Equity and sustainable development in Europe and Central Asia are threatened by an increase in attitudes shaped largely by gender and disability bias. Attitudes towards violence (particularly violent discipline) and beliefs that institutional care for children is appropriate for children, especially children with disability, also continue to be a challenge.

Communication for Development (C4D) is mainstreamed in the region around efforts to combat violence against children; including child marriage, combatting social norms that contribute to unnecessary family separation, integrating C4D principles into national social service workforces, social work curricula, and pre-service and in-service training. While child marriage is not widespread across the region, there continues to be countries that struggle to eradicate child marriage, and where rates of child marriage are high among certain populations. Focus countries will continue to require support to address this issue, including in protracted emergencies.

Programmes that examine attitudes and behaviors around child discipline, and take aim to make changes, are increasing throughout the region. Governments continue to commit to robust multi-sectoral efforts to eliminate violence against children and require support.

There is also an increasing focus on ensuring that social work and social service workforce academic and training partnerships at country level are underpinned with the C4D principles of inter-personal communication skills, community mobilization and community empowerment. In this way, there is increased demand for social work training that has strong C4D components and consultants will be sought that have a strong understanding of social work and social service training, as well as developing skills for community engagement and inter-personal communications.