

Empowering Every Click: Safeguarding Child Rights in the Digital World

A Social and Behavior Change Communication Strategy on Child Online Protection for the Municipality of Bamban, Tarlac Province

1 INNOVATION THAT EMPOWERS

The Social and Behavior Change (SBC) Communication Strategy for the Municipality of Bamban, Tarlac Province, introduces an **innovative approach to child online protection** focusing on two critical issues affecting Filipino children, (1) online sexual abuse and exploitation of children (OSAEC) and (2) cyberbullying.

This **SBC communication strategy** is a transformative initiative that goes beyond awareness campaigns to inspire meaningful changes at the societal level. Anchored on a child rights approach, the strategy works toward establishing online safety as a shared societal norm by transitioning communication initiatives to a tangible, systematic change through policy advocacy and simple, real-world solutions.





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2 CO-CREATED WITH THE COMMUNITY

This SBC communication strategy is designed through a participatory approach – co-created with young people, parents, educators, community officials, and other stakeholders who are instrumental in shaping social norms and behaviors related to child protection and welfare in the Municipality of Bambang. Their experiences and voices shaped the strategy, ensuring that solutions are culturally grounded, inclusive, and practical.



3 EXPLORE AND ADAPT

While tailored for a specific community, this SBC communication strategy serves as a valuable reference that anyone can use to promote safer digital behavior. Whether you're a local government policymaker, educator, parent, or youth, you'll find adaptable insights to develop or strengthen your own SBC initiatives on child online protection.



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