

M13 - A.M.A.S.C.A._AR – project summary

NGO Name	Asociatia „M.A.S.C.A. (Motivarea, Acceptarea, Sustinerea si Consilierea Adolescentilor) / (M.A.S.C.A. Association (Motivation, Acceptance, Support and Counselling for Adolescents))
Project Title	Attention! Digital Danger
Budget	€15,000
Target Group	15 events organised with 1676 participants (1676 validated, and 1529 unique). Validated participants: - 929 children and 505 parents – beneficiaries of information sessions; - 143 teachers – beneficiaries of training sessions; - 99 experts – beneficiaries of best practices exchange and networking sessions; - 3 school units in rural and urban areas in Arad County;
Project objectives	Project duration: 9 months (01.03.2025 – 30.11.2025) General Objective: Prevent, reduce, and manage digital violence among children in educational institutions by developing and implementing an integrated set of intervention measures within the school ecosystem. Specific Objectives: 1. Increase awareness of the risks, signs, and ways to manage digital violence among children and parents through the awareness campaign, “No Virtual Wounds”. 2. Develop skills to recognize and manage digital violence among teachers by training sessions. 3. Encourage interinstitutional cooperation for child protection against digital violence by connecting teachers and experts from various institutions and NGOs involved in preventing, identifying, reporting, referring, and responding to violence against children.
Project activities & results	- Awareness raising campaign through 6 large events with mixed participation (811 children, 476 parents, 25 experts), to raise awareness about the risks of online violence. The campaign developed risk identification skills, forms of self-protection reflexes, and encouraged open communication between children, parents and teachers. - Awareness campaign through 3 events for materials dissemination among 118 children and 29 parents; - Training campaign through 4 events with 143 teachers and 8 experts on “Awareness of the emotional impact on children, victims of digital and gender-based violence” and “How to prevent and detect cases of digital and gender-based violence against children with consequences manifested in school”, legislation, and available child protection services, followed by debates on these topics; - 1 event for experience and best practices exchange with 35 experts on detecting/responding, referring cases of digital violence against children; - 1 final conference with 31 experts involved; - 1 partnership agreement with one school;
Publications promotion	- 1 roll-up and 1 poster used in awareness and dissemination events; - 1 leaflet for children and 1 for parents, with educational information disseminated during events; - 4 PPT materials for children, parents and teachers; - 1 reel-type video material, used during awareness events; - 1 training paper for teacher’s training; - 2 press releases with posts on “TV Arad”; - 20 posts on Facebook and Instagram; “These materials were designed so that they can be used on long term in educational activity, and will remain available in the schools involved. At the same time, the interest shown after the completion of the project, proved by additional requests for information materials, confirms the relevance and practical usefulness of these resources.”
Best of ... (grantee quote in narrative report)	“The most successful elements of the project and the reasons for their success: 1. Awareness campaign with emotional impact and diversity: The events for children and parents were deeply moving, directly touching the hearts of the participants. The presence of several victims who shared their experiences of digital and gender violence created an authentic and powerful impact. Among them, a young gay man spoke about his experience, highlighting the specific challenges of vulnerability related to sexual orientation. Real testimonies transformed the project’s messages from simple information into lived experiences, and the emotionally impactful movie amplified these stories, helping the audience understand the seriousness and consequences of online violence. 2. Teacher training with the support of a specialist: The sessions for teachers provided more than knowledge. They created a space for understanding and empathy. A medical specialist’s presentation on the effects of digital violence on adolescents, including those vulnerable due to gender or sexual orientation, provided teachers with concrete tools to identify and manage difficult situations in school, strengthening their protective and responsible role. 3. Experts meeting and exchange of best practices: Discussions between teachers and experts focused on practical methods of preventing, identifying and responding to digital and gender violence, strengthening cooperation between institutions and creating a safe and inclusive environment for all adolescents, regardless of identity or vulnerability.”
Sustainability (grantee)	“During the project, a Collaboration Protocol for Child Protection was established between the M.A.S.C.A. Association, the participating schools, the General Directorate of Social Assistance and Child Protection

quote in narrative report)	(DGASPC) in Arad County, and the County Centre for Resources and Educational Assistance (CJRAE) in Arad County. The protocol provides a clear framework for cooperation between schools, NGOs and other institutions involved in child protection. It can be adopted by other school units or organizations, standardizing the procedures for identifying, reporting and intervening in cases of digital and gender violence.”
Children/ participants' involvement feedback (grantee quote in narrative report)	“The campaign organizers noted a high level of involvement and attention from schools, students and parents during the events. Participants appreciated the interactive nature of the presentations, the opportunity to ask questions and the open discussions on sensitive topics related to digital and gender violence. In particular, the organizers were impressed by the positive impact generated by the presence of a victim who shared her personal experience, providing a real perspective on the consequences of violence and the importance of adequate support. Martial arts demonstrations also attracted the interest of children, highlighting the benefits of sport in developing self-control, mastering emotions and preventing conflicts. Students and parents asked relevant questions after the theoretical presentations and the victim's testimony, expressing curiosities, fears and personal situations, which allowed for the clarification of concepts and the deepening of the campaign's messages. Also, the practical contribution of the children, through martial arts demonstrations, created a strong visual and emotional impact, reinforcing the campaign's messages about self-control, empathy and respect in the digital environment. The experiences and direct interventions of the participants transformed the event into a living space of learning, collaboration and reflection, strengthening the educational and preventive effect.” “Teachers and school staff were actively involved in the interactive discussions, asking concrete questions and sharing experiences from their professional activity related to digital and gender-based violence. Participants provided examples of situations encountered in school and proposed practical solutions for their prevention and management, contributing to the deepening of the theoretical knowledge presented by the experts. Their interventions facilitated the clarification of legislative aspects, available services and support measures for students, transforming the training into an active exchange of experiences and good practices between teachers and experts.” “Participants were actively involved in discussions and exchanges of experience, providing concrete examples from practice regarding the identification and management of cases of digital and gender-based violence in schools. Teachers and representatives of partner institutions proposed applicable solutions, clarified procedural and legislative aspects and shared effective methods of communication and support for affected students.”