

SOS CHILDREN'S VILLAGES

KEY MESSAGES

EASTERN AND SOUTHERN AFRICA



SOS CHILDREN'S
VILLAGES
INTERNATIONAL



Communication guideline: contextualized key messages¹

How we communicate about
SOS Children's Villages International
Region: Eastern and Southern Africa

Goal: Align our messaging internally
across the region so that we can speak
with one voice to external audiences or
stakeholders

SOS Children's Villages is about individual
child development in a caring family
environment

¹The Key messages take the ideas from official documents and distil them into concise simple language in the regional context. Key documents refer: Internal: Who we are; The Brand book; Key messages; SOS Children's Villages Programme Policy. External: UN Convention on the Rights of the Child; Guidelines for the Alternative Care of Children.

Why we exist

Every child needs to grow up in a caring family. Family breakdown has dire consequences for every child and the society they live in, but it is everywhere.

In a world filled with poverty, violence, disease and injustice, too many children do not have a safe, stable, loving home. They are denied their globally-accepted rights to protection, education, health care, and having their essential needs met. They are denied their right just to be a child.

Nearly every government in the world has signed the United Nations Convention on the Rights of the Child, yet many states still do not, or cannot, fulfil their obligations.

In this region poverty, diseases such as HIV/AIDS, malaria and TB; harmful traditional practices including FGM, conflict, natural disasters for example droughts and flooding due to El Niño, domestic violence or abandonment lead to separation and displacement from families, and family breakdown.

What we do: To ensure a loving home for every child

- SOS Children's Villages works with donors, communities, governments, and like-minded organisations worldwide so that children can grow up in a loving home.
- We help vulnerable families care for their children, and we work to prevent family breakdown.
- When children can no longer live with their own families, we provide quality alternative care in SOS families or SOS-supported foster care.
- We support young people in their efforts to become independent adults.
- We hold governments to account for their obligations to uphold children's rights.
- Everything we do is based on the best interests of the child.

We have been active in the region for more than 40 years.

Together we can...

...Ensure quality care...Strengthen families...let children be children

We have a unique approach

- We focus on the development of each child or young person over the long term – including their care, health and education – so that they can face life's challenges in the future.
- All around the world, we take direct action to strengthen communities.
- Although each child's situation is unique, our experience tells us that all children need resilient relationships, and that these are best developed in a caring family environment, in which the individual attention of a dedicated caregiver is essential.
- In our efforts to strengthen vulnerable families and prevent their breakdown, we provide practical support such as counselling and childcare training, so that families can become self-reliant.
- In our SOS families and foster families we support, we provide what each individual child needs. We really get to know each child, we listen to them, and we work with them, empowering them throughout childhood to grow in all ways.
- We continue our support until the young person is ready to become an independent adult.
- We give a voice to children and young people, enabling them to engage directly with governments and international organisations. We advocate and urge governments to meet their international obligations to protect children and provide quality care to those who need it.

SOCIAL MEANINGS



Child at risk

Sometimes parents are, for various reasons, not able to care for their children alone; sometimes children lose their parents or never knew them. These are the children we help.



Village

Each child should have a good place to grow up – a familiar environment, where their needs are put first, and where they can build their confidence and learn in a positive, supportive community.



Parenthood

We know a child should be at the heart of a secure, loving, long-term relationship with a parent or carer, who provides positive guidance, trust and support.



Brothers and sisters

Our aim is to keep families together. If this is not possible, we strive to ensure that brothers and sisters grow up together, so that they can keep their own shared history and build a shared future.



Family

All children should live in a family that will support them to reach their full potential.



Home

We help families create a loving and nurturing environment where children can always feel at home – a place to which they can always return.



Moments of happy childhood

We make it possible for children to live as children – to feel loved, protected, and comfortable enough to build good memories.



Childhood in cultural diversity

We work to ensure that every child is able to form his or her own convictions – following beliefs, being true to cultural roots and respecting those of others.



Education and personal growth

Our aim is to enable children to develop into adults who have the skills to take responsibility for themselves and contribute to their communities.

CONNECTING WITH SUSTAINABLE DEVELOPMENT GOALS



SOS Children's Villages is committed to helping poor families and communities break the cycle of poverty. We do this through building capacities and resilience, and through education and vocational training for participants in family strengthening and family-based care, and by advocating for social protection for vulnerable children, young people and families.



Every child and young person participating in SOS family strengthening or family-based care is supported in obtaining quality education—from early childhood development and basic education, through higher education and preparation for employability. SOS schools educate children and young people from the whole community, and our Information and Communication Technology for Development (ICT4D) projects, and teacher training courses, build skills and capacities. We strengthen public education in partnership with governments, local authorities and other service providers, and we influence education policies and practices through advocacy work.



SOS Children's Villages supports young people in developing the vocational skills and self-confidence necessary to become independent adults with decent work, by providing access to technical courses and mentorship programmes. We also help parents access vocational training and tools so they can generate sufficient income to support their families.



SOS Children's Villages advocates for policies and practices that ensure equal opportunities, non-discrimination and social inclusion for all children and young people. We help families break the cycle of poverty and exclusion so that future generations can be active and equal participants in society.



SOS Children's Villages is a non-political, nondenominational organisation that works to protect and safeguard children, by strengthening families and building-up the capacity of care professionals, also training them in how to apply child rights-based approaches to their work with children. We raise public and political awareness of the factors that put children at risk of violence, and we advocate for changes to improve protection for all children.

REACH IN 2015 IN EASTERN AND SOUTHERN AFRICA INCLUDING GHANA AND NIGERIA¹



¹Programme unit data as per 1/1/2016 on <https://intranet.sos-kd.org/OnlineDirectory/Pages/default.aspx?ODID=110>

523 programme units
85 villages with more than **10,000** children and more than **1,000** families.
141 family strengthening programmes reaching more than **81,000** children and **27,000** young adults, more than **30,000** families.
160 schools, training and social centres
2 emergency response programmes
More than **7,200** people are employed to provide the services in **26** Member Associations



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