Introduction

Based on the strength and success of CSC’s 4 Steps to Equality campaign launched on IDSC 2018, we consulted with the Network about focusing on the first step for IDSC 2019; Commit to Equality. During our annual Network Meeting in November 2018 we discussed this with attendees, as well as sharing this suggested theme through our monthly Network Bulletin. The active engagement of the Network is crucial to delivering a compelling and successful campaign with global reach, and so we also engaged the Communications Forum made up of Network members representing different global regions. The members of the Forum discussed the themes and messaging for the day to ensure that the materials and resources were universally relevant.

Once the messaging and campaign asks had been discussed and confirmed, tailored IDSC communications were sent out to the Network from February onwards, providing various ways in which organisations and children could engage in the build-up to, and on the day. We suggested topics that the Network could discuss with the children they work with, around what equality means to them and what they think their government needs to do differently. It was important that children’s voices and experiences were central to the campaign and so quotes from children that Network members sent in were used in the design of the social media materials and posters that were shared on the dedicated IDSC page on our website. We also created two animations, one explaining the theme for this years IDSC and the second detailing some of the experiences of a former street-child, both of which were translated into Spanish and French, along with all of the designed assets, so that they were accessible to a wider audience.

Legal Atlas launch
On the 11th April we held an event in London, where we celebrated IDSC and launched our Legal Atlas for Street Children - an online platform that shares information on laws and policies around the world that affect street children. The event was attended by members of the Network and lawyers who volunteered their time to the project, and was a great way of engaging the Network in person around IDSC.

Our call to action and focus on IDSC was asking governments to recognise that street children have the same rights as every other child and to have that reflected in the laws and policies of their country. Based on the 3 key areas this project highlights, encouraged everyone to ask their governments to:

1) Stop police round-ups of street children
2) Give street children legal ID so they can access services like healthcare and education
3) Stop arresting and punishing street children for status offences

Support to the Network

Many of the organisations in the Network are small grassroots NGOs, delivering vital services to street children but without the capacity to focus on advocacy and digital campaigning. This has sometimes meant that we are unable to find out about the activities they have planned or are taking part in on the day, as they don’t share information on social media. In order to support these organisations, we created a social media pack with example posts and guidance on how to best utilise social media.

In discussion with the Network, we established a theme that was universal and relevant to the organisations in the Network, who are diverse in terms of location, programmatic focus and approach to working with street children. We wanted to make sure that the theme was broad enough to engage the diverse Network, whilst still speaking to real change for street children, which we achieved by breaking the theme and materials down into three key areas, that the Network could choose to focus on some or all of.

All of the materials that we had designed for the day were also translated into Spanish and French.

Tactics

For IDSC in 2018 we had arranged numerous TV and Radio interviews to be held throughout the day to spread the message of IDSC to a wider public audience. With a significantly smaller budget we did not think this was the best approach for IDSC in 2019 with limited resources.

This year we focused on producing high quality materials (posters, Instagram, Twitter, Facebook posts, email banners etc.) that we could share with both our Network and non-members to
share and use on the day and in the build up to IDSC. This was in addition to animations that share a true story of the experiences of a former street child and an explanation of what we mean by #CommitToEquality and why it is so significant. We also produced a video sharing the experiences of our ambassadors that was screened at the Legal Atlas launch which we then shared on social media platforms for IDSC.

Member Engagement - Social Media

Network -- (Info that we provided)
We tried to engage our network through a variety of different ways for IDSC 2019. This included:
- Sending in drawing and pictures from children in network orgs. Asking them what equality means to them? What can their governments do differently? Etc.
- Send in a video with a member of their org speaking on laws relating to street children in their country. We provided them with guidelines and an example video.
- Planning individual events in their respective countries, providing us with details of their events via social media, photographs and mentions in local news.
- Get involved with our #CommitToEquality social media campaign, social media pack, sharing our materials which we provided for IDSC.

How our members got involved

- Action International Ministries (Facebook)
  ➢ Shared our materials - six images - in Facebook post using #StreetChildrenDay and #CommitToEquality
ACTION's existence began caring for street children and families on the streets of Manila, Philippines. It continues to reach out to street children all over the world. Today is the International Day for Street Children. They are people too - to be protected and given the same care and opportunities as the rest of us. What is your government doing to accomplish this?
#StreetChildrenDay #CommitToEquality

- Amos Trust (Facebook)
  ➢ Post on facebook using #CommitToEquality using own photos of activities/workshop done on the day
- Apprentis d’Auteil (12.3k followers)
  ➢ Tweeted using our french materials as well as retweeting a CSC post
  ➢ Tagged CSC twitter
- Asociacion Qosko Maki (Facebook)
  ➢ Involved in #streetchildrenday
  ➢ Shared video with us that we tweeted
  ➢ Posted our spanish materials onto Facebook
  ➢ Ran event and shared pictures of children’s drawings etc.
Dignity - proper public policies - respect

Today April 12th, day of childhood in street situation, we are in the plaza de armas of cusco until 3:30 pm bringing the voice of childhood in street situation to be recognized as all people Subjects of law. Somos Ridiacc, Apprentis d'Auteuil, Consortium for Street Children.

We are waiting for you later at qosqo maki from 5 pm with more activities for this day!

#CommitToEquality
#StreetChildrenDay
#QueVivamosEnLaCalleNoSignificaQueNoTengamosDerechos
☐ - Rate this translation

- Asociacion Civil Gurises Unidos (2.5k followers)
  ➢ Involved in #streetchildrenday
  ➢ Tweeted out their own videos and posters with CSC logo
  ➢ Shared drawings and posters made by street childrens
  ➢ Also used spanish hashtag #DINNASC2019
  ➢ Tagged CSC twitter
Azad Foundation (239 followers)

» Involved in #streetchildrenday
» Posted 15+ tweets all using our materials, in addition to retweeting our posts and animations. They used our talking points of the 3 areas we focused on with the Legal Atlas. Did also use posters from IDSC 2018.
» Also shared their own video for IDSC

- Bahay Tulyhan (Facebook)

» Involved in #streetchildrenday
» Held large event where street children could directly hold those in government to account through creative means. Five groups of street-connected children prepared statements and presentations using different mediums such as photography, film, theater, paintings, and music to convey their messages.
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➢ Also shared our materials on Facebook Raksha Bharat (Save the Children in India) - (27.3k followers)

- Bal Raksha Bharat (Save the Children in India) - (27.3k followers)

  - Words simply cannot describe how proud we are of all the youth who participated in today’s celebrations for International Day for Street Children. Our Dialogue with Street-Connected Children was attended by national and local government agencies, civil society representatives and media. Our children so brilliantly expressed themselves, calling their duty-bearers to account and asking for real commitments to equality. Very excited to share their creative outputs with you over the next week. HAPPY INTERNATIONAL DAY FOR STREET CHILDREN

  #IDSC2019 #StreetChildrenDay #CommitToEquality Embassy of Canada in the Philippines Child Rights Network (CRN) Philippines Consortium for Street Children

- Also involved in #committoequality hashtag but not any of the materials
- Main focus was on an interview with former street child and award winning photographer Vicky Roy and the upcoming Street Child Cricket World Cup
- Head of campaigns Pragya Vats - 63k followers - was very active on IDSC and shared our materials and videos etc.

- Centre for Youth Integration (Facebook)
  ➢ Shared our posts with materials on facebook
- Chance for Childhood (1.4k followers)
  ➢ Involved in #streetchildrenday
  ➢ Used our hashtag #CommitToEquality and tagged CSC in some tweets
  ➢ Used own posters
- CHETNA (Facebook)
  ➢ Involved in #streetchildrenday
  ➢ Organised a cycle rally as a police appreciation event. In addition they ran a ‘Street Talk’ event where street children could have their voices heard in front of an audience of 300 people.
  ➢ Shared an article they were featured in for the ‘Times of India’

> Childhood Enhancement through Training and Action - CHETNA is with Sanjay Gupta.

आज अंतरराष्ट्रीय स्ट्रीट किड्डी दिवस पर दिल्ली, और राजस्थान में जबरदस्त कार्यक्रम हुए। दिल्ली में एक संगठन में स्ट्रीट टॉक -III में बच्चों ने अपनी बातें दी, वहाँ कुछ और राजस्थान के विभिन्न केंद्रो में संगठन कार्यक्रम हुए। इंटरनेशनल स्ट्रीट चिल्ड्रेंड डे was celebrated with full synergy in Lucknow and Delhi. 10 children spoke during Street Talk -III and got overwhelmed response from 300 audience.

Today, on international street children’s day, there was a tremendous program in Delhi, and Lucknow. Ten Children kept their talk in street talk-III in a auditorium in Delhi, there were rangarang programs in various centres of lucknow on the other hand. The International Street Children’s day was celebrated with full synergy in lucknow and Delhi. 10 children are in the same way with a full street talk-III and got overwhelmed response from 300 audience.

- Rate this translation
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- Child Hope (2.5k followers)
  - Involved in #streetchildrenday
  - Used #CommitToEquality hashtag as well as our materials
  - Mostly used their own photos and promoted an interview done with Glad’s House

- Child Rights International Network (15.2k followers)
  - Retweeted post from staff member present at Atlas launch promoting the Legal Atlas

- Child to Child (1.9k followers)
  - One post on #streetchildrenday using our materials

- Compass Children’s Charity (1k followers)
  - Involved in #streetchildrenday using #CommitToEquality and our materials

- Cities for Children (274 followers)
  - Involved in #streetchildrenday
  - Tweeted a link to our IDSC animation, and shared our materials

- Dwelling Places (760 followers)
  - Involved in #streetchildrenday
➢ Had Miss Uganda Quiin Abenakyo visit for IDSC to advocate for the rights of street children (along with SASCU)

- Fundacion Casa Allianza (1.9k followers)
  ➢ Involved in #streetchildrenday shared materials in Spanish

- Glad’s House (1.2k followers)
  ➢ Involved in #streetchildrenday partnered up with StreetInvest and Railway Children in Mombasa for IDSC to launch a headcount document of street children in Mombasa
  ➢ Shared posts on the Legal Atlas
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- **Happy Child International** (495 followers)
  - Shared lots of our materials
- **Hope Foundation** (1701 followers)
  - Involved in #streetchildrenday
  - Used their own video and #InternationalDayForStreetChildren
  - A lot of content related to Street Child World Cup
  - Retweeted our video of Pragya Vats of Save the Children India
- **Juconi Ecuador** (Facebook)
  - Shared spanish materials with caption
- **Juconi Mexico** (5.5k followers)
  - Involved in #streetchildrenday
  - Shared video with CSC which we tweeted at they retweeted
  - Shared our materials in Spanish with caption
  - Tweeted out our IDSC animation with Spanish subtitles
- **Kidasha** (587 followers)
  - Involved in #streetchildrenday used #CommitToEquality
Ran art classes for street children at a rehabilitation centre and midway home to
celebrate IDSC
➢ Also ran a #swapforstreetchildren donation campaign in build up to IDSC
➢ Also tweeted a video titled ‘slum life’ highlighting the plight of street children

Kidasha @KidashaNepal · Apr 12
Today for #StreetChildrenDay, children from the #Kidasha Supported Community
Learning Centre, Rehabilitation Centre & Midway Home took part in art classes
and mural painting activities 🎨 #committoequality

- Laughter Africa
  ➢ Involved in #streetchildrenday (however did use
    #InternationalDayForStreetChildren)
  ➢ Shared lots of materials, tweets promoting Legal Atlas, and the Commit To
    Equality animation
  ➢ Had children draw posters highlights the three areas addressed in the Legal
    Atlas (police roundups, legal ID’s, status offences)
  ➢ Promoted IDSC on local radio and TV stations
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- Matumaini (32 followers)
  - Shared our materials in Spanish for #streetchildrenday, also retweeted our Legal Atlas posts relating to laws in Tanzania
- Metta Mission and Community Ministry (Facebook)
  - Shared our materials in facebook post with Cantonese captions
- Mobile School
  - Involved in #streetchildrenday
  - Shared photos of events ran by partners on IDSC
  - Ran their own fundraising DJ event
  - Retweeted our posts on IDSC
Mobile School @mobileschool · Apr 15
Not only we were celebrating the #streetchildrenday last Friday. Also, our partners put the street children in the spotlights: 🎁
@ArsisNgo #FeYAlegríaQuito @IPTK_2018 @AlvidaQro @SHKEJ
#FundacjaUkryteSkrzydła @afd_swiss @agopodetogo @RailwayChildren
#mwemachildrencentre

- Railway Children (7913 followers)
  ➢ Involved in #streetchildrenday and #CommitToEquality
  ➢ Shared our posts with materials in addition to also using their own posters
  ➢ Shared video of street children march on IDSC in Dodoma from ‘Railway Children Africa’
Retrak (2750 followers)
➢ Involved in #streetchildrenday
➢ Used their posters shared through Hope for Justice

SALVE International (1.9k followers)
➢ Involved in #streetchildrenday
➢ Used their own poster as well as CSC materials
➢ Shared tweets from our Legal Atlas launch
➢ Street children continued the tradition of making their own newspaper for IDSC from the perspective of street children called ‘News from the Streets’.
Save Street Children Uganda (SASCU)

➢ Involved in #streetchildrenday using #CommitToEquality
➢ Shared a lot of our posters and materials in the lead up to IDSC with their own quotes from street children relating to police roundups etc.
➢ Highlighted medical programs run on IDSC offered to street children
➢ Posted photos of street children with posters/messages
➢ Shared photos of Miss Uganda Quiin Abenakyo visit advocating for the rights of street children
- Street Child (8218 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used own posters
- Street Child United (6947 followers)
  ➢ Involved in #streetchildrenday
  ➢ Shared our posts promoting the Legal Atlas
  ➢ Promoted own materials on IDSC in relation to Street Child Cricket World Cup
- Street Invest (1229 followers)
  ➢ Involved in #streetchildrenday
  ➢ Partnered with Glads House in Mombasa - live streamed their event where they launched headcount report, and addressed governments asking for change. Had various speakers including reps from StreetInvest, Glad’s House, Railway Children, a street child and Mombasa County Coordinator, National Director of Children Services.
Ran similar events in India with CINI - who used our banner - and in Ghana (held consultation with the Mayor of Tamale)
- Held street children march with partner org in Tamale
- Held coffee morning in the UK - attended by local MP and LibDem leader Vince Cable
- Used their own hashtag #betheirchampion

StreetInvest @streetinvest · Apr 12
“This document is a wake up call for then national and count government to something for these children. We must work as a team" -Maurice Tsuma, National Director of Children's Services for Kenya on the headcount #betheirchampion #streetchildrenday #streetchildren @GladsHouse

- The Kenyan Children’s Project (Facebook)
  ➢ Involved in #streetchildrenday (used #internationaldayforstreetchildren)
- Toybox (2047 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used our posters/materials
- Virlanie Foundation (Facebook)
  ➢ Posted our Commit To Equality Animation on Facebook
  ➢ Used there own poster in a Facebook post
Members who did not participate

- Abraham’s Oasis
- Amari Uganda
- Amnesty International Secretariat
- Badhte Kadam
- Chisomo Children’s Club
- CINI
- Congo Children Trust
- CWIN
- Cwish
- Deaf Kidz International
- Dhaka Ahsania Mission UK
- Don Bosco Mission Bonn
- Dynamo International
- Emfasis
- GOAL Ireland
- GoYeTherefore Zambia
- GSK Initiative
- Grambangla Unnayan Committee
- Human Rights Watch
- Impulse NGO Network
- International Rescue Committee Lebanon - IRC
- Lady Fatemah Trust
- Love of the child
- Passion For Motherland
- PEDER
- Reach Within – Twitter last active December 2016
- Safe Child Africa – Last active March 2018
- Safe Child Thailand
- Save the Children UK
- Stop Aids
- Street Action -- Last active May 2018
- Street Children of Kinshasa
- Street Kids Direct
- Students Supporting Street Kids (SSSK) – Last active May 2018
- The Micah Project
- The Regional Advisory Information and Network Systems (RAINS)
- The Samaritan Trust
- Trace Uganda
- Two Hands One Life
- Voice of Street
- Walou
- War Child UK
- Zambuko Refugee and Rehabilitation Centre for Marginalized Youth

Organisations That Participated in 2018, But Not 2019
- Blue Dragon Foundation
- Jugend Eine Welt
- Keeping Children Safe
- National Network 4 Youth
- Raising Up Hope for Uganda
- ViaNinos

Non-member organisations involved in IDSC on Social Media
- A Way Home Canada
  ➢ Involved in #streetchildrenday
  ➢ Tweeted link to IDSC #CommitToEquality animation, and link to our IDSC page
  ➢ Used own poster promoting homeless hub
- Aasraa trust (1652 followers)
  ➢ Involved in #streetchildrenday retweeted many of our tweets leading up to IDSC and about the Legal Atlas
  ➢ Tagged @streetchildren
  ➢ Used #ForEveryChild hashtag
  ➢ Ran various events and activities throughout the day, sharing them on twitter
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Adamfo Ghana (Facebook) - have applied for CSC membership
- Involved in #streetchildrenday used #CommitToEquality
- Had their own call for action and a letter to government
- Africhild Centre (1762 followers)
  ➢ Involved in #streetchildrenday and #CommitToEquality
  ➢ Tweeted throughout the week building up to IDSC sharing our materials - including last years Louder Together poster

- African NGO’s
  ➢ Involved in #streetchildrenday
  ➢ Shared our materials and link to IDSC web page

- Brass for Africa
  ➢ Involved in #streetchildrenday
  ➢ Ran music classes/events at Retrak
Brass for Africa @BrassforAfrica · Apr 12

Today, on #StreetChildrenDay watch the children from Retrak shelter show us their music skills, and some of their other abilities on Retrak Exchange Day!

BfA has provided bi-weekly music lessons at Retrak since 2016, and has worked with 276 Retrak children in the last year.

- Carenews.org
  ➢ Involved in #streetchildrenday
  ➢ Used our french posters and promoted work of Apprentis d’Auteuil
- CERA (Centre for Rights for Accomodation) (925 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used #RightToHousing and focus on homelessness in Canada
- CESIP
  ➢ Involved in #streetchildrenday
  ➢ Posted on Facebook lengthy post with link to our spanish IDSC page
While children connected to the street have the same rights as any other child, in practice, they are denied basic services such as medical care or education due to obstacles such as not having any ID documents, not having a permanent address or not being accompanied by an adult or a tutor.

That is why, every 12 April, the lives of street children are celebrated and efforts are enhanced to ensure respect for their rights and meet their needs in a respectful and timely manner.

Street children have rights to the street

Like all children, street children have rights enshrined in the convention on the rights of the child, which has an almost universal ratification and support.

Street children are not only among the most vulnerable children on the planet, deprived of basic needs such as food and shelter, and are disproportionately attacked by violence, but are also penalized by law for what they have to do to survive. The so-called 'status crimes' like wandering or begging, criminalized street children for being on the street and for the need to survive.

While children connected to the street have the same rights as any other child, in practice, they are denied basic services such as medical care or education due to obstacles such as not having any ID documents, not having a permanent address or not being accompanied by an adult or a tutor.

That is why, every 12 April, the lives of street children are celebrated and efforts are enhanced to ensure respect for their rights and meet their needs in a respectful and timely manner.

https://www.streetchildren.org/international-day-for-street-children/spread-the-word/?lang=es

- CodeBrave
  - Involved in #streetchildrenday
  - Used CSC materials
- Connect Sport (6k followers)
  - Involved in #streetchildrenday in relation to and promoting SCCWC
- CROSCO (122 followers)
  - Involved in #streetchildrenday with a link to a gofundme donations page
- CRANE (48 followers)
  - Involved in #streetchildrenday, retweeting our materials
  - Shared their IDSC YouTube video of events from 2018
- Cricket School of Pakistan (23 followers)
  - Involved in #streetchildrenday and used #CommitToEquality
- Different Kettle (515 followers)
  - Involved in #streetchildrenday
➢ Posted video of a slideshow of all of our posters
  - DSI Gate (38 followers)
    ➢ Involved in #streetchildrenday
  - Education 4 Purpose (116 followers) - have applied for CSC membership
    ➢ Involved in #streetchildrenday
    ➢ Tweeted statistics relating to street children in Nigeria
    ➢ Shared pictures of street school project
  - EENET (611 followers)
    ➢ Involved in #streetchildrenday
    ➢ Promoted its education enabling review
  - Fundacion Quiera (12.3k followers)
    ➢ Involved in #streetchildrenday
    ➢ Used their own video with spanish hashtags
  - Havenus (7 followers)
    ➢ Tweeted Tom gardner Guardian article
  - Help Africa (70 followers)
    ➢ Shared UnSeenExhibition posts on #streetchildrenday
  - HSC Uganda
    ➢ Involved in #streetchildrenday
    ➢ Help events like free haircuts, interviews of street children
Ghetto Radio (112k followers)
- Involved in #streetchildrenday

Global Scribes (974 followers)
- Tweeted using our materials

Group Development Pakistan (195 followers)
- Involved in #streetchildrenday
- Posted video of street child sending her message on IDSC

Impact Network (1143 followers)
- Involved in #streetchildrenday
- Used own poster

IranHumanRights.org (24.2k followers)
- Involved in #streetchildrenday
- Used own video relating specifically to street children in Iran

Liberty Shared (940 followers)
- Involved in #streetchildrenday
- Tweeted link to IDSC Commit To Equality animation
- Linked to human trafficking

Loom International (124 followers)
- Involved in #streetchildrenday used our materials and #CommitToEquality
- Mahkzoumi Foundation (3.4k followers) - *have applied for CSC membership*
  ➢ Involved in #streetchildrenday
  ➢ Ran ‘fun bus’ helping educate street children

Makhzoumi Foundation @makhzoumi · Apr 12
للأطفال الحق في التعليم، واللعب وممارسة طفولتهم؛ في #اليوم_العالمي_لأطفال_الشوارع، يتابع "باس المرح" الذي أطلقته مؤسسة مخزومي بالتعاون مع UNHCR والاتحاد الأوروبي، جولته في بيروت لتعليم الأطفال ورسم البسمة على وجوههم! #ProudlyEmpowering #StreetChildrenDay

Children have the right to education, play and practice their childhood.
In the #اليوم_العالمي_لأطفال_الشوارع "Fun Bus" launched by Makhzoumi Foundation in collaboration with UNHCR and the European Union, he continues his tours in Beirut to educate children and draw smiles on their faces.

- Muslim Hands Mirpur (307 followers)
  ➢ Involved in #streetchildrenday
  ➢ Promoted Street Child Cricket World Cup

- Mully’s Children Family (2042 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used their own posters

- Orphans In Need (9.9k followers)
  ➢ Involved in #streetchildrenday using #CommitToEquality hashtag

- Plan India (7.9k followers)
  ➢ Involved in #streetchildrenday
  ➢ Also used #InternationalDayForStreetChildren, some of their own hashtags and their own poster

- Prakis (1201 followers)
  ➢ Involved in #streetchildrenday with Mobile School
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- Salaam Balaak Trust (572 followers)
  ➢ Involved in #streetchildrenday
  ➢ Held celebration on IDSC
  ➢ Used own posters (no hashtags)
- Safara Safara Fundition (13.6k followers):
  ➢ Involved in #InternationalDayForStreetChildren.
- School Sisters of Notre Dame (Atlantic Mid-West) (310 followers)
  ➢ Involved in #streetchildrenday using #CommitToEquality
- Search for Justice-CAN Pakistan - *since have become a CSC member*
  ➢ Involved in #streetchildrenday
  ➢ Held conference to discuss how street children can be better assisted
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#StreetChildrenDay was celebrated with demand to ensure that children in street situations are provided with adequate protection & assistance, nutrition & shelter as well as with health care and educational opportunities in order to support their full development @streetchildren

- Sports Connections Foundation (517 followers)
  ➢ Involved in #streetchildrenday
  ➢ Tweeted using out materials and linked to our IDSC webpage
- Starfish Charity UK (1533 followers)
  ➢ Involved in #streetchildrenday
  ➢ Shared photos of a workshop of street children affected by HIV and AIDS
  ➢ Included donate link
- Streetlights Uganda (1215 followers)
  ➢ Involved in #streetchildrenday
  ➢ Retweeted multiple CSC tweets in lead up to IDSC
  ➢ Building up to annual UnseenMeExhibition
  ➢ Targeted advocacy campaign ran with other orgs in Kampala
Advocacy is one of our major activities at @streetlightsuganda. As we celebrated #StreetChildrenDay on April 12th, we were glad to join different stakeholders at Pan African Square in Kampala to celebrate with the children and also urge the government of Uganda through its representatives that came around to do more when it comes to being responsible for it’s children especially those living on the streets. Through the work of various Organisations in Kampala with support from different institutions, the number of street connected children in Kampala has reduced compared to that of other cities like Mbale. This means that more emphasis should also be put on why the children come to the streets so that we strive to reduce the influx. We thank all the Organisations that represented at Pan African Square last Friday #StreetChildrenDay #StreetMonster #UnearthingPotential

- Street Priests (143 followers)
  ➢ Involved in #streetchildrenday
  ➢ Tweeted out using lots of our materials/posters on IDSC and throughout the week after
- Street to Schools (97 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used multiple CSC materials/posters
  ➢ Included link to STS membership application
- SKD Guatemala (5 followers)
  ➢ Tweeted link to our IDSC page
- Suno FM AJK (135 followers)
  ➢ Involved in #streetchildrenday
  ➢ Used their own poster
- Wild Frontiers
  ➢ Assisted in getting India North to the SCCWC and tweeted on #streetchildrenday
- WION (64.9k followers)
  ➢ Involved in #streetchildrenday
  ➢ Tweeted their own video of interview with Dia Mirza - Indian actress - and the struggles that street children face
- World Hepatitis Alliance
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➢ Involved in #streetchildrenday and used #CommitToEquality
➢ Used their own posters
➢ In relation to hepatitis prevention

Number of organisations who supported us in 2019: 85
Number of organisations who supported us in 2018: 82
Number of organisations who supported us in 2017: 61

Summary of network activity evaluation

- Many organisations tweeted in the build-up to IDSC, often going as far back as a week in advance. This helped to increase awareness of IDSC and act as a reminder for those that may have forgot. This is something however that could be improved upon, encouraging more members to tweet in the build up to IDSC and share any activities that they conducted

- Often the #’s being used for IDSC were not consistent and it is thus difficult to deliver the same impact and then analyse the impact of our message post-IDSC. Organisations would often not include the #streetchildrenday or use others like #IDSC2019, #InternationalDayforStreetChildren

- Encouraging that many non-member organisation were not only using our #CommitToEquality but also our materials - we had promoted them well throughout the build up to IDSC

- A lot of the content from certain organisations particularly in India focused on Street Child United’s Street Child Cricket World Cup at Lords in May for IDSC - This was an amazing one off event ran by Street Child United

- Many of our network members shared and interacted with the Legal Atlas as well as the launch event on the 11th - tweets that shared stats and information relating specifically to child laws in one country (India/Tanzania) seemed to get a higher engagement rate than other tweets and social media posts

Global media coverage - Advocacy

Ghana

- News Ghana: Tamale Hosts International Day for Street Children
  https://www.newsghana.com.gh/tamale-hosts-international-day-for-street-children/?fbclid=IwAR3ogMj6aiQf7QrAY9KDPwDiZtz9DF59c2kIkmX8MDPOKngkBEQIB5fK_5Q

- Ghana Business News: International Day For Street for Street Children marked in Tamale
  https://www.ghanabusinessnews.com/2019/04/12/international-day-for-street-children-marked-in-tamale/
- GhanaWeb: Gender Ministry introduces project to integrate street children back into families  

- GhanaWeb: Department of Social Welfare appeals for funds to reduce streetism  

**Greece**

- The Prakis Mobile School as an intervention tool for those living on the streets  

**India**

- WIO News:  
  https://www.wionews.com/entertainment/dia-mirza-to-wion-on-international-day-for-street-children-campaigning-for-these-children-has-been-the-most-meaningful-thing-in-my-life-209886

- Hindustan Times: To better help street children, an initiative attempts to give their opinions a platform  

- New Indian Express: Street Kids in Chennai to wield the bat for their rights  

- Times of India: Dia Mirza: Will fight for street kids  

**Malawi**

- Nyasa Times: Transforming street children into productive citizens  

**Nigeria**

- The Cable: Remembering the street child  
  https://www.thecable.ng/remembering-the-street-child

**Pakistan**

- The Day Spring: International Day for Street Children  
  https://www.thedayspring.com.pk/international-day-for-street-children/

- ARY News: International Day For Street Children being celebrated today  
  https://arynews.tv/en/international-day-street-children/
Uganda
- Chimp Reports: Even Children on the Street Need Protection from Violence

Evaluating performance of activities

Social Media

Last year we achieved 48 million impressions on social media (source: Keyhole), we do not have access to the same data this year as they introduced a subscription fee, but through a free sample report we can see that we gained 14 million impressions from 2pm GMT onwards. With the omission of the impressions gained through the build up to and morning of IDSC, as well as the time difference and popularity of IDSC in India we can project that the impressions number would be in the same region as the figure from last year.

Influencers

- Joyce Anelay, Member of House of Lords, UK
- Isa Guha, Professional Women’s Cricketer, Promoted Street Child World Cup on IDSC
- Quin Abenakyo, Miss World Africa / Uganda, Worked with Dwelling Places, SASCU etc. on IDSC
- Tom Gardner, Guardian/Economist Journalist
Website (IDSC)

The following data relates to activities on the IDSC2019 page and subpages between 6 and 12 April:

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Unique Page Views</th>
<th>Avg. Time on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,803</td>
<td>2,030</td>
<td>00:03:34</td>
</tr>
</tbody>
</table>

% of Total: 40.56% (6,910) | % of Total: 38.54% (5,267)

As compared streetchildrengay.org from 6-12 April 2018.

Page views in 2018: 14,052

Pages views in 2019 (IDSC2019 subpages only): 2,803

Streetchildren.org -- The following data relates to activities on streetchildren.org from 6-12 April 2019 (the whole website).
The data compared to the activities on streetchildren.org 2018: User, New Users, Sessions, and Page Sessions were all down from last year, however Sessions per user, Page Views and the Average Session Duration went up, and the Bounce rate went down. See 2018 data [here](#).

<table>
<thead>
<tr>
<th>Country</th>
<th>Users</th>
<th>% Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. India</td>
<td>368</td>
<td>14.84%</td>
</tr>
<tr>
<td>2. United States</td>
<td>293</td>
<td>11.91%</td>
</tr>
<tr>
<td>3. United Kingdom</td>
<td>287</td>
<td>11.57%</td>
</tr>
<tr>
<td>4. Philippines</td>
<td>185</td>
<td>7.46%</td>
</tr>
<tr>
<td>5. Kenya</td>
<td>162</td>
<td>6.53%</td>
</tr>
<tr>
<td>6. Nigeria</td>
<td>123</td>
<td>4.96%</td>
</tr>
<tr>
<td>7. Pakistan</td>
<td>113</td>
<td>4.56%</td>
</tr>
<tr>
<td>8. Tanzania</td>
<td>82</td>
<td>3.31%</td>
</tr>
<tr>
<td>9. Canada</td>
<td>53</td>
<td>2.14%</td>
</tr>
<tr>
<td>10. Bangladesh</td>
<td>49</td>
<td>1.98%</td>
</tr>
</tbody>
</table>

Demographics -- Our website was most popular in the 25-34 age range.
International Day for Street Children 2019: Evaluation

Donation page
The donate page had 66 visits, 59 of which were unique, and an average of 2 mins 44 seconds was spent on the page.

In 2018 during the same period, donate page had 65 visits, 57 of which were unique, and an average of 29 seconds was spent on the page.

Source of website traffic
Most traffic was directed to the website via organic search (1,183). 782 users were directed to us via direct, 293 were through paid search, 268 through social channels and 70 through referral.

Content and social media

Top performing posts on Twitter

Impressions:
Engagements:

Overview of Twitter performance in April
52.8k impressions over April with 15.2k impressions coming on IDSC -- Comparatively we had 15k impressions in March, 9k in February and 23k in May