

SUSTAINABILITY BRIEF

EDUCATING CHILDREN IN UNDERSTANDING SEXUAL ABUSE AND SAFETY



The children participating in the initiative “Sentuhan Selamat, Tidak Selamat” (Good Touch Bad Touch)

In 2021, Wilmar introduced the initiative “*Sentuhan Selamat, Tidak Selamat*” (Good Touch Bad Touch) through its Women Working Groups (WoW) throughout their Malaysian estates.

Cognisant of the sensitive topic, engagement with parents of the children in Wilmar’s schools was first carried out to ensure that they were aware of the programme before its commencement.



A snapshot of the presentation used to interact with the children

Members of WCSG who participated in the training carried out the programme by using methods more appropriate for children like songs, quizzes and attractively designed materials. The programme was carried out in local languages and dialects to allow the children to understand and be able to participate in the programme more effectively.



Nurul Narieni conducting the "Sentuhan Selamat" session with the students in the Humana School

According to Nurul Narieni, Environment, Safety & Health (ESH) Officer at Sapi Plantation, the programme was done for children from the age of five onwards in early November after the final examinations.

"We hope with this programme the children can better identify potential signs of sexual abuse or exploitation by being able to differentiate what is inappropriate, and what is a safe versus unsafe touch. This will enable better ability to inform their parents or teachers if they encounter that situation," she said.

Nurul explained that the programme teaches the children to report such incidents and they are also taught what they should do if such a situation happens.



After a successful session in the Humana school

Kristine Kashphill, ESH Officer at Sabahmas Plantation, said that training sessions are well received by the children as they participate and interact during the training sessions.

“Through the use of more interactive methods such as quizzes and games, we believe the children have been able to absorb the information more effectively. The Q&A sessions we have carried out do confirm that the children now understand the subject at hand. They are more aware now of the differences between safe and unsafe interactions, through the understanding of what is safe and unsafe,” Kristine said.

This initiative is one way in which we strengthen the implementation of Wilmar’s Child Protection Policy¹ which was introduced in 2017. The policy is based on the principles of the Convention on the Rights of the Child (CRC) and provides a comprehensive framework for the protection, provision for and participation of all children without discrimination to ensure their survival and development. It sets out Wilmar’s commitment to protecting all children in its operations and supply chain, through all Wilmar suppliers and contractors.

The initiative is also in line with the development of the Malaysian version of the Child Protection Implementation Manual², which was done in partnership with the international non-profit, BSR. BSR worked alongside Earthworm Foundation to provide specific context to the implementation of Wilmar’s Child Protection Policy in Malaysia. The original manual which was published in 2020 was specifically written for application in Indonesia.

¹ <https://www.wilmar-international.com/docs/default-source/default-document-library/sustainability/resource/Child-Protection-Policy.pdf>

² [https://www.wilmar-international.com/docs/default-source/default-document-library/sustainability/wilmar-child-protection-policy---implementation-manual-\(2020\).pdf?sfvrsn=77bfd66_2](https://www.wilmar-international.com/docs/default-source/default-document-library/sustainability/wilmar-child-protection-policy---implementation-manual-(2020).pdf?sfvrsn=77bfd66_2)