

## Preventing On-line Trafficking



Phnom Penh, Cambodia



Combatting Trafficking

Year 1 Budget \$31,000

Project Timeline

YR 1 FULLY FUNDED

OCT 23

SEP 26

### Overview

Online Child Sexual Exploitation (OCSE) is a massive, rapidly growing issue with 38% of girls in Phnom Penh exposed to live streaming child sexually abusive material. We know that awareness and behaviour change can make a difference, preventing online sexual abuse that destroys lives, and we know that teenage girls and young women are most influenced by their peers. This project will empower a network of girls and young women to be "agents of change" who are actively sharing information and advice to their peers. They will train and support these change agent volunteers to run online awareness-raising campaigns, equip them with computer literacy and motivate them by being able to get diploma and bachelor certificates for their service, impact and learning as agents of change.

### Impact for April - September 2024

#### Girls attended a 40+ hour computer course

and campaign incubator training. 32 girls completed the course, learning how to use google for research on OCSE, Word and Excel for planning and budgeting for a campaign and Canva for marketing.

32



519

#### Participants in awareness-raising face-to-face over multiple events and campaigns.



One big event with 250 youth was live streamed, and according to expert advice received, this event had a reach and engagement of at least 100,000 people.

#### 29,736 people were recorded

as opening and engaging with the online social media campaigns of the change agent campaign groups (social media reach and engagement statistics).

29,736



#### Campaign groups

126



Currently, there are 18 campaign groups with 126 change agents. The change agents have either graduated from the computer program or from the one-day incubator workshop. Each of the campaign groups have a different strategic focus. Examples of different strategic focuses include education of parents, key prevention strategies and setting up a chatbox.

#### Key Lessons learned by change agents:

- The power of creativity, leadership skills, coping with time management and overload, and hope for change.



### Monirath's Story

Monirath Loeun, a 19-year-old Digital Business student at Cambodia Academy of Digital Technology (CADT), is driving positive change in her community through technology. As vice president of the "Girl Smart Tech" campaign, initiated during AusCam's computer literacy course, she's committed to online safety. After joining AusCam's "Change Agents" program, Monirath gained leadership skills and confidence, transforming her initial nervousness into the ability to lead impactful projects. She now heads an awareness initiative on online child sexual exploitation (OCSE), reaching children through school workshops and social media campaigns. With resilient teamwork and a vision to protect girls and young women, Monirath aspires to expand this critical mission across Phnom Penh.



Thank you for making a difference