our love for them. Make it a point to express your love clearly as you communicate with your child.                                                                          |
| Day 2  | Nothing works well if a child's need for love is not met. A child who feels genuinely loved and cared for performs better, is more open to guidance, and listens more effectively. Let us demonstrate love through our actions, show love through our behavior, model love in our interactions, and affirm love in our words with children.             |
| Day 3  | To be effective in discipline, parents must keep the child's emotional tank filled with love. Disciplining without love is like trying to run a machine without oil—it might seem to work for a while, but it will ultimately lead to failure. Lubricate the parent-child relationship with love.                                                       |
| Day 4  | Your presence in your children's lives is worth much more than the presents you give them. Be actively involved in their lives. Children listen more attentively when they feel heard. Spend time with them, be there for them, and be a friend; this will build a strong support system for them.                                                      |
| Day 5  | Listening shows children that they matter, that we love them, and that their words are important. We are not always right; sometimes, we just need to listen. Taking the time to truly listen communicates our love and respect even more than words alone. This inspires children to open up to us.                                                    |
| Day 6  | Childhood experiences significantly impact adulthood health, emotional stability, behavior, and worldviews. Children who experience negativity early in life are at risk of developing depression, anxiety, substance abuse habits, and harmful health behaviors as they grow into adulthood. Let us strive to treat children with care and positivity. |
| Day 7  | If children don't feel that talking to you meets their emotional needs, they are less likely to do it again. Keeping communication channels open is essential, especially for parents of teenagers, and helps protect their emotional and mental health. Let us listen more actively to children and show empathy.                                      |

## WEEK 2: THEME 3 & 4 DAILY MESSAGES

| Week 2 | Theme 3 & 4. #AcceptingAllowsLearning                                                                                                                                                                                                                                                                                                                                 |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 8  | Great men and women were once children who were accepted, recognized, supported, and guided. Let us embrace the responsibility to accept children as they are and nurture them with strong values.                                                                                                                                                                    |
| Day 9  | Acceptance is fostered through understanding and knowledge. Take the time to learn what your child loves, who they feel close to, and what they want to do with you. In parenting, acceptance means recognizing and embracing your child's uniqueness without trying to change it. It's about discovering the light in your child and helping it shine even brighter. |
| Day 10 | If children grow up with acceptance and friendship, they learn to find love in the world. Let us accept children as they are, appreciate their potential, and help them grow in their areas of interest and strength.                                                                                                                                                 |
| Day 11 | If a child struggles with math but excels at tennis, many would hire a math tutor and discourage the sport. Instead, without undermining their talent and potential, explain the importance of math while supporting their passion. Accept children as they are and help them pursue their goals in life.                                                             |
| Day 12 | An unaccepted child feels lonely, rejected, and lost. Acceptance is foundational; no meaningful learning occurs without a strong relationship. Build a positive relationship with your children to create the foundation for effective learning.                                                                                                                      |
| Day 13 | Children are full of potential, and when given the right opportunities, they blossom into remarkable individuals. It is the responsibility of parents to recognize and nurture their talents, helping them reach their full potential. While we cannot control the future, we can prepare our children for it.                                                        |
| Day 14 | Children learn through play. Most importantly, in play, they learn how to learn. Engage in play with your children, and they will gain even more from the experience. Discover, acknowledge, and affirm them throughout the process, while modeling the values and behaviors you expect from them.                                                                    |

## WEEK 3 : DAILY MESSAGES PER THEME

| Week 3 | Theme 5 & 6. #TeachResponsibility                                                                                                                                                                                                                                                                                                                                                                        |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 15 | Perfect people don't exist, not even among children. As we raise them, let's take responsibility for our mistakes, resolve conflicts constructively, and allow children to do the same.                                                                                                                                                                                                                  |
| Day 16 | Explain responsibility to your child using the 'when-then' rule. For example: 'When we've cleared the table, then we can play.' Use 'when' instead of 'if' to help the child understand that it's a matter of responsibility, not a condition, reward, or token. Let us teach children to be responsible with or without rewards.                                                                        |
| Day 17 | Make it clear to your child that certain rules must be followed, but explain them in a positive way, without threats or ultimatums. For example, if your child says, 'I want a biscuit,' respond with, 'When you sit at the table, you can have a biscuit.' Let us help our children understand that responsibility is a daily expectation.                                                              |
| Day 18 | Show your child what responsibility means by taking good care of your own life, belongings, and space. Put your plates where they belong instead of leaving them where you ate and pick up clothes from the floor. Explain why you're doing these things, so your child understands the importance of responsibility. Let us set a positive example for our children.                                    |
| Day 19 | When your child is trying to do something and struggling, it can be tempting to sigh and take over. However, practice makes perfect, so focus on the effort your child is making, even if they don't get it quite right. Avoid criticizing or taking over, as it may undermine their confidence and motivation.                                                                                          |
| Day 20 | Your child will not always follow the rules, so try not to get impatient. Instead, calmly remind them, such as, 'Remember to safely store your toys when you've finished playing.' The world is full of rules and restrictions, so avoid being overly legalistic with your child. Instead, make responsibility a natural part of everyday life.                                                          |
| Day 21 | Whenever your child makes an effort to act responsibly, even if they don't succeed, give them praise and attention. This shows that their efforts are valued and appreciated. Be as specific as possible: 'You did a great job putting your food neatly in the bowl!' Also, highlight how their efforts benefit everyone: 'Thank you for putting the spoons on the table; now we can all enjoy our tea!' |

## WEEK 4: DAILY MESSAGES PER THEME

| Week 4 | Theme 7 & 8. #EmpowerToSafeguard                                                                                                                                                                                                                                                                                                                                       |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Day 22 | Every generation is unique, with its own opportunities, technologies, problems, and survival skills. While we may not be able to solve the problems of future generations, we can empower and prepare the next generation to face the challenges yet to come.                                                                                                          |
| Day 23 | Life is full of choices and decisions. Educate and encourage your child to think and choose for themselves. Giving children control over their environment helps build their self-confidence. The ability to make good choices empowers them to identify and avoid risks, negative influences, and harmful behavior.                                                   |
| Day 24 | There's nothing more reassuring than having your views and feelings heard. Ask your child about their day and truly listen to what they say. If they share any worries or negative emotions, resist the urge to immediately fix the problems. Instead, guide them in making good choices and decisions. They will feel more supported, and their confidence will grow. |
| Day 25 | As parents, it's natural to want to protect and shield our children from all of life's challenges. However, learning often comes from making mistakes. Allow your child to try new things, and be there to support them by helping them understand what went wrong and how they can improve next time."                                                                |
| Day 26 | As generations change, new technologies, lifestyles, fashions, and languages emerge. Acknowledge that you may not know everything about your child's generation. Research and learn together with your child. Encourage them to participate and communicate more, so you can better understand potential dangers and provide effective guidance.                       |
| Day 27 | As parents, we often hope that our children will achieve what we were unable to. While this is a natural desire, it's important to consider the relevance to current demands and future opportunities, as well as the child's abilities, gifts, passions, and potential. Let us make decisions that are in the best interest of the child.                             |
| Day 28 | By the time a son understands what his father was trying to convey to him as a young boy, he may already have his own son who doesn't understand him. Even if a child doesn't fully grasp your message, teaching them values and personal standards helps protect them, even from the unknown.                                                                         |



# WEEK 5: DAILY MESSAGES PER THEME

|        |                                                                                                                                                                                                                                                                                              |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Week 5 | Theme 9. #OurFutureTheEnvironment                                                                                                                                                                                                                                                            |
| Day 29 | Teach children to preserve nature and the environment to ensure a better future for themselves. A child who neglects to protect the environment undermines their own future joy and safety.                                                                                                  |
| Day 30 | We deceive ourselves if we believe that we, as the only living beings on a troubled planet, will remain healthy. Environmental protection saves lives. Teach, empower, and encourage children to protect the environment—it is crucial for their future and, most importantly, their health. |

Notes:

# SAMPLE GTC DESIGNS



## Good Treatment Campaign



Children learn as they play. Most importantly, in play, children learn how to learn. Learn to play with your children and they will learn more as you play with them. Discover, acknowledge and affirm them as you play, in the process, model the values and behavior you expect from the children.

#AcceptingAllowsLearning  
#GoodTreatmentCampaign  
#NoToChildAbuse  
#day14



Children's

## GOOD TREATMENT CAMPAIGN

An unaccepted child feels lonely, rejected and lost. Accepting children is foundational, no significant learning occurs without a significant relationship. Have a good relationship with your children for effective learning to take place.

#AcceptingAllowsLearning  
#GoodTreatmentCampaign  
#NoToHarmfulNorms  
#NoToDrugAbuse



#Day 12



#TeachResponsibility  
#NoToChildAbuse  
#NoToDrugAbuse

Your child will not always follow the rules, try not to get impatient. Just remind the child calmly, e.g. remember to safely store your toys when you have finished playing with them.

The world is full of don'ts and rules to follow, avoid being legalistic with your child and make responsibility part of general life.

GOOD TREATMENT CAMPAIGN

#Day20

Day17



## GOOD TREATMENT CAMPAIGN

#TeachResponsibility  
#NoToHarmfulNorms  
#GoodTreatmentCampaign

Make it clear to your child that he/she has to follow certain rules, but explain them in a positive way, without threats or ultimatums. If your child says, "I want a biscuit," respond with, "When you sit at the table, you can have a biscuit." Let us make our children understand that responsibility is a daily requirement.

## GOOD TREATMENT CAMPAIGN #DAY 13



Children are full of potential and when they are given the right opportunities they blossom into wonderful individuals. It is the responsibility of parents to recognize and nurture their talent and enable them to reach their full potential. We may not control the future, but we can prepare our children for it.

#AcceptingAllowsLearning  
#GoodTreatmentCampaign  
#NoToChildAbuse



# IDENTIFYING AND REPORTING ABUSE

## Nature of Abuse/Case

While running the Good Treatment Campaign (GTC), you may notice signs of abuse within your church, family, or community. It is crucial to report these cases to ensure that children are rescued and restored. Below are some symptoms that may indicate that a child is facing abuse:

### General Signs:

- Withdrawal from friends or usual activities
- Changes in behavior, such as aggression, anger, hostility, or hyperactivity, or changes in school performance
- Depression, anxiety, unusual fears, or a sudden loss of self-confidence
- Sleep problems and nightmares
- Apparent lack of supervision
- Frequent absences from school
- Rebellious or defiant behavior
- Self-harm or attempts at suicide

### Physical Abuse:

- Unexplained injuries, such as bruises, broken bones, or burns
- Injuries that don't match the given explanation
- Injuries that are inconsistent with the child's developmental abilities

### Sexual Abuse:

- Sexual behavior or knowledge inappropriate for the child's age
- Pregnancy or sexually transmitted infections
- Genital or anal pain, bleeding, or injury
- Statements from the child indicating sexual abuse
- Inappropriate sexual behavior with other children

### Emotional Abuse:

- Delayed or inappropriate emotional development
- Loss of self-confidence or self-esteem
- Social withdrawal or loss of interest or enthusiasm
- Depression
- Avoidance of certain situations, such as refusing to go to school or ride the bus
- Appearing to desperately seek affection
- Decrease in school performance or loss of interest in school
- Loss of previously acquired developmental skills
- Let me know if you need any more changes!



- ✓ ZRP – Victim Friendly Unit, Department of Social Development
- ✓ ChildLine, CCW, Church Leadership/Pastor
- ✓ Church Child Protection Champion
- ✓ Child Rights Organizations, Women's Rights Organizations
- ✓ Human Rights Organizations, VNZ Child Protection Officer



# RECORDING YOUR REACH

It is important that we get to know how many people we would have reached with the good treatment campaign:

- Record the number of people you reach
- Record the number of people who view your post
- Record the number of people who comment

| Day      | Theme(s) | Post Type       | Reach | Views | Commented |
|----------|----------|-----------------|-------|-------|-----------|
| 01/09/22 | 3&4      | WhatsApp Status | 345   | 271   | 11        |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |
|          |          |                 |       |       |           |

## NOTES:

- + theme(s) refer to the theme under which your message falls, e.g. Theme 1 or 1 & 2
- + reach is the total number of people who had a chance to see your post, e.g. contacts who see your WhatsApp status
- + Views are the number of people who actually open the status



# GATHERING FEEDBACK

- It is important for us to know what people think, feel and imagine in relation to our campaign messages. This be able to seem this, we need to take note of the feedback we get when we post our messages.
- You may have a table as follows and record your feedback thematically:

| Theme | Comments                | Negative or Positive |
|-------|-------------------------|----------------------|
| 2     | Thank you, we need this | Positive             |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |
|       |                         |                      |

**Success Story(ies):**  
As you run the GTC campaign, some children are directly impacted and you may be told their testimonials, record these as success stories, keeping in mind child protection and confidentiality issues.

# COMMISSIONING

Now you can run the  
**Good Treatment Campaign!**

So, go ahead, and run the  
**Good Treatment Campaign**

Everyone can protect children through the  
**Good Treatment Campaign**

Don't forget, let the children also participate in the  
**Good Treatment Campaign**

Don't delay!