

The ConectadaSOS campaign by SOS Children's Villages Peru to promote safe internet use

With the pandemic, connecting to the internet became essential for studying, working and socialising, which caused a significant growth in connectivity in Peru.

It was at this point that Aldeas Infantiles SOS Peru decided to create the ConectadaSOS campaign, focused on children, teenagers, mothers, fathers, teachers, school principals and carers in general, with the following objectives:

- Promoting the importance of creating safe virtual environments for children.
- Raising awareness and train people to deal with growing threats in the digital world such as grooming, cyberbullying, sextortion and dangerous viral challenges.

Characters, animated videos, stickers, comics and other child-friendly materials were created.

The campaign was implemented in person in 13 programmes in eight different regions of the country. It was also promoted in public and private educational institutions, as well as at fairs in public areas. At the national level, it had a significant presence in local and regional media. It is estimated that it reached more than 20,000 children and adolescents and more than 10,000 mothers, fathers, teachers, school principals and caregivers.

ConectadaSOS materials can be found [here](#), all in Spanish.