**Part I: General information about the selected tool**

**Denomination/Title of the tool**

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| Conducting an Information Campaign "Give Safety and Future to Your Child" for children and parents on the occasion of the International Children's Day |

**Year of production**

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| 2015 |

**Language/es**

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| BG/ENG |

**Country of production**

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| Bulgaria |

**Kind of tool**

**□** Ministerial Educational Program

**□ local/regional/national level or extracurricular activities**

□ model of web awareness campaigns

□ web tools indicating how to behave in case of disaster / first aid

□ cartoon

□ TV series

□ audio-seminar

□ video game

□ Edu-documentary

□ app for tablets and smartphones

□ web based edu-games

□ edu-blog

□ e-learning platform

□ video products

□ edu-video trailers

□ e-seminar

□ Mooc seminar

□ slideshows

□ web booklet

□ e-guide

□ web site

□courseware

□ e-book

□ a-book

□ Flash Application

□ App for Android

□ App for Iphone/Ipad

□ Weminar

□ E-seminar

□ video spot

□ **other – brochure and direct contact with border police**

**General aim of the tool (selected as many as appropriated)**

□ Training for volunteers

□ Training for school teachers

□ Training for school staff

□ Information about the correct behaviors in case of disaster

□ Information about the rules of preventions

□ Education for students

**□ General public awareness campaign**

□ Scientific information about the disaster for adults

□ Scientific information about the disaster for children

□ Technical training for civil protection professionals

**□ Other (specify) – information about the correct behaviors of parents and children if there is a risk for their safety and security, caused by unknown person**

**Areas of impact**

□ Natural disasters in general

□ Anthropic disaster in general

□ Earthquakes

□ Floods

□ Tsunami

□ Volcanic eruptions

□ Meteorological disasters

□ Wildfires

□ Urban fires

□ Health disasters

**□ Other – behavioral advices and strategies for personal safety and security.**

**Brief description of the tool**

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| The campaign of the Society and Safety Foundation and TUFEMI is implemented at the national border checkpoints on 1 June - the International Children's Day. MoI’s officers, who are also members of the TUFEMI and have declared their willingness to develop their skills for working with children, get specially prepared materials for this purpose in advance. They are informed about the initiative, how they need to approach the children and the parents, what they must say to them and what the aim of the campaign is. The informational brochure used as main tool is prepared by SSF’s experts in accordance with the national priorities and policies of the institutions responsible for children protections. |

**Web address/link**

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| [www.ssf-bg.eu](http://www.ssf-bg.eu) |

**Users/target (selected as many as appropriated)**

□ Volunteers

□ Civil protection professionals

□Pre-primary educators

□Primary school teachers

□ Secondary school teachers

□ University educative staff

**□ Pre-primary kids**

**□ Primary school children**

□ Secondary school students

□ University students

□ School staff

**□ General public**

**□ Other (specify) border police officers and parents**

**Editor, Institution or Entity responsible of the production**

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| **Society and Safety Foundation** |

**Part II – Analysis of the Tool**

**Description of the aim of the tool and of its contents**

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| The information in the brochure is primarily addressed to parents, but it contains tips not only for them, but for their children as well. The main objective of this tool is to raise the awareness and attention of parents to the risks to the physical safety of children. The other goal is to present behavioral strategies, both for children and parents, for prevention and the need some special skills in the children to be developed.  The information brochures is prepared in accordance with official documents of the State Agency for Child Protection and the Ministry of Interior. The brochure is bilingual and the main purpose is to cover a wide range of people who enter or leave the territory of the Republic of Bulgaria.  The police officers who distribute the information brochures are trained in advance, what they should say, what is the purpose of the campaign, what are the main messages and how to approach parents and children. The dissemination of brochures amongthe parents is accompanied by the giving of specific attributes for children (chocolates, toys, etc.), for example – the brochure is given to the parent and the hocolate to the child. Depending on the nationality of the persons crossing the border, the objectives of the campaign are presented into Bulgarian or English language. |

**Pedagogical/didactic strategy of the tool**

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| The information campaign aims to draw the attention of parents to the specific risks for their children and the need specific behavioral strategies must be developed.  After directing parents' attention to specific risks, through thus campaign, the SSF and TUFEMIs representatives are relying on their responsibility and judgment about which strategies are applicable, and what tools they could and would use to guide their children's behavior. |

**Part III – Assessment of the tool**

**Main successful characteristics**

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| * Creates trust between parents and police officers. * Provides information what is the specific behavior children and parents should have in order to guarantee child’s safety. * Draws parents attention to the potential risks and threats. * Improves interaction and trust between police officers, children and parents. * Increases the capacity to deal with the risks of children and parents. * Indirectly, through children, it strengthens parents' trust in security services and forms attitudes to shared concerns and care. |

**Main points of weakness**

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| * It is not possible the effectiveness of this campaign to be tackled and measured, because each year, the passers-by are different. * There is no enough time a feedback from parents to be taken about the usefulness of the provided information and it is not possible to conduct in-depth conversations with children on the subject. |