

CHILD PROTECTION

100%
FOR THE CHILDREN

CHILD PROTECTION: A CORNERSTONE OF OUR WORK

At 100% for the Children, child protection is at the heart of everything we do. Our strategy (2024–2027) is designed to respond to complex challenges in Kenya, Ghana, and Malawi, particularly in high-risk settings like informal urban settlements and rural communities. It focuses on **prevention, inclusion, community ownership, and systemic change.**

WORKING WITH GOVERNMENT SCHOOLS

We collaborate with government schools in underserved communities – especially the urban informal settlements – to ensure our work is sustainable and embedded within national education systems. The majority of children attend public schools, which makes them a crucial entry point for reaching the most vulnerable. By integrating our work in public school curricula and structures, we help strengthen formal education from within. This includes integrating our learning materials into everyday classroom activities. We also work with headteachers, school boards, and local education authorities to co-develop approaches that are both contextually relevant and officially recognized. This integration ensures that our impact reaches more children, builds local ownership, and contributes to long-term systemic change in public education.

KEY PROGRAMMATIC PRIORITIES

1. Safe and inclusive schools

Schools are central to our protection work. We train teachers in safeguarding, support youth-led awareness, and promote policies that ensure schools are safe, inclusive spaces for children.

2. Supporting the transition to family-based care

In Kenya, we support the implementation of the 2022 Care Reform, shifting from institutional to family- and community-based care. We work with local and national partners to build awareness, strengthen alternative care systems, and ensure that children are raised in safe family environments.

3. Preventing child-family separation

We emphasize early intervention and community-based support to prevent children from being separated from their families. This includes the promotion of positive parenting practices and capacity building for local child protection actors.

4. Promoting inclusion of children with disabilities

Children with disabilities face increased risks of neglect, discrimination, and institutionalization. We ensure they are visible in all child protection efforts and that families and schools have the knowledge and tools to include and protect them.

5. Building local ownership

We strengthen the role of community-based organizations (CBOs), civil society organizations (CSOs), and Area Advisory Councils in developing and implementing child protection systems that are rooted in local realities. Community leaders, schools, and families are engaged as co-creators of safe environments.

6. Data-driven protection systems

We are investing in monitoring systems to ensure that child protection decisions are based on evidence.

WHERE WE WORK TO PROTECT CHILDREN

Our work is concentrated in urban informal settlements, where the risk of child rights violations is particularly high due to poverty, lack of services, and weak state presence.

LOOKING AHEAD

By 2027, we aim to:

- Ensure 60% of families in our Kenyan programmes have household-level protection mechanisms in place.
- Support 10,000+ parents to protect their children's sexual and reproductive health and rights.
- Train and equip CSOs and frontline workers to monitor the care reform and support vulnerable children.
- Reduce the number of children entering institutions by investing in family-based care and early support systems.

Our commitment is clear: **No child should grow up without protection, without a voice, or without hope.**

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