



## ORGANIZATION

The Institute of Social Opportunity, Brazil  
pledges to

**Communicate and disseminate information  
on the need to eradicate child labour in  
Brazil and worldwide**

## **Communicate and disseminate information on the need to eradicate child labour in Brazil and worldwide**

### **Name:**

Communicate and disseminate information on the need to eradicate child labour in Brazil and worldwide to all current partners.

### **Description:**

The target audience for our action will be the Institute's partners, employees and students. The purpose of this action pledge is to help to reduce misinformation about child labour. We will use communication tools and channels of dialogue with these audiences.

### **Implementation plan:**

Our main focus is to promote to the Institute's students (an average of 1200 students will be reached in the second semester of 2021) through activities as following below:

- Lectures about human rights and child labor.
- Research to identify the public's level of knowledge on the topic.
- Dissemination of a booklet and other materials (in video and audio) with information on the topic during classes. ( We will share this informational material with our students and their families)
- Inclusion of this topic in the pedagogical calendar for classroom activities with students

Secondly, we will also disseminate information regarding child labor among our employees, such like:

- Activities among the Institute's employees relating to human rights and the eradication of child labor.
- Lectures about human rights.
- A booklet with information on the topic will be shared by email and WhatsApp.
- Recording and dissemination of a podcast about this topic with interviewees invited to talk about child labor in Brazil.
- Research to identify the public's level of knowledge on the topic.
- Training for teachers and collaborators, in order to allow them to disseminate information on the subject with students of this and following semesters

And finally, we will elaborate a campaign for the Institute's partner companies:

- Campaign with periodic communications on the topic with partners through various channels, including social media.

THE INSTITUTE OF SOCIAL OPPORTUNITY, BRAZIL

**Impact:**

The proposed actions are intended to disseminate information about the subject and, consequently, alert the population about the damage that child labor causes to society, especially our target audience, composed essentially of youths from 14 to 29 years old, who can be enticed by possibilities of child labor. We believe that these actions can help to mitigate child labor, with disinformation being a major cause of social problems in Brazil.

[Website](#), [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#)