

DECLARATION

Hereby, the signatories of the present Declaration, Non-Governmental Organizations active in the field of human rights and, implicitly, children's rights (members of APSCF) are expressing their deep indignation about the Ministry of Labor, Social Protection and Family's collaboration with the private foundation Edelweiss within the campaign *Familii Ocrotite (Protected Families)*.

The Campaign *Protected Families* is promoting the Public Service Child's helpline (116111), which is financed from the state budget, as a private service of the respective foundation. The Ministry of Labor, Social Protection and Family is the owner and the administrator of the Child's helpline but in the communication messages of the campaign, this institution doesn't appear. The MLSPF has repeatedly delayed the promotion of the Child's helpline because of the lack of financial resources. As a result, the Service has been promoted by different NGOs active in the field of the child protection, through their activities, materials and communication. The way the Child's helpline is being presented in this campaign creates the risk that everyone who have ever promoted and/or will promote this public Service will be associated to the respective foundation. The lack of financial means can't be a reason for the private organizations, in this case for the Edelweiss foundation, to exploit the child related issue.

The choice of the electoral period for the development of the campaign is far from being a coincidence. In this case, the association of the Child's Helpline to the image of the respective foundation, politically involved, is inadmissible, damaging the best interest of the child and raises big questions about MLSPF's policy regarding the named service's development.

We are also shocked by the unprofessional approach of the campaign's authors. The definitions operated by them are erroneously used (family violence, abuse against children, protected families), and the promoted messages distort the essence of the concepts that have motivated actions foreseen in the action plans and strategies approved by the Government in this field, creating confusions through the public. This way, the efforts done in the field, both by the State and Civil Society during the last 20 years are defied. It is inadmissible for a state institution, with a mandate in the field of the child protection to be involved in this kind of campaigns, making it doubtful the MLSPF's capacity to integrate the child's best interest in its priorities.

We are, thus, appealing to all the authorities, including those with competences in the child rights protection and to the development partners to react and evaluate their own actions from the perspective of the child's best interest. Especially, we are requiring:

- To the MLSPF to retire the information about the Child's Helpline from all the information materials of the campaign *Protected Families* and to ensure that the products of any kind of campaigns that promote public services reflect accordingly the principles and the rights of the child;
- To the Ombudsman for the Child Rights Protection, to take attitude towards the way a private foundation uses the public services for the self-promotion interest; to monitor the authorities' actions from the perspective of the child's best interest;
- To the State Chancellery to take notice of the situation and to communicate with the responsible authorities as not to admit the use of public service in the interest of private foundations; to monitor the collaboration of the MLSPF with the respective foundation, including the legal aspects of the collaboration within the campaign *Protected Families*;

Signatory Organizations:

1. Centrul Național de Prevenire a Abuzului față de Copii (CNPAC)
2. Centrul de Informare și Documentare privind Drepturile Copilului (CIDDC)
3. Asociația Obștească AVE Copiii
4. Centrul de Resurse Juridice din Moldova
5. Centrul de Drept al Femeilor
6. Centrul Internațional pentru Protecția și Promovarea Drepturilor Femeii „La Strada”
7. Centrul de zi „Speranța”
8. Misiunea Socială Diaconia a Mitropoliei Basarabiei
9. ONG Viitorul
10. AO Generația Mea
11. AO ASCHF Peresecina
12. AO Junact
13. AO Alter-Ego
14. AO ”Asociația Psihologilor Tighina”
15. Transparency International, Moldova
16. Asociația Presei Independente
17. Terra – 1530
18. A.O. Bios
19. A.O. EcoContact
20. Promo – LEX
21. Institutul de Politici Publice
22. Centrul pentru Politici și Analize în Sănătate PAS
23. Fundația pentru Dezvoltare din Republica Moldova
24. Asociația Femeilor pentru Protecția Mediului și Dezvoltarea Durabilă(AFPMDD)
25. Uniunea organizațiilor invalizilor din Republica Moldova