The Attorney General's Office, Colombia pledges to

Launch a national awareness and advocacy campaign for the prevention and eradication of child labour in Colombia
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Name:
National awareness-raising and advocacy campaign for the prevention and eradication of child labour in Colombia.

Description:
Launch a nationwide awareness-raising and advocacy campaign for the prevention and eradication of child labour to guarantee the rights of children and adolescents in child labour or at risk of child labour:
1. Regular communications campaigns on social networks with national and territorial reach.
3. Advocacy at the municipal level to strengthen the Functioning of the Comité Interinstitucional de Erradicación y prevención del Trabajo Infantil y sus Peores Formas (Inter-institutional Committee for the Eradication and Prevention of Child Labour and its Worst Forms – CIETI) and the Integrated Registration and Information System for Child Labour (SIRITI).

Implementation plan:
- Press release drawing the attention of territorial entities (departments and municipalities) to the need to include the prevention and eradication of child labour in the public policy cycle as a matter of urgency.
- These communications alluding to child labour will be published through the social networks of the Attorney General's Office, seeking to reach the territories. They will also be disseminated by the judicial prosecutors working in the family sphere in the national territory and will raise awareness in society in general. The central message is to guarantee the right to education as a primary factor in protection against child labour.
- National meeting against child labour: Opportunities to advance in its eradication, in partnership with the Ministry of Labour, which seeks to highlight the positive impacts of successful actions and experiences that can be replicated at the territorial level.
- Advocacy at the municipal level through preventive action by judicial prosecutors working in the family sphere, in relation to the creating and strengthening CIETIs and updating the information register, SIRITI.
- Depending on the procurement process, the Attorney General's Office will produce a television programme on successful practices.
THE ATTORNEY GENERAL’S OFFICE, COLOMBIA

Impact:
As part of its preventive functions to guarantee and protect the rights of children and adolescents, the Attorney General's Office will use this pledge to mobilize political actors at the national and local level to position the prevention and eradication of child labour as a priority on their respective agendas.