“Mighty Kid” empowering initiative to combat violence against children

A campaign launched by the youth and family office [of the city of Graz] in collaboration with the education and integration department under the name of “I’ve got courage” encourages children to talk about the violence they have experienced. The aim is to raise the awareness of all citizens of Graz for child protection concerns.

Child protection is a societal task we must address in a combined effort involving many actors – parents, teachers and all those who work with children. We share the goal of ensuring children’s right to growing up in an environment free of violence in which they can develop freely. Child protection concerns us all!

Hi, I’m the Mighty Kid that boosts your courage!



I am the Mighty Kid that boosts your courage!*© Stadt Graz/8010*

I am children’s companion – throughout the day, at school, at home. I comfort them in distress, I protect them and prove to be a true friend who can be trusted.

I am small, cuddly and like to be hugged. I am a fabulous creature. What’s so fabulous about me? I am cheerful. Always. And my cheerfulness is contagious. I help you be brave and fight off injustice and evil. I do so with words. I help saying these words.

My message is: “You are not alone in this world. Others are here to help you.”

Incidentally, I am a local product: made by tag.werk - Caritas, Jugend am Werk, heidenspass.

Mighty Kid helps ...

* ... children voice their problems, overcome their sadness, fight off injustice and speak out on what has hitherto been unspeakable.
* ... adults reach out to children. It helps teachers and professionals take away a lot of the seriousness, gravity and pressure associated with given situations - for children to find the courage to speak about their worries and concerns.

I’ve got courage

Children are encouraged to talk about their worries (with teachers, with the youth office). Teachers are encouraged to venture a closer look (personality changes in children).

It is the teachers who hand out Mighty Kid empowering dolls to third-year primary school children. In addition, support materials such as posters for classrooms and letters for parents are also included and attached to the packaging.

All Mighty Kid items come with a small label containing all relevant information.

Children have a right to be raised without use of violence!

More than thirty years ago, on November 20, 1989, the UN General Assembly ratified the Convention on the Rights of the Child. This Convention assures all children their basic political, social, economic, cultural and civil rights. According to Article 19 of the UN Convention, all children have the right to be protected from all forms of violence.

The full article reads as follows: " *States Parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent(s), legal guardian(s) or any other person who has the care of the child.*"

Also in 1989, Austria banned violence in education.

Who are the sponsors of the campaign?

This initiative has been launched under the friendly patronage of professors Dr. Ernst Eber (Department of Pediatrics and Adolescent Medicine) and Dr. Holger Till (Department of Pediatrics and Adolescent Surgery), both from the Medical University of Graz. In relation to content, assistance is provided by the Graz child protection centre (Kinderschutzzentrum Graz) in represention of the child protection institutions of the city of Graz.

Do you have any further questions?

Please contact the youth and family office. We are pleased to provide any information you may require.

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