



## **Child Helpline Cambodia Annual Report 2012**

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# Letter from Executive Director

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Dear friends and supporters,

It is my pleasure to share with you the 2012 Annual Report for Child Helpline Cambodia (CHC). This was our third year in operation and we strengthened our services and programs. Additionally we established as a local and registered non-government organization (NGO).

The CHC counselling team listened to 53,435 children and youth in Cambodia, with 25,604 receiving counseling support and information services – these figures demonstrate the huge need for our work. Calls ranged from children and youth wanting to talk about friendships, relationships and family issues as well as calls from people at risk of physical or sexual abuse, trafficking or suicide. In these cases, CHC was able to contact partner agencies or the local authorities to check on the child's welfare and intervene as necessary.

2012 also marked CHC's strategic focus on children and youth in Siem Reap and Preah Sihanouk recognizing the poverty and high risk of child sexual abuse in travel and tourism communities in these provinces. This activity will grow in the year ahead with a series of educational and awareness meetings planned with schools, communities and local authorities.

CHC localized and registered as a local NGO with the Ministry of Interior in Phnom Penh on the 12<sup>th</sup> July. The former Steering Committee was then dissolved and a new Board of Directors was officially formed in October.

Our work could not be achieved without the generous financial assistance from Equitas Group, Imago Dei Fund, Plan International, Australian Aid via World Vision Cambodia-Project Childhood Prevention Pillar, ChildFund Cambodia, UNIAP, and in-kind support from the Royal Government of Cambodia, especially the Ministry of Posts and Telecommunication, Telecom Cambodia, Beeline, Camintel, Cellcard, Hello, Excell, Metfone, Mfone, qb, and Smart Mobile. Please accept our profound gratitude to all of you who have believed in CHC's vision and mission.

Looking to the future, 2013 presents some exciting developments with plans to expand our working hours from 13.5 hours to 24 hours every day of the year from 1<sup>st</sup> March in order to provide children and youth with greater flexibility to contact us and meet the huge demands on our services. Other activities include reaching out to vulnerable children and youth, and greater awareness-raising about child rights, prevention of sexual abuse, "good touch and bad touch" and child protection in the focus areas of Phnom Penh, Siem Reap and Preah Sihanouk provinces. We also hope to strengthen official referral and follow up partnerships with government and civil society service providers in these areas.

Thank you again for your ongoing interest and support,

Mr. Sean Sok Phay  
Executive Director | Child Helpline Cambodia



# Organizational Overview

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## **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.

## **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. CHC views each and every call 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 10,000 and 12,000 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.

## **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 2012, 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 and youth from abuse, exploitation and violence. Our staff include an Executive Director, a Fundraising and Communications Advisor, a Counselling Coordinator, a Counselling Supervisor, nine full-time Phone Counsellors, two part-time Phone Counsellors, a Call Centre Officer, a Finance and Administration Officer, a Communications and Marketing Assistant, a House-Keeper, a night Guard and a weekend 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

- CHC was operational for 13.5 hours per day, from 7:00am to 8:30pm.
- The helplines were open for all 365 days of the year.
- The counselling team listened to 53,435 children and youth, with 25,604 receiving counseling support and information services. Follow up calls were made to 358 children and 964 youth. 25 children, 17 youth and 7 adults, who had special needs, were referred to local authorities, police and NGO partners for intervention and direct services.

## Strategic Focus

- CHC was successful in securing permission from provincial governors and heads of Department of Education, Youth and Sports in Siem Reap and Preah Sihanouk provinces to implement a strategic program on child sex abuse in travel and tourism communities. CHC was also successful in partnering with local authorities, police and NGOs in these provinces for emergency intervention and referral.
- The launch saw a huge increase in calls from these provinces with 1,019 calls received in Siem Reap and 263 calls received in Preah Sihanouk.

## Registration

- CHC was officially registered with the Ministry of Interior on 12<sup>th</sup> July 2012 as a national NGO.

## Governance

- The Steering Committee was dissolved and a new Board of Directors was formed in October, with H.E Khiev Borey, the current Secretary General of the Cambodian National Council for Children (CNCC), selected as the Chairperson. Two Deputy Chairpersons were also selected to support the functioning of the Board of Directors. Ms. Carol Mortensen, who is the current Country Director of ChildFund Cambodia, was selected to be the First Deputy Chairperson and Mr. Ty Sovannary, who is the current Child Rights Specialist at Plan International, was selected to be the Second Deputy Chairperson

## Funding

- CHC entered into funding partnership with Australian Aid through the World Vision Cambodia-Project Childhood Prevention Pillar, Plan International-Cambodia, and Imago Dei Fund, and signed referral and follow up partnerships with seven new NGOs.
- CHC was also fortunate to receive in-kind supports from telecom providers in facilitating the free phone service.
- Special thank you to our major supporters:



# Key Achievements

## Workshops

- CHC organized a workshop on joint cooperation between the helpline and many hotlines in Cambodia in June. The workshop was chaired by the Minister of Social Affairs, H.E. Ith Sam Heng, with approximately 50 participants attending from a range of NGOs and government agencies. The key outcome was the agreement that there should only be one free helpline (1280-CHC) and one free hotline (1288-Police) in operation.
- As part of the strategic focus in Siem Reap and Preah Sihanouk provinces, CHC arranged a launch workshop in August and July to explain CHC services to key stakeholders. Both were chaired by the Deputy Provincial Governors of each province.
- CHC organized a workshop with 24 child representatives of the Child Advocacy Network and Cambodia Children and Young People Movement for Child Rights from 20 provinces in December. The workshop focused on children's roles in preventing and speaking out about abuse and violence and how to access CHC services. The workshop post-test results showed that participants left understanding all four types of abuse – physical, sexual, emotional and neglect. The participants were given 200 stickers each to distribute to their own networks.



Clockwise from top left: Joint cooperation workshop chaired by H.E. Ith Sam Heng; police at strategic focus launch workshop; strategic focus launch workshop; participants and facilitator at child rights and abuse workshop.

# Key Achievements

## Fundraising Event

- The management of Phnom Penh Tower organized a Charity Fun Run to raise funds for CHC with the Phnom Penh Tower Charity Fun Run event on 29<sup>st</sup> January. Approximately 160 people ran up 26 flights of stairs inside the Hyundai Amco’s Phnom Penh Tower. The Charity Fun Run was the first such event to be held in the new building, and raised \$3,000 from corporate sponsors and \$7,739 from individual fun runners. CHC was responsible for coordinating the event and producing all marketing materials including flyers and posters.

## Promotions

- CHC produced 20,000 stickers promoting an anti abuse and exploitation message. The stickers were distributed by NGO partners and youth clubs to children in schools and communities.
- CHC continued to attract a large Facebook following with 3,311 “likes” being recorded as of 31<sup>st</sup> December. Dual language posts ranged from sharing information related to children and youth, health, body change and pop songs. Followers appeared to be mostly Khmer youth.



From left: Promotional poster for Phnom Penh Tower Charity Fun Run; anti abuse and exploitation sticker.

# Key Achievements



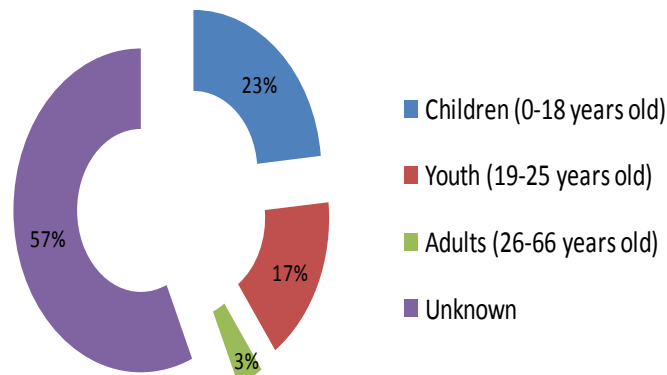
A collage of images from the Phnom Penh Tower Charity Fun Run.

# Caller Analysis

## Key Insights

- The CHC counseling team listened to 53,435 clients, with 25,604 clients receiving counseling support and information services.
- Of the 53,435 clients:
  - 15,431 clients were female,
  - 16,257 clients were male, and
  - 21,747 clients are unknown gendered callers.
  - 12,521 clients were children,
  - 8,949 clients were youth,
  - 1,738 clients were adults, and
  - 30,227 clients were unknown aged callers.

## Age Group of Callers



## Understanding “Test Calls”

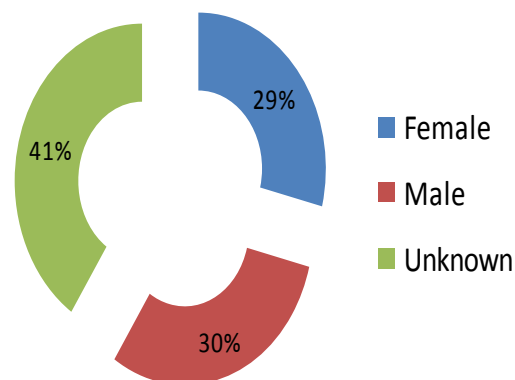
A percentage of calls are silent calls, testing calls or hang ups.

- 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.

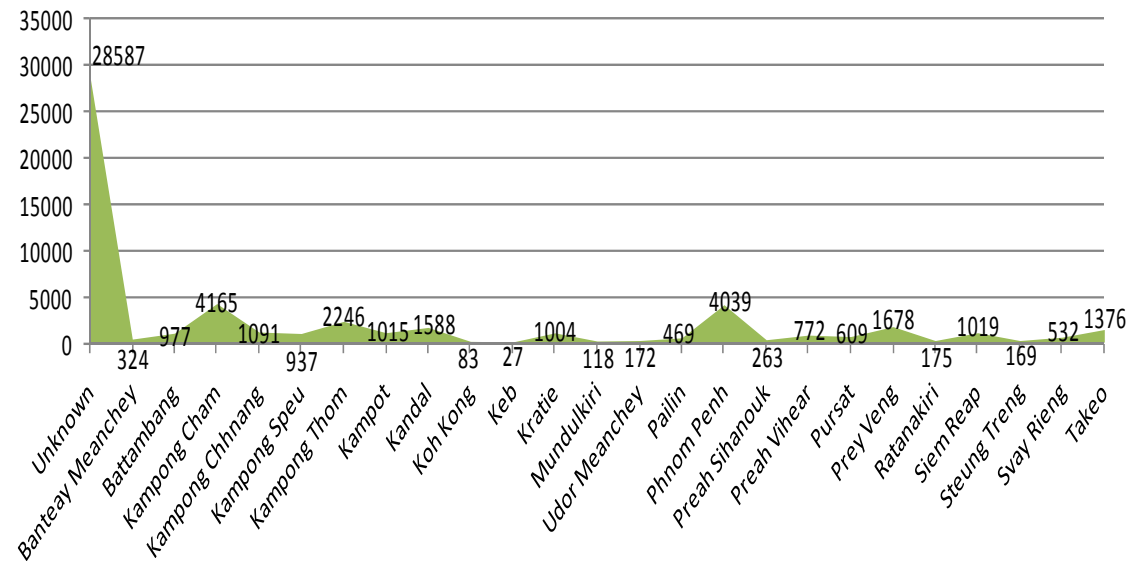
## Gender of Callers



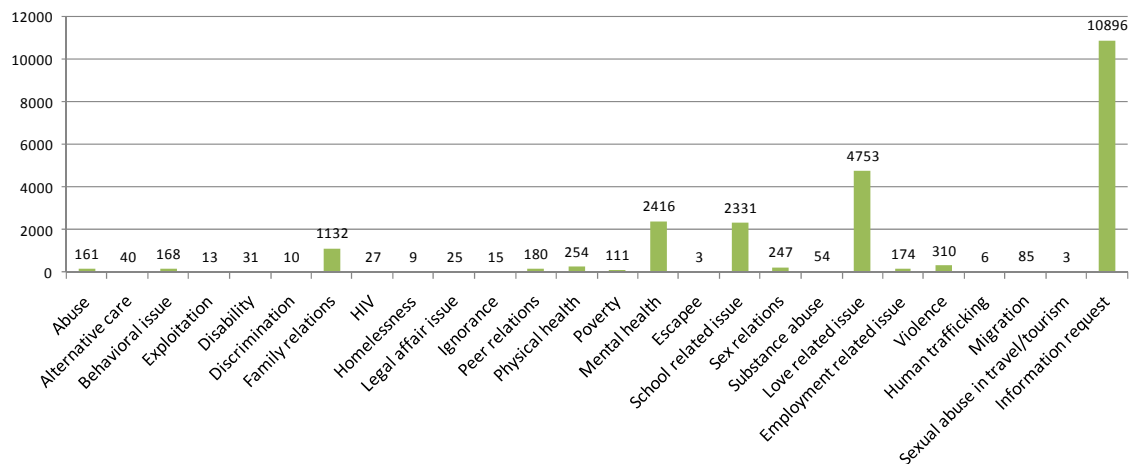
Children = between 0-18 years old , youth = between 19-25 years old, adults = between 26-66 years old  
All data captured by the CHC case management system.

# Caller Analysis

## Location of Callers



## Reason for Counseling Contacts



## 2011 and 2012 Comparison

In 2011, the CHC counselling team listened to 11,519 clients while in 2012, the CHC counselling team listened to 53,435 clients. This large increase is due largely to the promotional and awareness activities that CHC has implemented through meetings in schools, communities, local authorities and via social media networks.

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.

# Case Studies

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## **Counseling & Empowerment**

S (name given to protect confidentiality of the child) is 10 years old. He lives in Kampong Cham province. He is the youngest son in the family. He called CHC on 1<sup>st</sup> November. The following is a translation of his problem: “my parents work at a bank. Whenever my father returns home, my mom enters into argument with my father. My mom disputes with my dad because my dad drinks alcohol and has mistress. I believe that my dad really has mistress because he changes his behaviors. He loves his mistress more than his wife and children. I am also beaten when I intervene in the dispute. I feel worried and embarrassed. I dare not go to school. I am frightened and afraid when my parents beat each other. I feel happy when my parents get along well with each other. I’d really like my parents to get along well with each other.”

The CHC counselor offered phone counseling, self-esteem and mental support, and reflective discussion about S’s feelings and thoughts regarding his parents and the negative impact of violence. The CHC counselor assisted S to explore possible people that he could talk to help his parents to resolve their disputes. S said that “I ask my grandmother (mother of my father) to be a mediator for my parents. It seems that there is less dispute after my grandmother talked to my father and prevent my parents from having dispute. At the same time, I try to build confidence in telling my parents about my feeling when I see them in dispute”.

## **Counseling & Referral Partner Intervention**

T (name given to protect confidentiality of the child) is 14 years old. She was living with a foster family in Phnom Penh and was ousted by them. She met with a teacher when she wandered on the street. The teacher was worried about her safety and allowed her to stay at his house overnight with his wife and daughter. The teacher called CHC on 2<sup>nd</sup> November to ask for help finding accommodation for T. The CHC counselor was able to talk with T via the teacher’s phone. T could not identify the problem or reason that her foster parents expelled her from their home. T was upset and needed accommodation with an NGO.

After the discussion with the teacher and T, the CHC counselor contacted ChildSafe Network and Pour Un Sourire d’Enfant for intervention. Both partners contacted police and referred T to reside in the Mith Samlanh shelter. T is now safe and living in a shelter.

# Financial Report

Nº	Expense Items	Annual Cost (US\$)
1	Partnership Development	2,650.40
2	Call Center and Office Maintenance	2040.99
3	Direct Program Operation Cost	95,686.20
4	Staff Development and Capacity Building	3785.25
5	Human Resource	24,374.67
6	Monitoring, Evaluation and Auditing	962.60
7	Organization Development	15.00
8	Program Support Cost	19,333.37
9	Management Fee for Host Organization	8,866.22
<b>Total</b>		<b>157,714.70</b>

Since August 2012, CHC has no longer paid management fee to host organization because CHC was officially registered with the Ministry of Interior on 12<sup>th</sup> July as an independent national non-governmental organization.

# Acknowledgements

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Thank you to the following organizations and individuals whose generous supports and assistance were vital to CHC's work in 2012:

- H.E So Khun, Minister of Posts and Telecommunication
- H.E Ith Sam Heng, Minister of Social Affairs, Veterans and Youth Rehabilitation
- H.E Khiev Borey, Secretary General of Cambodian National Council for Children
- H.E Kim Hong, Director General of Technical Affairs at Ministry of Social Affairs
- H.E Moe Chakrya, Director General at Ministry of Posts and Telecommunication
- H.E Spong Sarat, Governor of Preah Sihanouk Province
- H.E Sou Phiren, Governor of Siem Reap Province
- Mr. Chea Chiet, Head of Department of Education in Phnom Penh
- Mr. Som Saro, Deputy Head of Department of Education in Siem Reap
- Ms. Keo Lay, Head of Department of Education in Preah Sihanouk
- Ms. Carol Mortensen, Country Director of ChildFund Cambodia
- Ms. Helen Sworn, International Director of Chab Dai Coalition
- Mr. Jeremy Floyd, Program Manager of Equitas Group
- Ms. Debra Veth, Executive Director of Imago Dei Fund
- Mr. Supriyanto, Country Director of Plan International
- Mr. Prashant Verma, Program Manager of Plan International
- Mr. Ros Yeng, National Director of Chab Dai Coalition
- Mr. Ty Sovannary, Child Rights Specialist of Plan International
- Ms. Fiona Davidson, Program Manager of CORD
- Mr. Lim Tith, National Coordinator of UNIAP
- Mr. Jojo Pastores, Senior Program Manager of World Vision
- Ms. Aarti Kapoor, Program Manager of World Vision
- Ms. Afrooz Kaviani Johnson, Technical Director of World Vision
- Mr. Phang Chanda, National Coordinator of World Vision
- Mr. Phon Vutha, Child Safe Unit Manager of World Vision
- Ms. Tum Phany, Program Director of Friend International
- Dr. Glenn Miles, Director of Prevention at Love146
- Ms. Lorna & Friends
- Ms. Vivian Velema Andyka, Program Manager of Child Helpline International
- Mr. Peter Liver, Director of ChildLine UK
- Mr. Leonard Buckles, Country Manager of Australian Volunteers International
- Mr. Youkhim Thoeun, Program Officer of Australian Volunteers International
- Mr. Alex Hales, Founder of Eight Ball Production
- ANZ Bank
- Hyundai Phnom Penh Tower
- Beeline
- Camintel
- Cellcard
- Excell
- Hello
- Metfone
- Mfone
- qb
- Smart Mobile
- Telecom Cambodia