



Capacity building and awareness raising in society

ANN LIND-LIIBERG



Starting points for awareness raising

- ▶ Carefull – do you trust your reporter?
 - ▶ Well-planned – what is my missioon this time?
 - ▶ Coordinated/analysed/discussed withing Network – is my message suitable for others?
 - ▶ Defined target-groups – with whom am I talking to?
 - ▶ Channels – children won't read morning newspaper...
 - ▶ Messages – should my slogan keep on living my life in the futuure? Or might I regret it after a year?
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- ▶ For who you want to send a message?
 - ▶ From who you want to hide a message?

Face of Barnahus Estonia

- ▶ Demonising violence = stigmatising a victim ?
- ▶ Facing statistics = adequate understanding of a prevalence of crime ?
- ▶ Humorising = acceptance ? „Laughing through tears“
- ▶ Speaking with children directly – no need for an adult supervision
- ▶ Barnahus / Children´ House – neutral; accepting; supporting – everyone are welcome!
- ▶ For us: NO CRY! NO DRAMA!

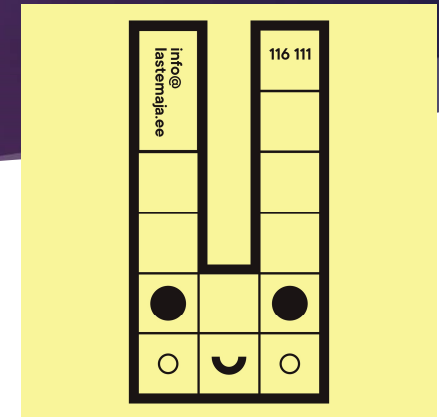
Tell your target group what your Network needs – is acceptance (and whos?) necessary if you are a competency center?

Barnahus Estonia design

- ▶ Best design bureaus interested
- ▶ Analysed together with children – Minecraft – game based
- ▶ Easy enough for different products
- ▶ Neutral, including gender-neutral



- ▶ <https://www.youtube.com/watch?v=NoJnR0URmcw>





Our slogan:

PAREM KAITSTA KUI KAHETSEDA

BETTER TO PROTECT THAN REGRET

BETTER SAFE THAN SORRY

But adults?

- ▶ Heart-warming, intelligent, role model?
- ▶ Adequate
- ▶ Not-frightning
- ▶ Public persons – please check their backgrounds carefully!
- ▶ Possible to use on TV; diferent screens (f.e.malls, buses)
- ▶ Rather for parents and caregivers than specialists
- ▶ <https://www.youtube.com/watch?v=o6KovGxp8Lo>

Tools and publications

- ▶ Traumatherapy web-platform

<https://www.lasteabi.ee/traumateraapia/en>

- ▶ www.lasteabi.ee

Technical solutions for Chat-counselling etc

- ▶ <https://www.childrenatrisk.eu/promise/publications/>

Publications, templates etc from PROMISE Network

- ▶ All Estonian materials – feel free to adapt!
- ▶ For International tools – we provide you the contacts!



Child participation and Youth Force of Barnahus Estonia

Ages 7-16 actively (1-6 some participation)

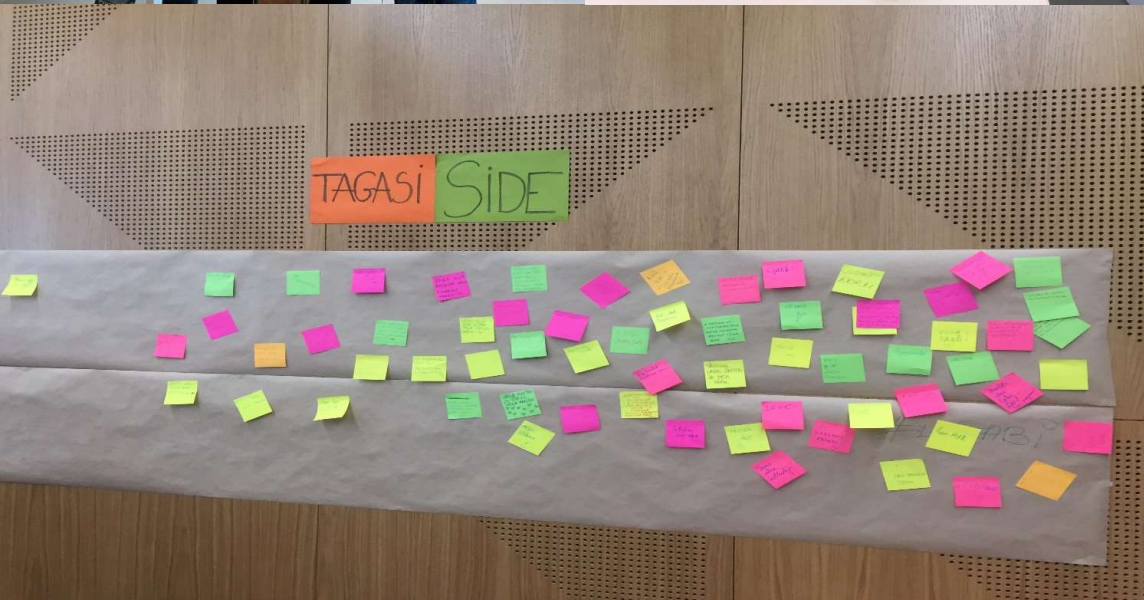
Evaluating the service

Joined in all stages, including renovation and design

Youth conference „With opened eyes“ 2019 – development, arrangement, participation committee + over 220 participants 7-16y

Children with special needs – Access, special mental needs, comfort, understanding

Awareness raising in Youth Force schools, student committees etc







Free discussion:

Are Georgian youth willing to participate?
Who could be the partners to organise that?
What are the goals for asking advice from children?



Thank you so much, dear Partners!