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The republican information campaign "The Childhood without Cruelty and Violence" during the period from November 1 to November 19, 2015

Narodowa kampania informacyjna "Dzieciństwo bez okrucieństwa i przemocy" od 1 do 19 listopada 2015 roku

Abstract

Aim: The article presents the development of a plan of action aimed at increasing public awareness of strategies to counteract domestic violence within the family in Kazakhstan. Project objective was to draw public attention to a problem of the cruel and harmful treatment of children and to create in the society of a viewpoint in which cases of violence towards, and the ill-treatment of children becomes unacceptable and the life and wellbeing of each person, irrespective of age, level of development and social status, are highly significant and valuable and a priority in all respects, always and everywhere.

Methods: The methodology of comparative-historical research; the methodology and technology of social research; social forecasting and design; a systemic and structurally functional approach in combination with a comparative-historical method and the analysis of statistical data, and also the study of the official documents characterizing policies of the international community and the state of Kazakhstan: legal regulation etc.; interdisciplinary methodology, mathematical and statistical methods and soft-

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ware for the handling of social information; content analysis and the high-quality analysis of documents; methods of comparative researches.

Violence within the family – a universal phenomenon which is found throughout the world in different peoples and in different cultures. Violence in one form or another is observed in one in every four families. These figures prove that in Kazakhstan the problem of violence towards women is particularly acute.

Today in 89 states including Kazakhstan, there are laws which are directly directed to combatting violence within a family unit. Despite this, an increase in the quantity of acts of violence against children is observed.

The problem of child abuse is spread worldwide and concerns children from birth to 18 years of age. The available data on violence against minors is not complete, just as many cases of child abuse remain unreported.

Results:

- educational and methodical materials according to international standards are developed;
- the studying of a condition of a problem in Kazakhstan at the legislative level and in practice continues;
- the public are informed about violence within the family unit;
- stereotypes concerning violence in a family change;
- targeted groups of people who have undergone violence with the family, or those who are in a social dysfunctional family are trained.

Conclusion: The practical importance of research consists in a possibility of the use of its results in the field of pedagogics, psychology, sociology, cultures and stories. Materials can be useful to social employees, journalists, political scientists, social engineers, teachers, students and undergraduates of universities.

Recommendations: The results of research can be integrated into education and educational processes. The experience of Kazakhstan in the counteraction of violence within the family can be provided as an aid to the studying of the matter on the Euroasian space where people of different faiths and nationalities live and there are specifics and features of both eastern and western education.

Keywords: children, Kazakhstan, violence in a family, information campaign.

Streszczenie

Cel: W artykule zaprezentowano rozwój działań mających na celu przeciwdziałanie przemocy w rodzinie w Kazachstanie. Celem projektu było zwrócenie uwagi na problem okrucieństwa i pogardliwego traktowania dzieci, i wytworzenie w społeczeństwie przekonania, że przemoc wobec dzieci jest niedopuszczalna i że życie, i dobrostan każdej jednostki, bez względu na wiek, poziom rozwoju i status społeczny są wysoce istotne i cenne, a szacunek dla nich powinien być priorytetem zawsze i wszędzie.

Metody: Metodologia badań porównawczo-historycznych, metodologia i technologia badań społecznych, prognozy i projekty społeczne, podejście systemowe i strukturalnie funkcjonalne w połączeniu z metodą porównawczo-historyczną, analiza danych statystycznych, jak również badanie oficjalnych dokumentów związanych z polityką wspólnoty międzynarodowej, Kazachstanu i regulacji prawnych etc., oraz wykorzystanie metodologii interdyscyplinarnej, metod matematycznych i statystycznych, analizy treści i wysokiej jakości analizy dokumentów, metody badań porównawczych.

Przemoc w rodzinie – zjawisko powszechnie występujące na całym świecie, wśród różnych ludzi i różnych kultur. Przemoc w różnych formach zaobserwować można w co czwartej rodzinie. Dane te pokazują, że w Kazachstanie przemoc wobec kobiet jest problemem szczególnie trudnym.

Dziś, w 89 państwach, w tym w Kazachstanie, funkcjonuje prawo mające bezpośrednio przeciwdziałać przemocy w rodzinie. Pomimo to obserwuje się wzrost przypadków przemocy wobec dzieci.

Problem przemocy wobec dzieci występuje na całym świecie i dotyczy dzieci pomiędzy 0 a 18. rokiem życia. Dostępne dane dotyczące przemocy wobec nieletnich są niekompletne, ponieważ wielu przypadków przemocy wobec dzieci nie zgłasza się.

Wyniki:

- Zbudowano edukacyjne i metodyczne materiały odpowiadające międzynarodowym standardom;
- Badania nad stanem problemu w Kazachstanie na poziomie legislacyjnym i w praktyce trwają nadal;
- Informuje się opinię publiczną o przemocy w rodzinie;
- Stereotypy dotyczące przemocy w rodzinie zmieniają się;
- Szkoli się grupy osób doświadczających przemocy i żyjących w rodzinach dysfunkcyjnych.

Wnioski: Praktyczne znaczenie badań polega na możliwości wykorzystania ich wyników w pedagogice, psychologii, socjologii, badaniach kulturowych i opowiadaniach. Materiały mogą być wykorzystywane przez pracowników społecznych, dziennikarzy, politologów, inżynierów społecznych, nauczycieli, studentów i doktorantów. Wyniki badań zintegrować można z procesami edukacyjnymi. Doświadczenia w przeciwdziałaniu przemocy w rodzinie w Kazachstanie przedstawiać można jako materiał do badań nad przestrzenią Eurazji, gdzie żyją ludzie różnych wyznań i narodowości a specyficzne elementy kultury Wschodu i Zachodu łączą się.

Slowa kluczowe: dzieci, Kazachstan, przemoc w rodzinie, kampania informacyjna.

Introduction

November 19 is, since 2000, celebrated as the World day for the prevention of violence against children – at the initiative of the World Female Summit Fund (Geneva, Switzerland). The official site of the organization is: www.woman.ch¹. In anticipation of this day a section of the Fund for questions of protection of children and youth annually wages a 19-day campaign for the prevention of violence against minors.

¹ Cf.: World Female Summit fund – www.woman.ch [access: 07.05.2016].

As in previous years, organizers of an initiative have created a list of 19 dangers to which children and young persons are exposed. Among them – violence, neglect, the involvement of children in armed conflicts, corporal punishment, the use of child labour and the kidnapping of minors. According to the UN, throughout the world 150 million girls and 73 million boys are exposed to sexual violence annually, most often within their immediate environment. More than 150 million children every year become witness to domestic violence. More than 1 million children a year are the victims of trade².

The World Health Organization estimates that, in 2002, 53,000 crimes against children were committed. According to the research conducted by the World school of health care in the most developed countries, 20–65 percent of children of school age were recognized as having been exposed to physical and verbal aggression at schools over the last 30 years. Researches also specified that, in the 21 most developed countries, between 3 and 39 percent of men and between 7 and 36 percent of women had been the victims of sexual violence in childhood. The majority of researches find that girls are exposed to abuses 1.5–3 times more often than boys. The majority of abuse happens within the bosom of the family³.

The Crisis Centres of Kazakhstan were studied, together with the books and educational guides in the English and Russian languages published by the international organizations including "The education guidance on the fight against the trade in children for the purpose of labour, sexual and other forms of exploitation. Book 1"⁴. We were regular visitors to the websites of the International Labour Organization, the Children's Fund, UNESCO, and the UN⁵.

For the first time, in 2015, Europe celebrated the day against sexual violence in relation to children. In this regard the secretary general of the Council of Europe Thorbjørn Jagland urged state members to increase the awareness of their citizens to the rough sexual treatment of children. Statistically, in Europe, one of five children under the age of 18 years is a victim of sexual violence. In 70–85% of cases the perpetrator is a person familiar to the child and who enters a so-called "circle of trust". Nevertheless, most children hide their sufferings because they are afraid to speak about it: about 90% of cases of crimes are not reported to the police⁶.

² Cf.: www.woman.ch, http://www.ponimanie.org/about/news/1/1796.html [access: 07.05.2016].

³ Cf.: https://point.md/ru/novosti/obschestvo/kazhdij-chetvertij-iz-roditelej-bjet-svoego-rebenka-1 [access: 07.05.2016].

 ⁴ Cf.: http://www.ilo.org/wcmsp5/groups/public/---europe/---ro-geneva/---sro-moscow/documents/ publication/wcms_308687.pdf [access: 07.05.2016].

 ⁵ Cf.: http://www.ilo.org/ipec/lang--en/index.htm, http://unicef.kz/program.html?id=1, http://www.unesco.kz/new/, http://www.un.kz [access: 07.05.2016].

⁶ For the first time in 2015 in Europe celebrate the day against sexual violence in relation to children of //http://www.unian.net/society/1187092-v-evrope-vpervyie-otmechayut-den-protiv-seksu alnogo-nasiliya-po-otnosheniyu-k-detyam.html [access: 07.05.2016].

For the purpose of the enhancement of the national model for the protection of the rights of children, on February 10, 2016, the Presidential decree of the Republic of Kazakhstan created the institution of the Ombudsman for Children.

On March 26, 2016, by the order of the Head of State, the deputy of the Mazhilis (the lower house) of Parliament of the Republic of Kazakhstan, Zagipa Yakhyanovna Baliyeva was appointed as the Ombudsman for Children in the Republic of Kazakhstan⁷.

In Kazakhstan, there are more than 5 million children below the age of 18 years. Of these there are about 2.5 million of preschool age, about 2,5 million school students and over 300 thousand other children up to 18 years of age. (Reference: in total in the republic as of December, 2015 5,575,754 children from birth to 18 years. Preschool age -2,555,921, school students -2,799,585 thousand, pupils and student's youth till 18 years -220,248)⁸.

Now over 75,000 Kazakhstan children who are in the public specialized agencies are deprived of the right to be brought up in the atmosphere of the loving family. These children need protection against violence and require attention and care. Besides, more than 154,000 children with special needs in Kazakhstan need services and help within specialized programs for the purpose of their protection against social isolation in the future⁹.

The violence is not connected either with any tradition, or with morals, or with religiousness, or with philosophy or ideology. It is a family and patrimonial symptom, a consequence of dysfunctional pathological passion, a symptom of destruction of family relations. This type of violence is, from the psychological point of view, well studied. There is an idea of what is at its roots – they are diverse: social, psychological, family and patrimonial, situational and personal¹⁰.

The national information campaign "The Childhood without Cruelty and Violence" was conducted during the period from November 1 to November 19, 2015 by the consolidation of legal entities (CLE) the Union of the Crisis Centres of Kazakhstan. Zulfia Baysakova heads the Union.

History of the merging of legal entities in the Union of the Crisis Centres of Kazakhstan: voluntary consolidation of legal entities was registered on March 26, 2001; performs its activities since November 15, 2000.

Mission – to promote development of movement in protection of the rights of women and children from violence and to forming in society a culture based on the values of non-violent relations.

⁷ Cf.: http://www.ombudsman.kz/, http://www.bala-kkk.kz/ru/node/5690 [access: 07.05.2016].

⁸ Cf.: http://www.bala-kkk.kz/ru/node/5690 [access: 07.05.2016].

⁹ Cf.: http://unicef.kz/program.html?id=1 [access: 07.05.2016].

¹⁰ Cf.: http://e-vestnik.ru/society/net_traditsii_nasiliya_7486/ [access: 07.05.2016].

Purposes:

- 1. Increasing of the status of the woman in society by promotion of the principle of the equal rights and opportunities in all spheres of life;
- 2. Increasing of the awareness of the public on the problem and all types of gender violence;
- 3. Development of an effective system in the prevention, protection and help to women, victims of all forms of violence;
- 4. Development and support of members of the Union. Target group:

The non-profit organizations which are engaged in the problem resolution of violence against women and children.

Tasks:

- 1. The prevention of violence through the changing of public consciousness on the violence problem by educational and information work with the population, government institutions (creation of the legislative mechanism of protection, development of educational programs, the production of books, benefits and booklets on the problem, carrying out information campaigns, interaction with mass media).
- 2. Protection of the rights and interests which were affected by violence (lobbying of laws, monitoring of the rights of women and children on the subject of violence, carrying out researches, establishment of communication and partnership with government institutions, other NGOs and donors).
- 3. Strengthening of the capacity of the crisis centres of Kazakhstan (development of a network of the crisis centres, creation of a common information space and training the personnel of the centres, representation of interests of the centres to the authorities, rendering consulting of services, interaction on carrying out regional campaigns, seminars, and projects).

During the time of operation tens of projects were performed.

Partners:

The Commissioner for Human Rights in the Republic of Kazakhstan (RK), the Ombudsman for Children in the Republic of Kazakhstan, the National commission on family affairs and women in case of the president of the Republic of Kazakhstan, the Ministry of Information of RK, the Ministry of Internal Affairs of RK, the Prosecutor General's Office of RK, the Supreme Court of RK, Parliament of RK.

From the moment of creation 14 public organizations¹¹ were a part of the Union.

From the middle of first decade of the twenty-first century there was a transformation of the Union. The founders and several public organizations left the Union for a number of reasons. However the majority of the organizations remained, have carried out a re-registration according to laws of the Republic of Kazakhstan and began to continue work.

Now (September, 2016) in the Union 16 organizations consist:

- 1. Public association (PA) "Meyirim", Aktau;
- 2. Crisis centre "Umit", Aktobe;
- 3. PA "Erazamat", Almaty;
- 4. PA "Teen Challenge Kazakhstan" Shelter program, Almaty;
- 5. PA Centre of support of female initiatives "Tomiris", Zhezkazgan;
- 6. PA "Gender information-analytical Centre". Karaganda;
- 7. PA "Feministic League", Kokshetau;
- 8. "Zhan" of PA "Society of Women Entrepreneurs", Kyzylorda;
- 9. Public foundation "The Kazakhstan Network of the Women Living with HIV", Temirtau;
- 10. PA "Centre of development and adaptation "Phoenix", Ust-Kamenogorsk;
- 11. PA "Otandastar" Zhambyl region, Sarykemer city;
- 12. Taldykorgan regional centre for the support of women;
- 13. Crisis centre "Senim", Uralsk;
- 14. Public foundation "Association of Business Women of the Southern Kazakhstan Area", Shymkent;
- 15. PA Legal centre of female initiative of "Zhana Sezim", Shymkent¹².

Project history

In 2015 the Union of the crisis centres of Kazakhstan prepared the main documents on carrying out the Republican information campaign "The Childhood without Cruelty and Violence" during the period from November 1 to November 19, 2015. These documents were prepared and approved jointly by all public organizations entering SKTsK.

Guidelines with regard to subjects were developed, approved and recommended:

¹¹ Women and men of Kazakhstan. The short statistical collection / Under the editorship of K. Abdiyev, Almaty, RK Agency statistically 2004, pp. 91–92, source: http://studopedia.org/12-37044.html [access: 07.05.2016].

¹² Cf.: www.infonpo.ucoz.kz, the Website the Union of the crisis centers of Kazakhstan, source: http://telefon150.kz/ [access: 07.05.2016].

- 1. Recommendations regarding carrying out a round table on a subject: "Trade in children a problem of society";
- 2. Recommendations concerning discussion among pupils of the senior link on a subject: "Creation of a family at early age: pluses and minuses";
- 3. Conversation with children of 7-8 classes "Sexual Development";
- 4. A class hour "The street is full of surprises" for 8–9 classes;
- 5. Recommendations in respect of carrying out a sports marathon among pupils of the special (correctional) boarding school;
- 6. Entertaining and informative show for children and young persons;
- 7. A seminar "How to stop violence in a family (verbal, emotional, physical)";
- 8. Scenario of the tender "Supersemya-2015".

Work on the project

National information campaign "Childhood without cruelty and violence" from November 1 to November 19, 2015

P u r p o s e s: to draw public attention to the problem of the malicious and harmful treatment of children and to create in society of an attitude in which violence towards the child becomes unacceptable and the life and wellbeing of every human being, irrespective of age, level of development and social status is highly valuable.

T a s k s:

- Increasing of public awareness of implementation of the rights of children;
- increasing of awareness of the public on need to protect children from ill treatment, violence and discrimination;
- involvement of parents, public organizations and organizations of civil society in activities for ensuring development and protection of the rights of children;
- involvement of children and young persons in the process of development and implementation of the programs and political measures oriented to them;
- active partner cooperation of all organizations and structures in this area: public, national and international; state and private; entrepreneurial and trade-union; governmental and non-governmental.

Target groups of campaign are parents, children and young persons, specialists of government institutions, law enforcement agencies, the NGOs working in the field of protection of the rights of children and the mass media.

 $S \log an$ of information c ampaign: You + we will change the world.

Logo:



- Fig. 1. The logo of the campaign "Chidhood without cruelty and violence". Source: http://19days. woman.ch/index.php/en/19-campaign-themes [access: 28.05.2016]
- **Rys. 1.** Logo kampanii "Dzieciństwo bez okrucieństwa i przemocy". Źródło: http://19days.wo man.ch/index.php/en/19-campaign-themes [dostęp: 28.05.2016]

P a r t n e r s: Committee on protection of the rights of children of MAUN RK, the department of education, nongovernmental organizations

Period of operation: 1 – November 19, 2015.

In Republican information campaign 38 actions of the different plan were planned. In addition, regional plans taking into account republican and own actions have been made.

In this regard, on November 1, 2015 at 10.00 am in Almaty the press conference on carrying out information campaign "The Childhood without Cruelty and Violence" took place.

The press conference was held at the initiative of the merged legal entities "Union of the Crisis Centres" in Kazakhstan together with the Committee on protection of the rights of children of the Ministry of Education and Science of the Republic of Kazakhstan (MAUN RK), the Department of internal affairs, the international organization UNICEF, government institutions, NGOs in the field of protection of the rights of the child, the mass media.

What was achieved during the National information campaign "The Childhood without Cruelty and Violence"?

During the period from November 1 to November 19, 2015 in Kazakhstan the whole nation campaign "The Childhood without Cruelty and Violence" in which all 16 regions of the country took part and the purpose of which was to attract public attention to the problem of the cruel and harmful treatment of children and to form in society an attitude in which violence towards children becomes unacceptable and the life and wellbeing of each human being is viewed as being highly valuable, irrespective of age, level of development or social status.

In order to achieve this, the following tasks were carried out:

- Increasing public awareness of the rights of children, and also about the need of their protection;
- involvement of parents, state and public organizations in activities for ensuring protection of the legitimate interests of children;
- involvement of children and young persons in the process of development and program implementation and the political measures oriented to them;
- active participation and cooperation of all organizations and structures: rights, public, national and international; state and private; entrepreneurial and trade-union; governmental and non-governmental in the field of protection.

Campaign was held under the motto "You + we, will change the world".

The target group of the campaign was parents, children and young persons, representatives of government institutions, law enforcement agencies, the NGOs working in the field of protection of the rights of children and also mass media.

The Actions plan on carrying out the campaign covering the main spheres of the life of minors was prepared and approved.

So, on November 1, 2015 the press conference signalling the start of the campaign took place, with participation of representatives of Committee on protection of the rights of children of the Ministry of Education and Science of RK, the Ministry of Internal Affairs of RK, the merged legal entities Union of the crisis centres in Kazakhstan and other NGOs.

Within campaign seminars, meetings, conferences, flashmobs, day off holidays, actions were held and exhibitions in organizations of education were organized.

The events were shared widely in the mass media, in electronic resources and regional newspapers. Over 500 articles were published, displays of more than 200 video topics on republican and local TV channels were organized; leaflets, booklets and posters on the problem of violence and ill treatment were distributed.

In total during the proceedings, over 5,000 various events took place during which over 2 million children and more than 1 million parents participated.

During the organization and the carrying out the information campaign, a mutual understanding and partnership of the state and public organizations, employers and labour unions, law-enforcement and educational structures in common cause according to the problem resolution of cruelty concerning children was reached. Hundreds of actions for children and for the sake of children were carried out. Posters, leaflets, booklets are widespread on the problems of violence and ill treatment: "Education without punishment", "The childhood, free from cruelty", "we Will say "No" to indifference to violence against children", "Remain people".

Displays on national and regional TV channels of the positive videos propagandizing family values and the happy childhood were organized. The presentations of billboards on the set subject within campaign were held.

Information on the services giving help to children who suffer from ill treatment is published in the mass media (printed and electronic versions) throughout the whole country. A competition to find the best essay among pupils of 9–11 classes of comprehensive schools "How to Build the World without Violence" was run. More than 2000 school students took part.

Large-scale events with the involvement of youth organizations and parents showed the efficiency of this work both in the city and in rural districts.

A flashmob event "Children for the Happy Childhood!" was conducted by the youth organizations giving an answer to problem resolution by the coevals. The Equal to Equal public organization showed the problem of violence and cruelty concerning children through the eyes of young persons.

The talk-show "We about Our Problems", discussion on a subject "Creation of a family at a young age: pluses and minuses", an outreach campaign "I want to know everything!!!" in leisure and entertainment centres, a republican round table "The house without violence" – all these events were organized and carried out as being educational and for the purpose of education, for different categories of people, but one was in any doubt that all of us, Kazakhstan citizens, as well as whole world community wants to live without violence and cruelty against children! The recommendations were all prepared, passed approbation and reviewing, and then the education guidance¹³ was published. In February, 2016 the Presidential decree of the Republic of Kazakhstan in the country created the institution of the Ombudsman for Children.

In May, 2016 the Ombudsman and UNICEF signed the working plan for cooperation between the two organizations for 2016–2017¹⁴.

¹³ Z. Baysakova, *The childhood without cruelty and violence*, Almaty 2013, pp. 207.

¹⁴ Cf.: http://www.ombudsman.kz/news/detail.php?ID=3129 [access: 07.05.2016].

Conclusions

Of course, it should be noted that the information campaign "The Childhood without Cruelty and Violence" was conducted in the country for only for the third time. It would therefore be necessary to carry out discussions following the results of carrying out the campaign with job analysis of each area, each organization, whether it be state, law-enforcement or public, with conclusions, so as to assist in the design and implementation of future information campaigns.

Having gained three years of experience of the campaign, it is necessary to conduct comparative-historical research of this subject to make the analysis of all cumulative material, both positive, and negative, on the subject of the fight against violence and cruelty towards children.

The national information campaign "The Childhood without Cruelty and Violence" showed from November 1 to November 19, 2015 the partnership and cooperation of all the public of Kazakhstan. However at the same time I have also revealed some shortcomings of work.

In our opinion there were also defects in information the constituting main organizer of campaign. On the website of the Union of the crisis centres the operational information regarding the carrying out of the day to day activities of the national information campaign for each region of the country and the merging of legal entities Union of the Crisis Centres of Kazakhstan should have been available. Unfortunately, this was not the case.

There was no operational information on the websites of the public organizations which are a part of the merging of legal entities in the Union of the Crisis Centres of Kazakhstan.

On the Internet it was possible to trace publications in the mass media on this information campaign, and in them much, both in national and in regional mass media was valid. Carrying out further monitoring and an assessment of activities of the media concerning cruelty and violence against children would be desirable. So far in Kazakhstan not enough attention is paid to the study of this question.

The work experience of the different countries and the implementation of innovative technologies and techniques of social work need to be studied.

Recommendations

Media education on this matter is required.

Social research on the subject of violence towards children within the family context is necessary throughout the whole of Kazakhstan. The security of children should become central to all of the structures which are responsible for questions of life and protection of children, and, first of all, to the ombudsman for the rights of children.

It is necessary to develop a package of measures, to provide the children of this category with temporary residence, emergency help, to carry out complex psychology and pedagogical diagnostics in a timely manner. The improvements to the care of children can promote a decrease in the risk of repeated ill treatment and the minimization of its consequences.

To recommend to the Ministry of information of RK to develop a system of actions directed to forming of public opinion that violence and ill treatment concerning children is totally unacceptable.

To coordinate those NGOs conducting social work with families, children and teenagers.

More active involvement of employers and trade-union organizations in the information campaign and to require them to participate in actions connected to helping with the problem.

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