



# HIGHLIGHTS 2023 action innocence

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## **“SUR INTERNET, TOUT N’EST PAS POUR MOI.” (“ON THE INTERNET, NOT EVERYTHING IS FOR ME.”) VIDEO**

Children can be exposed, intentionally or unintentionally, to pornographic images on the Internet. In order to address the issue and act preventively, a video has been developed for 8-10 year olds. Its objective is to make children understand that certain images to which they may be exposed are not intended for them and are not appropriate for their age. The video also aims to inform them about ways to protect themselves and ask for help.



## **“INFLUENCEURS – COMMENT GAGNENT-ILS DE L’ARGENT ?” (“INFLUENCERS – HOW DO THEY MAKE MONEY?”) VIDEO**

Which teenager today doesn’t secretly dream of becoming an influencer, a new profession that sometimes gives the illusion of being a springboard to wealth and fame! To explain to young people what is actually hidden behind this word, the Foundation Action Innocence and the association CIAO have published a new animated video. In a few minutes, the video deciphers the profession and its economic model in order to allow those who follow influencers to discover what goes on behind the scenes.

## **“MAUVAISES RENCONTRES EN LIGNE, LE GROOMING” (“BAD ONLINE ENCOUNTERS, GROOMING”) LEAFLET**

### **THEMATIC FILE FOR PROFESSIONALS**

On the Internet, children and adolescents can be confronted with people with malicious intent. In the face of this danger, parents are on the front line. Action Innocence addressed them with a leaflet intended to raise their awareness and give them guidance in the event of an attack on the sexual integrity of their daughter or their son. The campaign also targeted professionals in regular contact with children. A supported file was made available, addressing legal issues in particular.



## **“HISTOIRES GRAVÉES” (“ENGRAVED STORIES”) CAMPAIGN FOR ADOLESCENTS**

In 2023, the campaign to prevent harassment and bullying between students was deployed in the canton of Jura. Students from the Courrendlin primary and secondary school were able to benefit from the prevention campaign for several weeks during the autumn.



**“GRANDIR AVEC LES ÉCRANS”  
 (“GROWING UP WITH SCREENS”)  
 THINK TANK**

With the collaboration of early childhood experts, Action Innocence worked on the creation of a new film for young parents of children aged 12 to 24 months. Its objective is to allow parents to see how other families manage screens and to highlight good practices. In 2023, the Foundation wrote the script and started filming.

**“JEUX VIDÉO” (“VIDEO GAMES”)  
 THINK TANK**

Bringing together video game experts active in Romandie, the working group met throughout 2023 to consider new prevention initiatives for parents. Based on these discussions, Action Innocence conducted a feasibility study during the year on the organisation of an event intended to introduce parents to the world of video games, with the aim of encouraging them to support their children in their practices.

## **“TILAPIN ET LES ÉCRANS” (“TILAPIN AND SCREENS”) PUPPET SHOW FOR TODDLERS**

Tilapin went to meet 1st and 2nd grade students from the canton of Neuchâtel to discuss with them the issue of screen use and everything we don't do when we are in front of a screen. The puppet show was performed during the 2022-2023 school year and, in 2023, more than 2,000 students aged 4 to 6 were able to attend. The initiative was partly financed by the Rotary Club of Neuchâtel.



## **PODCAST AND ADVICE FOR PARENTS**

As of January 2023, Action Innocence began publishing a podcast to answer parents' questions. In each episode, the prevention team offers ideas for reflection on themes related to the use of screens by children and adolescents. The episodes are published on the Foundation's website and its Instagram account. The number of followers on Instagram reached 1,548 people in 2023 (+280% compared to 2022).

## **“PRÉVENTION DES PHÉNOMÈNES DE HARCÈLEMENT-INTIMIDATION ENTRE PAIRS” (“PREVENTION OF HARASSMENT-BULLYING PHENOMENA BETWEEN PEERS”) CAS TRAINING**

The Certificate of Advanced Studies (CAS) addresses the phenomena of harassment-bullying between peers in school, extracurricular and institutional settings. It is structured into three modules corresponding to a total of 12 ECTS credits. The training covers the concepts and practical issues related to harassment-bullying phenomena and the different means of preventing them and intervening. It results in the development of an institutional project which aims to enable each participant to transfer the knowledge and experience acquired during the training into their work context. 16 professionals obtained the CAS in June 2023. The third edition 2023-2024 began in September 2023 and there are 13 participants.



## **CHARITY GALA 2023**

Action Innocence organised a charity gala that brought together 432 guests on the 16th of February 2023 in Gstaad. The auction raised CHF 4,530,000.



## **CHRISTMAS EVENING 2023**

The traditional Christmas Evening took place on the 5th of December 2023 at the President Wilson Hotel. The event brought together 326 guests and the Christmas tree auction raised CHF 195,000.



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