

SHARING A WORD WITH THEIR WORLD



Save the Children

SAVE THE CHILDREN'S
COMMUNICATIONS AND MEDIA WORK



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SAVE THE CHILDREN'S COMMUNICATIONS AND MEDIA WORK

There are too many of them. They reside in the lives of the young ones. As they grow up, the special times will hopefully be too many to remember a thing or two from the past. But we have chosen to keep those moments in our diary because those were precious times we shared with children.

In 2017, children got to share their stories with their families, teachers and friends. With the nation and beyond. They told us what they felt, dreamed, feared or enjoyed. From North Lebanon to North America, and from the east in Bekaa to the Far East of Asia, those dreams and fears were read and watched around the world.

Those stories continue.

ON PAPER AND SCREEN

It was a year full of media moments. Children's stories were told to the outside world, on TV screens, in the folds of newspapers and on the voluminous pages of social media.

Our mass and social media activities have taken a notable surge in 2017. This meant that children were listened to more often, which is a triumph for every believer in children's fundamental right to be heard. Our activities and messages were covered across 50 Lebanese, regional and international media outlets, including TV and radio stations, newspapers and websites.

Here are just some of our favourite media memories from an eventful year.





الآن

BASMATI CHAALAT AL AMAL

AlAan - TV Programme

الآن



VOGUE

GEMMA CHAN ON SIX YEARS OF SYRIA'S WAR

Vogue Magazine - Interview



PRI

CHILD LABOUR IN LEBANON

PRI - Interview



I feel obliged to send my children to work, I want them to have an education like any other children.

HUFFPOST

THE NECESSARY EVIL OF SYRIAN CHILD LABOUR IN LEBANON

Huffington Post



CHILD LABOUR IN TRIPOLI LEBANON

LBCI - Interview



MY VOICE MATTERS TOO

MTV Lebanon - Interview



MY VOICE MATTERS TOO

L'Orient le Jour - Newspaper



SAVE THE CHILDREN SIGNS MOU WITH MINISTRY OF LABOUR

The Daily Star - Lebanon

Ein
Schulbus
für
Leben

Aktuell

Majds Lehrerin Ghofran fiel schnell auf, dass Majd sich absorderte, sich verweigerte, nicht mal seinen Namen sagen wollte, wenn man ihn ansprach. Bei Gruppenübungen schaukelte er sich so hoch, dass er um sich schlug. „Sein Aggressionslevel war bedenklich“, sagt Ghofran.

Die Lehrer dieser informellen Vorschulen haben gelernt, mit traumatisierten Kindern zu arbeiten. Sie kümmerten sich gezielt um Majd, versuchten, seine aggressive Energie umzulenken und herauszufinden, was seine tieferen Bedürfnisse sind. Majd lernte, bei Gruppenarbeiten genau darauf zu achten, was ihn aufregte, und es nicht allein zu lösen, sondern sich seiner Lehrerin anzuvertrauen.

„Zunächst änderte sich nichts“, sagt Ghofran, „aber nach vier, fünf Monaten begann er, pünktlich zu kommen und sich zu seinen Freunden zu setzen. Wir hörten, dass auch die Prügeleien mit seinen Cousins aufgehört hatten.“ Majd sei ein sehr intelligentes Kind, sagt Ghofran. „Er hat den Unterrichtsstoff von Anfang an in sich aufgenommen – aber es nicht gezeigt.“ Wie zum Beweis erzählt Majd, wie er heute das Mathe-Spiel gewonnen hat: „Ich habe gewürfelt und als Erster bis sechs gezählt!“ Er durfte dann einen Stern in seine Belohnungskarte mit dem Teddybären-Gesicht kleben.

Rund 2,4 Millionen Mädchen und Jungen sind seit Beginn des Krieges mit ihren Familien in die Nachbarländer geflohen, in die Türkei, den Irak, Jordanien, Ägypten, den Libanon. Sie alle haben ähnliche Bedürfnisse: Sie brauchen Bildung, jemanden, der ihnen hilft, mit ihren Erinnerungen an Krieg und Flucht zurechtzukommen. Sie brauchen Sicherheit, Zeit für sich und im Winter eine Heizung.

Die rund 750 000 Euro, die durch die „Ein Schulfürs Leben“-Aktion in den vergangenen drei Jahren zusammengekommen sind, sind über Save the Children, die größte unabhängige Kinderrechtsorganisation der Welt, in viele unterschiedliche Projekte geflossen. Save the Children ist in den Flüchtlingscamps und Siedlungen in den syrischen Nachbarländern vor Ort; die lokalen Mitarbeiter haben täglich Einblick in die Bedürfnisse der Kinder, sei es im jordanischen Zaatari-Camp, der gigantischen Container-Stadt in Jordanien mit 80 000 Flüchtlingen, oder im Libanon, einem Land, in dem bereits



jeder Vierte ein geflohener Syrer ist. Sie wissen, was die Kinder brauchen und können das Leben der Kinder gezielt verbessern.

Zum Beispiel das Leben von Salwa, 16, einem Mädchen aus Deir ez-Zor in Ostsyrien. Sie floh mit ihrem Bruder Faisal, 14, im Herbst 2015 – ihre verwitwete Mutter gab alles Geld, das sie hatte, einem Schlepper, damit er ihre Kinder aus der vom IS eroberten Stadt brachte, während sie selbst dort zurückblieb. Die Geschwister kamen bei zwei Schwestern ihrer Mutter in Hatay unter, einem Gebiet im südlichsten Teil der Türkei. Hier leben fast 400 000 der mehr als drei Millionen syrischen Flüchtlinge im Land, die meisten in den Provinzstädten oder in ländlichen Unterkünften. Mit zehn Cousins und Cousinen zwischen einem und zwölf Jahren leben Salwa und Faisal nun in einer Zweizimmerwo-

Ehrgeiz Salwa litt in Syrien unter dem Unterrichtsverbot durch den IS

Gefahr Salwas Schule in der Türkei liegt an einer Schnellstraße, für Fußgänger gibt es keine Übergänge

Hilfe Der Schulbus bringt die Kinder nun sicher und kostenlos zum Unterricht



nung. Ihre Tanten – eine ist Apothekerin, die andere Lehrerin – und ihr Onkel, selbst erst vor zwei Jahren aus Syrien geflohen, haben kein festes Einkommen, sie suchen jeden Tag Arbeit. Für eine Heizung fehlt das Geld.

Salwa ist ein ruhiges Mädchen mit einem weichen, runden Gesicht. Sie mag Schulfächer, die mit Logik zu tun haben, Mathe, Chemie, Physik. „Als der IS kam, wurden Naturwissenschaften verboten“, sagt sie. „Sie nannten die Fächer ‚schlecht‘ und ‚unnützlich‘.“ Ein Jahr lang ging sie nicht in die Schule – das, sagt sie, mache sich jetzt bemerkbar.

Salwa und Faisal gehen in ein sogenanntes Temporary Education Centre (TEC), mittlerweile staatliche Einrichtungen, die von syrischen Lehrern in alten Hotels und leer stehenden Gebäuden gegründet wurden und inzwischen dem türkischen Bildungsministerium unterstellt sind. Zwar haben alle syrischen Kinder in der Türkei ein Anrecht auf einen Platz in einer staatlichen Schule, doch die Kosten für Schulbücher und Fahrkarten halten sie davon ab – oder der weite Schulweg, denn viele Flüchtlinge ▶

PHOTO: BEHRETT SCHUMWAYSEN



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STAFF ON THE SCREEN



From the shelters they lived in and the classrooms where they studied to the potato farms that became a workplace, children transmitted the picture through those who hold the duty to give them their basic rights. Our voice was theirs.



OUR MOST VIEWED POSTS ON SOCIAL MEDIA



129K Views / 1.1K Reactions / 36 Shares



AS YOU SAID

No-one will ever be able to tell the story better than they do. We share those anecdotes from people of all ages and journeys. They speak of their miraculous escape to safety, their struggle to make the best of their conditions, their burning desire to succeed and their determination to make this world a better place for children like them.

We salute those who defend children and fight for a better world for them to live.





WHERE IS NIVINE NOW?

After their success in raising children's voices in Lebanon, Nivine and her friends were invited to take part in another panel discussion in Jordan, having already debated child rights with the Lebanese Minister for Social Affairs.

It was a fitting badge of honour for Nivine, a law student, to be called the 'young advocate.'

THEIR VOICE MATTERS TOO

Nivine thought it was about time that children have been listened to, so she teamed up with a group of adolescents from different backgrounds and cultures to take part in My Voice Matters Too, a national event that brought together politicians and decision-makers to hear directly from children on the day-to-day challenges they are faced with.

Here is what Nivine had to say:



I have come here with my friends. They are from Lebanon, Syria and Palestine. There is no difference between one and another. They have the same rights that I hold. We are here to say that no matter where you come from, as a child you are entitled to the same rights.

"Children in Lebanon should be protected and enabled. There are laws that protect them and we must ensure those laws are enacted."



A HEALING MELODY

Rama was brought out alive after a strike that hit her home in Syria left her trapped under the rubble. On her way to safety, her parents discovered that she suffered a partial hearing loss. In their refuge in Lebanon, Rama's distress was more serious than initially thought to be. With education and close support, she takes the first step to psychological healing.



Rama says:
*I learn about the colours; black, red, orange, yellow... I like animals, elephants, birds and cats.
I was at the nursery today...*

Rama's song deserves a melody

"We came to greet you.. in the festival seasons
To ask you why.. we are not celebrating
Why we don't have decorations
Our land is dreaming.. asking the days
"Where is the beautiful sun"
My land is small.. like a little baby
Give us our childhood.. Give us peace..."

WHERE IS RAMA NOW?

Rama goes to the nursery and has learned the letters. Her family received financial support as part of Save the Children's Case Management programme to enable them to enrol her and her siblings.

THE HARDWORKING TRIO

Hamida and her sister-in-law Marisillia had rarely spoken to Fatima before, until a Home-Based Skills Development project in North Lebanon brought them together to strike up a friendship that transcended work.



Hamida says:
This [Home-Based Skills Development] project was beneficial for everyone;

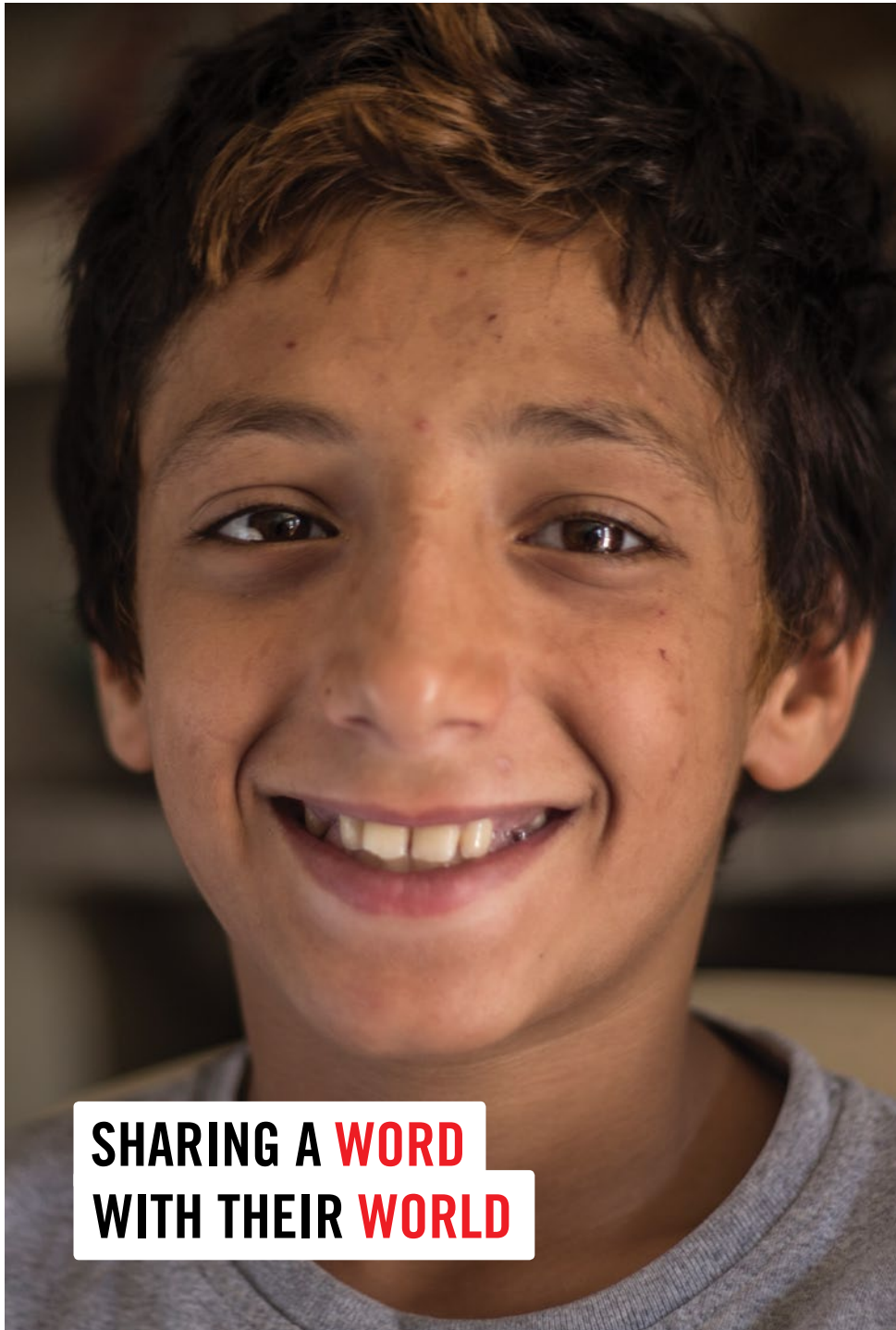
not just for me, for others too. It has been a great change in the atmosphere.

I have friends in the project who had been looking for something to help their families financially, but also feel they were being productive. This has helped them achieve just that."

WHERE ARE HAMIDA AND HER FRIENDS NOW?

The trio have created their own 'Al-Hanan' brand and began marketing their produce of jams and sweets around the village and beyond.





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ROOF ABOVE THE HEADS

Jaber and his family became so desperate that they were left with nothing to wish for other than, in Jaber's words, death. The makeshift cottage they took for a shelter offered no basic protection. As the dark winter clouds loomed over their cottage, a ray of hope flickered one morning.

WHERE ARE JABER AND HIS FAMILY NOW?

Having been supported to rehabilitate his shelter, Jaber is out looking for a job again, having had to stay at home out of worry about the state of the cottage and the absence of privacy and security.

“ We were waiting for death, but this feels like a revival for our hopes. The roof used to be very shaky but has now been fixed. Windows and doors were also installed and the floor laid. There is also a sink. For the whole summer, we had been washing outside.

It makes a difference. We have been on the move for months, living in dirty places, being asked to leave. We lost hope of a stable life.”



INNOVATE TO SUCCEED

Inspiration for Riham was found in the likeliest of places. Sat among a group of girls inside a preassembled classroom, she could hardly blink as she watched a documentary telling the story of a girl who went by the name of Malala Yousafzai, who had opened the very same school that Riham attended.

It was a moment that Riham would never forget.

Riham went on to get the best marks as she graduated from the Kayany Foundation school, thanks to a culture of innovation promoted in the classrooms



Riham says,
When the final results came, I couldn't believe it. I finished top of the school and 62nd in Bekaa.

It was all thanks to the teachers; they treated us like sisters. They made sure we grasped



everything we learned, even if it took days and weeks. It made us feel comfortable and perform better.

It was not just the hard subjects that we learned; we improved our computer skills and also took part in sewing training. Learning new skills was just as important.”

WHERE IS RIHAM NOW?

Riham is studying in high school after receiving an official Year 9 completion certificate.

Her younger sister has joined the school and now wants to follow in her footsteps.



THE UNFAIR FIGHT

Nour lost the most precious people in his life in the space of one year. His mother died when a bomb struck their house in Syria before his father was killed in another strike ten days later. Eleven months didn't pass before he lost his brother, also in the violence.

Having moved to Lebanon and found himself living by himself, Nour didn't let his sorrows put him down. His battle for a better future has the hallmarks of victory all over it.

“



Nour is determined:

Patience. It was the only weapon I had. It's been several months now. This is a new life, new experience. I am trying to power through and I am sure my journey won't stop here. I started to work for 12 hours a day. I did all kinds of jobs; painting, masonry, carpentry. I also worked as a waiter on Sunday nights. All this so I could save up some money for school.

With enough will and determination, I will reach my dream and make my parents happy.

I want to go to university, graduate and do my Masters. I want to travel. I want to fly.”



WHERE IS NOUR NOW?

Nour is pursuing his higher education and has received cash assistance to keep him going. He is juggling light work with heavy studies and is hoping to go to university to realise his and his parents' dream.



George Freeman

SPREADING THE WORD

Those who have come to see what we are doing to help thousands have had something to say about their experience. Here are some testimonies from special visitors we are proud to call supporters.



We visited UK Aid funded programmes operated by Save the Children, addressing humanitarian and development needs, both for those fleeing violence and those giving them a home. This included homes that have been made habitable for refugee families with young children, a refugee camp that has been prepared for the harsh winter ahead with repairs and fire precautions funded, a water pumping station restored to supply a clean and reliable water supply to 40,000 people.”

George Freeman writes on his visit to Save the Children’s programmes in Lebanon in November.



Theo Clarke

“

I have been so impressed visiting the school and some of the classrooms to see the energy.

These are girls who want to go to school and they've been provided with training here.

They're now learning in English.. a great example of the work that Save the Children are doing here on the ground to help these girls who have been fleeing the violence in Syria.”

Theo Clarke on her visit to the Kayany School, supported by Save the Children.



Mariam Farage

“

Every child has the right to learn; it is a basic human right. Education is so important and will decide the future of those children. Education has to happen now, not later. If children don't learn now, the loss will be huge and will affect future generations. We all have a duty to support.”

Mariam Farage, Head of Corporate Social Responsibility at MBC Hope calls for children to access their right to education.

“

“The children I met were in the most desperate of situations, but with the help of Save the Children were getting the support they need for a better future. Kinan showed me that children are often able to recover quickly if they are given the right support.”

Gemma Chan reacts to meeting Kinan, 7, and his family ahead of the six anniversary of the Syria Crisis.



Gemma Chan



STORY OF THE YEAR

SULTAN: A JOURNEY WORTH THE WALKS

Sultan* went to Save the Children for help, and he was not to be let down.

Sultan is on the bus, looking out the window down on the pavement that he always used as a point of sale for his pack of tissues and chewing gum. He is no more heading to work, but to school.



“I used to watch children board the bus. I have finally joined them.”

It was an idea born out of desperation that rejuvenated Sultan’s future.

The 11-year-old went to Save the Children’s offices and asked for help to be able to stop going to work and go to school instead.

The response, provided by the Case Management team at Save the Children, helped Sultan’s mother to find an income and secure a place for Sultan in a Non-Formal Education programme.

“He changed his life with his own hands,” says Josette Kassouf, Save the Children’s Case Worker.

“It was not random. He knew about Save the Children and that we were there to help him.” Sultan’s moment of triumph finally arrived.



I told mom this was the last time I would go to work. The tissues weren’t sold out on that day so I donated them to people who had helped me in the past.

“The next day at school, the teacher asked me to write a line once, but I wrote it twice.”



Sultan believes there are other children who are forced to work. But he also says that their destiny is in their hands. His message is straightforward.



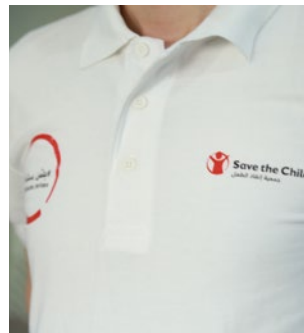
To children like me: stop selling gum and go to school. This is your future.”

WHAT HAPPENED TO SULTAN?



Sultan was resettled to Norway with his family as part of a resettlement programme in Lebanon. He has now made new friends and enjoys learning Norwegian.

LOOKING GREAT





TRIVIA

- 01 When did Save the Children set foot in Lebanon?
- 02 What's the name of the child depicted in Save the Children's logo?
- 03 Who founded Save the Children Fund in 1919?
- 04 In how many countries does Save the Children work?
- 05 Who said, "All wars, whether just or unjust, disastrous or victorious, are waged against the child"?
- 06 Where was Save the Children's first branch opened?
- 07 How many branches does Save the Children have in Lebanon?
- 08 What was Save the Children's first global campaign in 2006?
- 09 What was Save the Children's campaign in Lebanon named?
- 10 How many children did Save the Children reach in 2017?

01, 1953
02, Charlie Brown
03, Eglantyne Jebb and
Dorothy Buxton
04, 120
05, Eglantyne Jebb
06, Fife, Scotland
07, Three: Bekaa, Beirut
and North Lebanon
08, Rewrite the Future
09, Their Education, Our
Future
10, 102,150



“Going to the field and meeting some amazing children is a great reminder of why our little efforts and activism do matter. It is our duty to listen, write, advocate, and influence for the good of those children.”
Aliaa Awada, Media Advocacy and Communications Manager

“I tell children's stories through the lens of my camera. It is my tool against poverty and injustice. At the same time, it allows me to bring together beauty, resilience and happiness in one click.”
Nour Wahid, Digital and Multimedia Officer

“It is a special privilege to sit down and listen to children as they enthuse about their favourite games and what they want to be in ten years' time. Every story they tell is very special.”
Ahmed Bayram, Media Advocacy and Communications Coordinator



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