



FACT SHEET

PROJECT SUMMARY

- Name of project:** Educational Campaign on Family Advisory Issues and Child Rights (EU Phare and NAPCR funded)
- Timeframe:** November 2004 to January 2006
- Beneficiary:** The National Authority for the Protection of Child Rights (NAPCR), Ministry of Labour, Romanian Government
- Objectives:** The objectives of this project are to raise awareness among the Romanian general public, as well as professional groups, about child rights. The international media will also be informed about the reforms made to the child welfare system.

Background/context:

The Romanian child protection system has undergone a series of fundamental reforms, culminating in new legislation which came into effect on January 1st 2005. The new law (number 272) on the *Protection and Promotion of the Rights of the Child* is based upon international conventions on the rights of the child and requires a change of approach among professionals. Children under two can no longer be institutionalised and a range of family-based alternatives have emerged for children at risk of abandonment or abuse.

The project aims to support this reform process by raising awareness about child rights among the general public, the professionals working with the children and the media. The longer term aim is to change perceptions and attitudes about child rights and to encourage decision-making *in the best interest of the child*.

Project activities

The project is divided into three main components and these can be described as follows:

1. *Public Awareness Campaign* aimed at parents, families and people living in rural areas. In order to raise awareness about child rights a series of promotional events will take place from November 2005. Members of the public are encouraged to take action if they come across cases of child abuse, and the *Toll Free Line on Child Protection* (0800 8 200 200) is being promoted on a national scale. The annual Edelweiss talent show, which was broadcast live on Romanian National Television (TVR1), is also part of this component.
2. *The training component* is aimed at those professionals who have regular contact with children, such as social workers, teachers, medics, judges and policemen. Although many of these professional groups know about child rights, they require further education about their application in practice. Over 200 training seminars will be organized all over Romania.

3. *The international media* component intends to inform the media about the reforms to the child care system that have been made in Romania, and to challenge the overwhelmingly negative attitude the media has about the child care situation here. Media channels in western Europe and the USA will be targeted and an international conference will be organised in January 2006, where journalists will have the opportunity of meeting professionals working within the Romanian child care system.

For more details on the above described activities, please contact the persons mentioned below.

Contact persons

To contact the project office in Bucharest, see the contact details above. To contact the individual project managers you can find their names and email addresses below:

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