



TOGETHER WE ARE STRONGER
 JOIN THE MOVEMENT AGAINST **CHILD EXPLOITATION AND ABUSE**



IT'S A PENALTY

Impact Report - Rio 2016

Overview

The It's a Penalty campaign harnesses the power of sport to protect children from exploitation and abuse globally, positioning major sporting events as platforms for positive change. It's a Penalty works in accordance with the United Nations Convention on the Rights of the Child, advocating that 'protection from any exploitation, abuse and violence is the right of every child'.

IT'S A PENALTY CAMPAIGN AIMS

EDUCATE

ABOUT THE GLOBAL ISSUE OF CHILD EXPLOITATION AND ABUSE BOTH ONLINE AND OFFLINE, AND THE PENALTIES FOR OFFENDERS.

ENCOURAGE

SPORTING FANS, TOURISTS, LOCAL RESIDENTS AND THE GENERAL PUBLIC THAT "IF YOU SEE SOMETHING, SAY SOMETHING!"

EQUIP

SPORTING FANS, TOURISTS, LOCAL RESIDENTS AND THE GENERAL PUBLIC WITH THE NECESSARY TOOLS TO REPORT A CRIME BOTH ONLINE AND OFFLINE.

IT'S A PENALTY CAMPAIGN STRATEGY

EDUCATE

COMMUNICATE THE CAMPAIGN MESSAGES THROUGH THE VOICES OF AMBASSADORS ON A BESPOKE CAMPAIGN FILM SHOWN ON INTERNATIONAL AIRLINES, SOCIAL MEDIA, ACROSS HOST CITIES, HOTELS, EVENTS AND ONLINE.

DISTRIBUTE EDUCATIONAL CAMPAIGN MATERIAL TO SPORTING FANS, LOCAL RESIDENTS AND TOURISTS ON-THE-GROUND.

ENCOURAGE

PARTNER WITH AIRLINES, HOTELS, LAW ENFORCEMENT AGENCIES, INTERNATIONAL NGOS, CORPORATES, GOVERNMENTS, SPORTING GOVERNING BODIES AND THE GENERAL PUBLIC, TO SPREAD MESSAGE OF "IF YOU SEE SOMETHING, SAY SOMETHING!"

EQUIP

SPORTING FANS, TOURISTS, LOCAL RESIDENTS AND THE GENERAL PUBLIC WITH MECHANISMS TO REPORT A CRIME BOTH ONLINE AND OFFLINE.

Mega sporting events influence and impact far beyond the world of sports

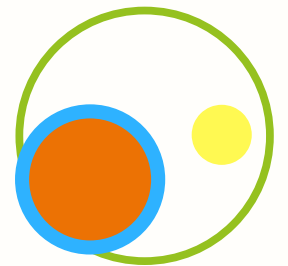
If we are really serious about guaranteeing a better world for the future generations, tapping into the positive force of major sporting events and its power of bringing people together must be taken seriously. That is why It's a Penalty Campaign was launched. **Sport has a tremendous power to unite.** More than 205 nations came together during the 2016 Rio Games, with an influx of 500,000 foreign tourists to Brazil.



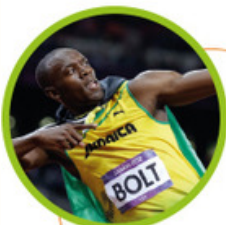
However, the high influx of tourists and sporting fans can put children at risk of abuse and exploitation.

That is why It's a Penalty works in association with all those involved in major sporting events in order to have greater reach and impact in preventing child abuse and exploitation, both online and offline:

- International airlines
- Hotels
- Governing sporting bodies
- Businesses
- Local NGOs
- Law enforcement agencies
- The general public
- Some of the biggest names in sport.



USAIN BOLT



FRANCOIS PIENAAR



DAVID LUIZ



TANNI GREY-THOMPSON



CATHY FREEMAN



GARY LINEKER



DENISE LEWIS





Major achievements

The campaign messages reached 212 million people globally - see the break down overleaf. As well as achieving a large reach, this was also effectively targeted at sporting fans and those visiting Brazil for the Olympics and Paralympics as a result of the partners and platforms we gained access to

Reduction in Crime of exploiting children - there were no incidents in the Olympic venues regarding crimes against children or adolescents during the Games.

There was a total of 5,051 calls made to the Brazilian national crisis line (Dial 100), which we heavily publicised through the campaign platforms - campaign film, social media, and materials distributed to sporting fans and tourists - during the Olympic & Paralympics in Rio. **Every call is a child protected.**

- **468 reports were made through Unicef's 'Proteja Brasil'** - this accounts for a seven-fold increase from May to September 2016 of reports made to Dial 100 through the app .
- **4,583 reports were made directly to the national crisis line 'Dial 100'** during the Olympics & Paralympics in August and September 2016 reporting child exploitation.

This is a significant decrease in crime against the abuse and exploitation of children compared to the 11,252 calls made during the World Cup 2014.

There were no arrests of foreign offenders against children or adolescents during the Games.

This is a major outcome because around the Football 2014 World Cup in Brazil, there were 29 foreign nationals reported through the Brazilian National help line number 'Dial 100' involved in cases of sexual exploitation.

This decrease, which translates into a **significant reduction in crime against child abuse and child exploitation**, is as a result of a very strong collaboration between the Brazilian police and the Ministry of Justice, the Rio Olympic Committee, It's a Penalty campaign (through the airlines, social media and on the ground during the games) with NGO's like UNICEF, Child Fund, Frente National dos Prefeitos, Childhood and Bola na Rede.

The International Olympic Committee have put child protection on their agenda as part of their Sustainability Programme. It's a Penalty was part of the first child protection campaign allowed inside the Olympics, as a result of being a part of the Rio Olympic Committee's Sustainability & Legacy.



Rosane Albuquerque, General Coordinator of Human Rights, Ministry of Justice, Brazil, says:
"We appreciate the partnership with It's a Penalty campaign and we are certain it has given a huge visibility to the service."



FILM

How we did it

The It's a Penalty campaign film, which features Usain Bolt, Cathy Freeman, Francois Pienaar, Gary Lineker, David Luiz, Denise Lewis, and Tanni Grey Thompson was shown in-flight on 9 international airlines throughout the months of July, August and September, including Emirates, TAP, Iberia, Virgin Atlantic, Virgin Australia, TAM, American Airlines, British Airways and Ethiopian airlines, reaching over 40 million passengers all over the world; and on the giant screens in the two Olympic Parks during the Olympics and Paralympics in Rio, reaching 465,000 sporting fans and visiting tourists.

REACH

- Airlines
40,641,013
- Olympic Park
465,000
- YouTube
1,306



MATERIALS

How we did it

120,000 sporting fans received wristbands, flyers and posters, distributed by our 700 volunteers in Rio and the other hosting cities throughout the Olympic period, raising awareness about the issue, educating about penalties for offenders, and equipping sporting fans with mechanisms to report a crime. Campaign materials were also distributed inside the Pestana Hotels in Copacabana and near the Olympic Park.

REACH

- Sporting fans
120,000

SOCIAL MEDIA



REACH

Impressions
92,171,041

How we did it

We developed a global strategy for the campaign on social media, whereby we engaged the voices of our global ambassadors, partners and the general public with the build up to and during the games.

PRESS



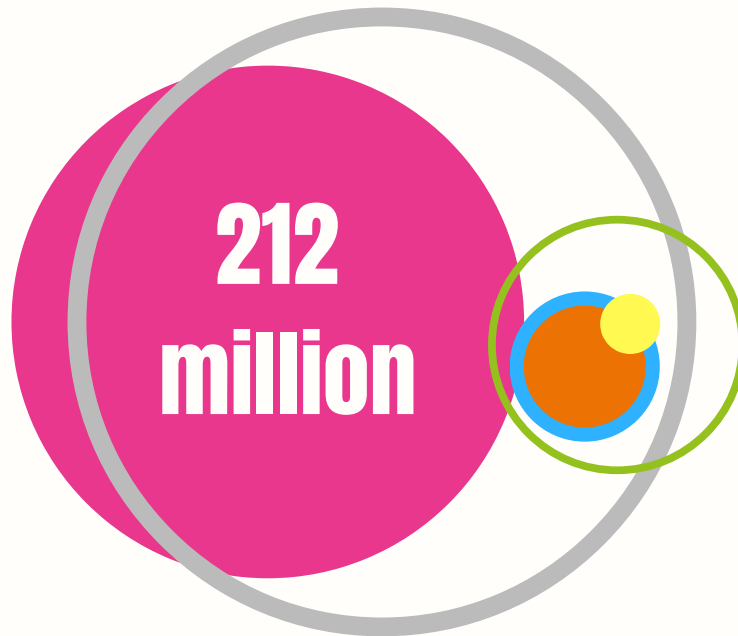
REACH

Impressions
78,317,517

How we did it

Assisted by a sports PR agency, the campaign reached 30,194,517. Through an in-flight magazine AD published by American Way - American Airlines the campaign reached 48,000,00. In addition, Scoota and Unruly both provided online advertising, featuring the campaign on some of the major online publications including Huffington Post, Esquire, Elle and the Guardian, reaching 123,000 people.

Total campaign targeted reach



IN PARTNERSHIP WITH



SUPPORTED BY



For further information, please contact:

Sarah de Carvalho - CEO on sarah.decarvalho@happychild.org

Giselle Barboza - Campaign Director on giselle.barboza@itsapenalty.org

Elizabeth Speller - Research & Advocacy on elizabeth@itsapenalty.org

Elaine Underwood - Partnerships on elaine.underwood@itsapenalty.org

Charity no. HCIF
1161848