



### The Reason

The number of reported child abuse cases in Malaysia has been increasing in the last few years. This trend is alarming, especially as it may represent only the "tip of the iceberg". While statistics of reported abuse cases are published annually, these alone may not reflect the extent of abuse in a population, the severity of abuse over time or why abuse is occurring.

While various factors are commonly associated with the incidence of child abuse, little is known as to how they may or may not contribute to child abuse within the Malaysian context. Against this background, it is desirable to conduct a comprehensive study of child abuse to help us understand the scope and severity of the issue in the general population.

This study would also help establish benchmarks for the measurement of child abuse, which would enable the monitoring of future trends in the abuse of children, and in public attitudes towards it. The findings of the study would also be instrumental in developing effective and evidence-based interventions needed to protect children from abuse to ensure them of a safe childhood and a future full of promise.

### The Campaign

The adage that ignorance is bliss could not be farther from the truth, particularly in the context of child abuse. Knowledge is the key to our success. It gives us the power to govern ourselves, our households, and ultimately our communities.

**Get on Board** is a "peoples' campaign" by UNICEF to provide the Malaysian public with the knowledge, insights and resources to stop child abuse. The digitally-driven campaign, a first by UNICEF in the region, aims to unite 100,000 supporters to raise their hand in support of children. We hope the Malaysian public will embrace this campaign as their own, and support and promote it in their own unique ways to ensure a safe and protected childhood for every child in Malaysia.

**Do the right thing. [Get on board](#) . Stop child abuse!**

**Are there 100,000 people who care enough to protect our children from abuse?**

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