

Awareness Level of 'Childline' in Tamilnadu

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Abstract—The number of cases reported, regarding child related issues such as child trafficking, child labor, child molesting etc are increasing day by day in India. Though a number of NGO's have come up to help the children in distress, the awareness level about those NGO's and helpline needs to be enhanced. One such NGO is **CHILDLINE India Foundation** which helps the children in need. Though Childline puts in multiple efforts to spread the awareness through campaigns, social awareness in schools, street plays etc. the awareness could not yet reach a large section of general public and students. The main objective of this paper is to find out the awareness level of Childline in Tamilnadu and to identify the most popular and effective medium through which people get to know about to Childline. For this purpose, a survey was conducted with a sample size 336. Cross tabulation was employed to get the results and the conclusion was made on the basis of the type of the medium and the perceived view of stakeholders.

Index Terms— Awareness, effectiveness, stakeholders, child rights protection

I. INTRODUCTION

Children in recent times are prone to many threats like sexual abuse, child trafficking, physical abuse, child labor, children abandoned by parents etc. There are many cases wherein the children run away from home, who are forced to work as domestic help, who are mentally challenged, children who are affected by AIDS etc. These children have nowhere to go nor do they have anybody to contact to help them hence they are forced to spend their lives confronting the abuse they have to go through every day. Although there have been many NGO's and helpline that has been giving constant support and care to such children in India there have not been much reach to people and children about those NGO's.

Childline is one such organization that works 24*7 all 365 days throughout the year helping children in distress. Any individual who sees some bizarre happening concerning a child can contact the toll free number 1098 to register a complaint. The children who are directly affected or targeted can also call for help using this number. This number works in all states in India to help the children. The Childline foundation works with several departments such as Ministry of Women & Child Development,

Government of India and Department of Telecommunications to reach out to the children and also help the children legally.

Though this organization works constantly to help and support the children the awareness about it is very scarce among both the adults and the children. So finding out the awareness level of Childline among adults and children would help to know about the reach of Childline and also finding the medium through which they get to know about Childline would help the organization in targeting that medium to get maximum reach.

II. LITERATURE REVIEW

Children rights are often neglected due to the legal boundaries that bind them and make them deprived of their right to everything. There are many cases where a child is deprived of its basic rights and exploited solely based on that.

[1] gives an Indian scenario on Child's right to education. Before the implementation of Right to Education Act in 2010 about eight million children were deprived of basic education in India. This paper then goes on by telling that though many efforts have been taken by the nonprofit organizations at the end it is the mindset of the parents and the students to change to include these marginalized children not only physically but also socially in schools. [2] goes on telling that giving whatever education to children is not education but giving quality education is the only way to justify the right to education for the Children. To add on to the already existing problems there exist inequalities in the same household due to the gender bias which prevails in most of the developing countries [3].

Due to such bias that exist and the abuse that follows the children who have no one to complain to run away from their home or they go into wrong paths which is again a tough journey for them. This is where Childline comes in to rescue the children and provide them with their basic rights, shelter and also rehabilitation. Statistics shows that in India for the year 2014 – 2015 alone 4, 507, 424 calls were received by Childline from children and adults out of which 42,111 calls (about 36%) were to report child abuse. Among the cases reported 62% was from male children and the other 38% were from female children. Though all kinds of awareness campaigns have been

tried out, getting the maximum reach has been a tough job for the organization [4].

[5] In this paper mass media campaign was employed to give awareness about physical activity. It started off by holding campaigns for people and then moving on to media campaigns. This paper stresses out the importance of process evaluation (monitoring the implementation) which is found out by evaluating message awareness and message understanding attitude of the people. [6] proves that mass media campaigns have a positive impact in creating changes among the people relating to social causes. The media includes Television, radio, newspapers. This paper concludes by saying that getting investments is better in the longer run to get adequate media exposure. [7] also talks about how the behavior of the people have changed due to the health campaigns.

Mass media campaigns employed to reduce the number of alcohol related crashes proved to be effective [8]. Though the effectiveness was increased there was no significant impact between the type of messages and the effectiveness [9].

III. RESEARCH METHODOLOGY

a) Participants:

A total of 336 responses were recorded from both the students and the adults in tier I cities in south India. The responses from students were collected from schools where awareness is given and schools where the awareness is not given.

	Sample Size	
	Awareness given in schools	Awareness not given in schools
Children(below 18)	119	48
Adults	169	

b) Questionnaire Development:

A questionnaire was developed and floated to the students in specific schools in cities in South India. And the questionnaire was floated online to get responses from other stakeholders. It started with asking demographic questions related to name, age and gender. Next the questions were relating to the awareness level of Childline. It mainly comprised of questions regarding the medium through which they have known about Childline

and also the time from which they have started (months) knowing about Childline. Towards the end the questions were mainly focused on the kind the response and assistance they received from Childline. At last an open ended question was given to find out the best way to create awareness in stakeholders view.

c) Research Hypotheses:

Hypothesis 1: There is significant association between type of the medium and awareness level of the people

Hypothesis 2: The most popular medium for creation of awareness among people is through awareness in schools

Hypothesis 3: The most significant media to create awareness in the view of the stakeholders is awareness through schools

IV. ANALYSIS AND INTERPRETATION

SPSS Statistical tool was used to analyze the data collected. Cross tabulation was used to find the relationship between the awareness of Childline and the type of medium through which people have come to know about Childline. Chi-square test, Phi and Cramer's V was used to find the significance level. The result showed it was significant.

TABLE 1: CROSS TABULATION RESULT BETWEEN AWARENESS OF CHIDLIN AND THE TYPE OF MEDIUM

Have you heard about Childline ?	How did you get to know about Childline?											
	Type of medium (M)											
	M-1	M-2	M-3	M-4	M-5	M-6	M-7	M-8	M-9	M-10	M-11	M-12
1 (Yes)	0	17	25	54	10	2	10	22	11	4	0	1
%	0.0	53.1	86.2	96.4	91.6	40.0	62.5	100	100	57.1	0.0	100
2 (Maybe)	12	15	4	2	1	3	6	0	0	3	1	0
%	8.4	46.9	13.8	3.6	8.3	60.0	37.5	0	0	42.9	100	0

TABLE 2: DIFFERENT TYPE OF MEDIUM THROUGH WHICH PEOPLE GET TO KNOW ABOUT CHIDLIN

Medium Number	Type of medium
M-1	Don't know about Childline
M-2	Social Media
M-3	Notebook covers
M-4	Awareness programs in Schools
M-5	Posters
M-6	Mobile awareness
M-7	From friends
M-8	School posters
M-9	Newspapers
M-10	TV
M-11	Magazines
M-12	Radio

Table 1 shows the cross tabulation result between awareness of Childline and the type of medium and table 2 shows the type of medium which is mentioned in table 1. Among the total number of respondents 39.6% of people are not aware of Childline. Among the 46.4% of people who have known about Childline 16.7% of them have come to know about Childline through the awareness programs done in schools. Out of 14% of the people who have replied 'maybe' 4.5% of them came to know about Childline through Social media.

TABLE 3: CROSS TABULATION RESULT BETWEEN AGE AND THE PREFERRED TYPE OF MEDIUM BY THE STAKEHOLDERS TO CREATE AWARENESS

Age Group	Best way to make CHIDLIN known according to stakeholders							
	Type of medium (E)							
	E-1	E-2	E-3	E-4	E-5	E-6	E-7	E-8
1	67	10	7	32	14	15	24	0
%	45.9	62.5	53.8	72.7	100	50	44.4	0
2	61	4	6	5	0	12	21	10
%	41.8	25.0	46.2	11.4	0	40	38.9	52.6
3	18	2	0	7	0	3	9	9
%	12.3	12.5	0	15.9	0	10	16.7	47.2

TABLE 4: DIFFERENT TYPE OF MEDIUM THROUGH WHICH MAXIMUM EFFECTIVENESS CAN BE ACHIEVED

Effectiveness Number	Type of medium
E-1	Awareness in Schools
E-2	Including in school curriculum
E-3	Street plays
E-4	Social media
E-5	Animated videos
E-6	Social awareness
E-7	Advertisements
E-8	School posters

Table 3 shows the cross tabulation result between age and the preferred type of media by the stakeholders to create awareness and table 4 shows the stakeholders view on type of medium that should be employed in order to attain maximum effectiveness. Also Chi-square test, Phi and Cramer's V was used to find the significance level. The result showed it was significant.

Out of the total respondents 43.5% suggested that giving awareness in schools is the best way to reach maximum people. The next best way to reach maximum awareness is through advertising and TV.

V. CONCLUSION

Children abused by family members, children running away from the homes due to physical abuse, child begging, abandoned children are few of the child related issues that we come across every day. Children exposed to such environment find it difficult to come out of their mental state and lead a normal life. Childline helps such children and provides rehabilitation. So it is a necessary that everybody comes to know about Childline. The final results from the survey shows that out of all the people who have known about Childline beforehand the maximum number was through awareness in schools and the suggestions by the stakeholders also stress out that giving awareness in schools is the best way to reach maximum awareness.

VI. LIMITATION AND FUTURE SCOPE

This paper presents a first step towards the awareness level of Childline in cities in Tamilnadu. The sampling size was limited to 336. Although the sample was adequate to draw some meaningful inferences, the study was limited a few samples and a generalization cannot be made to the entire population. Future works can include extending the study to find awareness throughout India and in villages in India with a bigger sample

size. Study can also be extended to see if higher awareness level leads to lesser child related issues.

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