



**IT'S A PENALTY**



**Jenly Tegu Wini**  
Weightlifting

# IMPACT REPORT

## KeepKidsSafe Campaign

**2023 PACIFIC GAMES**

Solomon Islands  
November - December 2023



**WITH GRATEFUL THANKS  
TO OUR PARTNERS**

**IN PARTNERSHIP WITH**



**COLLABORATORS**



# IT'S A PENALTY #KEEPKIDSSAFE CAMPAIGN AT THE PACIFIC GAMES

In November 2023, It's a Penalty launched our eighteenth global campaign during the **2023 Pacific Games in the Solomon Islands**. The campaign aimed to address **child protection** issues, particularly the **sexual exploitation and abuse of children in sports settings**.

The 2023 Pacific Games (19 November-2 December) was the largest event hosted by the Solomon Islands, and attracted 5,000 athletes from 24 Pacific nations. Under the theme "Challenge, Celebrate, and Unite," the event aimed to leave a **lasting legacy for the young and future generations of Solomon Islanders**.

## IMPACT HIGHLIGHTS

**805,710** TOTAL POTENTIAL REACH

**600,474** reached by It's a Penalty's informative posts on **social media**, through targeted Meta ads directed at audiences in 16 Pacific countries.

**107,991** potential reach of campaign posters on giant screens throughout **Brisbane Airport**, reaching passengers travelling to the Pacific Games and beyond.

**840** campaign posters distributed by **Fexco** at their **currency exchange stores in Honiara**, **in-flight on Solomon Airlines** flights, and by their teams at the Pacific Games booths - **16,000+ potential reach**.

**1000+** calls made to the **Seif Ples child helpline** during the campaign.

**PARTNERS' ACTIVITIES** **UNICEF Pacific** capacity-building training with Seif Ples helpline and creating a Code of Conduct for the Games that prioritised child safeguarding, and **Salvation Army** delivering community education sessions on the protection of children from abuse and exploitation.



## ABOUT THE ISSUE

The sexual exploitation and abuse of children, including online, has reached epidemic levels in the wake of the COVID-19 pandemic. It takes place in every community, city and country around the world.

The alarming statistics regarding child abuse and exploitation in the Pacific and in sport set the stage for the Pacific Games campaign.



### CHILD ABUSE AND EXPLOITATION IN THE SOLOMON ISLANDS AND ACROSS THE PACIFIC

- According to one report, on **average 10.5% of adolescent girls** in eight Pacific countries **experience sexual violence**.
- In Solomon Islands, Papua New Guinea, Timor-Leste and Vanuatu, **7 out of 10 children** experience **physical or sexual violence**. This is around 20% higher than the global average.
- In the Solomon Islands, **37% of women** aged 15–49 reported being **sexually abused before the age of 15**.

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# OUR CAMPAIGN STRATEGY

In collaboration with **UNICEF Pacific**, the **Solomon Islands National Institute of Sports (SINIS)**, the **Solomon Islands Government**, and the **2023 Pacific Games Organizing Committee**, It's a Penalty's 2023 Pacific Games Campaign launched during November-December 2023 to **#KeepKidsSafe**.

Other collaborators included **Solomon Airlines**, **Fexco**, **British HC in Solomon Islands**, **Brisbane Airport**, **Salvation Army Solomon Islands** and **International Safeguards for Children in Sport**.

The aim of the campaign was to promote and protect children's fundamental right to be free from abuse, exploitation and harm throughout their lives and as they compete in sport. To do this, the campaign focused on **educating**, **equipping**, and **encouraging** various stakeholders, including children, parents and caregivers, sports organisations, and the general public, to **#KnowTheSigns**, emphasizing the importance of **recognizing and reporting child abuse and exploitation**.

Delivering campaigns linked to major sporting events being held in the Pacific ties in with It's a Penalty's existing **CommonProtect** work to address child protection issues in the Commonwealth.

## OUR CAMPAIGN AIMS



### EDUCATE

about the need to safeguard children from abuse and exploitation, particularly in sport and from offenders in positions of trust, as well as the signs to look out for **#knowthesigns**.



### EQUIP

children, parents and caregivers, sports organisations and the general public with ways to find support and how to report any concerns.



### ENCOURAGE

people to report any concerns and help to prevent child abuse and exploitation.

# ATHLETE AMBASSADORS

We were honoured to be joined by **7 Solomon Islands athletes** in our efforts to raise awareness about the pressing issue of child abuse and exploitation, who featured in our **30 second campaign film** and on the **campaign posters**.



**Timson Jude Irowane**  
Triathlon



**Jenly Tegu Wini**  
Weightlifting



**Judith Neuwa**  
Netball



**Nyrick Zuna**  
Hockey



**Rose Daisy Newa**  
Powerlifting



**Bobby Emerald Sunaon**  
Para Archery



**Klensman Fugui**  
Powerlifting

*"Every child has a right to be safe from abuse and exploitation. Solomon Islands faces some of the highest rates of child violence, abuse and exploitation in the Pacific.*

*The innovative campaign from It's a Penalty partnered with Solomon Islands Athletes to highlight the issue of child abuse and shared information on prevention and action! This campaign supports wider efforts from the Government and donor community, and by using Pacific Games athletes creates a new set of champions for this crucial issue."*

**Tom Coward**  
British High  
Commissioner in the  
Solomon Islands



British  
High Commission  
Honiara

# CAMPAIGN ACTIVITIES & IMPACT

## SOCIAL MEDIA IMPACT

Throughout the KeepKidsSafe campaign, our digital campaign was key in **sharing educational posts about protecting children from abuse and exploitation, ways to report and find help, and safeguarding information.**

**600,474**

POTENTIAL REACH

To reach local audiences during the campaign with key information about child safeguarding in sport, we programmed **targeted social media ads** on **Facebook** to reach people in **16 Pacific countries** (American Samoa, Cook Islands, Fiji, Guam, Kiribati, Marshall Islands, New Caledonia, Nauru, Niue, French Polynesia, Papua New Guinea, Solomon Islands, Tonga, Tuvalu, Vanuatu and Samoa).

UNICEF Pacific's social media posts during the campaign also had a significant impact.

**78,521**

POTENTIAL REACH

## BRISBANE AIRPORT

Brisbane Airport showed our **giant digital posters** with the athletes and call to action throughout the **terminals** and at **Skygate** during the **Pacific Games**.

**107,991**

POTENTIAL REACH





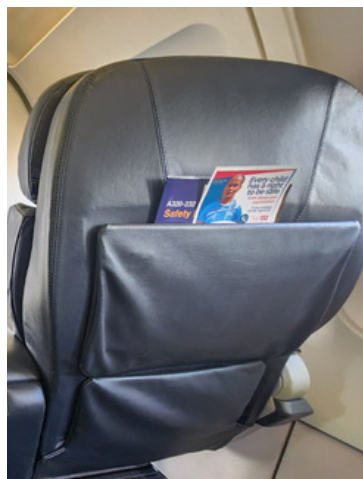
## SOLOMON AIRLINES COLLABORATION

Solomon Airlines distributed a total of **500 campaign posters onboard** on their flights out of **Honiara Airport**, and at their **booth during the Pacific Games**.

**5000** POTENTIAL REACH

*“Solomon Airlines believe that working together and recognized the spread of awareness about abuse and exploitation will strengthen families and citizens to prevent child abuse and neglect.”*

*Through our collaboration and public awareness during the Games period, we believe that we reach the diverse community audience including parents, children, youth groups, athletics and regional community at large.”*



**It's a Penalty Pacific Games Campaign | IMPACT REPORT**



## FEXCO PARTNERSHIP

Fexco printed a total of **340 campaign posters** and shared them across their **3 Honiara-based currency exchange branches** and their **Pacific Games booth**.

**11,976** POTENTIAL REACH

As the only Foreign currency exchange provider at the Pacific Games therefore, all the athletes who have visited their booth saw the It's a Penalty Campaign posters. Their team of 14 staff in their Honiara branches gave information to customers about the purpose of the posters and the campaign.





**UNICEF Pacific worked with It's a Penalty to conceptualise the campaign, design our joint-strategy and film Solomon Islands athletes for the campaign video.**

Acknowledging the risks associated with large-scale gatherings, especially concerning the vulnerability of children and women to exploitation and abuse, **UNICEF also partnered with the National Protection Cluster of the Ministry of Women, Youth, Children, and Family Affairs (MWYCFA) and the Social Welfare Division (SWD) of the Ministry of Health and Medical Services (MHMS), along with Empower Pacific and the Games Organizing Committee (GOC) to develop a joint strategy and response plan to ensure the safety of children during the three-week period.**

**The strategy focused on prevention, early intervention, and response, including community engagement and education to safeguard children from harm.**

- Through a partnership with Empower Pacific, **training materials** were developed to support the **capacity building of government service providers** through child safeguarding and psychosocial first aid training. The resources were used to develop **tailored orientation and training sessions** engaging diverse stakeholders, including Red Cross staff and volunteers, coaches and athletes, Members of Parliament, and other key stakeholders, **enhancing their capabilities in child safeguarding procedures.**
- A **comprehensive rapid assessment** focused on children working, walking, and living on the streets, offering critical insights into their challenges.
- The **government's response plan, supported by UNICEF**, strategically deployed social welfare officers, and recruited interns to strengthen response capabilities.
- **Four safe spaces** were established, strategically positioned in various locations across the city. Each safe space covered sufficient space with private areas for both children and mothers with babies. All spaces were staffed with **dedicated Social Welfare Officers and interns**, ensuring a supportive and secure environment.







9-year-old Hazel Norman and her brother looks at one of the UNICEF developed IEC material that includes the child helpline number at one of the UNICEF set up safe spaces during the 2023 Pacific Games in Solomon Islands.



3-year-old Pennuel Iro, 10-year-old Nelly Runi and 2-year-old Jeremaiah Mark take a moment to play with UNICEF supplied recreational kit at one of the UNICEF set up safe space at Sports City in Honiara, Solomon Islands.

## THE IMPACT

- **656 stakeholders** were reached with **training and orientations on child safeguarding, PSEA and risk mitigation**.
- Around **80 children and 12 mothers** were reached through the **safe spaces**.
- Approximately **1000 calls** were made to the **child helpline number** in November (number 132).

## CASE HIGHLIGHT

A notable incident occurred where one child was reported lost during a game and was promptly guided to the safe space tent for assistance. Social welfare officers swiftly located the child's guardian, ensuring a prompt and secure response. Overall, the impact of the IEC materials and the safe spaces included the cultivation of a protective and supportive atmosphere, promoting the overall safety and well-being of the community during the 2023 Pacific Games.



UNICEF Pacific Ambassador Pita Taufatofua engages with children during his visit to the UNICEF set up safe space during the 2023 Pacific Games in Solomon Islands.



With the '16 Days of Activism Against Gender-based Violence' coinciding with the Pacific Games hosted by Solomon Islands, the Salvation Army Papua New Guinea & Solomon Islands Territory decided to carry out a community-focused educational campaign - **'16 Communities in 16 Days'** - in the Solomon Islands in partnership with HOPE Trust and New Zealand Police - using the A21 Early Childhood Prevention program.

### PROGRAM AIMS

to teach children to identify safe and unsafe people, and distinguish between safe and unsafe communication and touch through interactive stories and activities.

### OUTCOMES

- **AWARENESS** - Participants are able to identify uncomfortable behaviours, unsafe people and their five trusted adults.
- **COMPREHENSION** - Participants have a culturally contextual understanding of key terms in Pijin language.
- **BREAKING THE SILENCE** - Participants are confident to speak up about culturally taboo subjects and share their experiences.

### IMPACT

- **TOTAL PARTICIPATION** - 598 people
- **GENDER OF PARTICIPANTS** - A total of 273 boys and 325 girls participated throughout the campaign.
- **AGE RANGE OF PARTICIPANTS**
  - Pre-School (0-6) - 20%
  - Primary School (7-12) - 36%
  - High School (13-17) - 18%
  - Adults (18+) - 26%

*"The awareness is an eye opener to the girls and the parents. It is good that we are doing this awareness and that they are well informed and they know what to do when things happen in the community. It is nice to hear from the little girls, the grade ones on who their safe people are and they told me that at school they can go to their teachers and at home they can go to their parents."*

### HOPE Trust Volunteer





# OUR GLOBAL STRATEGY



**It's a Penalty is making a difference to the global landscape of abuse, exploitation and human trafficking.**

Our work contributes to creating a culture through education, awareness-raising and advocacy where abuse, exploitation and human trafficking are no longer acceptable.

Our strategic programme areas detail what we will achieve and how. Our strategic enablers will support us in effectively achieving our goals.





## UPCOMING CAMPAIGNS

**SUPER BOWL  
LAS VEGAS**  
FEBRUARY 2024

**PARIS OLYMPICS  
& PARALYMPICS**  
JULY 2024

**FIFA WORLD CUP  
(USA, CANADA &  
MEXICO)**  
JUNE-JULY 2026

We believe that collaboration and partnerships are essential in order to achieve our aims. It's a Penalty is able to have such an incredible impact because of our collaboration with strategic stakeholders, such as high-profile sporting athletes, the travel and tourism industry – including airlines, hotels, and transportation companies – sporting governing bodies/hosting committees, NGOs, governments, and corporates.

We are always on the lookout for partners and sponsors for greater impact.

If you think our campaigns, programmes and projects fit with your organisation please contact [hello@itsapenalty.org](mailto:hello@itsapenalty.org).

