



# Save the Children Fiji

## **PRESS RELEASE**

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### **SAVE THE CHILDREN FIJI ADVOCATES WORLD DAY AGAINST CHILD LABOUR**

World Day Against Child Labour (WDAKL) is on the 12<sup>th</sup> of June, 2016. Save the Children Fiji will mark the World Day Against Child Labour this year through targeted advocacy programs leading up to the event to raise awareness about child labour.

This year the core message of World Day Against Child Labour is “*End child labour in supply chains: it’s everyone’s business!*” –highlighting the extent of child labour across the globe. ‘Supply chains’ refers to a three step business process that supplies materials to the manufacturer, distributes supplies through a network, and delivers the final products to the customer. For example, the act of children selling food on the streets contributes to the broader chain of business supply such as children working during the production of goods and services.

“When children are engaged in child labour, they are robbed of their childhood as children are not able to develop to their full potential. It also harms their physical and mental development” states Save the Children Fiji’s Chief Executive Officer, Ms. Iris-low McKenzie.

The International Labour Organisation (ILO) states that one hundred and sixty (168) million children are in child labour globally. In 2009, Save the Children Fiji conducted research on the Commercial Sexual Exploitation of Children (CSEC) in Fiji that uncovered the commercial sexual exploitation of one hundred and nine children (109) children.

Following these results, Save the Children Fiji implemented an intervention program in partnership with the International Labour Organisation, and removed 50 children engaged in CSEC across Fiji through preventative strategies.

Targeted advocacy resources such as posters, flyers and brochures will be disseminated to raise the plight of children who are engaged in child labour. We hope to encourage communities to end child labour as Save the Children Fiji strives to achieve immediate and lasting change in children’s lives across Fiji.

## **CONTACT DETAILS**

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