

MBIMB

April 2025 Newsletter

WHEN CHILDREN CAN'T SPEAK, WE MUST LEARN TO LISTEN

Inspiring Change:
The Amazing Girls
Empowerment Team
is now Worldwide

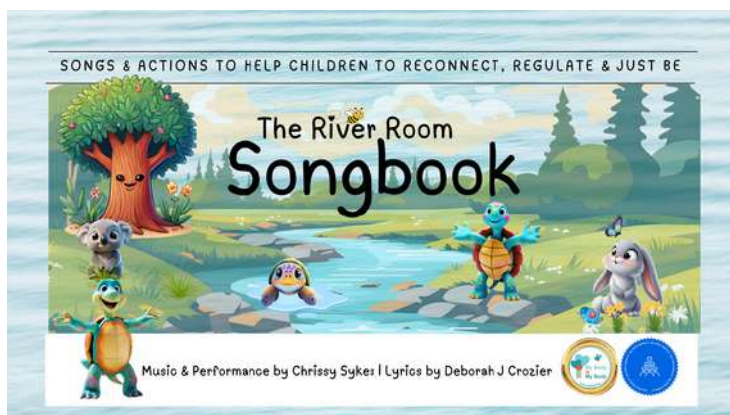
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MBIMB APRIL 2025 NEWSLETTER



Hello MBIMB Champions!

Welcome to our April 2025 My Body Is My Body newsletter! I'm absolutely bursting with pride at the incredible strides we're making together—over 2.7 million children in 63+ countries are learning to speak up, set boundaries, and stay safe.

This month, we celebrate the tireless dedication of our amazing MBIMB Ambassadors who bring our programme to life in their communities, and the unwavering support of our Rotary International Partners whose networks and resources help us reach every corner of the globe. Thank you for standing with us and believing in every child's right to feel safe and heard.

As we move further into 2025, our goal is simple: engage more hearts, educate more minds, and protect more bodies—all at zero cost to you. It only takes a moment to share our message on social media: forward this newsletter, tag a friend, post our programme videos, or invite a colleague who works with children to join the movement. Together, we can light up more classrooms, playgrounds, and living rooms with the language of empowerment and care.

In this issue, you'll find:

- A spotlight on new Rotary clubs championing MBIMB in South Africa
- Real-life stories from teachers using our musical activities to transform their classes
- A first look at our River Room Song Book, created in partnership with A Positive Start
- Tips for returning to school in June with confidence and calm

Thank you for everything you do. Let's keep the momentum going—because when we share knowledge, we spark change. Be proud, be loud, and let's make child safety a universal conversation!

With gratitude and determination,

Chrissy



MBIMB Board Of Directors



CHRISSY SYKES

CEO AND FOUNDER

CHRISSY CURRENTLY WORKS WITH NGO'S AND SCHOOL VOLUNTEERS IN OVER 60 COUNTRIES WHO HAVE REACHED AT LEAST 2.5 MILLION CHILDREN WITH THE PROGRAMME. ANOTHER 1.8 MILLION PEOPLE HAVE BEEN REACHED ON YOUTUBE. CHRISSY SPENDS HER TIME TEACHING VOLUNTEERS, SCHOOL TEACHERS AND COMMUNITY LEADERS HOW TO INTRODUCE THE SUBJECT OF CHILD ABUSE PREVENTION INTO THEIR COMMUNITIES USING THE MBIMB PROGRAMME.



DEE RUSSELL - THOMAS

TRUSTEE

WITH OVER 30 YEARS OF EDUCATION EXPERIENCE IN THE UK AND OVERSEAS, IN STATE AND PRIVATE SECTOR AND FROM INFANT THROUGH TO UNIVERSITY LEVEL, DEE IS ABLE TO SUPPORT, ADVISE AND PROVIDE TRAINING IN AREAS OF SCHOOL IMPROVEMENT, PLANNING FOR INSPECTIONS, LESSON OBSERVATIONS AND PERFORMANCE MANAGEMENT.



ANTONIA NOBLE

TRUSTEE

DURING HER 25 YEARS AS A BARRISTER, ANTONIA NOT ONLY DEVELOPED A DEEP UNDERSTANDING OF THE LAW BUT THE ABILITY TO PROCESS AND PRESENT INFORMATION LOGICALLY AND CLEARLY. WHAT'S MORE, IT'S WHAT SHE IS PASSIONATE ABOUT. SHE CARES DEEPLY ABOUT JUSTICE, FAIRNESS AND LIBERTY AND LOVES NOTHING MORE THAN HELPING INDIVIDUALS AND ORGANISATIONS FIND THEIR VOICE AND REACH BETTER OUTCOMES.



NICK ASKEW

TRUSTEE

CEO + FOUNDER OF SPACE AUTO, A RETAIL AND MARKETING SOFTWARE AND DATA TECHNOLOGY COMPANY IN DALLAS, TEXAS. ALSO, FOUNDER OF LUMINARY 2, A DEVELOPMENT AND TECHNOLOGY AGENCY DELIVERING CUTTING-EDGE BUSINESS TECHNOLOGY SOLUTIONS, SPECIALIZING AND INVESTING IN STRATEGIC SAAS PRODUCTS THAT REVOLUTIONIZE INDUSTRIES.



CAROLINE FLYNN

TRUSTEE

CAROLINE IS THE VICE CHAIR FOR THE BASW ENGLAND LONDON BRANCH BRITISH ASSOCIATION OF SOCIAL WORKERS. SINCE 2006 CAROLINE HAS WORKED AS A LOCUM SOCIAL WORKER, CONSULTANT SOCIAL WORKER, MANAGER AND CHILD PROTECTION CHAIR THROUGHOUT THE UK.



DR. TUFAIL MUHAMMAD

ADVISORY BOARD

DR. TUFAIL MUHAMMAD (MD, MCPS, DCH, DCPATH) IS A PAEDIATRICIAN BY PROFESSION. CURRENTLY, HE IS THE CHAIRMAN OF THE CHILD RIGHTS & ABUSE COMMITTEE, PAKISTAN PEDIATRIC ASSOCIATION AND DIRECTOR OF THE REGIONAL TRAINING INSTITUTE PESHAWAR. HE HAS POSTGRADUATE QUALIFICATIONS AND TRAINING IN PEDIATRICS, CLINICAL PATHOLOGY, PUBLIC HEALTH AND REPRODUCTIVE HEALTH.



NANCY ABDELHADI

ADVISORY BOARD

NANCY HAS EXTENSIVE BUSINESS DEVELOPMENT, MARKETING, COMMUNICATIONS, PUBLIC RELATIONS, EVENT PLANNING AND RESEARCH EXPERTISE AS WELL AS A RICH ACADEMIC AND PROFESSIONAL BACKGROUND ON REGIONAL AND INTERNATIONAL LEVELS. SHE ALSO HAS COMPREHENSIVE ORGANIZATIONAL, PUBLIC RELATIONS AND MANAGEMENT COMPETENCIES.



ANNEMARIE MOSTERT

ADVISORY BOARD

ANNEMARIE IS ROTARY INTERNATIONAL DISTRICT GOVERNOR OF DISTRICT 9400 FOR 2020 - 2021 COVERING BOTSWANA, ESWATINI, PARTS OF MOZAMBIQUE AND PARTS OF SOUTH AFRICA. MEMBER OF THE ORGANISING COMMITTEE FOR RI CONVENTION, 2025 CALGARY. COORDINATOR OF STRATEGIC PLANNING COMMITTEE, ZONE 22, AFRICA. AMBASSADOR GIRLS' EMPOWERMENT ZONE 22. AMBASSADOR, IEP (INSTITUTE FOR ECONOMIC AND PEACE). LEAD TRAINER FOR ROTARY INTERNATIONAL ASSEMBLY ORLANDO 2023. CEO AND FOUNDING MEMBER OF SESEGO FOUNDATION. DISRUPTING POVERTY.



DR. DARWIN MOSES

ADVISORY BOARD DIRECTOR OF INCLUSION AND ACCESSABILITY SERVICES

DISABILITY AND INCLUSIVE DEVELOPMENT
PROFESSIONAL WORKED FOR THE EMPOWERMENT OF PEOPLE WITH DISABILITIES FOR MORE THAN 19 YEARS IN THE THEMATIC AREAS OF SPECIAL EDUCATION, INCLUSIVE EDUCATION, LIVELIHOOD, ADVOCACY AND NETWORKING. WORKED PAN INDIA AND INTERNATIONALLY. WORKED WITH ALL TYPES OF DISABILITIES.

CHANGING LIVES WITH EVERY DONATION

Please support our
mission to safeguard
children at
www.mbimb.org/donate





Why MBIMB is Essential

Child abuse is a global crisis affecting up to 1 billion children annually. The MY Body is My Body Programme addresses this urgent need by:



Early Intervention



Educating children on body safety from the age of three years



MBIMB Accessibility



Available in 28 languages, reaching diverse communities worldwide



Engagement



Using music and animation to captivate children's attention



Empowerment



Teaching children to recognise and report inappropriate behavior



Key Benefits



Cost-Effective

All our training and resources are provided free of charge



Minimal Expenses:



***The only costs are printing teacher lesson plans,
children's workbooks, and posters
and volunteer transportation***



Comprehensive Approach



Educates children, parents, and communities



Proven Impact:



Presented to over 2.5 million children in 60+ countries

Supporting the My Body Is My Body Programme is an investment in the safety and well-being of children. By providing educators and children with the tools they need to understand and prevent abuse, we can create safer, more informed communities. We urge community leaders, educators, and concerned citizens to support this vital initiative and help us spread the message of safety and empowerment.

We invite you to join us in our mission to safeguard children by sponsoring the My Body Is My Body Programme printed materials in schools and community group. Your support will enable us to print the essential materials needed to educate children worldwide about body safety and prevent abuse. Together, we can create a safer world for all children.

To get started, please visit www.mbimb.org to learn more about the programme and how you can contribute.

Let's make a difference, one child at a time.







By Chrissy Sykes

This School Is Making a Difference

Last week, I had the great pleasure of visiting Worsborough Common Primary School, Bruce Avenue, Barnsley. This school is not only a place of learning but a vibrant, nurturing environment where every child is seen, valued, and supported.

I was warmly welcomed by Lisa Gray, the school's Senior Practitioner for Nurture and Wellbeing, who proudly showcased the school's strong commitment to pastoral care and emotional support.

During the visit, MBIMB presented the school with a full Safeguarding & Empowerment Pack, which was funded by donations from **Rockley's Rotary Club Barnsley**. The pack included:

- **30 x MBIMB Children's Workbooks**
- **13 x Teacher Tutorial Books**
- **12 x MBIMB Posters to display key safety messages**
- **2 x Digital Explorers Internet Safety Workbooks**

The MBIMB tools are designed to help open up conversations around body safety, respect, trust, and empowerment—through engaging activities, music, and storytelling. What makes MBIMB unique is its child-friendly, musical approach to safeguarding, which helps children remember important safety messages while having fun.

We believe this programme will be a powerful addition to the excellent pastoral and safeguarding work already being done at Worsborough Common. The school's leadership team understands that prevention starts with education, and by equipping both staff and pupils with the tools to talk openly about safety and boundaries, they are helping to build confidence, resilience, and a culture of trust.

Children with strong body awareness and the ability to speak up when something feels wrong are less vulnerable to harm. And schools like Worsborough Common are leading the way—showing just how important it is to weave these lessons into everyday learning.

We're incredibly grateful for the warm welcome and the opportunity to support such a forward-thinking school. It is our hope that the My Body Is My Body programme will help spark meaningful conversations, empower young voices, and continue to make a positive difference in the lives of children at Worsborough Common Primary School for years to come.



WHEN CHILDREN CAN'T SPEAK, WE MUST LEARN TO LISTEN

Exploring what stops children from speaking out—and how adults can become their strongest protectors

By: dee russell thomas

When it comes to protecting children from abuse, awareness is everything. Yet, too often, vital conversations are delayed or avoided—not out of neglect, but due to discomfort, lack of knowledge, or fear. This reflection highlights three key areas that must be addressed if we are to create a world where every child is safe, heard, and empowered:

How we talk with children about body safety
Why adults often miss the signs of abuse
Why children find it so hard to tell someone

By opening our eyes to the barriers—emotional, cultural, practical, and personal—we can begin to break them down. The insights that follow are not meant to blame, but to equip, encourage, and spark honest, ongoing dialogue around a subject that is often silenced.



WHEN CHILDREN CAN'T SPEAK, WE MUST LEARN TO LISTEN

The following questions are key to our understanding and subsequent protection of children. There are 3 aspects I have considered: -

Essential conversations with children to ensure they fully understand what is and what is not acceptable and how to protect themselves.

Why do adults not always recognise the signs of child abuse?

Why do children fear disclosure and how can we make it easier for them?

Here are some points for further discussion based on each of the three mentioned areas: -

What prevents open conversations to help children understand and protect themselves

- Embarrassment.... tackling an area of intimacy, sexuality, open discussion on what is considered an adult, private area can be very uncomfortable.
- A belief that these sorts of adult conversations are inappropriate with young children
- Lack of knowledge/expertise and not having the right words to create a meaningful discussion
- Believing it is not the role of a parent...that sort of thing should be left to schools
- Personal discomfort having been abused, ill-treated themselves as children and thus wishing not to be reminded or “triggered”
- A fear that it might lead on to more questioning, more uncomfortable relations, more pain
- Fundamental belief that it is wrong to have such discussions (cultural, religious, personal considerations)
- “Not enough time” ... too busy working, child-minding, cleaning, coping to even consider such things
- Fear of what might be disclosed and then not wishing to hear it or deal with it
- Underlying awareness and denial
- Struggling to cope with own personal issues and no time to consider child’s emotions (may be in a domestic violence situation, struggling financially, dealing with serious illness, going through divorce, etc



WHEN CHILDREN CAN'T SPEAK, WE MUST LEARN TO LISTEN

Every child deserves to grow up in safety, surrounded by adults who listen, believe, and protect. But this can only happen when we also support those adults—parents, teachers, carers, community leaders—in having the tools and confidence to recognise the signs, respond with compassion, and create an environment where children feel safe to speak.

Creating safer spaces for children begins with courage:

- The courage to talk about what makes us uncomfortable
- The courage to look beneath the surface
- The courage to listen to what children aren't saying—yet desperately need to

This journey starts with honest reflection, but it must lead to action. Together, through education, compassion, and awareness, we can break cycles of silence and fear—and ensure no child walks alone in pain.

Let's keep learning. Let's keep talking. Let's keep protecting.



A Positive Start CIC

Barriers to Disclosure: Why Children Don't Always Tell

One of the most heartbreaking truths we face is that most children who are abused try to tell someone – but they are not always heard. According to the NSPCC'S "No One Notice, No One Heard", (Allnock and Miller, 2013) the average delay between abuse and disclosure is seven years - and the younger the child is at the time of abuse, the longer it takes them to speak out.

This delay isn't due to a lack of will, but rather a deeply complex mix of emotional, psychological, and physiological barriers – many of which adults can unintentionally reinforce.

Barriers to Disclosure, is a module in A Positive Starts, STAND – Parents as Protectors program, that unpacks those layers of silence and helps us better understand what gets in the way of a child's voice being heard.

We explore;

- **Shame – Abuse often teaches children that something is wrong with them.**

Shame is isolating, and it thrives in secrecy. It can leave a child believing they are somehow complicit or deserving of what happened, making disclosure feel dangerous and humiliating.

- **Fear of not being believed.**

One of the strongest deterrents to disclosure is the fear that adults – especially trusted ones – won't believe them. This fear is magnified when the perpetrator is a family member, respected figure, or someone others admire. When survivors are dismissed or questioned, the silence only deepens.

- **Power imbalances.**

Children are wired to see adults as authority figures. When that trust is exploited, it sends a confusing message: what feels wrong might actually be "normal". This distortion erodes the child's instincts and confidence, making it even harder to speak up.

- **Family taboos and unspoken rules.**

In homes where emotional expression is discouraged, or where adults are emotionally unavailable, children quickly learn that certain topics are "off-limits". If the adults around them struggle to regulate their own emotions, it doesn't feel safe for the child to express theirs.



A Positive Start CIC

Barriers to Disclosure: Why Children Don't Always Tell

- **The body's trauma response:**

Drawing from 'The Body Keeps the Score' by Dr. Bessel van der Kolk and Stephen Porges' Polyvagal Theory, we explore how trauma affects the nervous system. In states of extreme stress, particularly dorsal vagal shutdown a child may freeze, dissociate, or lose access to their voice – even when they have the words. This biological response can be misinterpreted as passivity or forgetfulness. (van der Kolk, 2015), (Porges, 2009)

- **Lack of vocabulary.**

Sometimes, a child simply doesn't have the vocabulary to describe what's happened. Even in adulthood, survivors can struggle to articulate their experiences. Often, the body speaks first – through behaviour, emotions, or self-soothing actions that are easily misunderstood by adults viewing the world through a safe, regulated lens.

- **Behaviour as communication.**

What some might label as 'attention-seeking' is often a desperate attempt to feel connected, to feel safe. Our program encourages adults to look beneath the behaviour and ask "What is this child trying to tell me without words"?

Throughout the module, we interweave lived experience, professional insight, and research-based knowledge to help parents and carers develop trauma-informed awareness. Each slide is paired with a compassionate affirmation and reflection prompt – designed to gently shift perspectives and strengthen protective connection.

By the end of the Barriers to Disclosure session, participants begin to see silence not as a sign of indifference or weakness, but as a protective survival strategy – and one that adults have the power to help gently undo, by creating consistent safety, presence and belief.



A Positive Start CIC

About the Program: STAND – Parents as Protectors

STAND (Stop, Think, Act, Never Doubt), is a free, trauma-informed online program for parents and carers who want to learn how abuse happens – and how to help prevent it.

Grounded in lived experience and backed by safeguarding principles, this six-part series offers:

- Real -life examples of grooming and compromise
 - Body-bded tools to help you notice when something's 'off'
 - Insight into how predators exploit trust, opportunity and silence.
 - Gentle, empowering resources that show how you can make a difference.
- This is not about fear -its about awareness, confidence, and protection throughconnection.

The next intake for the full STAND program is opening soon.

If you are a parent or carer, or are in a role supporting children,
Join us - and take a STAND

Register your interest online via our website

<https://www.apositivestart.org.uk/register-for-stand>

Deborah J Crozier

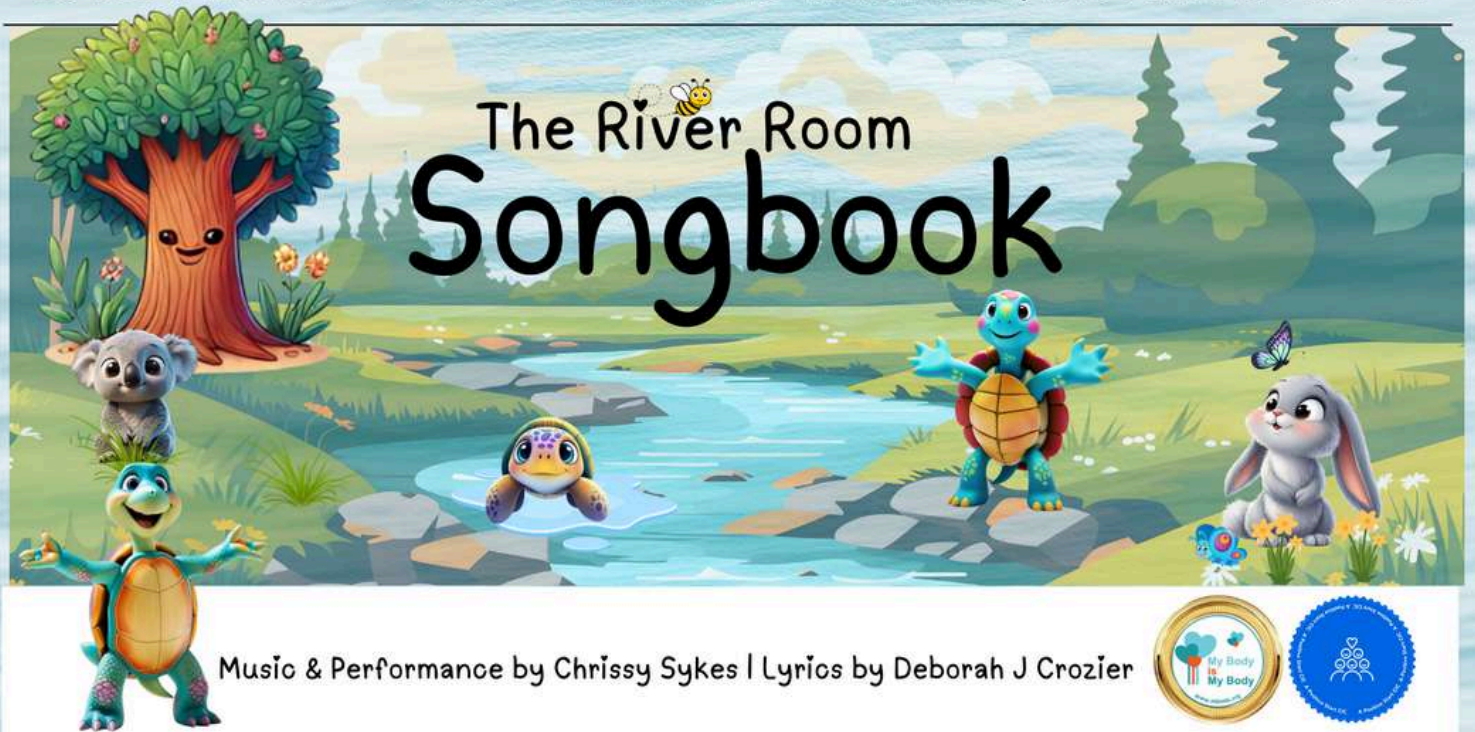
Founder – A Positive Start CIC

Person-Centred Counsellor



Coming SOON

SONGS & ACTIONS TO HELP CHILDREN TO RECONNECT, REGULATE & JUST BE



Welcome to the River Room Song Book, a heartfelt collaboration between A Positive Start and My Body Is My Body (MBIMB), designed to guide children gently through their emotional landscapes. I am thrilled to share that this collection of six empowering songs that foster safety, self-awareness, and resilience in young hearts will soon be available.

coming SOON

Each track in this song book is more than just a melody—it's a tool to help children:

Breathe:

Teaches simple breathing exercises to calm the mind and body when big feelings arise.

I Am Special:

Celebrates each child's unique strengths, boosting self-esteem and reminding them they're valued and loved.

The Tapping Song:

Invites kids to explore gentle acupressure tapping rhythms, grounding themselves and releasing tension in a playful way.

Heart and Tummy Hold:

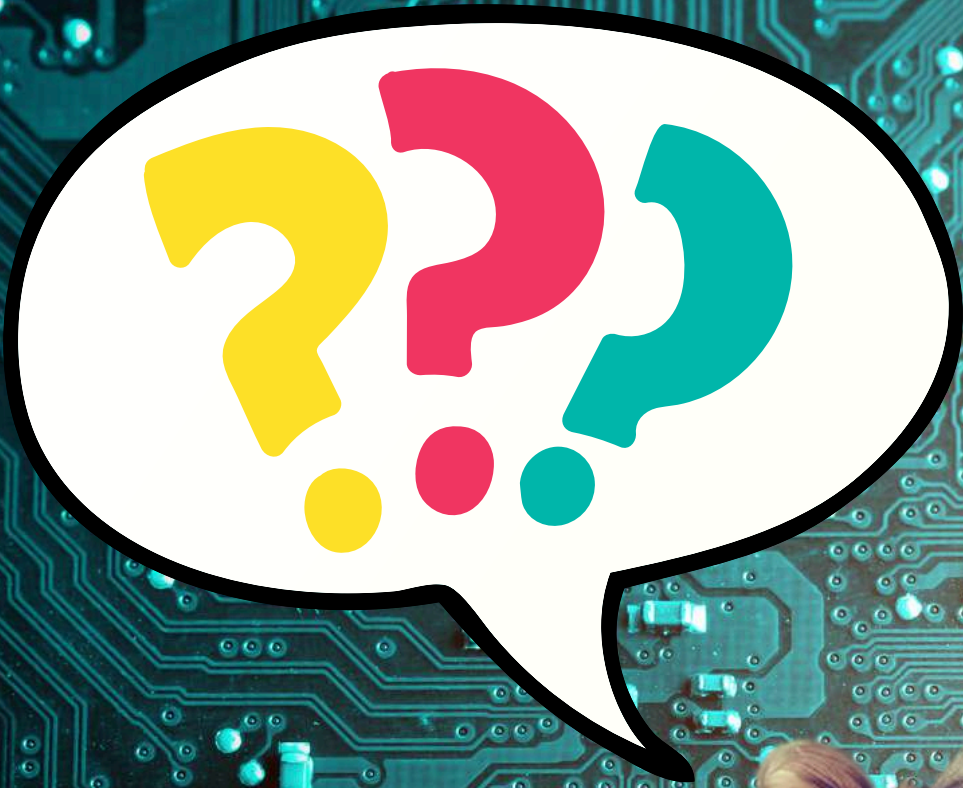
Guides children to listen to their bodies—naming and soothing both anxious “tummy” feelings and heavy “heart” feelings.

We're still crafting the final two songs for the programme and can't wait to share all 6 of them with you soon!

Every song is crafted with simple, uplifting lyrics and catchy, age-appropriate melodies, making it easy for teachers, parents, and community leaders to incorporate into morning circles, wellness breaks, or any moment when children need a safe space to express and regulate. By weaving together music, movement, and mindfulness, the River Room Song Book empowers educators and caregivers to:

- Engage children in open conversations about feelings and bodily safety
- Protect their emotional well-being through consistent, playful practice
- Educate them on healthy coping strategies that last a lifetime

We've seen firsthand how songs light up children around the world—sparking smiles, calming tears, and building trusting relationships. Whether you're leading a small group or a large assembly, the River Room Song Book is your portable, joyful toolkit for creating moments of connection, confidence, and care. Let's sing, breathe, and grow together!



Think Before You Upload

By Antonia Noble



Why We Must Think Twice Before Sharing Personal Data: A Safeguarding and Data Security Perspective.

I am known, first and foremost, as a barrister specialising in safeguarding. But alongside my work with Safeguarding Fundamental and advising organisations on safeguarding duties, I also hold positions as a Data Protection Officer for businesses and schools. These roles give me a unique perspective: safeguarding doesn't stop at protecting children from harm in the physical or digital world—it extends to protecting the very data that can expose them, and us, to risk.

When I speak to schools, parents, or businesses about keeping children safe online, I talk about practical measures. Ensuring children's names aren't displayed on public profiles. Making sure a school badge isn't visible in a photo uploaded to social media. These are straightforward steps that prevent identification and protect privacy.

But safeguarding isn't just about protecting individuals in a visible, immediate sense. It's also about protecting the organisations responsible for them—schools, clubs, charities, businesses. And here, data security plays a critical role.

Whenever we upload or share personal data—whether for a job application, a volunteering position, or something as sensitive as a Disclosure and Barring Service (DBS) check—we are handing over highly personal information. The assumption is that this data will be held securely. But how often do we stop to check that assumption? In a world where major cyberattacks make headlines regularly, it is no longer enough to assume good practice; we must verify it.

As organisations, we owe a duty not only to comply with data protection law but to go further: to think critically about who we entrust with data. Before uploading any personal information, ask:

Do I know where this data is going?

Who is holding it?

How is it being stored?

A simple but vital first step is to read the data privacy notice. It should tell you where the data is stored, whether it is kept on servers within the UK or in countries that have been approved as offering adequate protection under UK or EU law. If data is being transferred outside these jurisdictions, additional safeguards must be in place.



And then ask yourself the practical question:

Do I trust this organisation to keep this data safe?

You are, after all, handing over details that could cause serious harm if they fell into the wrong hands—whether through negligence, poor security, or malicious attack.

The same principle applies whether you are an individual submitting a DBS check, or an organisation engaging a third-party provider to process personal data on your behalf. Safeguarding extends to the digital infrastructure you rely on. As a barrister and as a Data Protection Officer, I urge businesses, charities, and clubs to make data security a standing part of their safeguarding conversation.

Safeguarding is not just about keeping people safe in the moment. It's about protecting them—and your organisation—against risks that may not be visible, but are no less real.

Before you click “upload,” take a moment to consider:

Have you done enough to safeguard the data as well as the person?



SAFEGUARDING CHILDREN

SAFEGUARDING
FUNDAMENTALS



★ A Shared Responsibility ★
10 Steps to Keep Children Safe
Local Hotline.....



Recognise the Signs

Learn to spot physical, emotional, or behavioral indicators of abuse (e.g., unexplained injuries, withdrawal, fearfulness).



Ensure Online Safety

Educate on cyberbullying, grooming, and inappropriate content. Use privacy settings and encourage open conversations about digital activity.



Teach Body Safety

Empower children with knowledge about body autonomy, consent, and the right to say "No" to uncomfortable situations.



Know Key Contacts

Display and share local safeguarding and emergency contacts so help is always accessible.



Foster Open Communication

Build trust so children feel safe to share concerns without fear of judgment or punishment. Building trust and being honest is imperative.



Create a Safety Net

Collaborate with teachers, caregivers, extended family and community members to build a united front for child protection.



Act Immediately

Suspect abuse? Contact safeguarding authorities, social services, or police right away. Early action saves lives.



Empower Children to Speak Up

Reinforce their right to say "No" and let them know they can share their concerns with trusted adults. Their voice matters.



Respect Cultural Sensitivity

Prioritising every child's safety and protection, recognising that valuing cultural differences must never justify harm or mistreatment.



Promote Safeguarding Education

Advocate for training in schools, sports clubs, and community groups to equip everyone with the tools to protect children.

HELP US MAKE A DIFFERENCE



Every year worldwide, over a billion children suffer from abuse. Education is our most powerful tool to prevent these tragedies and ensure every child grows up safe and confident.

www.mbimb.org
chrissy@mbimb.org



DONATE TODAY

www.mbimb.org/donate



Our Commitment.....

*100% of your donations go directly into the printing and distribution of our educational materials in **28 languages** to schools and community organisations worldwide.*



What We Provide

- Children's Workbooks
- Teacher Lesson Plans
- Informational Flyers
- **PLUS FREE ONLINE COURSES**



Empower children around the world with essential knowledge about body safety.

MY BODY IS MY BODY FOUNDATION - CHARITY NUMBER 1199901

Volunteer Needed: **Sing Our 6 MBIMB** **Children's Songs** **in Hungarian!** 🇭🇺

✉ Contact Chrissy at chrissy@mbimb.org to get involved!





MBIMB Ambassadors



Flying Hope: How Drones Are Helping Children Learn in Africa



In some parts of Africa, children face a big challenge just getting the basic things they need to go to school—like books, pencils, and paper. The roads are often too rough or too far to travel, especially during rainy seasons or across mountains and rivers. But now, something amazing is happening...

Drones are flying in to help!

That's right—these small flying robots (just like something out of a superhero movie!) are being used to deliver school supplies directly to children in remote villages. These drones zoom through the sky, carrying precious cargo like notebooks and learning materials, landing safely at schools that are hard to reach by car or truck.

It's a brilliant example of how technology can be used to solve real-life problems and make a big difference. These high-flying helpers are making sure that every child has the tools they need to learn, grow, and dream—no matter where they live.

💡 What Can We Learn?

This story reminds us that when people work together and use creative thinking, they can find exciting ways to help others. Just like the My Body Is My Body Programme uses music to teach children about safety, these drones are showing us that kindness, innovation, and teamwork can lift us all—sometimes quite literally into the sky!

Spotlight Story:

From Polokwane to Purpose— How Meltonia Sethosa Is Bringing MBIMB to Her Community

When we first received Meltonia's WeTransfer link—without any note attached—we weren't sure what to expect. But as soon as we hit "play," it was clear: here was someone whose passion for child safety shone through every frame.

Meet **Meltonia Sethosa**, based in Polokwane, Limpopo. An aspiring legal practitioner, Meltonia joined the 8-module MBIMB training earlier this year—and describes it as nothing short of transformative.

"The Safeguarding module stood out for me," she says. "In my future career, I'll need to help victims understand how to respond to abuse, how to document incidents, who to report to, and the language to use. This training refined my understanding and gave me the confidence to communicate these issues compassionately and clearly."

Armed with her new knowledge, Meltonia stepped into local classrooms—and discovered just how eager children are to learn these vital lessons. Singing MBIMB songs, naming body parts, and role-playing "safe versus unsafe" scenarios became moments of shared joy. Their laughter and energy reminded her why this work matters.

"Teaching is a two-way street," she reflects. "I learned as much from them as they learned from me."

Equally touching was the response from parents: every family represented gave enthusiastic consent for Meltonia's teaching videos to be published and shared. Their trust speaks volumes about how MBIMB can inspire entire communities to prioritise safety, respect, and open dialogue.

But Meltonia isn't stopping there. Her plan for the coming months is to bring MBIMB into Early Childhood Development centres and local schools across Limpopo, ensuring even the youngest learners benefit from our music-based, age-appropriate approach.

"Thank you to everyone at MBIMB for creating a platform where growth and connection can happen," she wrote. "I feel equipped, supported, and excited to help shape safer futures for children in my community."

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“Thank you to everyone at MBIMB for creating a platform where growth and connection can happen,” she wrote. “I feel equipped, supported, and excited to help shape safer futures for children in my community.”

Why This Matters

- **Local Champions:** Trainers like Meltonia make MBIMB’s impact truly grassroots—adapting materials, language, and methods to fit local needs.
- **Safeguarding Skills:** Legal or not, every adult armed with clear safeguarding knowledge becomes a stronger protector.
- **Sustainable Reach:** By training educators and community leaders, we multiply our ability to reach children with crucial safety messages.

Get Involved

- Share Meltonia’s story on social media to spotlight community-led impact.
- Nominate someone in your area to take the MBIMB training next.
- Support our growth by donating at mbimb.org/donate.

Together, with passionate advocates like Meltonia, we’re turning knowledge into action—and making every community a safer place for children to thrive.

Inspiring Change: Our Amazing Girls Empowerment Team is now Worldwide





Our two amazing Rotarians leading the way for Girls' Empowerment in Southern Africa and worldwide at the Breaking New Grounds Discon, D9400 Southern Africa 2025
PDG Annemarie Mostert (Left) Maggie Moruntshi (Right)



Rotary Powers Forward with a New Rotary Action Group for Girls' Empowerment An Exciting New Chapter for Children's Safety and Wellbeing Around the World

Rotary has always been about transforming lives — about turning compassion into action, and ideals into lasting impact. And today, we are excited to share news that promises to energise Rotarians everywhere: the launch of a new Rotary Action Group for Girls' Empowerment (RAGGE) — a global movement that will continue the powerful momentum of the Girls' Empowerment Presidential Initiative, but with an even broader and more sustainable vision.

At the heart of this next chapter? The My Body Is My Body (MBIMB) Programme, now officially selected as the RAGGE's worldwide wellness programme.

This is a powerful endorsement of MBIMB's proven approach to child protection — and it couldn't come at a more important time.

A Trusted Programme with a Global Reach

With over 2.7 million children reached in more than 63 countries, MBIMB uses music, storytelling, and animation to teach children about body safety in a way that is simple, memorable, and engaging. The programme empowers children to speak up, understand their rights, and recognise unsafe situations — and it's completely free for communities, schools, and child-focused organisations.

To now have MBIMB as the wellness cornerstone of the new RAGGE initiative is not only a huge honour — it's a strategic move to ensure every child, everywhere, has access to essential safety education.

From Presidential Initiative to Rotary Action Group

As many of you will know, the Girls' Empowerment Presidential Initiative concluded at the end of the 2023–2024 Rotary year. But rather than seeing this as an ending, Rotary International — led by RI President Stephanie Urchick — saw it as a new beginning.

With the backing of Rotary leaders around the world, including past and present RI Directors, Zone leaders, and District Governors, a dedicated team has been working to establish the Rotary Action Group for Girls' Empowerment (RAGGE).

Rotary Powers Forward with a New Rotary Action Group for Girls' Empowerment

And what a team it is! The RAGGE Organising Committee includes passionate and experienced Rotarians from across the globe — from the USA and South Africa to Amsterdam, Australia, and the Caribbean. With guidance from RI staff and an eye on long-term sustainability, the new RAG will serve as a global hub for ideas, resources, and impactful partnerships.

This isn't just about girls — it's about all children, including boys, growing up safe, strong, and supported.

Looking Ahead: Calgary and Beyond

The official application for RAGGE is being finalised, with the goal of officially launching at the Rotary International Convention in Calgary 2025. And with MBIMB as its wellness programme, this group is already primed for action.

From education and health to economic empowerment and advocacy, RAGGE will focus on the same foundational priorities that made the Girls' Empowerment Initiative so successful. But now, with a more robust structure and the power of Rotary Action Groups behind it, the potential is limitless.

As Ambassador Annemarie Mostert and others have rightly said — this is not just a continuation. It's a bold new chapter.

MBIMB Is Ready — Are You?

At MBIMB, we couldn't be more excited. Our work in South Africa showed us what's possible when communities come together — and if that's anything to go by, we're about to make a massive difference in the lives of children worldwide.

So to every Rotarian reading this: this is your invitation to be part of something extraordinary. Join the movement. Share the message. Be the change.

Together, with Rotary's strength, the ICCs' spirit of unity, and MBIMB's proven tools — we will build a world where every child feels safe, valued, and empowered.

Exciting times are ahead — and Rotary is leading the way.



Left to right: Nkala Queen, Cecelia Mashao, Ngomane Thembi, Maggie Moruntshi, MDAKA Nonhlanhla

Empowering Children, Protecting Futures: Rotary's Partnership with MBIMB in Southern Africa

In the sun-drenched hills of Mbuzini, Mpumalanga, a quiet revolution is unfolding—one filled with song, hope, and unstoppable purpose. Recently, Shayindlovu Primary School became the latest stop on a life-changing journey led by the incredible Maggie Moruntshi, our dynamic Girls Empowerment Leader and MBIMB Ambassador in South Africa.

With boundless enthusiasm and a voice that lifts every room she enters, Maggie has taken the My Body Is My Body Programme to heart—and into the hearts of children across the region. Through her leadership, we are witnessing something extraordinary: 94 passionate team members, 120 schools reached, and over 10,000 children empowered with essential body safety education.



Empowering Children, Protecting Futures: Rotary's Partnership with MBIMB in Southern Africa

This is not just a program. It's a movement.

Together, Rotary and MBIMB are creating safe spaces where girls and boys learn to use their voices, understand their rights, and build confidence that lasts a lifetime. These children are discovering that their bodies belong to them—and that no one has the right to hurt them or silence their truth.

Maggie's visit to [Shayindlovu](#) was more than just a presentation. It was a celebration. Through music, storytelling, and joyful participation, children learned how to speak up, seek help, and support one another. The room pulsed with laughter, learning, and light—and as always, Maggie left behind not just knowledge, but courage.

Our Girls Empowerment Twinning with MBIMB initiative represents the very heart of what Rotary stands for: service above self, and action that uplifts entire communities. We are not only reaching children—we are educating parents, teachers, and local leaders to recognise signs of abuse and build safer, more nurturing environments.

This coming year, we are dreaming even bigger. Our goal is to reach 150 schools—and with the momentum we've built, we know we'll get there. Each school we visit becomes a beacon of change. Each child we reach becomes a ripple in a wave of empowerment. These are exciting times. Through collaboration, compassion, and unwavering commitment, we are changing the story for thousands of children in Southern Africa.

To every Rotarian, educator, parent, and child who has joined us on this journey—thank you. The future is brighter because of you. And to Maggie and her remarkable team—your energy lights the way. Together, we can. Together, we will. Let's continue building a world where every child feels safe, valued, and heard.



Maggie Moruntsh at Breaking
New Grounds Discon, D9400
Southern Africa 2025 wearing
her MBIMB T-Shirt



AMBASSADOR OF THE MONTH



MBIMB AMBASSADOR OF THE MONTH

April 2025

THIS CERTIFICATE PRESENTED TO

Pastor Rose Papola

Your dedication to spreading the message of child safety and empowering communities is truly inspiring. Thank you for being a shining example of the positive impact we can make together!

Chrissy Sykes

CHRISSY SYKES
CEO MBIMB FOUNDATION

Margaret Morontshi

MARGARET MORONTSHI
DISTRICT CHAIR GIRLS'
EMPOWERMENT



Lighting the Way: Safeguarding Children in Polokwane's Forgotten Corners

By: Pastor Rose Papola

In the heart of Extension 75, Polokwane—a semi-urban community marked by government-subsidised housing and households surviving on social grants—a quiet but extraordinary transformation is taking root.

*Amidst rising levels of illiteracy, poor parenting support, and the heartbreak of child neglect, a group of passionate community leaders, backed by Rotary's Girls Empowerment Programme and the My Body Is My Body (MBIMB) initiative, are bringing hope, safety, and purpose to children who desperately need it. **And the change is unmistakable.***

A Spark of Light in a Challenging Environment

When we introduced My Body Is My Body—a free musical body safety programme—into the community, many children arrived shy, anxious, and withdrawn. But something remarkable began to happen.

Through music, storytelling, and the encouragement of our dedicated team, children found not only joy, but confidence and safety. They started singing. Smiling. Speaking up.

In a community where many children return from school to empty homes—or none at all—we offer more than songs. We offer connection. A simple courtesy juice during the week, and a warm lunch after church on Sundays, might seem small—but for many, it's the only nourishment they'll receive that day. And the impact? Profound.

From Dangerous Streets to Safe Spaces

We recently found two young boys playing in a dangerous, rubbish-strewn area during school hours. They were collecting tin lids to make toy cars. When asked why they weren't in school, their confused answers revealed a deeper issue—neglect and lack of adult guidance.

These are not just stories; they are cries for help. And we are responding.

Children now flock to our church, some without their parents even knowing where they are. But here, they find a place of belonging. Through our outreach, they are not only fed—they are heard, protected, and uplifted.

Empowering Parents, Honouring Mothers

This Sunday, as part of our Mother's Day Programme, children will perform for their mothers—many of whom will attend for the first time. But this is more than a celebration. It's an opportunity for education.

A trained social worker will speak to mothers about positive parenting and the sacred responsibility of nurturing a child. In a community where many have never been taught the skills of motherhood, this session will be a life-changing moment.

Lighting the Way: Safeguarding Children in Polokwane's Forgotten Corners



Lighting the Way: Safeguarding Children in Polokwane's Forgotten Corners

A Lifeline for Early Childhood Centres

Our outreach, led by the ever-committed Ambassador Zama Buthelezi, now extends to local ECD centres. In one crèche, where no trained teachers remain due to lack of funding, just two workers juggle the needs of dozens of children. Children cry from hunger, illness goes untreated, and developmental milestones are being missed.

We stepped in with the MBIMB programme. For many of these children, it was the first time anyone had taught them about personal safety, love, and their right to say no.

And we are not stopping. We will keep returning—for their safety, for their development, and for their dignity.

Real Change, Right Where It's Needed

In just a short time, the MBIMB programme—twinning with Girls Empowerment—has become a lifeline for children in Extension 75. It's helped ease social anxiety, built assertiveness, and created a platform for social justice through education.

We've seen firsthand the hand of God at work, not through miracles of grandeur, but in the quiet courage of children learning they matter.

This is Rotary in action. This is what empowerment looks like.

To our partners, our Ambassadors, and our supporters—thank you.

Your kindness, your prayers, and your commitment are not only changing lives—they are saving them.

Together, let's continue to light the way for every child who deserves to grow up safe, loved, and empowered.



Girls' Empowerment Spotlight

By: Lehlogonolo Lillian Sonyane

From Survival to Strength: A Safe Haven of Hope in Extension Fauci

In the heart of a poverty-stricken community in Extension Fauci, where hardship is part of daily life and many families face the harsh realities of unemployment and substance abuse, something extraordinary is happening.

At a small daycare that also serves as a church, a powerful movement of love, safety, and empowerment is changing lives—especially for the girls in the community. Many of these children live with their grandparents, having lost their parents or been left behind due to addiction. Some are left alone for days at a time. Their childhoods, in many ways, have been stolen—until now.

Driven by compassion and an unwavering sense of purpose, the bishop of the church took it upon herself to visit families one by one, gently encouraging them to bring their children—especially the girls—to the daycare. No fees. No supplies needed. Just love, safety, and nourishment.

She saw what others overlooked: children playing in the dust outside the gate, dirty, possibly unfed, and not knowing where they truly belonged. She created space for them inside—a place where they would be clean, cared for, fed, and most importantly, seen as equals.

On Sundays, the spirit of giving continues with a heartfelt initiative called “Bring a Dish.” Families share what little they have—a pot of rice, a handful of potatoes—to ensure that everyone eats, together. But when children hesitated to eat because they had nothing to bring, the Sunday school teachers stepped in, choosing to cook and serve all the children with dignity—no expectations, just inclusion.

And then came the My Body Is My Body programme.

From the very first time the body safety songs were sung, something powerful stirred in the hearts of these children. They listened, they learned—and they shared. They carried the messages home to parents, grandparents, and friends. And with this wave of awareness came something even more important: disclosure. Children began speaking up about their experiences. They felt safe. They felt heard. They knew that their bodies belonged to them.

Now, the daycare and Sunday school are overflowing with children. Word has spread. The songs are being sung in homes. The stories are being told. And girls who once had no voice are now leading conversations about safety, boundaries, and self-worth.

This is what empowerment looks like.

✨ From a single act of kindness, a wave of change is sweeping through a community—reminding us all that when children are loved, supported, and taught that their bodies are their own, they are unstoppable.

Rotary



Resources at Your Fingertips

In today's digital age there are some fantastic resources available. But wouldn't it be great if they were easier to find? The LinkIndex Keyring makes targeted resources more accessible by giving you instant access to them (via QR codes) on the go.



The LinkIndex Keyring is the ideal tool if you work in: Education, Health, Foster Care, Law, Nursing, Medicine, Probation, Social Work, Youth Work, Housing, Juvenile Justice and many more areas.

You will find resources for Domestic Abuse, Support for Men, Child Sexual Exploitation, FGM, Contextual Safeguarding, Crime, Knife Crime, Food banks, Parenting Support, Helplines and much more.

www.qrcoderesources.co.uk

About the LinkIndex Keyring

Here are some things you might want to know about the QR Code LinkIndex Keyring:

DESIGNED FOR PROFESSIONALS

The MAAPP LinkIndex Keyring was designed by professionals for professionals to give you instant access to over four hundred targeted resources.

EDUCATIONAL AND INFORMATIVE

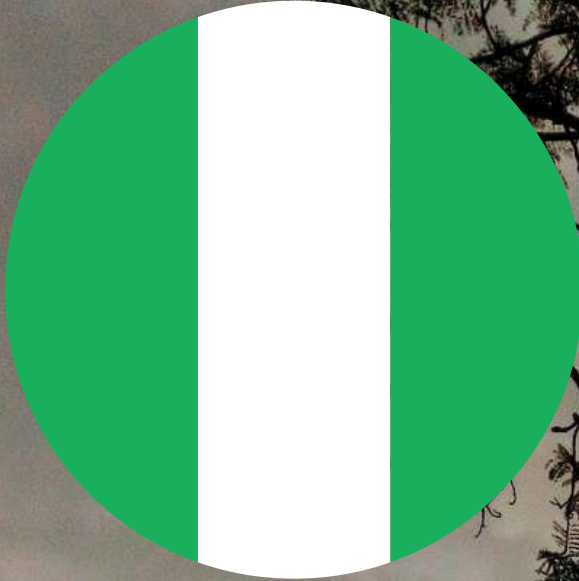
Each category has multiple resources from partner agencies and they are both educational and informative.

EASILY ACCESS RESOURCES

Use of the LinkIndex Keyring gives you easy access to targeted resources and will help you promote better outcomes for children, adults and families.

ENHANCE YOUR KNOWLEDGE

The MAAPP keyring will enhance your knowledge of partner agency resources enabling you and families to make direct access to resources.



MBIMB Ambassadors

Heart Expression and Care-Giver Initiative

By: Igbagbosanmi Oyediran, Founder and Director.

Training for Protection Before a Disaster

Before the day their world was turned upside down, the children of USF Academy had already received life-changing training through the MBIMB curriculum. Over two engaging sessions, our facilitators led them through:

Core Songs & Concepts

“My Body Is My Body” – instilling bodily ownership and consent

“If It Don’t Feel Right, Don’t Do It” – trusting instincts and setting boundaries

“Say No to Secrets” – understanding that harmful secrets should never be kept

Interactive Worksheets & Role-Play

Using illustrated workbooks, the children practised saying “no,” identifying five trusted adults, and drawing safe versus unsafe scenarios. In small groups, they role-played asking for help and rehearsed what to do if they ever felt unsafe.

Culturally-Adapted Videos

Animated safety lessons were translated live into **Yoruba** by local volunteers, ensuring every child could follow along in their first language.

Digital Explorers Workbook

Each pupil also received our online-safety guide, learning how to recognise online risks, protect personal information, and stay safe in virtual spaces.

By the end of the training, even the youngest students were confidently naming private body parts on life-size diagrams, singing the key safety songs, and pointing out the trusted adults in their lives. It was this newfound knowledge and confidence that we hope will sustain them now—even as they face one of life’s greatest uncertainties.

A Community Torn Apart

Tragically, the very next morning -the Lagos authorities demolished the entire Ilaje-Otumara community without notice or relocation plans. Homes, the USF Academy building, and places of worship were razed to rubble.

Hundreds of families were left homeless, hungry, and without schooling.



Heart Expression and Care-Giver Initiative.

By: Igbagbosanmi Oyediran, Founder and Director.

Training for Protection Before a Disaster

The last we did with the children and their families is a food drive project to cushion the effect of their plight. Unfortunately, the government never made any alternative settlement for them and all were left to sort and fend for themselves.

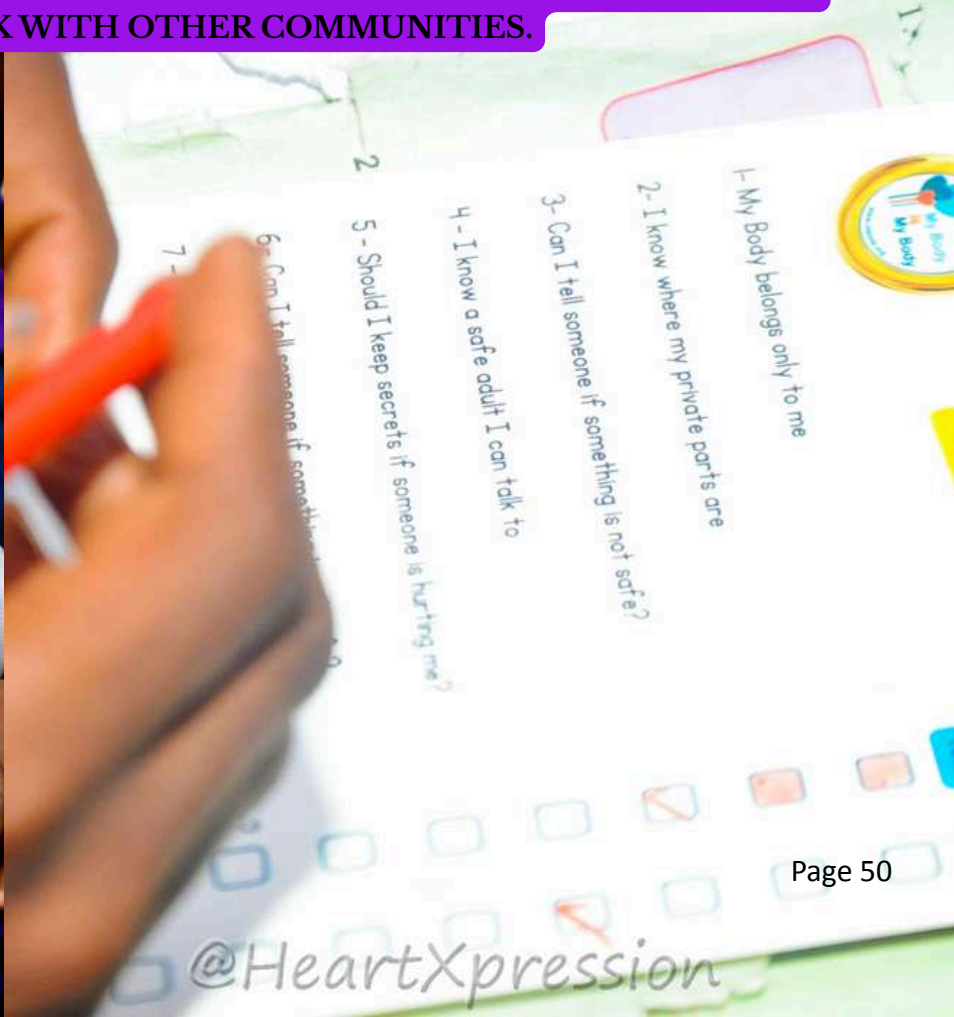
The reality is that we may never have the chance to gather all those children again—many have returned with their families to their home villages, some have moved to other states, and others are now living in nearby communities.

But we take comfort in knowing that the lessons we shared—their newfound confidence, understanding of consent, and ability to speak up—will carry with them wherever they go, standing the test of time.





MBIMB WOULD LIKE TO THANK IGBAGBOSANMI OYEDIRAN AND HIS TEAM FOR THEIR FANTASTIC WORK WITH THIS COMMUNITY. WE HOPE THEY WILL CONTINUE THIS IMPORTANT WORK WITH OTHER COMMUNITIES.







USF Academy, Ilaje.

The school's exterior before demolition.



The school's interior before demolition.



USF Academy, Ilaje.

The school's Surrounding after demolition.



The school site after demolition.

***This was the scene
the very next day***





wuraola
foundation



Empowering Students at Top School, Ifo

On 6 March, the MBIMB team joined forces with Bevy Of The Elites Foundation for an unforgettable day at Top School, Ifo—a vibrant community of eager learners and dedicated educators. Together, we delivered a hands-on workshop that combined two pivotal life skills:

Menstrual Hygiene Masterclass

We guided students through practical tips and best practices for managing menstruation with confidence and dignity. From choosing the right sanitary products to maintaining personal and environmental hygiene, our facilitators created a safe space where students could ask questions, share experiences, and debunk myths.

Body-Safety & Abuse Prevention Session

Reinforcing the core MBIMB message—“My Body Is My Body”—we taught pupils how to recognise unsafe situations, understand their right to say “no,” and identify trusted adults they can turn to. Through interactive role-plays, songs, and group discussions, the children practised speaking up and looking out for one another.

Student Engagement & Impact

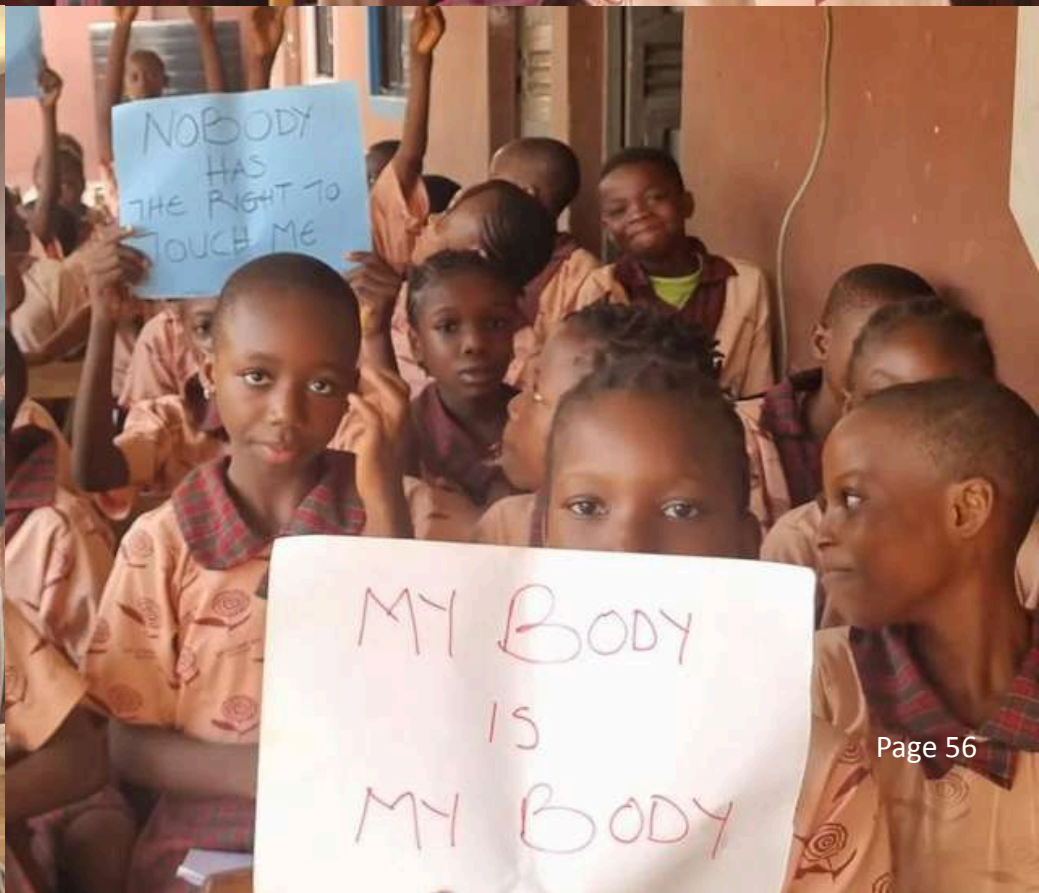
The energy in the room was electric! Students leaned in, asked thoughtful questions, and eagerly took part in every activity. Their enthusiasm made it clear that when young people feel respected and informed, they’re ready to take charge of their own health and safety.

Heartfelt Thanks

This transformative event simply wouldn’t have been possible without the dedication of our incredible community:

Volunteers who guided small-group discussions and offered one-to-one support
Team Leads who ensured every workshop ran smoothly
Partners like BevyoftheelitesFoundation for their expertise and passion
Donors & Supporters whose generosity supplies our free resources

Thank you so much Wuraola Foundation. Your belief in MBIMB helps to keep our mission alive—empowering children to protect their bodies and thrive in every aspect of life.





Working Together



**Are you a Teacher, Social Worker or
do you work for an NGO or Charity that works
with children.**



Become a My Body is My Body (MBIMB) Ambassador!

If you're passionate about making a difference in the lives of children and helping to create safer communities, we invite you to become an MBIMB Ambassador! Whether you're a teacher, social worker, community leader, or simply someone who cares about children's safety, you can play a vital role in sharing our important message.

The My Body is My Body Programme is a free, internationally acclaimed child abuse prevention initiative that uses engaging songs and animations to teach children about body safety. As an MBIMB Ambassador, you'll have the opportunity to educate children, parents, and communities on this vital topic and empower them with the tools to prevent abuse.

As an Ambassador, You Can:

- Share the MBIMB Programme with children in your classrooms.
- Educate parents on how to talk to their children about body safety.
- Help create community awareness around child abuse prevention.
- Use our free resources, courses, and materials to make a meaningful impact.

Why Become an MBIMB Ambassador?

Our Ambassadors are the heart of our programme, and their work is transforming lives around the world.

By becoming an MBIMB Ambassador, you'll be joining a global movement committed to protecting children and making our world a safer place. Plus, you'll have access to all of our free resources and the support of a like-minded community of passionate advocates.

Find out more on our website [CLICK HERE](#)

NEW AMBASSADOR SOUTH AFRICA



Nkosingphile Petros Ngobeni



My Body is My Body Foundation
Charity Number 1199901

NEW AMBASSADOR HAITI



Vanessa Clergé



NEW AMBASSADOR SOUTH AFRICA



Zama Buthelezi



NEW AMBASSADOR SOUTH AFRICA



Macyline Cannon



NEW AMBASSADOR SOUTH AFRICA



Boikhutso Queen Molefe



My Body is My Body Foundation
Charity Number 1199901

NEW AMBASSADOR SOUTH AFRICA



NEW MBIMB COLLECTION

EACH PURCHASE HELPS US CONTINUE OUR #MBIMB WORK TO EDUCATE AND PROTECT CHILDREN
WORLDWIDE. MAKING A REAL DIFFERENCE ONE SHIRT AT A TIME.

100%

Of Profit made on sales
will go to the MBIMB Foundation



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EXPLORE OUR RANGE OF

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WORLDWIDE, MAKING A REAL DIFFERENCE ONE SHIRT AT A TIME.

MY-BODY-IS-MY-BODY.TEEMILL.COM



My Body is My Body

QR Codes for the 6 MBIMB Songs



Song 1
My Body Is My Body



Song 2
If It Don't feel Right



Song 3
The What If Game



Song 4
If You've Got A Problem



Song 5
Love Is Gentle



Song 6
Say No To Secrets



Join our MBIMB Community
www.mbimb.org

my-body-is-my-body.teemill.com



A special thank you to Space Auto for hosting and managing our MBIMB website. We are immensely proud of our members' portal and learning centre.

www.space.auto