

The Child Protection Unit in the Division for Women coordinated and implemented a number of programs to mark and celebrate the international day for Children 2012. The theme for last year's campaign focused on **"Celebrating life is your own choice BUT protecting a child from Abuse and Neglect is OUR RESPONSIBILITY"** programs implemented consisted of a radio program, where the Ministry of Education, Ministry of Police and Faataua le Ola were invited to share their views on the issue of child bullying in school.

Community awareness programs were also facilitated through other ministry programs targeting mothers and their daughters in the villages of Vavau, Saleapaga and Aufaga. The Child Protection unit (CPU) together with the Division for Youth utilized the opportunity to work with the children under the care of Samoa Victim Support Group. The Division for Youth focused their program on sexual reproductive health while the CPU focused its objective to raise children's awareness of the theme for the International Day for Children and promoting children's rights to be free from abuse and violence. Following the program with Samoan Victim Support children participated in a hands on activity of planting fruit trees and reflecting on the message of the campaign. The children were asked to pick a fruit tree, plant it with care and to ensure that it will grow and produce healthy fruits for them in the future.

Additional activities lead to the development of Information Educational Communication (IEC) materials, for parents to support their efforts in practicing positive disciplinary measures for their children.

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Faafetai Child Protection Unit.

