



បណ្តាញទូរស័ព្ទ ជំនួយកុមារកម្ពុជា  
CHILD HELPLINE  
CAMBODIA

## Annual Report 2014

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## Letter from Executive Director



Dear friends and supporters,

2014 marks the fifth years in operation of Child Helpline Cambodia (CHC). It's with pleasure to share with you the 2014 annual report. A cartoon video spot reflecting the real life story of a young girl on the move was developed and promoted on social media. Ten Helpline Ambassadors from across four provinces are trained on the issues of children on the move, risk of unsafe migration and trafficking, presentation skill, and awareness strategies. Our Helpline Ambassadors are ready for peers to peers awareness campaign in Battambang, Banteay Meanchey, Koh Kong and Svay Rieng in 2015. Child Sensitivity Reporting and Response Mechanism (CRRM) is set up for Angkor Thom, Siem Reap and Dambae, Tbong Khmom provinces. CRRM guidelines and standards are trained to local authorities, child club, youth club, family protection networks and villagers.

The CHC counselling team listened to 88,110 young people, with 2,898 receiving counseling support and 26,033 receiving information service; and answered 3,126 questions via Q&A Platform with children and youth. These figures demonstrate the huge need for our work. Additional four phone lines of the free phone 1280 were offered by the Cambodian government in September 2014. Since then, 8 children/youth can call 1280 at the same time.





## Letter from Executive Director



បណ្តាញជំនួយ 1280  
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Looking to the future, 2015 presents some exciting developments with plans to promote child friendly communities through the implementation of CRRM in Siem Reap and Tbong Khmom provinces. Other activities include building capacity of 42 Helpline Ambassadors in Svay Rieng and Kratie provinces on child protection, CRRM, presentation skill and awareness strategies as well as building capacity of Commune Council for Women and Children on child protection and CRRM in Kampong Chhnang, Kampong Thom, Preah Sihanouk and Siem Reap; facilitating mobile video shows with 10 Helpline Ambassadors on Children on the Move along the border of Cambodia with Thailand and Vietnam; promoting gender equality and empowerment; operating Q&A platform on gender and reproductive health; and strengthening referral and follow up network.

Our work could not be achieved without the generous financial assistance from Terre des Hommes Netherlands, Equitas Group, Imago Dei Fund, Plan International, European Union, World Vision Cambodia, OneWorld UK, ChildFund Cambodia, and in-kind support from the Ministry of Posts and Telecommunication, Telecom Cambodia, and private phone operators. Please accept our profound gratitude to all of you who believe in CHC's vision and mission.

Mr. Sean Sok Phay, Executive Director at Child Helpline Cambodia

# Organizational Overview



## Our vision

Children and youth in Cambodia grow up free from violence, abuse and exploitation within a comprehensive child protection system and are able to fully realise their rights and potential.

## Our mission

Promote child rights and build opportunities for the protection of children and youth through the provision of professional phone counselling, information service and referral and follow up service with appropriate partners.

## Our history

Initiated by a group of United Nations and NGOs (local and international) committed to protecting the rights of children and youth in Cambodia, CHC was established in October 2009. After securing a free phone helpline - 1280 - from the Ministry of Posts and Telecommunication, the CHC services were formally launched in August 2010.

# Organizational Overview



## What We Do

We provide free phone counseling, information and referral services to children and youth in Cambodia. We allow children and young people to reach out when they need it, in real time and speak directly with someone in a safe and confidential environment via the free 1280 phonenumber, website and text messages via the free phone 1293. CHC views each and every call and text message/email as important, and depending on the need, CHC's counsellors will either provide emotional support or information to empower clients to make decisions for themselves, or link the clients to the appropriate referral institutions. We now receive between 12,000 and 15,000 calls each month.

## What Makes Us Different

We are the only free, long term emotional support service open to children and youth suffering from the full spectrum of problems.

# Organizational Overview



## Our Beneficiaries

We offer services to children and youth up to 25 years old. We include youth aged between 18 and 25 as this age group has shown to be vulnerable to similar problems as children, but are often excluded from services that could assist them. In 2014, the majority of calls come from people aged 6 to 17 years old.

## Our Team

The CHC team consists of 21 professionals, each dedicated to preventing and protecting children & youth from abuse, exploitation and violence. Our staff include 1 Executive Director, 2 Counselling Supervisors, 7 full-time Phone Counsellors, 7 part-time Phone Counsellors, 1 Call Centre Officer, 1 Finance & Administration Officer, 1 House-Keeper, and 1 night Guard.

## Our Referral Partners

Our referral partners are from a broad range of service providers that include specialist agencies in domestic violence, trafficking, child protection, sexual and reproductive health, suicide, grief, sexual orientation, HIV and AIDS, drug use, relationships, body change and disability.



# Key Achievements



## Operations

- The Helplines were opened 24 hours every day with eight phone-lines in operation.
- The counselling team listened to 88,110 children and youth, with 2,898 receiving counseling support and 26,033 receiving information services. Follow up calls were made to 354 children and 849 youth. 24 children, 8 youth and 1 adult, who had special needs, were referred to local authorities, police and NGO partners for intervention and direct services.

## Governance

CHC Board of Directors meet four times per year to oversee the implementation of strategy, fundraising plan, action and budget plan, and other issues related to CHC service operation. H.E Khiev Bory is the chairperson of the Board of Directors.

## Funding

CHC is maintaining good partnership with Terre des Hommes-Netherlands, Plan International-Cambodia, OneWorld UK, Equitas Group, Imago Dei Fund, World Vision Cambodia and ChildFund Cambodia.



# Key Achievements



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Special thanks to our major supporters:



World Vision



The project is funded by  
European Union



# Key Achievements



## Development of Complaint, Response and Referral Mechanism (CRRM)

Service mapping for Angkor Thom and Dombae district was completely done by an external technical consultant. 18 focus group discussions were conducted with children, community people and local authorities from 6 communes in August 2014. 4 consultation workshops in 6 communes to further probe community experience of protective services available with children, community people, and local authorities were conducted in Dombae and Angkor Thom district. A guideline and standard for CRRM was then developed based on inputs from all key relevant stakeholders.

## Training Workshops on CRRM

**Family Protection Network (FPNs):** Two training workshops were delivered to 78 male FPNS and 6 female FPNS in Dambae district, Tbong Khmom province. One training workshop was delivered to 31 male FPNS and 16 female FPNS in Angkor Thom district, Siem Reap province.

**Parenting Groups:** Two training workshops were delivered to 64 male parents and 38 female parents in Dambae district, Tbong Khmom province. One training workshop was delivered to 16 male parents and 23 female parents in Angkor Thom, Siem Reap province.

# Key Achievements



## **Training Helpline Ambassadors in December 2014**

CHC organized a training workshop on Empowering Children on the Move with 6 female and 4 male youth club leaders from Svay Rieng, Battambang, Banteay Meanchey and Koh Kong province. The workshop focused on building capacity of 10 youth club leaders on children on the move, risk of unsafe migration and human trafficking, child protection, awareness methods, and presentation skill. By completion of the workshop, 10 youth club leaders gained 54% awareness and set plan for echo awareness activities in their communities between January and June 2015.

## **Awareness Workshop on Gender Empowerment in October 2014**

CHC organized two awareness workshops on gender empowerment and equality between boys and girls in Chamroeun Phal and MOM secondary schools in Phnom Penh with the attendance of 48 girls and 57 boys. By end of the workshop and based on the post-test, boy and girl participants gained 33% awareness of gender and equality. Boy participants articulated their supports for boys and girls to have equality and equal opportunity in education and all fields for development of the country.





## Key Achievements

### **Awareness Workshop on Sexual Abuse in February and March 2014**

CHC organized six awareness workshops with 181 participants (15 male students and 45 female students from Siem Reap province, 25 male students and 36 female students from Preah Sihanouk province, 12 male teachers and 18 male teachers from Siem Reap and 12 male teachers and 18 male teachers from Preah Sihanouk). The workshops focused on prevention of child abuse in travel and tourism, factors of child abuse, negative impact of child abuse, who the victims and perpetrators were, and how to report and get intervention when there was case of abuse. Based on the pre- and post-test, the participants increased 35% awareness on keeping children safe from sexual abuse.

### **Production of Information, Education and Communication Materials**

CHC produced 3,300 plastic blowing fans in August, 60 t-shirts in September, and a cartoon video spot in November with key message of children on the move are entitled to protection rights. The video was posted on the CHC Facebook Profile and Page with over 454 LIKES and 1421 SHARES. 11,058 people viewed the cartoon video on the CHC Facebook Profile and 2,403 people viewed the cartoon video on the CHC Facebook Page.

# Key Achievements



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## Production of CRRM Materials

Thanks to partnership with Plan International Cambodia and European Union, CHC was able to produce 20,000 helpline cards, 5,000 CRRM booklets, 2,000 resource directories, and 150 training bags for Angkor Thom, Siem Reap and Dambae, Tbong Khmom province. All materials were printed with key message of anti-violence against children and how to report to authorities and free phone 1280.

Guidelines  
on

**Complaint, Response and Referral Mechanism**

**For Violence against Children**

សៀវភៅទំនាក់ទំនង  
រាយការណ៍  
និងសេវាបញ្ជូន

**ករណីរំលោភបំពាន ឬហិង្សាលើកុមារ**



## Understanding “Test Calls”

A percentage of calls are silent calls, testing calls or hang ups.

- A silent call may be a young person building up the courage to talk.
- A hang-up may be a child who is trying to talk but is just not ready yet.
- A testing call may be a young person who doesn't know if they can trust CHC.

As part of CHC’s Guidelines for Database Categories, a test call where the identity or voice is recognized is counted as one client while each anonymous test call is also considered a client.

CHC treats each call as important regardless of its nature so that we convey that we will be available when a young person is in need, that they will be available for the young people who do feel ready to talk and that we will take action to protect when required.

Children = between 0-18 years old, youth = between 19-25 years old, adults = between 26-66 years old  
All data captured by the CHC case management system.





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# Caller Analysis

## Key Insights

- The CHC counseling team listened to 88,110 clients, with 2,898 clients receiving counseling support and 26,033 clients receiving information services.

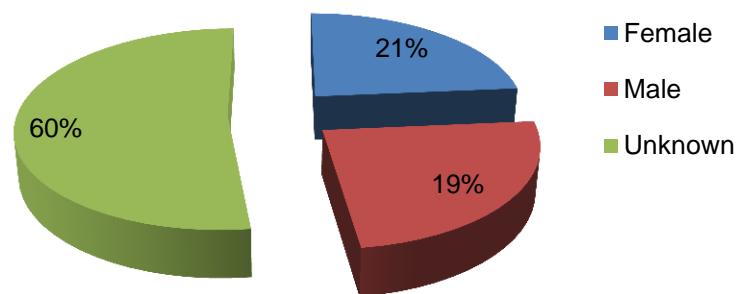
- **Of the 88,110 clients:**

- 18,172 clients were female,
- 17,069 clients were male, and
- 52,869 clients are unknown gendered callers.

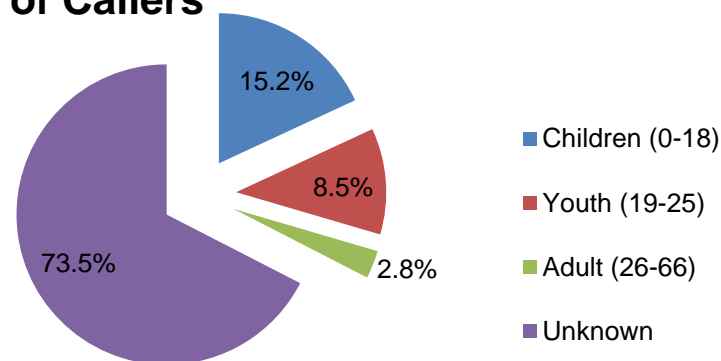
- **Of the 88,110 clients:**

- 13,451 clients were children,
- 7,524 clients were youth,
- 2,483 clients were adults, and
- 64,652 clients were unknown aged callers.

## Gender of Callers



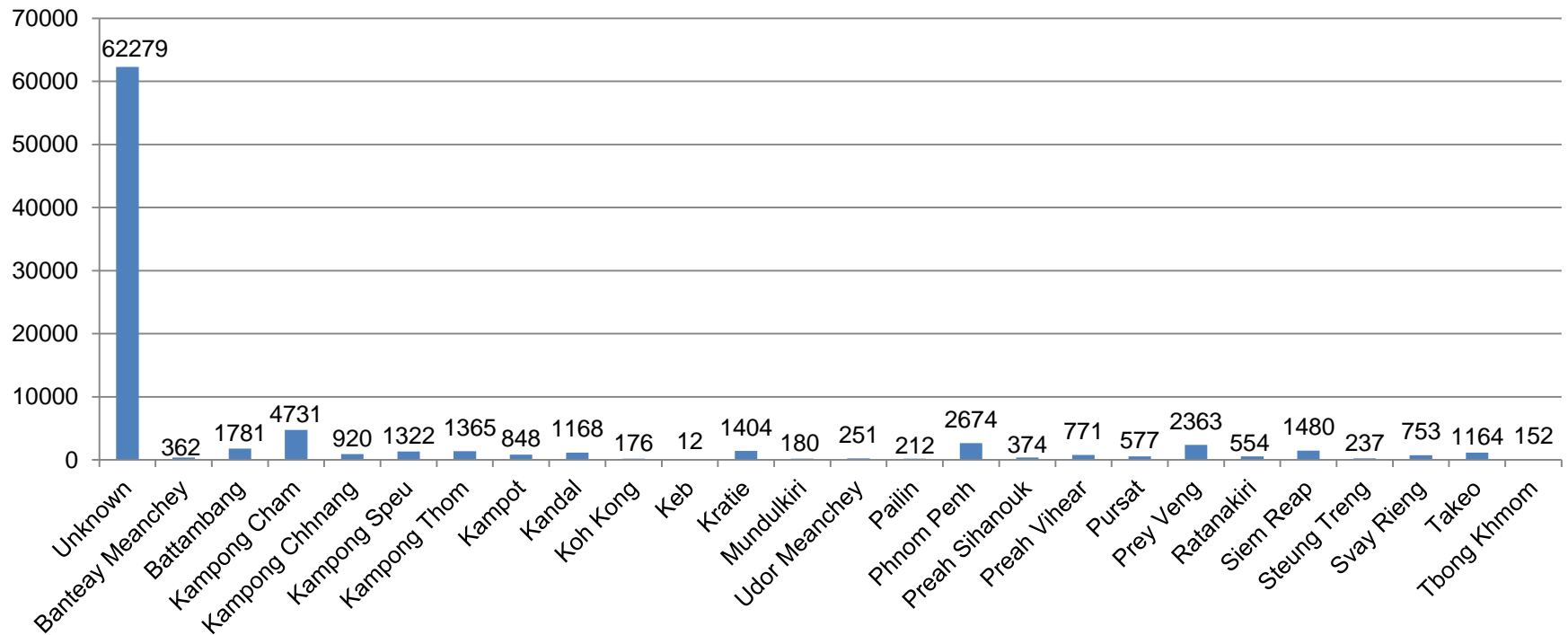
## Age of Callers



# Caller Analysis



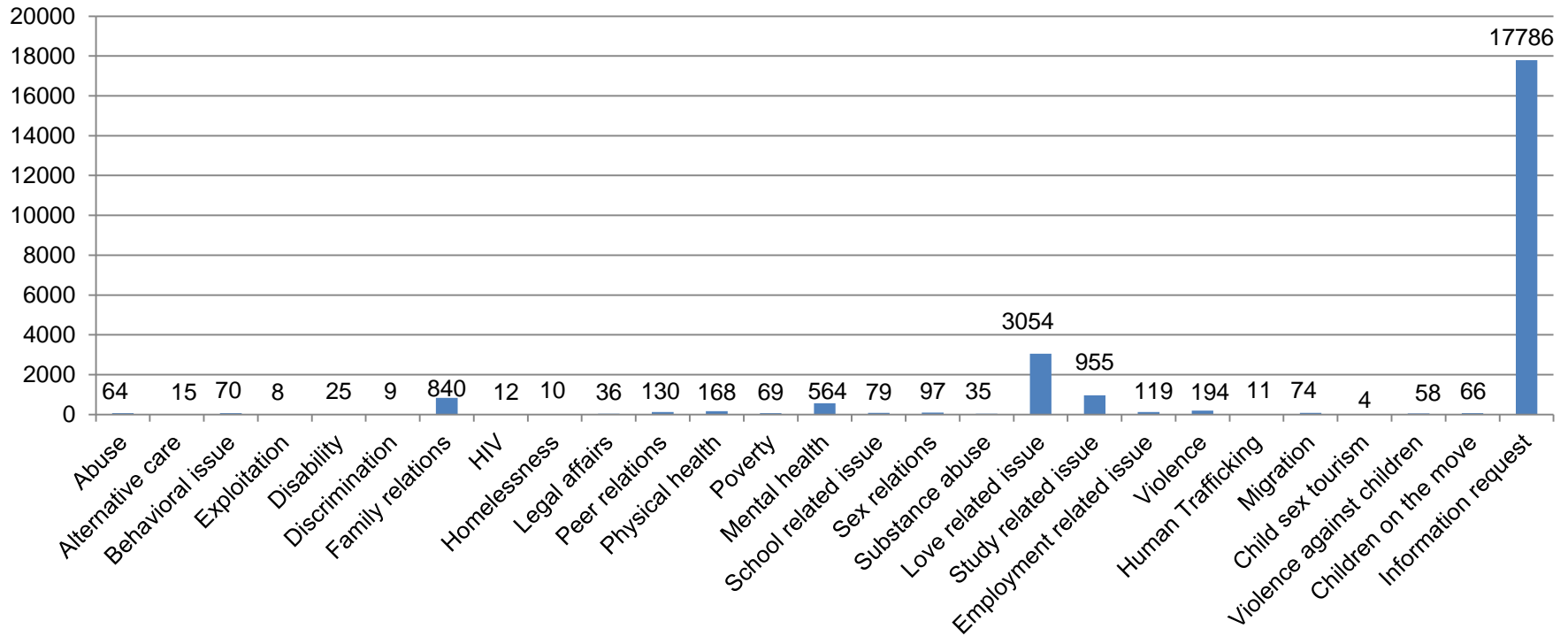
## Location of Callers



# Caller Analysis



## Reason for Contacts





# Case Studies



## Counseling and Empowerment

Ms. H.Y is 17 years old. She lives in Banteay Meanchey province. She was in dispute with her parents, who regarded her as a bad luck daughter after her parents visited a fortune teller in the village. Her parents viewed her as a bad luck girl in the family. She was blamed and hated. Since Ms. H.Y got no love from parents, she felt stressed, regretted, disappointed and hopeless. Sometimes, she would like to finish her life by committing suicide. She decided to leave her home for Thailand and worked as a housemaid for a year.

In 2014, she returned to work as a housemaid in Siem Reap province. However, her relationship with her parents and her feeling did not improve. She decided to call CHC's free phone 1280 to access long term emotional support service on 18 September 2014. CHC phone counselor offered Ms. H.Y with three sessions of phone counseling, and emotional supports, discussed about her strength and life improvement, provided encouragement and supported her current work and life in Siem Reap. In a follow up call with Ms. H.Y in December 2014, CHC team learnt that Ms. H.Y was happy as she felt that there was someone giving her support and encouragement. Ms. H.Y said that "sometimes living away from parents was better because I didn't have conflict with parents. My feeling was good and I could see the importance of my life and my future."

# Case Studies



## Referral for Intervention

Ms. S.H is 16 years old. She lives with her parents in Tbong Khmom province. On 16 July, Ms. S.H was disappeared from home as she was lured by a 31 year-old neighbor, Ms. R.V, to work in a Karaoke parlor in Kampong Cham province. Her parents submitted a complaint with the police and travelled to find Ms. S.H in the Karaoke parlor. The owner of Karaoke parlor said that Ms. S.H was no longer working in the Karaoke parlor. On 17 August, the 31 year-old neighbor, Ms. R.V escaped and disappeared. Ms. S.H's parents decided to call CHC's free phone 1280 on 19 August to request for intervention. After nine sessions of phone discussion and with consent from the parents of Ms. S.H, CHC's phone counselor referred the case to Action Pour Les Enfant (APLE) for intervention.

On 10 September, CHC's phone counselor made a follow up call to APLE to learn about the progress of the case of Ms. S.H. Ms. R.V tried to reconcile with the parents of Ms. S.H outside of court, but Ms. S.H's parents decided to bring the case to the court. The parents of Ms. S.H submitted the complaint in court with legal assistance from APLE. On 14 October, CHC's phone counselor called the mother of Ms. S.H and learnt that Ms. S.H was referred to a safe shelter of World Hope International for vocational skill training. Ms. S.H lives in the safe shelter for two months. She likes her skill training course, but she feels homesick.

# Financial Report



INCOME STATEMENT	2014 (USD)	2013 (USD)
Income	200,978	136,030
Expenditures	161,116	134,015
Operating surplus/deficit	39,862	2,015
Fund beginning of year	31,846	29,831
Accumulated fund end of year	<b>71,708</b>	<b>31,846</b>



# Financial Report



BALANCE SHEET	2014 (USD)	2013 (USD)
Cash	78,041	39,694
Other current assets	3,848	1,450
Total current assets	81,889	41,144
Non current assets	0	0
Total assets	81, 889	41,144
Current liabilities	13,569	9,298
Net Assets represented by accumulated funds	<b>68,320</b>	<b>31,846</b>

# Acknowledgements

Thank you to the following organizations and individuals whose generous supports and assistance were vital to CHC's work in 2014:

- H.E Khiev Borey, Secretary of State at Ministry of Social Affairs, Veterans and Youth Rehabilitation
- H.E Khai Khun Heng, Secretary of State at Ministry of Posts and Telecommunication
- H.E Nheb Sopheap, Deputy Secretary General at Cambodia National Council for Children
- Mr. Jeremy Floyd, Program Manager of Equitas Group
- Ms. Debra Veth, Executive Director of Imago Dei Fund
- Mr. Ty Sovannary, Child Rights Specialist of Plan International
- Mr. Prashant Verma, Country Director of ChildFund Cambodia
- Mr. Ros Yeng, National Director of Chab Dai Coalition
- Ms. Sokhan Serey Vethia, Child Rights Specialist of ChildFund Cambodia
- Ms. Fiona Davidson
- Mr. Michael Gardner
- Mr. Lim Tith, National Coordinator of UNACT
- Mr. Phon Vutha, Project Officer at UN WOMEN
- Ms. Uju Ofomata, Program Director at OneWorld UK
- Mr. Suon Sopheap, Country Manager of Terre des Hommes Netherlands
- Ms. Chan Kanha, Project Officer at UNICEF
- Mr. Eang Seng Eav, Secretary General at Cambodia ACTs
- Mr. Oum Vongnarith, Business Coordinator at ChildFund Cambodia
- Beeline
- Camintel
- Cellcard
- Excell
- Metfone
- Cadcomms
- Smart
- Telecom Cambodia