



I Am Special, Unique, and Precious I SUPPORT THE RIGHTS OF GIRLS Against Harmful Practices



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MISSION:

To lead and direct all efforts in the pursuit of uplifting women and children and to create life-changing awareness of their worth and rights as human beings through the I AMSAM Prevent-to-Empower Protocol (PEP).

"Wisdom is the principal thing; therefore get wisdom, and with all thy getting, get understanding." -Proverbs 4:7

VISION:

A world of whole, happy and empowered women and children who embrace their self-worth and are free from any form of abuse through the I AM SAM Prevent-to-Empower Protocol (PEP).

When women are healthy, educated and free to take the opportunities life affords them, children thrive and countries flourish, reaping double dividend for women and children."

-Kofi Annan, Secretary General of the United Nations (1997-2006)

I AM SAM TAGLINE is...

I am SPECIAL, UNIQUE and PRECIOUS.™

The I AMSAM PEP is anchored on its tagline, I Am Special, Unique and Precious. Being Special, Unique and Precious is a natural entitlement. Simply because you are born into this world, you are naturally, Special, Unique and Precious and so is every single person in the human race or family.

HOW WE DO IT:

I AM SAM PEP (Prevent-to-Empower Protocol) is the flagship program of the foundation. It is grounded on providing a high degree of awareness, consciousness, structured education and options/support for: *preventing any, further and future abuse, while embracing one's own self-worth.*

I AM SAM Prevent-to-Empower Protocol (PEP) in a capsule

I am Special, Unique and Precious because
I am a human being.

1

through UDHR

I am Special, Unique and Precious because
I am a child.

2

through UN CRC

Because I am Special, Unique and Precious,
NO ONE can abuse me-not even my parents.

3

through the I am SAM PEP

Self-worth is my tool!

4

through the I am SAM PEP

COMPONENT 1

The UDHR (Universal Declaration of Human Rights) is "one of the highest expressions of the human conscience of our time" – St. John Paul II

COMPONENT 2

The UN CRC (Convention on the Rights of the Child) provides a globally-agreed set of values for all children. Importantly, Children are citizens now and not pre-citizens. – UNICEF UK

COMPONENT 3

Child abuse casts a shadow the length of a lifetime. – Herbert Ward

COMPONENT 4

Self-worth is the greatest tool I can give a child/myself. – SAM [Rayla Melchor Santos]

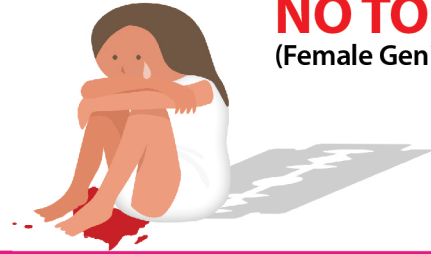
I am Special, Unique and Precious



**I AM A CHILD
NOT A BRIDE**
SO LET ME ENJOY
MY CHILDHOOD.



**AND I SAY
NO TO FGM**
(Female Genital Mutilation)



Because I am Special, Unique, Precious, NO ONE CAN ABUSE MY BODY AND SPIRIT.

Problems with girls' education often stemmed from traditional "attitudes and beliefs" - Michelle Obama, First Lady, United States of America

"Respect for girls' human rights requires that we prevent and END CHILD MARRIAGE and demand that we actively support girls who are already married. Human rights realized for girls is simply the fulfillment of our duty to them. It is the only course by which we can avert what otherwise is the human tragedy of child marriage."
—Dr. Babatunde Osotimehin, Executive Director, UNFPA

"Women's loyalty has to be earned with trust and affection, rather than barbaric rituals. The time has come to leave the old ways of suffering behind" —Waris Dirie, UN Special Ambassador for the Elimination of FGM
Author, Desert Flower: The Extraordinary Journey of a Desert Nomad

DEFINITION:

EARLY, CHILD AND FORCED MARRIAGE describes marriages in which one or both spouses are below the age of 18 or when one or both of the spouses did not give their free and full consent.

FEMALE GENITAL MUTILATION (FGM) comprises all procedures that involve partial or total removal of the external female genitalia, or other injury to the female genital organs for non-medical reasons (WHO).

SOME STATISTICS:

*By 2020, about 142 million girls will be married by their 18th birthday, a daily rate of 37,000 girls, an average of 14.2M @ year
• One third of the world's girls are married before the age of 18 (one in three girls is married before age 18 in developing countries); 1 in 9 before age 15
• 41 countries worldwide have a child marriage prevalence rate above 30%

• Around the world, between 100 and 132 million girls and women have been subjected to FGM
• Each year, a further 2 million girls are estimated to be at risk in 28 African countries, parts of Middle East and Asian countries, and increasingly in Europe, Canada, Australia, New Zealand and the United States of America as a result of migration (WHO).

REASONS FOR THE PRACTICE:

- To preserve a tradition practiced for generations
- To alleviate poverty and to secure the girls' future because the parents feel it is for their best interest

- To conform to social norms and in many settings, it is thought to be a religious requirement.
- Other reasons include hygiene, marriageability, maintaining virginity, bride price and family honour

CONSEQUENCES OF:

- Jeopardizes girls' rights, prevents education & robs them of a chance of a career
- Denies the girls a voice and say in their life choices and decisions, i.e. timing of marriage and choice of spouse
- It leads to complications at child birth e.g. fistula: at worst, death

Short-Term complications: include risks of infections and sepsis as traditional practitioners use razor blades, knives or bits of glass to cut the delicate tissue in poor sanitary conditions; severe pain resulting into shock, blood loss resulting into death. Other complications include tetanus, urine retention, ulceration of the genital region and injury to adjacent tissues.

Long-term complications: Birth complications (obstetric fistula, C-sections, tearing); Menstrual problems; repeated FGM (re-infibulation), keloid formation, psychological trauma and infertility

WHAT CAN BE DONE TO PUT AN END TO THIS:

• Advocate and use the I AM SAM PEP (Prevent-to-Empower Protocol) that empowers girls at risk of child marriage FGM & protects the dignity and rights of young women and girls

- Call on governments and leaders to enact and enforce national laws that raise the age of marriage to 18, for both girls and boys.
- Advocate for the abandonment of negative traditional values
- Advocate for actions to ensure economic and livelihood opportunities for girls out of skills, and for teenage mothers

- Engage the entire community in a dialogue with all relevant stakeholders to ensure that the communities understand the dangers of the practice and its harmful consequences on women and girls
- Facilitate increased male involvement in actions to put an end to the practice
- Enforce local legislation and domestication of international policies and laws to protect women from harmful traditional practices

LEGAL FRAMEWORKS AND POLICIES:

- UN Convention on the Rights of the Child (CRC)
- UN Convention on the Elimination of all Forms of Discrimination against Women (CEDAW)
- International Conference on Population and Development in 1994 (ICPD)

SOURCES:

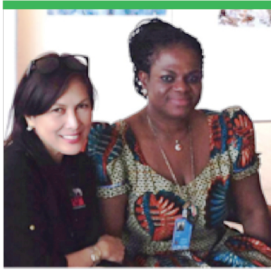
1. <http://www.girlsnotbrides.org/why-does-it-happen/>
2. Convention on the Rights of the Child, Article 1.2.
3. <http://www.icrw.org/child-marriage-facts-and-figures>

4. <http://www.plan-uk.org/early-and-forced-marriage/#sthash.bv7Zellr.dpuf>
5. <http://unfpa.org/endchildmarriage>
6. www.iac-ciaf.net

**I am a Shaker and Mover. I make things happen
I join the I AM SAM campaign to END CHILD MARRIAGE and FGM.**



HISTORY



Dr. BISI ADEBAYO has been appointed as I AM SAM Director for AFRICA and EUROPE. SAM [Rayla Melchor Santos] and BISI met at a talk organised at the UN in Geneva last Oct 2013 where Sam spoke about the I AM SAM Prevent-to-Empower Protocol (PEP), its flagship program. BISI, one of the attendees from the

Inter-African Committee on Traditional Practices, has since stayed in close contact with I AM SAM embracing PEP as a solution to the traditional harmful practices in her beloved Africa.

The partnership between BISI and SAM is built on mutual love, respect, gratitude and the deepest desire to Shake And Move the world to END FGM and Child Marriage, among others. BISI brings into I AM SAM her expertise and forte par excellence in advocacy work.

PARTNERSHIP IN ACTION



Teacher SAM presenting the I AM SAM African Mentor Banners with Archbishop Desmond Tutu and Nelson Mandela to Dr. Bisi Adebayo with Maria Elena Elverdin from the International Federation of Women in Legal Careers



Teacher SAM presenting the I AM SAM PEP (Prevent-to-Empower Protocol) in the UN Panel: Protecting and Safeguarding the Human Rights of Children on June 11, 2014 and Bisi Adebayo, from Inter-African Committee, moderating the panel.



UN Panel Against Traditional Harmful Practices on June 17, 2014 with Madame Chantal Compaore, First Lady of Burkina Faso and Madame Mariam Lamanaza, Chairman, Inter-African Committee (IAC), Executive Board



The GLOBAL EDUCATOR AWARD for 2013-2014 from GEM (Global Education Motivators) was presented to SAM/Rayla Melchor Santos during the 9th UN Teachers Conference on Human Rights and Peace on April 4, 2014 at the UN HQ, New York City.

"Teacher Sam and the I AM SAM Foundation is making its mark in helping and protecting the world's children. I have seen you expand from the Philippines, Canada, China, the US and Taiwan. The rest of the world awaits your arrival."

-Wayne Jacoby
Founder, Global Education Motivators (GEM)



The Most Reverend Desmond M Tutu, O.M.S.G. D.D. F.R.C.
Anglican Archbishop Emeritus of Cape Town

Dear I Am S.A.M. Foundation,

We are all God's children, sisters and brothers, one family together. There is enough for all if we love and respect each other. I hope you will help to make this world a more compassionate, caring place, where all young people can walk tall and reach for the stars.

Go for it...

God bless you.

-Desmond M. Tutu
Archbishop Emeritus



"I hope there will be more organizations like I AM SAM that will lead us in the endeavor to ensure that every child will experience quality life in not so distant future until we reach the finish line."

-Vanessa Tobin
Country Representative (2007-2011)
UNICEF Philippines

