

REPORT PARCS NATIONAL CAMPAIGN

tupeuxledire.be

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Background and objectives

In recent years, more and more voices have been raised to denounce violence against children in the sports and leisure sectors. Studies are revealing new figures. A study conducted in Belgium and the Netherlands in 2016 on the prevalence of violence against children in sport found that almost 4 out of 10 children had experienced psychological violence, 2 out of 10 had experienced sexual violence and more than 1 out of 10 had experienced physical violence (Interpersonal violence against children in sport in the Netherlands and Belgium, T. Vertommen et al, Child Abuse and Neglect Vol. 51, 2016).

Sport and leisure are essential for the healthy development of children, as enshrined in the International Convention on the Rights of the Child (Article 31). Children have the right to engage in these activities free from all forms of violence, and this is the responsibility of all adults, organisations and public authorities.

The objectives of « Tu peux le dire » campaign are to raise awareness of the importance of the well-being and protection of children in their activities, and to improve child protection in sport and leisure activities by signing a charter of commitment (Charte de la Bienveillance), for the establishment and implementation of a Child Safeguarding Policy in the structures.

The stakes are therefore twofold: firstly, to make children and parents aware of the right to practice sports and leisure activities in a caring atmosphere; and secondly, to encourage the professionals involved in these sectors to make a concrete commitment to the protection of children.

Target audience

Professionals in the sport and leisure sectors: This is one of the main target audiences. The main objective is to raise their awareness of the issue of child well-being and protection in activities. We aim to mobilise them to develop and implement a child safeguarding policy in their organisation. One of the objectives is also to disseminate to them the tools developed within the framework of the project, and in particular the practical guide for the implementation of a safeguarding policy.

In the Wallonia-Brussels federation, this public represents more than 100,000 people. The target group is management, employees and volunteers of the structures.

Parents: The campaign also seeks to target parents and relatives of children. The aim is to make them aware of the importance of the well-being and protection of children in their activities. We want to get the message across that they are encouraged to listen to children, spot unusual behaviour and not to be left alone if they have any doubts or spot anything abnormal.

Children: At the heart of the campaign, children are the main beneficiaries of the project. The main message we want to share with them is the importance of talking, of not keeping things to oneself when something goes wrong. We want to share with them that they need to talk about it, both when it is going well and when it is not. We want to share with them the idea that activities are fun, that if they like their activity they can say so, and if something is wrong, they can also talk about it to their friends or to adults around them.

Actors involved and roles

DCI Belgium : The project's coordinating organisation was responsible for the coordination, conception, supervision and dissemination of the campaign. DCI-Belgium also produced campaign tools.

Partners : Le Délégué Général aux droits de l'enfant (DGDE), Yapaka, DCI World Service

The partners were actively involved in the development of messages and content. They were consulted at all stages of the project to participate in the design and validate all aspects of the campaign.

Adult Advisory Committee : The committee was consulted on several occasions during the campaign, in particular to give its views on the content, the productions and the website. Some members also took an active part in the dissemination of the campaign.

Communication agency : Pause Communication

The communication agency was recruited after winning a call for proposals launched in May 2020. The agency was in charge of the realisation and implementation of the campaign strategy, the realisation of some campaign tools as well as the promotional part on the social networks.

Web development agency : LadyAce Factory

The agency was recruited in June 2021 after winning a call for proposals. The webdesigner was responsible for developing the structure of the website, the websign and all technical aspects related to the development and implementation of the site.

Graphic designer : Click Click Graphics

The graphic designer was recruited in February 2022 after winning a tender. He was responsible for the layout of the Practical Guide disseminated as part of the campaign, using the campaign's visual identity.

Simultaneously, ADEPS shared an email with a similar message to its database of nearly **80,000 contacts**. The institutional support was a real lever to reach our target audience.

Follow-ups were then carried out both by DCI Belgium and ADEPS, to increase the commitment of the target audience.

2- Engage

After reaching the target audience, the second part of the strategy for professionals was to engage them in the campaign. This engagement was done by encouraging professionals to sign the caring charter. By signing this Charter, the signatories receive a Club Kit composed of posters and social network visuals.

All the communications were redirect to the website with a special entry for professionals called www.chartedelabienvveillance.be so they could easily linked the website with the engagement process.

chartedelabienvveillance.be: is a platform dedicated to sports and leisure sector workers who welcome children on a daily basis, with the aim of ensuring that they find the right elements to develop and grow. This platform offers them the possibility to affirm that the well-being of children is also their mission by becoming signatories of the "Charte de la Bienveillance". This commitment gives them access to a number of concrete tools to respond to the many situations that may arise.

The strategy is oriented so that professionals, by displaying their commitment on social networks and directly in their structure thanks to the Club Kit, can in turn reach the public of children and parents who are more difficult to reach.

In parallel, to encourage the general public (parents and children) to visit the campaign website, sponsored publications were launched between 10 and 24 October. Positive messages and playful visuals made them aware of the importance of wellbeing in activities and invited them to visit the website to find out more.

tupeuxledire.be: a platform to make all children aware of the importance of speaking up. Everyone has the right to feel good about their sports and leisure activities and to speak up if something is wrong. It is essential to continue to invite children to talk to someone close to them or to a professional (tupeuxledire.be has an address book listing the different places children can go to. On the same platform, parents are encouraged to listen to their children and to discuss any questions or difficulties they may have with the structures. The message ensures that parents are not left alone, and that a network of professionals is available to them in the Wallonia-Brussels Federation.

The visual identity

The visual identity was an essential part of the campaign. We really wanted to convey a positive message that would appeal to children and stay within the world of play. We also wanted the visual to be as inclusive as possible. That's why we chose a little character who is neutral, neither girl nor boy, with no skin color, so that the character is as inclusive as possible.

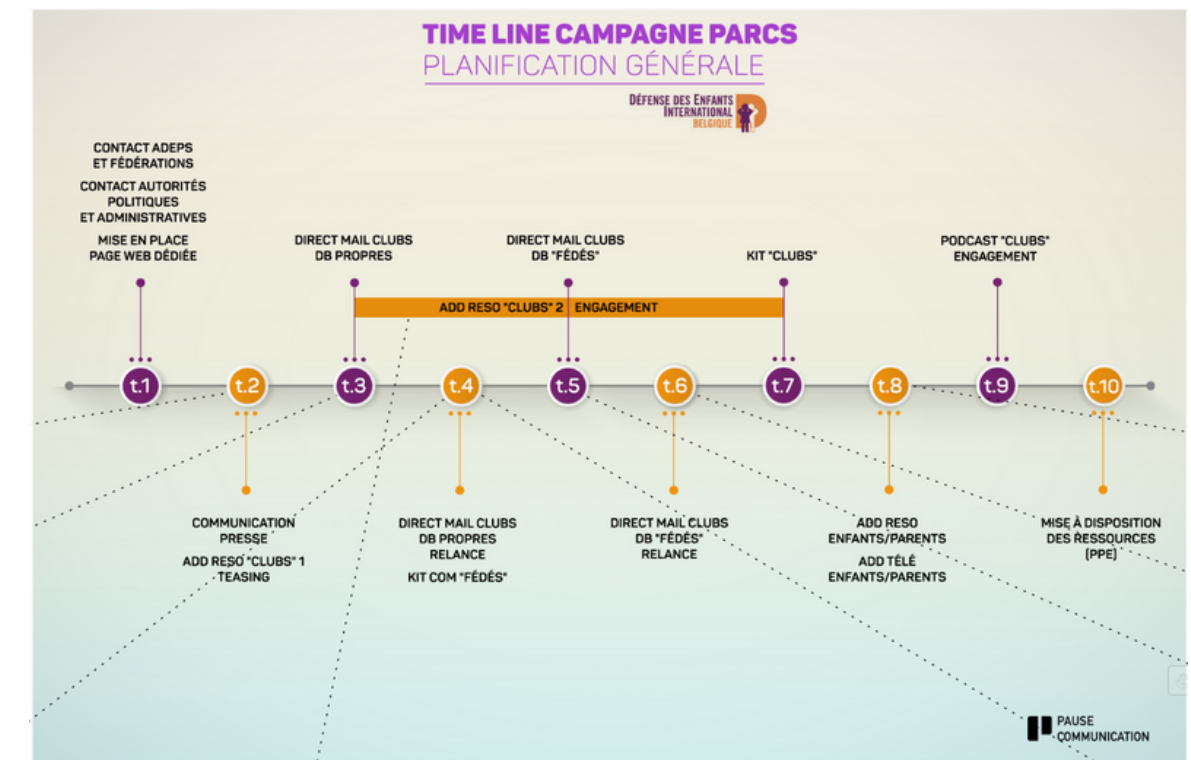
The little mascot of the campaign has been declined under several identities so that it can be adapted to different contexts and settings of the campaign (sports activities, leisure, scout camps etc.)

We played with bright colors and playful patterns to create a welcoming and friendly universe.



Timeline and activities

- **May 2020:** Contact and engagement of the communication agency Pause communication
- **15 May 2020:** Internal meeting for initial discussions on the campaign
- **1 July 2020:** Strategy meeting with the communication agency
- **15 July 2020:** PARCS partner meeting to develop the main messages of the campaign.
- **8 October 2020:** Resumption of activities around the development of the campaign and adjustments related to Covid.
- **12 October 2020:** First internal development of the website
- **21 October 2020:** Internal elaboration of the website contents
- **26 November 2020:** Meeting with ADEPS to present the campaign and partnership
- **13 January 2021:** 3rd meeting of the Adult Advisory Committee with the presentation of the campaign
- **25 January 2021:** Meeting between the partners on communication
- **9 March 2021:** Meeting with the communication agency to work on the campaign strategy
- **20 April 2021:** Internal meeting to prepare the podcasts
- **2 June 2021:** Meeting with ADEPS on the podcasts
- **24 June 2021:** Meeting with LadyAce Factory to create the website
- **27 July 2021:** Meeting with partners to develop website content
- **21 September 2021:** Internal meeting on press distribution
- **30 September 2021:** Meeting with ADEPS for the distribution of the campaign
- **3 October 2021:** Launch of the first wave of social network promotion aimed at professionals
- **4 October:** Official launch of the campaign with the press release
- **6 October:** Launch of the mailing to the PARCS database
- **10 October:** End of the first promotion phase and start of the second phase aimed at professionals and the general public
- **13 October:** Recording of the first podcasts
- **29 October to 3 February 2022:** Progressive dissemination of podcasts
- **1 December:** Launch of the second press release
- **January to March 2022:** Layout of the Practical Guide and Annexes
- **24 February 2022:** Final event of the PARCS project
- **April 2022:** Dissemination of the Practical Guide and end of the Campaign



Productions

Website

The website is the central element of the campaign. It is the medium to which all communications were directed.

It was designed to be **primarily aimed at children** so that they could be made aware of wellbeing in their activities. The site also has a **section for adults**: a page for **parents** and a page for **supervisors**.

On the **Homepage**, kids are invited to say how they feel. If they select "great", they are taken to the **"My leisure"** page with a short text describing the importance of the right to leisure and to feel good in their activity. After this paragraph, a clickable button invites the child to click if they want to know who they can talk to if they have any questions. They are then sent to the **"My confidants"** page.

If the child selects "I need to talk to someone", he/she is sent to the **"Confide"** page. This page contains a series of situations in which the child might want to confide. A short text underlines the importance of not keeping things to themselves if something is wrong. The child is then referred to the My confidants page.

At the bottom of the homepage, there is a section directly for adults, who are invited to click on the little character. They are directed to the "adults" section where they can select whether they are parents or sport and leisure professionals.

Homepage



Menu



Confide page



Website

The "**My Confidants**" page provides children with a list of people they can confide in if something goes wrong. There are examples of trusted adults around them, but also a list of associations and specialised support services. In particular, two services are highlighted: the online chat "**Maintenant j'en parle**", a platform that allows them to discuss directly by message, and the number **103 Ecoute enfant**, the referral service for children.

My Confidants page



The page dedicated to "**Parents**" gives them advice on how to act with their child regarding his or her activities. The page advises parents to listen, communicate and react. Each concept is accompanied by a short explanatory paragraph. At the bottom of the page is a list of services and organisations that can answer questions and provide support.

Website

Another central part of the website is the "**Supervisors**" page. In order to be directly accessible by professionals, a domain name "chartedelabienvveillance.be" directs them there.

This page centralises the part of the campaign dedicated to professionals. On this page, the first part underlines the importance of professionals having a mission to ensure the well-being and protection of children in their activities. They are then **invited to join the child protection movement by signing the Caring Charter**. Each principle of the Charter has an explanation and relevant resources. After reading the Charter and a paragraph detailing what it means to be a signatory, professionals can sign up using **a form** at the bottom of the page. Directly after their registration, signatories automatically receive a **thank-you email and a link to access the Club Kit**.

SIGNEZ LA CHARTE DE LA BIENVEILLANCE

Vous souhaitez vous engager pour la protection des enfants dans le cadre de leurs activités de sport et loisirs ? Vous êtes au bon endroit !

En tant qu'encadrant.e, vous avez à cœur le bien-être des enfants dans votre activité, c'est pourquoi de nombreuses questions peuvent se poser dans votre pratique : comment gérer les relations entre enfants ? comment réagir si je suis témoin d'un fait de violence ? Etc. Pas si simple de trouver toutes les réponses à ses interrogations. Le projet PARCS (Pour des Activités Ricrésiatives dans un Cadre Sûr) est là pour vous soutenir !

Découvrez notre Charte de la Bienveillance pour la Protection de l'Enfance ainsi que des ressources utiles et engagez-vous à nos côtés pour le bien-être des enfants.

* Toutes les ressources proposées ci-dessous sont en accès libre.

EN SIGNANT LA CHARTE DE LA BIENVEILLANCE, VOUS RECEVREZ:


- 1) NOTRE KIT CLUB COMPRENANT UN LOGO, DES AFFICHES, STICKERS ET PLUS ENCORE POUR AFFICHER VOTRE ENGAGEMENT !
- 2) PLUSIEURS PODCASTS PAR MOIS QUI ABORDERONT À CHAQUE FOIS UNE THÉMATIQUE DIFFÉRENTE.
- 3) UNE BOÎTE À OUTILS POUR VOUS GUIDER DANS LA MISE EN PLACE D'UNE POLITIQUE DE PROTECTION DE L'ENFANCE.

JE SIGNE LA CHARTE

"CHARTRE DE LA BIENVEILLANCE"

- 1 : PLACER LE BIEN-ÊTRE ET LE DÉVELOPPEMENT DE CHAQUE ENFANT AU COEUR DE TOUTES NOS ACTIVITÉS +
- 2 : ÊTRE ATTENTIF ET À L'ÉCOUTE DE CHAQUE ENFANT +
- 3 : CONSTRUIRE UN LIEN DE CONFIANCE AVEC L'ENTOURAGE DE CHAQUE ENFANT +
- 4 : NOUS FORMER DE MANIÈRE RÉGULIÈRE SUR LES QUESTIONS DE DÉVELOPPEMENT, DE PROTECTION ET DE DROITS DE L'ENFANT +
- 5 : NOUS INTERROGER SUR NOS PRATIQUES COLLECTIVES ET INDIVIDUELLES ET RÉSOUDRE LES QUESTIONS EN ÉQUIPE +
- 6 : AGIR EN CAS DE SITUATION DIFFICILE ET FAIRE APPEL AU RÉSEAU DE PROFESSIONNELS SI NÉCESSAIRE +
- 7 : METTRE EN PLACE, DANS LE RESPECT DU CADRE LÉGAL EXISTANT, UNE PPE PROPRE À NOTRE ORGANISATION +

TÉLÉCHARGER LA CHARTE DE LA BIENVEILLANCE



SIGNEZ LA CHARTE

Nom* _____ Prénom* _____

Organisation* _____ Email* _____

Discipline/Activité _____ Fonction _____

J'adhère à la charte de la bienveillance
 J'accepte la [politique de confidentialité](#) du site.

JE SIGNE

Productions

Booklet

The Booklet is one of the productions aimed at professionals. This two-sided document aims to **promote the campaign** by proposing that professionals commit themselves to the protection and well-being of children. The brochure includes a section to explain that as professionals, many questions may arise and that **we are there to accompany them** and provide answers. A section is also dedicated to explaining to them what a **child protection policy** is and what it is for. Finally, a last part is dedicated to proposing them to commit themselves by **signing the Caring Charter**. This section explains that by signing the Charter, they will receive a Club Kit and a manual that will enable them to set up and implement a child protection policy in their organisation.

VOUS ÊTES INTERVENANT·E EN MILIEU SPORTIF, CULTUREL OU DE LOISIRS AUPRÈS D'ENFANTS ?

ENGAGEZ-VOUS POUR LE BIEN-ÊTRE ET LA PROTECTION DES ENFANTS DANS LEURS ACTIVITÉS !

RENDEZ-VOUS SUR
WWW.CHARTEDELABIENVILLANCE.BE

DEFENSE DES ENFANTS INTERNATIONAL BELGIQUE

UNE INITIATIVE DE :

yapaka.be

DROITS DE L'ENFANT

DEFENSE DES ENFANTS INTERNATIONAL BELGIQUE

DEFENCE FOR CHILDREN INTERNATIONAL WORLD SERVICE

EN COLLABORATION AVEC

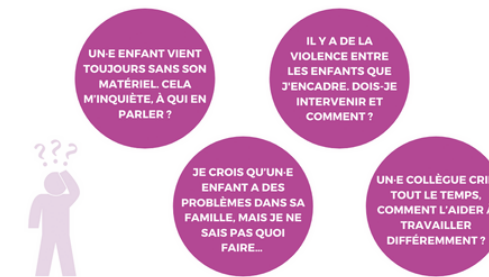
Adeps

CE PROJET EST SOUTENU PAR LE PROGRAMME DROITS, ÉGALITÉ ET CITOYENNETÉ (REC) DE LA COMMISSION EUROPÉENNE.

LE CONTENU DE CE DOCUMENT REPRÉSENTE LES VUES DE L'AUTEUR UNIQUEMENT ET RELÈVE DE SA SEULE RESPONSABILITÉ. LA COMMISSION EUROPÉENNE N'ASSUME AUCUNE RESPONSABILITÉ QUANT À L'UTILISATION QUI POURRAIT ÊTRE FAITE DES INFORMATIONS QU'IL CONTIENT.

DEFENSE DES ENFANTS INTERNATIONAL - BELGIQUE / RUE DU MARCHÉ AUX POULETS 30, 1000 BRUXELLES / TEL : +32 (0) 2 203 79 08 N° ENTREPRISE : 0447.397.058 / RPM : BRUXELLES INFO@DEFENSEDESENFANTS.BE

EN TANT QU'ENCADRANT·E, IL EST NORMAL DE SE POSER DES QUESTIONS SUR SA PRATIQUE ET SUR LES ATTITUDES À ADOPTER DANS CERTAINES SITUATIONS.



NOUS SOMMES LÀ POUR VOUS AIDER À Y RÉPONDRE ET À PLACER LE BIEN-ÊTRE ET LA PROTECTION DE L'ENFANCE AU COEUR DE VOTRE PRATIQUE !

Découvrez le projet PARCS (Pour des Activités Récréatives dans un Cadre Sûr) et notre **Charte de la Bienveillance pour la Protection de l'Enfance** !

Avec ce projet, nous aidons les professionnel·le-s des sports et des loisirs à être mieux équipé·e-s dans leur pratique, en aidant notamment votre structure à mettre en place et en oeuvre une **Politique de Protection de l'Enfance (PPE)**.

✓ **UNE POLITIQUE DE PROTECTION DE L'ENFANCE (PPE), QU'EST-CE QUE C'EST ?**

- UN OUTIL POUR PRÉVENIR ET RÉAGIR AUX VIOLENCE ENVERS LES ENFANTS
- UN DOCUMENT QUI RASSEMBLE LES NORMES SERVANT DE RÉFÉRENCE POUR L'ORGANISATION, LES TRAVAILLEUR·SE-S ET LES BÉNÉFICIAIRES
- UN PROCESSUS QUI DÉMONTRE UN ENGAGEMENT POUR LA PROTECTION DES ENFANTS ET PERMET D'ÉTABLIR UN ENVIRONNEMENT SAIN ET POSITIF

◇ **JE M'ENGAGE ! MAIS COMMENT ?**

RENDEZ-VOUS SUR
WWW.CHARTEDELABIENVILLANCE.BE

VOUS Y TROUVEREZ :

- DES **RESSOURCES UTILES**
- DES **PODCASTS** POUR EN SAVOIR PLUS SUR LA PROTECTION DE L'ENFANCE DANS LES ACTIVITÉS DES ENFANTS ET **PLUS ENCORE !**

INSCRIVEZ-VOUS SUR LE SITE INTERNET POUR RECEVOIR NOTRE BOÎTE À OUTILS POUR LA MISE EN PLACE D'UNE **POLITIQUE DE PROTECTION DE L'ENFANCE (PPE)** DANS VOTRE STRUCTURE AINSI QU'UN KIT CLUB POUR MONTRER FIÈREMENT VOTRE ENGAGEMENT !

Productions

Flyer

The flyer is intended for both parents and children.

The first side is addressed **directly to children** in an adapted communication, indicating that it is important to feel good in their activity and that if something is wrong, they can go to www.tupeuxledire.be

For the **parent's side**, the message is adapted to tell them that as a parent, it is natural to care about their child's well-being and if something is wrong, they should communicate and not stay alone. They are then encouraged to visit www.tupeuxledire.be for more information and to consult the resources available.

PSST...

POUR LES ENFANTS

MES POTES M'ONT CONFIE UN SECRET, LEUR MOMENT PRÉFÉRÉ DE LA SEMAINE, C'EST LEUR ACTIVITÉ !

ET TU SAIS QUOI ? C'EST BIEN NORMAL ! ON A TOUS LE DROIT DE SE SENTIR BIEN QUAND ON PRATIQUE UNE ACTIVITÉ. ON A LE DROIT DE S'AMUSER, D'ÊTRE ÉCOUTÉ ET D'ÊTRE RESPECTÉ.

ALORS, SI TU ADORES TON CLUB, TON ÉCOLE DE DEVOIRS, TON COURS DE MUSIQUE, OU TA TROUPE, **TU PEUX LE DIRE !**

ET SI QUELQUE CHOSE NE VA PAS, TU PEUX LE DIRE AUSSI ! TU TROUVERAS DES NUMÉROS ET DES LIEUX POUR RÉPONDRE À TES QUESTIONS, T'ÉCOUTER ET T'AIDER SUR :

WWW.TUPEUXLEDIRE.BE

POUR LES PARENTS

LE CONTENU DE CE DOCUMENT REPRÉSENTE LES VUES DE L'AUTEUR UNIQUEMENT ET RELÈVE DE SA SEULE RESPONSABILITÉ. LA COMMISSION EUROPÉENNE N'ASSURE AUCUNE RESPONSABILITÉ QUANT À L'UTILISATION QUI POURRAIT ÊTRE FAITE DES INFORMATIONS QU'IL CONTIENT.

EN TANT QUE PARENT, ON VEUT LE MEILLEUR POUR SES ENFANTS. ALORS ON LES INSCRIT À DES ACTIVITÉS DE SPORT, DE LOISIRS ET ON A BIEN RAISON, CAR C'EST LÀ QUE SE CRÉENT TELLEMENT DE BONS SOUVENIRS !

POUR QUE NOS ENFANTS PASSES TOUJOURS DES BONS MOMENTS, SOYONS À L'ÉCOUTE, COMMUNIQUONS AVEC LES ENCADRANT-E-S POUR NOUS ASSURER QUE TOUT SE PASSE BIEN.

LES ACTIVITÉS DE SPORT ET DE LOISIRS DOIVENT TOUJOURS RESTER UN MOMENT DE PLAISIR. SI VOTRE ENFANT RENCONTRE DES DIFFICULTÉS, NE RESTEZ PAS SEUL-E-S

RENDEZ-VOUS SUR WWW.TUPEUXLEDIRE.BE

UNE INITIATIVE DE: yapaka.be, DROITS DE L'ENFANT, DÉFENSE DES ENFANTS INTERNATIONAL BELGIQUE, DEFENCE FOR CHILDREN INTERNATIONAL WORLD SERVICE

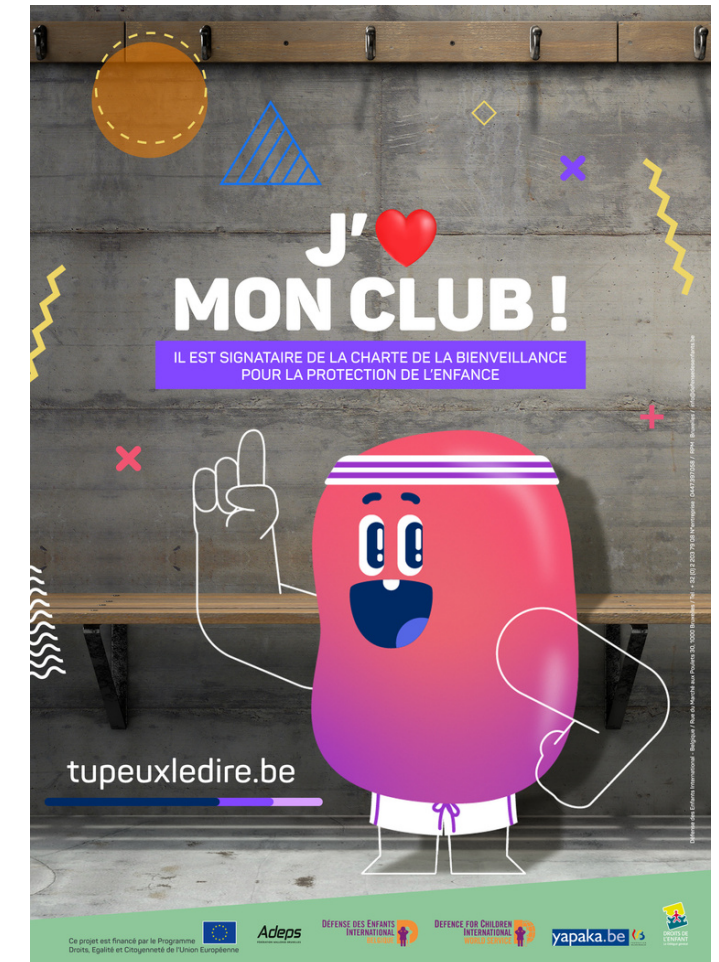
EN COLLABORATION AVEC: Adeps, FINANCÉ PAR LE PROGRAMME DROITS, ÉGALITÉ ET CITOYENNETÉ DE L'UNION EUROPÉENNE

DÉFENSE DES ENFANTS INTERNATIONAL - BELGIQUE / RUE DU MARCHÉ AUX POULETS 30, 1000 BRUXELLES / TEL. + 32 (0) 2 203 79 08 / N° ENTREPRISE 047397058 / BPM - BRUXELLES / INFO@DEFENSEDESENFANTS.BE

Productions

Posters and stickers

Posters and stickers have been produced and printed as part of the Club Kit. Their purpose is to be displayed in the clubs to indicate that the club is a signatory to the Caring Charter. This way, parents can see that their child's club is involved in child protection.



Productions

Podcasts

A series of 6 podcasts entitled "**Together to Protect Children**" was distributed to all Caring Company Charter signatories. These podcasts accompanied the commitment process from signing to receiving the How-to Guide. The podcasts are intended to answer questions frequently asked by professionals and to provide them with ideas for action. Professionals in the field of child welfare, as well as children, were interviewed to create useful, quality, and enjoyable content for professionals



Productions

Practical guides

Distributed within the framework of the campaign, the **Practical guide** and its annexed documents aim to equip sports and leisure facilities in the creation and implementation of a child protection policy. The Manual is delivered to them electronically and by post to those who request it.



Productions

Social media

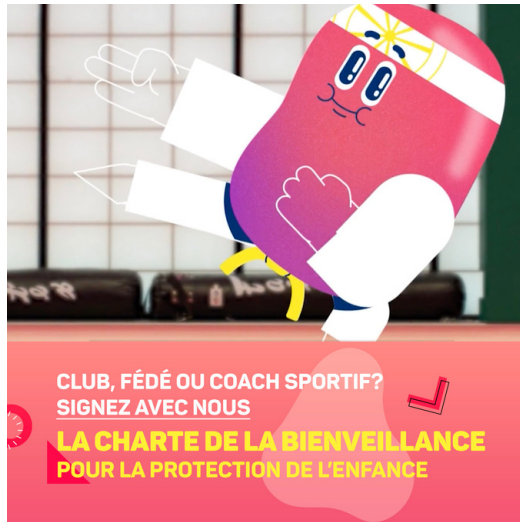
As part of the dissemination of the campaign, **a series of visuals were developed** to accompany the promotion of the campaign on social networks.

Two cover images and two profile pictures were created and distributed. A series of 4 visuals were also specially created for the social networks for the professionals. Finally, logos were developed to be shared and customized by organizations.

All these productions have taken up the graphic style of the campaign and their diversity allows many organizations to appropriate these contents to better share them.

On the following page, please find a panorama of the visuals produced for the diffusion on social networks.

Social media : overview of social media visuals



Productions

Videos

The videos were essential elements for the dissemination and promotion of the campaign. There were **four short videos** that were designed to convey the following message:

*My friend has a secret, he/she loves his/her activity! If you like your activity, you can say so, and if something is wrong, you can also say so, with a play on words that refers to the name of the website. They adopt a **playful and benevolent tone**, featuring children participating in sports or leisure activities.*

The videos were useful for promoting the campaign to children and parents, as well as to professionals.

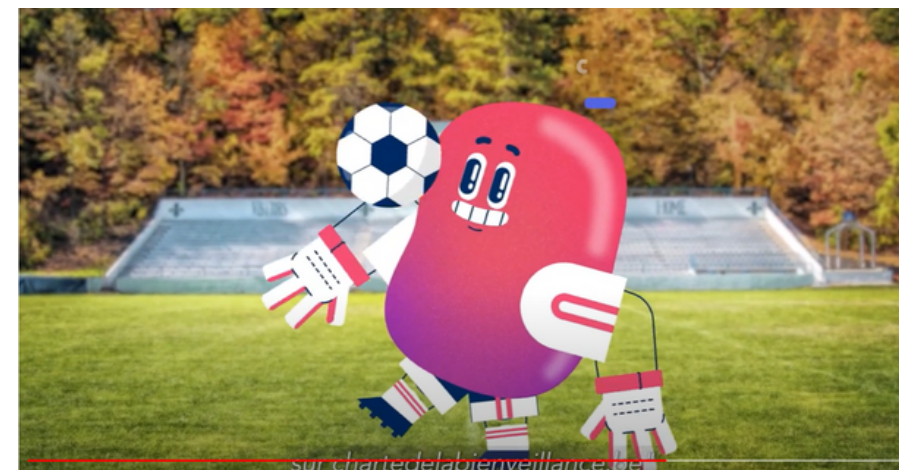
Music video



Karate video



Football video



Basketball video



Statistics

In this section you will find all the statistics collected during the campaign. The statistics were compiled on the basis of the results collected by DCI-Belgium, but also of the data transmitted by the partners and organisations supporting the campaign.

Social media

Facebook and Instagram :

The campaign on social networks was developed in two phases: A first launch wave from 3 to 10 October aimed at professionals. A second wave was launched from 10 to 17 October, in parallel with targeted publications to the general public from 10 to 24 October.

In the first wave:

Media: Facebook, Instagram, Audience network, Messenger, website www.tupeuxledire.be

Target: Sport Page administrators or Community and Club Page administrators, Wallonia, Brussels, French

Optimisation: ThruPlays

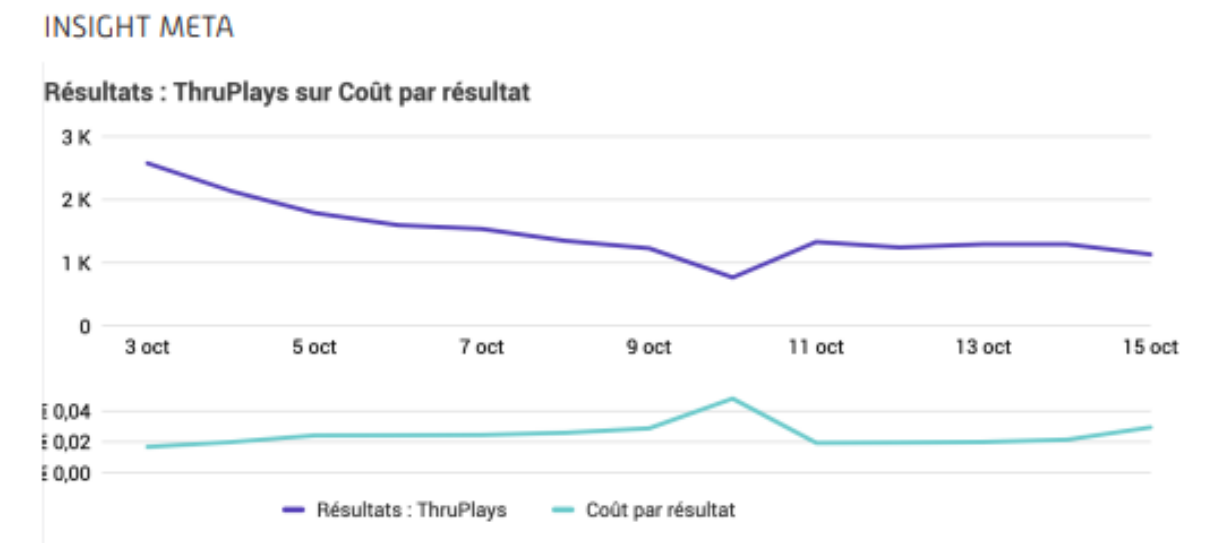
Audience size: 35.000

The first phase reached 14,269 people. The budget therefore reached almost 50% of the potential audience.

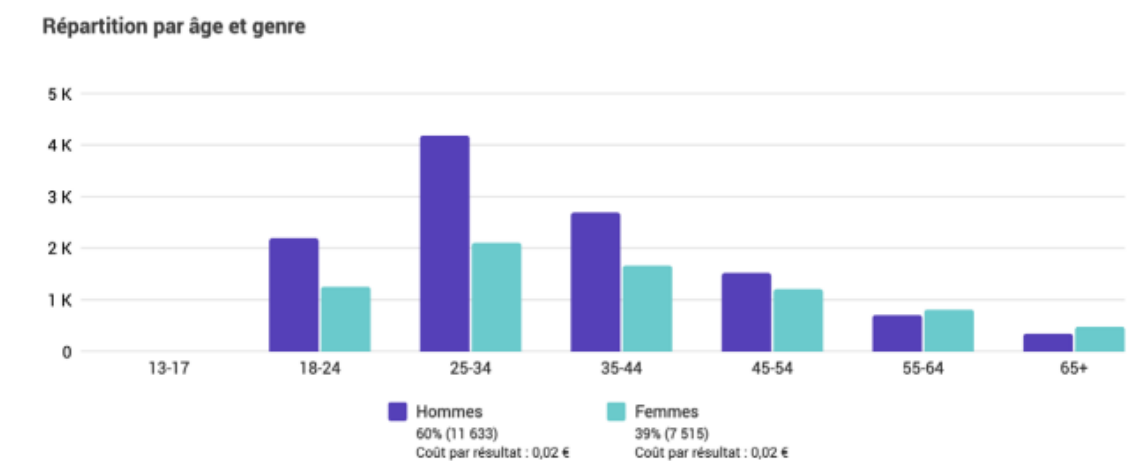
The main indicators are as follows:

- Thruplays (number of times the videos were viewed in their entirety): 19,280
- Average viewing time: 00:10, or 66% of the duration of the spots (00:15)
- Number of views at 50%: 30,019
- Cost per Thruplays: 0,02€.

Results : ThruPlays cost by result*



Repartition by age and gender*



*Charts provided by Pause Communication in their Campaign Reporting on January 2022

Social media

Facebook and Instagram :

In the second wave

- Media: Facebook, Instagram, Audience network, Messenger
- Target: presidents and general secretaries of sports federations, managers of sports of sports clubs and leisure activities
- Optimisation; retargeting (ThruPlays 75%), DEI dataBase
- Audience size for professionals: 10,000

The second phase reached 21,936 people towards the general public. The budget allocated to this phase therefore made it possible to reach nearly 63% of the potential audience.

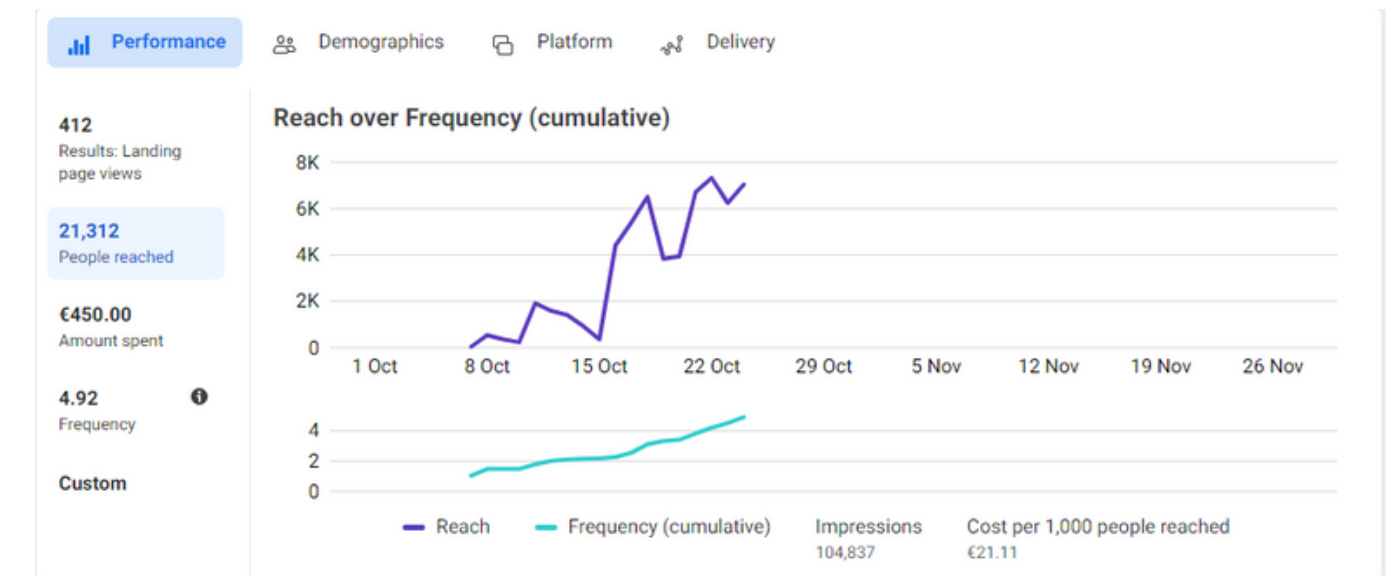
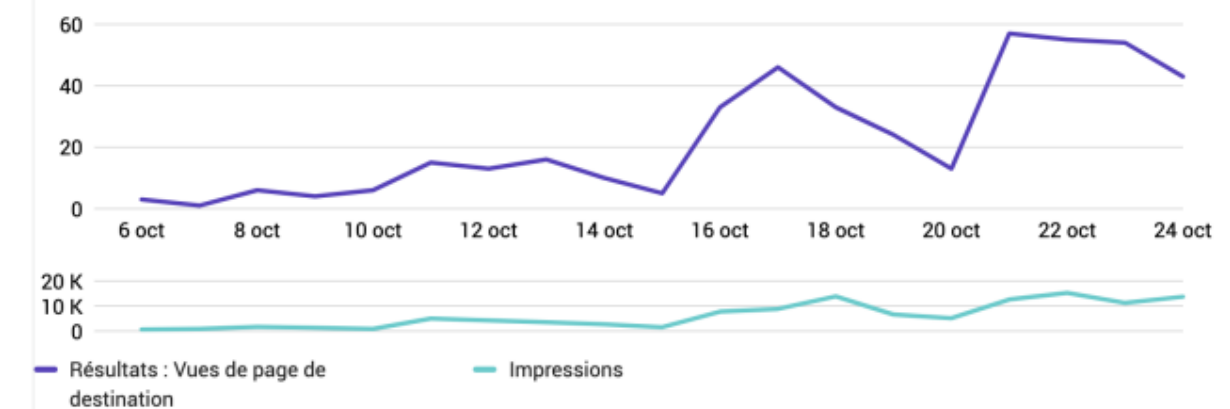
The key indicators are as follows:

- Landing page views generated by Facebook ads: 535
- Number of visits to the website: 2960
- Number of conversions on the website: 650
- Conversion rate: 21.9%

Results : Page views on Impressions*

INSIGHT META

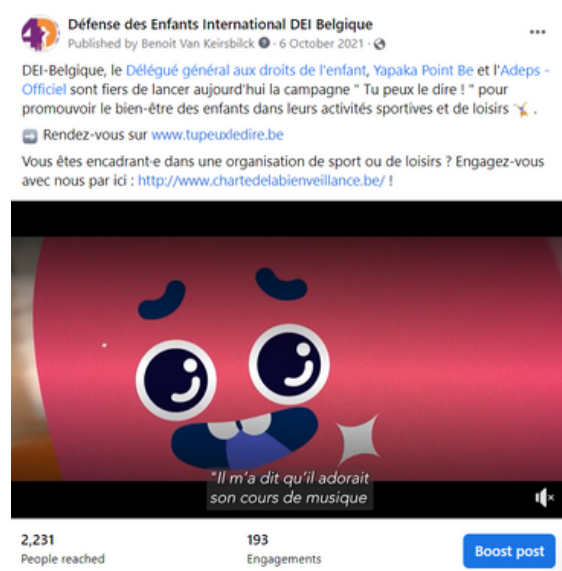
Résultats : Vues de page de destination sur Impressions



*Charts provided by Pause Communication in their Campaign Reporting on January 2022

Social media

Facebook and Instagram : Non promoted publications by DCI Belgium on the Facebook page of 2,953 followers



Post of 6/10/21
2,231 people reached
193 engagements



Post number 1 of 7 /10/21
353 people reached
38 engagements



Post number 2 of 7/10/21
728 people reached
23 engagements



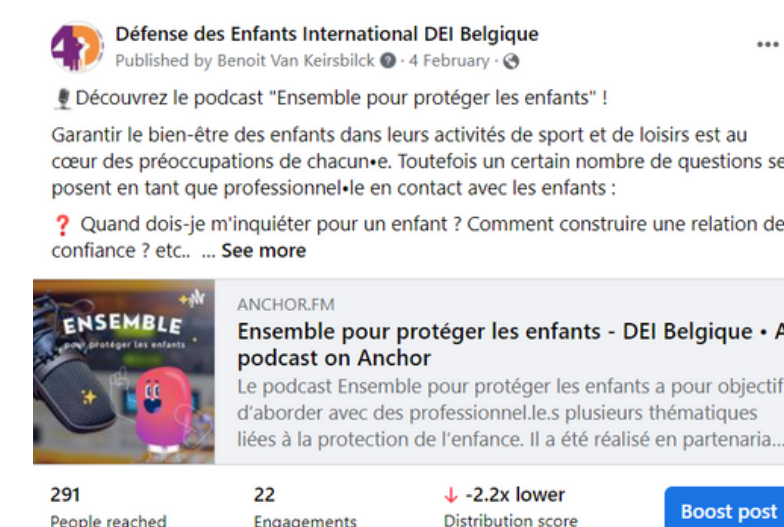
Post of 12/10/21
843 people reached
45 engagements



Post of 15/10/21
497 people reached
29 engagements



Post of 1/12/21
1,440 people reached
113 engagements



Post of 4/02/22
291 people reached
22 engagements

Social media

Facebook :

Publications made by partners

Disclaimer : Only a few data from partners and supporters could be collected.

Publication by AISF on their Facebook page of 3120 followers : 3672 reach

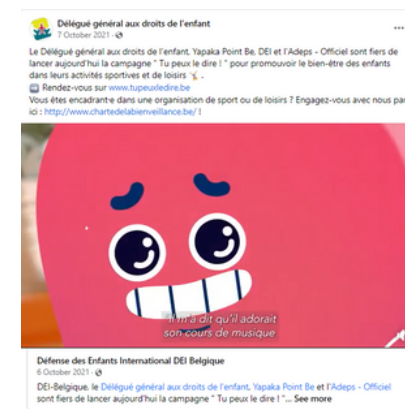


Publications by Arc En Ciel asbl on their Facebook page of 2905 followers (member of the Adult Advisory Committee) : 3 posts were published by the organization.



Publications by the Délégué Général aux droits de l'enfant on their Facebook page of 4,126 followers (Partner)

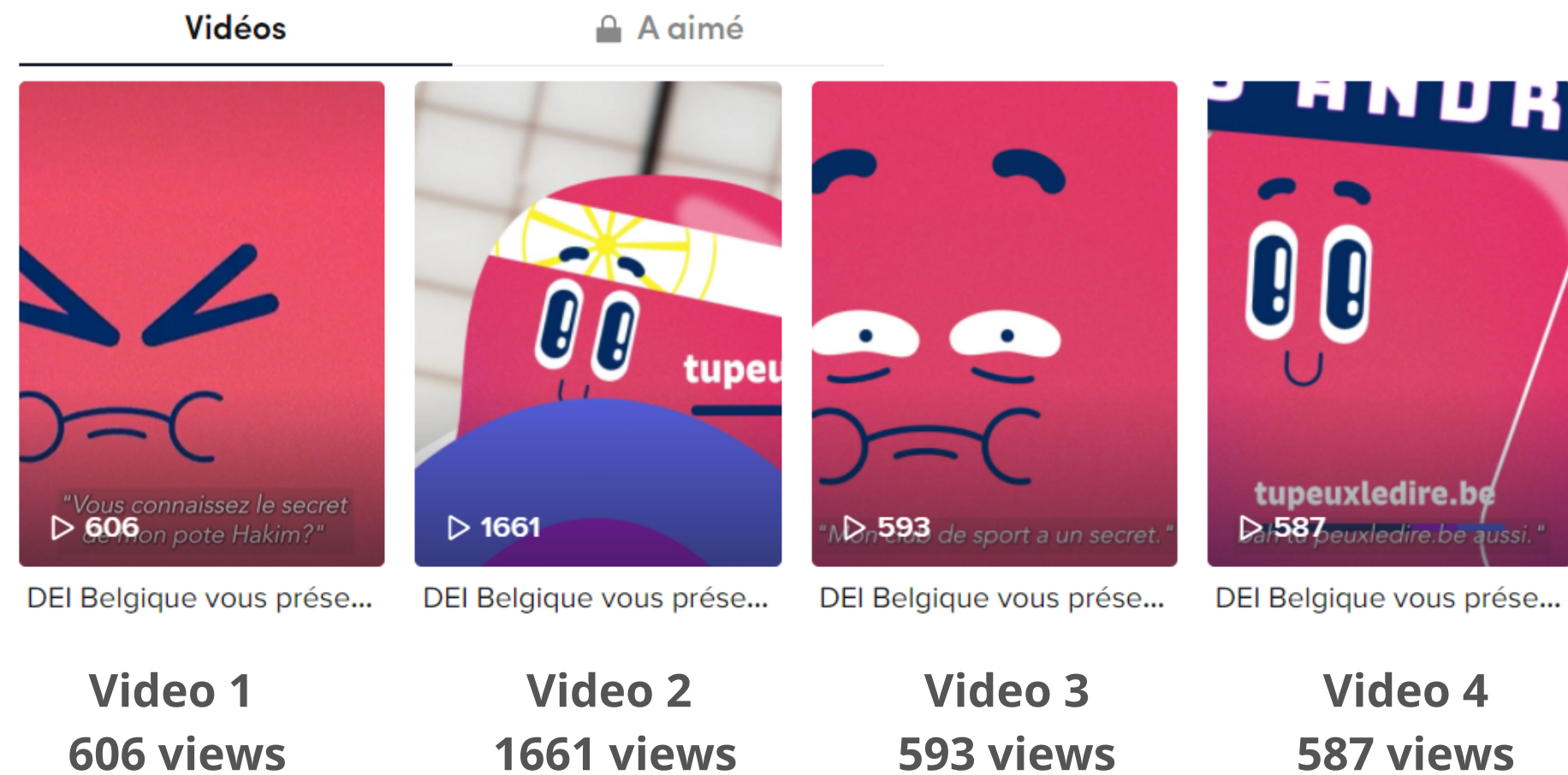
Post 1: 646 reach
post 2: 380 reach
post 3: 267 reach



Social media

Tik Tok

In order to reach the children and youth audience, the TikTok platform was used to disseminate the videos. Overall, the videos were seen **3447 times**.



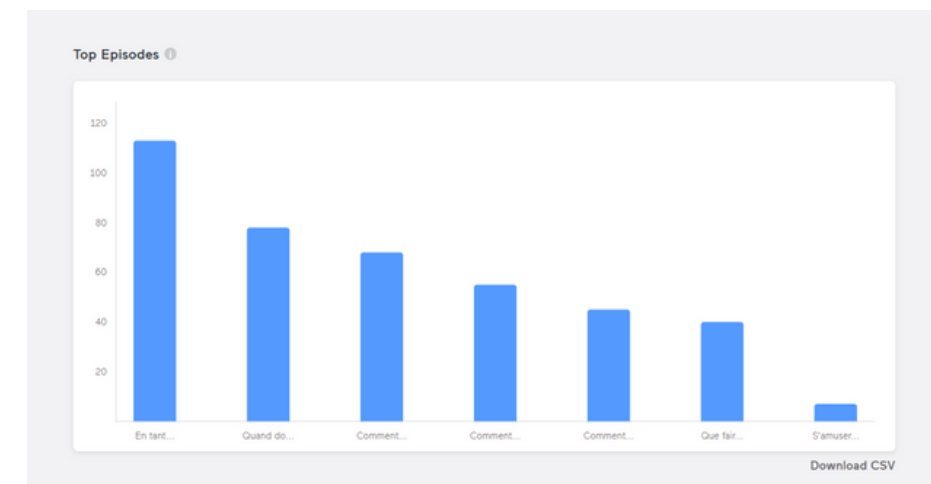
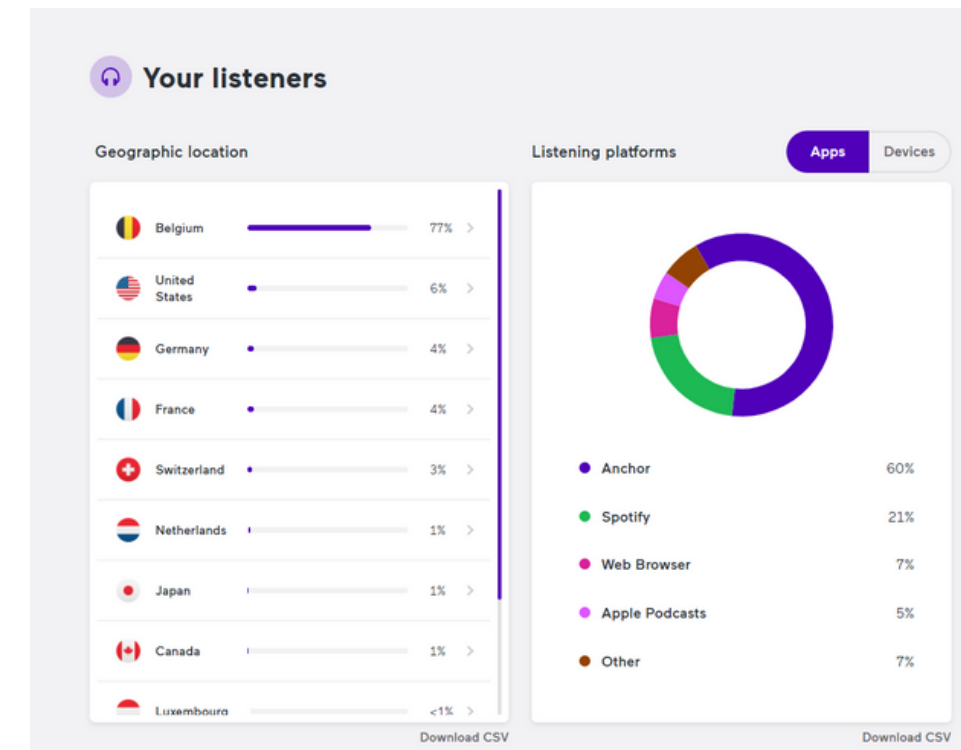
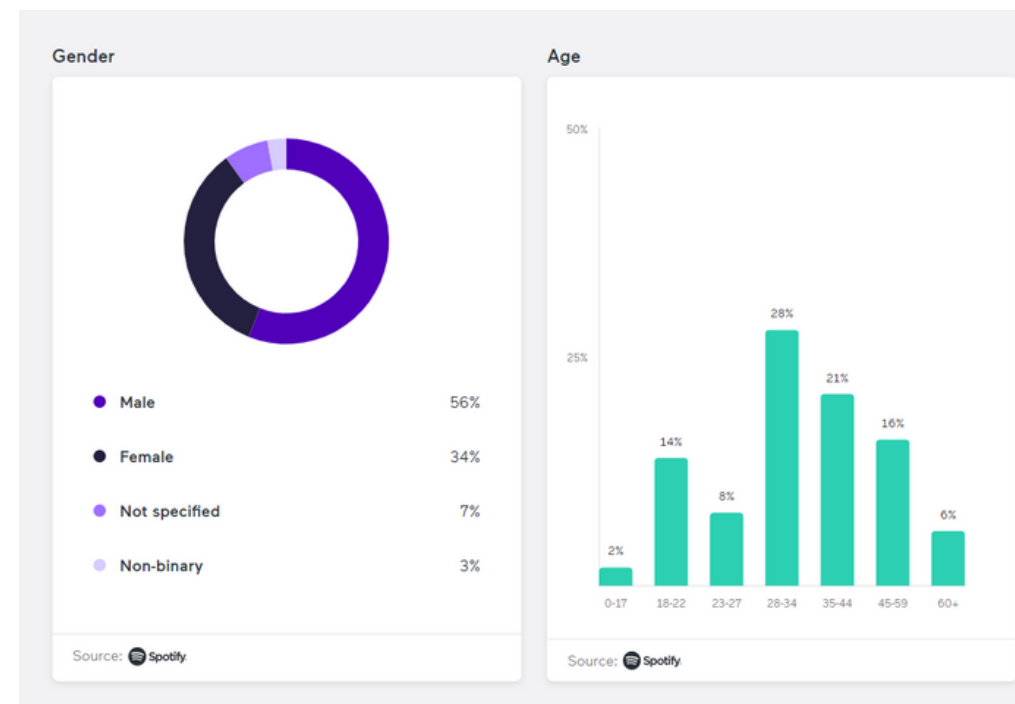
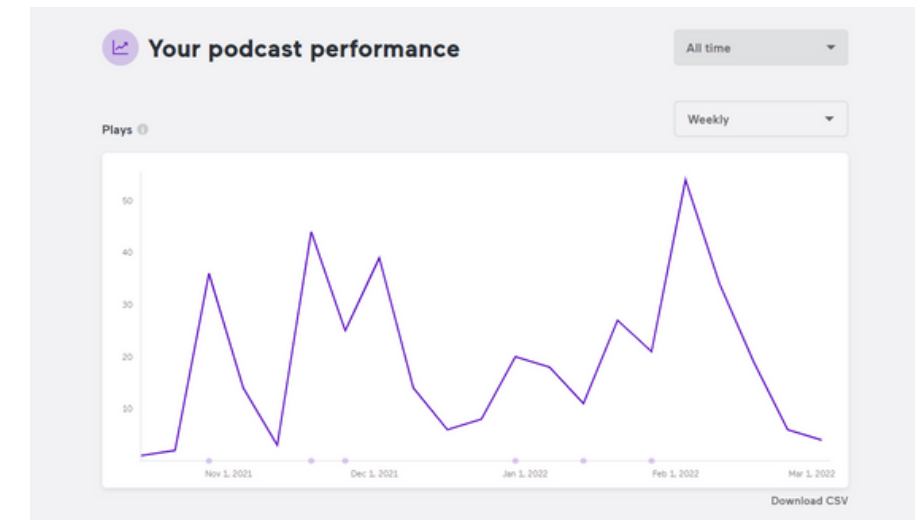
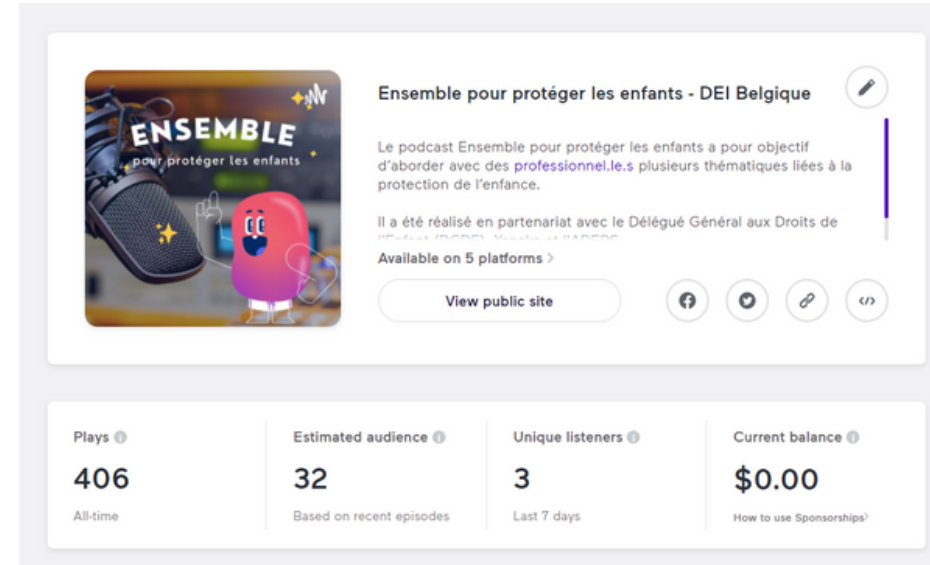
Statistics

Podcasts

The podcasts were uploaded on the Anchor platform, allowing listening from the main audio streaming platforms (Spotify, Apple Music etc.)

In total, the podcasts have been listened to **406 times**, by a public mostly located in Belgium.

- Podcast 1 : 110 listenings
- Podcast 2 : 80 listenings
- Podcast 3 : 75 listenings
- Podcast 4 : 60 listenings
- Podcast 5 : 54 listenings
- Podcast 6 : 15 listenings



Statistics

Mailing

Mailings sent by DCI-Belgium

- A first launch mailing was sent by DCI-Belgium on 6 October to a database of **4968 contacts**. The opening rate of this mail reached **24.79%** and **116 contacts** clicked on the link.
- A relaunch was carried on 13 October to **4496 contacts** (contacts who had already signed the Charter were removed). The opening rate was **25.12%** and **120 contacts** clicked on the registration link.
- During the campaign, an email was also sent to signatories to inform them that the Club Kit was available in paper form, with a link to a registration form. This email was sent to 392 contacts, with an open rate of 61% and 110 clicks.

All the following mailings were then distributed to the signatories of the Benevolence Charter. On a regular basis, emails were sent to signatories to broadcast the podcasts. The number of contacts increased as new organisations became signatories to the Charter and automatically joined the mailing list.

Mailing

- Distribution of the **first podcast** on 29 October 2021: **351 contacts** with an opening rate of **47%** for a total number of **46 clicks**;
- Distribution of the **second podcast** on 22 November 2021: **469 contacts** with an opening rate of **50.45%** for a total number of **53 clicks**;
- Distribution of the **third podcast** on 1 December 2021: **572 contacts** with an opening rate of **50.76%** for a total number of **63 clicks**;
- Distribution of the **fourth podcast** on 5 January 2022: **634 contacts** with an opening rate of **44.25%** for a total number of **42 clicks**;
- Distribution of the **fifth podcast** on 20 January 2022: **629 contacts** with an opening rate of **37.39%** for a total number of **39 clicks**;
- Distribution of the **sixth podcast** on 3 February 2022: **629 contacts** with an opening rate of **44.28%** for a total number of **35 clicks**.

Mailing

Mailing sent par partners and supports

Our partner **YAPAKA** sent a mailing at the beginning of the campaign to their mailing list of **1000 contacts**.

ADEPS, a member of the **Adult Advisory Committee**, sent out three mailings during the campaign to their database of **80,000 people**.

AISF, a member of the Adult Advisory Committee, sent a mailing on 7 October at the launch of the campaign to its database of **10,449 contacts**.

Overview

Adding up all the contacts targeted by the mailing campaigns by DCI-Belgium, the project partners or the supporting organisations, the mails reached a total of **85,978 people**.

The **opening and engagement rates are particularly high**, which means that the mailing campaigns were able to find their audience and produced very satisfactory results.

Statistics

Website

The website was the focal point of the platform, with an average of **3,200 users** during the campaign period. The most consulted page was the one for the framers with a total of **3,900 consultations**.

The registrations via the form located at the end of the page for supervisors reached **634 organisations**. This figure corresponds to a third of the sports and leisure organisations in Wallonia, which is a major success.

The pages dedicated to parents and children were consulted to a lesser extent. This means that additional promotional efforts are needed to ensure that the website reaches its second target audience.



Vues par Titre de la page et classe de l'écran

TITRE DE LA PAGE ET CLASSE ...	VUES
Encadrants Tu peux le dire!	3,9 k
Accueil Tu peux le dire!	1,5 k
Pour les adultes Tu peux le dire!	526
Me confier Tu peux le dire!	334
Le guide pratique Tu peux le dire	310
Mes loisirs Tu peux le dire!	303
Mes confidents Tu peux le dire!	261

Afficher le rapport "Pages et écrans" →

Statistics

Press

On two occasions, we issued press releases to promote the campaign. A first press release was issued on 4 October 2021 to announce the start of the campaign "Lancement de la campagne « Tu peux le dire ! » pour le bien-être des enfants dans les activités de sport et de loisirs". This release was sent to a list of 10 journalists specialised in sports and leisure issues in French-speaking Belgium.

On 1 December 2021, on the occasion of the publication of a study on violence in sport by the Minister of Sport Valérie Glatigny, DCI-Belgium and the project partners launched a second press release "Violences envers les enfants dans le sport : un changement structurel à opérer d'urgence". The aim of the press release was to draw attention to the campaign and to highlight the urgent need for action on child protection.

On 19 November 2021, an article was written by the **RTBF** "La violence toujours plus présente dans le sport" in which the campaign platform and videos were mentioned.

An article was written by Emmanuelle Vacher, project coordinator, to present the project, the campaign and to draw attention to the issue of violence against children in the sports and leisure sectors. The article "Practicing sports and leisure activities without violence: PARCS project" was published in the February 2022 edition n°412 of the **Journal du Droit des Jeunes**. This magazine was distributed to a base of 510 subscribers (see appendices).

Lastly, an article was published in the local newspaper of the municipality of Wolluwe Saint Lambert, the Wollumag on the December edition, distributed to 22,000 people.



Wollumag article

Le droit de pratiquer des activités de sport et de loisirs sans violences : leçons apprises du projet PARCS

Le droit de se reposer et de s'amuser : un droit comme tous les autres

La pratique sportive et les loisirs (sports, culture, musique, rencontres de jeunesse...) sont fondamentaux dans la vie des enfants, quel que soit leur âge. Ils leur permettent d'acquiescer les droits de l'enfant et la question de leur protection. Ils sont aussi parfois victimes de violence.

Le droit à une activité sans violences

Le droit à une activité sans violences est essentiel. L'investissement dans les infrastructures sportives est un droit de tous les enfants, quel que soit leur âge.



Journal du droit des Jeunes article

Statistics

Printed supports

- Booklets : 600
- Flyers : 1000
- Posters : 350
- Stickers : 500
- Practical guides : 200

Out of the 634 organisations that signed up, 94 requested to receive the Club Kit in paper format. Mailings with the printed material were therefore sent out in January.

Conclusion and remarks

By analysing all the elements of the campaign together, from conception to implementation and dissemination, a number of remarks can be made:

1 - Overall, we can easily say that **the campaign was a success**: the large number of organisations involved in the Caring Charter process confirms the interest of the actors in the field in child protection issues and their willingness to act.

2- **Good definition of messages and strategies**: The caring and positive tone of the campaign really enabled it to reach a wide audience, especially among professionals who were not stigmatised but rather encouraged to protect children.

3 - **A participatory and inclusive development process**: The development of content between the partners and the members of the Adult Advisory Committee allowed for the development of content that was relevant, useful and in line with the needs and realities of the field.

4- The **decisive participation** of some institutional actors such as ADEPS was an important factor in the success of the campaign. Without their participation and their willingness to participate in disseminating the campaign, it would have been more difficult to reach and mobilise professionals in such an effective way.

One of the major challenges we have had to face is reaching children and parents. The strategy we adopted - to use professionals in sports and leisure facilities as relays by displaying their commitment and promoting publications on social networks - made it possible to reach an unfortunately too small number of this population.

We would like to warmly thank all the actors involved from near or far in this campaign.