



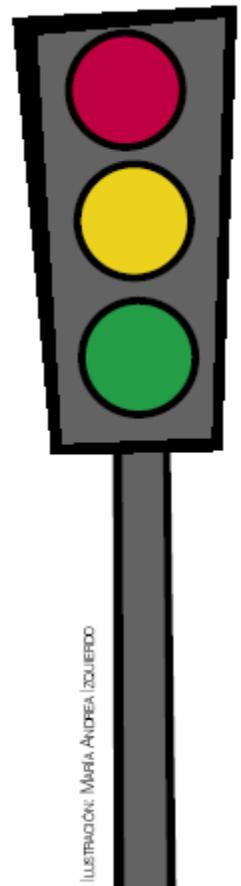
-PLAN V-

Program to Promote Civic Education

Presented by: The Trust for the Americas/OAS

Final Report

2003-2006





PROJECT DATA REPORT

Organization Name: Trust for the Americas/OAS

Project Title: “Plan V”, Children’s Media and Workshops to Promote Civic Education

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1. EXECUTIVE SUMMARY

The Children's Media to Promote Civic Responsibility and Ethics Project (The "Children's Media" or "Plan V" initiative) executed from January, 2003 to January 2006, supported one of the principal initiatives of the Colombian government (GoC): to eradicate corruption and promote transparency at all levels. Working with children ages 6 to 14, the Children's Media program encouraged students, parents and teachers to making the "right choices" when faced with ethical dilemmas. To achieve this objective, the Trust used mass media (mainly television spots and articles) with workshops in schools.

The Children's Media program was implemented by The Trust for the Americas, an affiliate of the Organization of American States, and its in-country partner for the project, Guiomar Jaramillo Comunicaciones. All activities were planned and executed in close coordination with the Presidential Program For the Fight Against Corruption (the Presidential Anticorruption Office).

The core components of the initiative were (1) A series of Television programs and spots for radio and TV on ethics, civic values and transparency in terms understandable to children. (2) A series of workshops in different regions of Colombia for children, parents and teachers (3) A website with interactive features that allowed children to engage in discussions about the impact of corruption in their community and their role as agents of change (4) Publication of informative material for the general public in magazines and newspapers. (5) Educational games with a methodology specially designed for children focusing on having fun while learning about ethics.

As detailed in this report, the results of the Children's Media program exceeded expectations. Key indicators of success in execution of the program included:

- More than 100 workshops in schools implemented in 7 Colombian regions with 3,540 participating children
- 8 episodes of a prime time (Saturday morning) children's television program--*Jack el Despertador*--with scripts specially designed for the Plan V initiative. The program aired domestically and internationally.
- A website (www.planv.org) visited by more than 14,000 during the life of the program. The website enhanced the geographical impact of the program beyond the Colombian borders, with visitors from Argentina, Uruguay, Germany, USA, Canada, and England, among other countries.
- TV spots broadcasted in Cablecentro Television and in RCN and Caracol radio.

According to a recent International Corruption Perceptions Index, Colombia was ranked 57 in a list of 102 countries. Domestically, Colombians themselves perceive corruption as a serious threat to society that has reduced their faith in democratic institutions, public service and government officials. Although this problem is frequently associated only with the public sector, the Colombian public opinion also believes that corruption is common in the private sphere.

Young people are some of those most concerned with the effect of corruption and its impact on the future of the country. According to a joint survey by UNICEF and the Colombia Department of Statistics, almost 40% of the Colombian population is comprised of children under 15 years of age. Of the children interviewed 56% expressed the belief that corruption is the source of poverty, unemployment and bad reputation worldwide.

In response, the Presidential Anticorruption Office is implements two initiatives targeting the youth: The Culture of lawfulness program that works with children in middle school and the media campaign "*Adios a las Trampas*" (no more cheating). The Trust's Children's Media Project works in coordination with both initiatives.

- A survey study to measure the impact of the program with specific questions on how attitudes had changed with respect to honesty, responsibility, ethics and civic values.

The successful implementation of the Children’s Media project was largely due to the earnest desire on the part of children, parents and teachers to participate in program activities, and the understanding on the part of the Colombian government of the importance of engaging the youth in the prevention of corruption. The presence of the OAS lent additional legitimacy to the process.

MAP OF IMPACT

NUMBER OF IMPACTED INSTITUTIONS THROUGH WORKSHOPS



2. PROGRAM DESCRIPTION

2.1 Background

Corruption adversely affects Colombia socially, economically, and politically. Colombia became an independent nation in 1810, and its history is replete with conflict. Continuous political conflicts in the twentieth century produced a government more focused on political harmony than combating crime and corruption. The emergence of the drug trade in the second half of the twentieth century country gave rise to a level of corruption unmatched by any other period in the country's history. "Drug trafficking money progressively spread its taint throughout the different branches of public power in Colombia, dashing values, sacrificing principles, buying political leaders, judges, policemen, soldiers, reporters, and academics from the municipal to the national level."¹

In recent years Colombia has taken significant steps to reduce corruption. However it is still a problem that drastically affects the nation. GoC estimates place the yearly *per capita* cost of corruption at US \$6,100 (one percent of the country's Gross Domestic Product).² A World Bank report estimated that the annual cost of corruption in Colombia is US \$2.6 billion, which is equivalent to 60% of the nation's debt.³ Corruption scandals involving government officials remain common occurrences. Such scandals not only affect political careers, but also harm public confidence in the government.

Although corruption has affected Colombia for many years, the country, with the support of the international community, is striving to reduce corruption in an attempt to eliminate its harmful effects. In 1997, the OAS member countries approved the adoption of the Inter-American Program for Cooperation in the Fight against Corruption, which calls for a range of measures such as strengthening national laws, supporting institutions that fight corruption, and improving cooperation with civil society groups and international organizations.⁴ The OAS Permanent Council's Working Group on Probity and Public Ethics has been working to implement this program and promote adherence to the Inter-American Convention against Corruption which was ratified by Colombia in 1998.

The Trust for the Americas, as an affiliate to the OAS works in transparency and governance initiatives that promote civil society involvement in the fight against corruption. The staff of the Trust believes that educating children constitutes a main building block in enhancing transparency and accountability in governance structures. A strong education effort increases avenues of citizen access to government and is one of the initial steps to restoring public trust in governmental institutions.

But educating the public about the importance of transparency is a long-term undertaking. It not only includes explaining the obvious negative effects of non-transparent practices,

¹ Transparency International, National Integrity Systems Country Study Report:

Colombia 2001, at http://www.transparency.org/activities/nat_integ_systems/dnld/colombia.pdf

² 41. TELMA LUZZANI, 2001 GLOBAL CORRUPTION REPORT: SOUTH AMERICA 168 (Transparency Int'l 2001), available at http://www.globalcorruptionreport.org/download/gcr2001/rr_s_america.pdf.

³ EDUARDO WILLS HERRERA ET AL., 2003 GLOBAL CORRUPTION REPORT: SOUTH AMERICA 108 (Transparency Int'l 2003), at [http://www.gcr.netscript.kunde.sserv.de/download/gcr2003/11_South_America_\(Wills_Uruena\).pdf](http://www.gcr.netscript.kunde.sserv.de/download/gcr2003/11_South_America_(Wills_Uruena).pdf).

⁴ JORGE GARCIA GONZALEZ, 2002. COMBATING CORRUPTION OAS DEPARTMENT OF LEGAL COOPERATION. AT <http://www.oas.org/Assembly2001/assembly/gaassembly2000/GAcorruption.htm>

specially corruption, but also providing the public with the tools to identify and report corruption, fraud and unethical conduct in government administration. In order to run a successful public education campaign, creativity and broad public participation are as important as financial resources.

In designing the Children's Media initiative, the Trust tried to understand the needs of the target group (children and the communities in which they live) employing a participative approach. We believed that the program required involvement of all sectors of a society: public, private, non-governmental and non-profit. For us, such cross-sectional representation served to elicit more comprehensive strategies for building transparency and promote ethics and values in youngsters.

After consulting with different stakeholders, including the Presidential Anticorruption Office, the Colombian Youth Institute, and designers from media and communication companies we decided on a comprehensive program involving two approaches:

Media Campaign. Media participation was crucial to our initiative. It provided an avenue both for public education and access to information. The media was useful in helping us formulate TV and radio programs dedicated to good governance, including transparency, ethics, accountability and civic values. Getting the attention of children was accomplished through public service announcements, local radio and television programs, print advertisements and posters.

After school workshops. Children, teachers and parents were the essential constituents in our Children's Media program. Through both informal school activities -such as role-playing- or through more formalized workshops devoted to inculcating core ethics values and character education, the Trust program encouraged children to think about ethical behavior in their daily activities, particularly in their interaction with parents and adults.

2.2 Program Goals

The Trust for the Americas aimed to produce a positive impact on the present and future role of children as active players in society, inculcating in them values and a belief system that recognized the importance of transparency, ethics, civic responsibility and democratic participation, with the ultimate purpose of reducing corruption. The project also provided expertise and assistance to Colombian producers of electronic and print media for the creation of materials for children that would promote civic virtue, ethics, tolerance, and negotiation skills.

2.3 Program Objectives

- To produce child and youth-oriented programs and messages for radio and television focused on civil virtues and ethics
- To produce child and youth-oriented inserts to be included in major newspapers with positive messages about ethics, stressing the importance of democratic participation and peaceful negotiation.
- To produce an interactive web page about ethics and corruption intended for children and youth to promote their active participation in the program by exchanging information and supporting ideas they might have on corruption.

- To obtain the support and involvement of all the key players in the communications industry in Colombia, as well as other major corporate sponsors, to ensure the continuation and sustainability of this initiative beyond the initial resources provided by USAID.
- To implement a series of workshops in schools with children, parents, and teachers, focusing on a civic values and ethics.

2.4 Target and Beneficiary Population

The initiative targeted primarily children between 6 and 14 years old. Although the direct impact focused on this segment of the population, the program’s impact is also reached other age groups as children share the lessons learned in their homes and communities influencing the actions of parents, friends and relatives with the lessons learned from the media and during the workshops. We hope that once participating children grow up, they would, in turn, foster the same positive attitudes, values and ethics which would contribute to a change in societal perceptions and mores.

2.5 Geographic Breadth

The Children’s Media was designed as a countrywide program. We reached the entire country with at least one form of media –television, radio, Internet or newspapers-. The initiative also reached audiences in other countries via TV Colombia⁵ cable channel and through our website www.planv.org.

Program workshops were implemented in 7 regions selected jointly with USAID and the Presidential Anticorruption Office. Such regions were:

- **Caribbean Region**

Departments of Atlántico and Bolivar

- **Andean Region**

Departments of Santander, and Bogotá-Cundinamarca.

- **Coffee Region**

Department of Huila and Risaralda

- **Pacific Region**

Department of Antioquia.

2.6 Partners and Stakeholders

The Trust for the Americas, an NGO affiliated with the General Secretariat of the Organization of American States (OAS). The Trust operates Democracy and Governance programs across Latin America and the Caribbean. The Trust led the design of the Children’s Media project, supervised implementation of all its components, and facilitated discussions between program partners.

Guiomar Jaramillo Comunicaciones a public relations and communications entity in with more than 10 years of experience in conducting media campaigns, event planning and

⁵ TV Colombia broadcasted the program: Jack El Despertador. Such program dedicated 8 episodes to Plan V.

providing advisory services to the government and private sector. **Guiomar Jaramillo** was in charge of the planning and logistics for the workshops. It also provided invaluable support in the process of obtaining matching contributions from local companies and securing press coverage for all project activities.

The Government of Colombia, via the Presidential Anticorruption Office and the Office of the Vice President were vital partners in the development of program content and coordination of program activities. The Anticorruption Office participated in several training workshops and integrated our Plan V (Children's Media) into its culture of lawfulness initiative. The Office of the Vice President was key to encourage private sector support to the program through their continuous presence in events.

Media Outlets, such as RCN Television, Cablecentro, Revista Locker, Revista Semana, El Tiempo, Portafolio supported the initiative by broadcasting spots, producing inserts and articles related to the program.

Other actors also participated in the program and were essential to its success. Among others: The Offices of the Governors and Mayors, schools, local media, etc.

Funding for the Children's Media project was primarily provided by the U.S. Agency for International Development, with substantial in-kind contributions The Organization of American States, and companies such as SAP, Intel, RCN, Colombina, and Algarra among others.

3. OUTCOMES AND INDICATORS

Proposed Outcomes	Results
1. Media Campaign	
<ul style="list-style-type: none"> ▪ Creation, production and broadcasting of a series of television and radio programs and/or messages ▪ Creation, production and broadcasting of a new campaign of media spots (extension) 	<ul style="list-style-type: none"> • 8 episodes in the weekly prime time Children Television series “Jack El Despertador” • Script specially designed by RCN television for the purposes of the program. • 2 Television spots produced and broadcasted on: <ul style="list-style-type: none"> ▪ Teleantioquia ▪ Cablecentro ▪ TelePacífico ▪ Tele Café ▪ Canal 13 ▪ Señal Colombia ▪ Canal Uno ▪ NTC ▪ Proyectamos TV ▪ Audiovisuales • 4 radio spots produced and aired on: <ul style="list-style-type: none"> • La Mega • Radioactiva • Colorin Coloradio ▪ Radio spots are available from downloading from the following link: http://www.anticorruptcion.gov.co/cultura_1_egalidad.htm#

Proposed Outcomes	Results
<ul style="list-style-type: none"> ▪ Reach from 100,000 to 2,500,000 children and youth by broadcast media (radio and/or television). 	<ul style="list-style-type: none"> • <u>Audience in radio</u>: 12,183,181,766 people. Source RCN Radio. • <u>Audience in TV</u>. Program <i>Jack El Despertador</i>, RCN Television, estimated audience 12,570,000 children in Primary and Secondary School. Source: “<i>Encuesta Calidad de Vida</i>” from DANE. (Survey on quality of Life, Colombian Statistics Department). • Note Jack el Despertador was also aired by TV Colombia, a cable channel with outreach to Colombians abroad. TV Colombia is available in the U.S., Europe, Australia and specific Latin American countries.⁶ However, no information was made available on the channel’s audience • CableCentro TV. Audience: 1,604,700 people.
<ul style="list-style-type: none"> ▪ Reach from 10,000 to 25,000 children and youth through radio, paper, magazines, TV and Internet. (extension) 	<p>In addition to information included above, the following publications increased the program outreach to beneficiaries:</p> <ul style="list-style-type: none"> ▪ Semana Jr. Circulation: 40,000 families ▪ Revista Locker: Circulation: 15,000 children, and free distribution in 200 schools, Bogotá and Medellín. ▪ Revista Cablecentro: 360,000 subscribers
2. Website	
<ul style="list-style-type: none"> ▪ Creation of an internet web page for children and youth ▪ Creation of new content for the website 	<ul style="list-style-type: none"> ▪ Website at www.planv.org ▪ Website content updated on a quarterly basis: New content added.
<ul style="list-style-type: none"> ▪ Reach at least 4,500 children and youth through the Internet 	<ul style="list-style-type: none"> • 15,540 visitors up to September, 2005. Source: Deepmetrix Livestats XSP 6.2.
<ul style="list-style-type: none"> ▪ Promote the creation of at least 35 personal web pages by children on issues of ethics, transparency and community involvement. 	<ul style="list-style-type: none"> ▪ Links to a 110 microsites with content (stories and paintings) provided by children.
3. Workshops and discussions in Schools	

⁶ Source www.TVColombia.com. *Jack El Depertador's* episodes devoted to Plan V aired on Saturday Mornings during 2003.

Proposed Outcomes	Results
<ul style="list-style-type: none"> ▪ Promote discussion and analysis in at least 250 schools in Colombia 	<ul style="list-style-type: none"> • Discussions in 313 schools: <ul style="list-style-type: none"> • Workshops in 113 schools: <ul style="list-style-type: none"> ▪ Bogotá 30 ▪ Medellín 05 ▪ Atlántico 36 ▪ Cartagena 03 ▪ Pereira 05 ▪ Barrancabermeja 33 ▪ Neiva 01 • Discussions in 200 schools through educative guides inserted in Revista Locker (Source: El Tiempo, <i>Código de Acceso</i> section, June 13, 2005) • Street and low income children involved through an agreement with Fundación Rafael Pombo.
<ul style="list-style-type: none"> ▪ Promote the publication of series of articles in school papers 	<ul style="list-style-type: none"> • 110 articles were published in our website, www.planv.org
<ul style="list-style-type: none"> ▪ Organize at least 4 regional meetings with leaders of the program 	<ul style="list-style-type: none"> • 5 leaders meetings • Additionally, a leader’s module was added to the workshops held in 113 schools.
4. General Outreach.	
<ul style="list-style-type: none"> ▪ Creation, production and publication at least one series of media inserts for children and youth in newspapers or magazines. 	<ul style="list-style-type: none"> • A monthly article in “Revista Locker” magazine. • Seven monthly articles in “Semana Jr.” magazine. • A section in “Revista Cablecentro” magazine.
<ul style="list-style-type: none"> ▪ Reach from 5,000 to 25,000 children and youth through paper and magazines. 	<ul style="list-style-type: none"> • Aggregated market circulation of participating magazines: 415,000 copies to at least the same number of children, their parents and teachers.
<ul style="list-style-type: none"> ▪ Outreach events 	<ul style="list-style-type: none"> • A launching event with the mayor of Bogota and USAID representatives. June, 2003 • A Christmas and Ethics Play. More than 300 participating children. Special guests: The Vice president of Colombia, and the Director of the Colombian Central Bank. December, 2003 • Closing concert: “Singing with Values”. More than 150 participating children. Activities included: Singing the Plan V anthem and launching the Plan V poster game on ethics. November, 2005
5. Educational games with a methodology specially designed for children focusing on having fun while learning about ethics	

Proposed Outcomes	Results
<ul style="list-style-type: none"> ▪ Create online games and trivia regarding the principal aspects of the ethical dilemma 	<ul style="list-style-type: none"> • Educational contest: Who will help us now? (<i>Y ahora quien podrá ayudarnos?</i>). December 2003-March 2004. Bogotá. • Board game with cards on ethical dilemmas developed for use during workshops. • Stickers-Poster “Plan V” • Plan V “Anthem • On line games at www.planv.org
6. Sustainability Plan	
<ul style="list-style-type: none"> ▪ Sustainability plan designed by The Trust and local partners by the end of the program. 	<ul style="list-style-type: none"> • Sustainability Plan implemented jointly with the Presidential Anticorruption Office and companies and media outlets. • Program merges with culture of lawfulness initiative of Presidential Anticorruption Office • Matching funds obtained from: <ul style="list-style-type: none"> ○ Companies: <ul style="list-style-type: none"> ▪ SAP: Approx US\$23,000 ▪ Intel: Approx US\$3,000 ▪ Algarra: Approx. US\$200 ▪ Colombina: US\$750 ○ Media outlets (<i>in kind</i>) <ul style="list-style-type: none"> ▪ Radio Caracol: US\$8,500 ▪ RCN Radio and TV: US\$18,000 ▪ Semana Jr.: US\$8,000 ▪ Revista Locker: US\$100 ▪ Cablecentro: US\$24,000
<ul style="list-style-type: none"> ▪ Develop evaluation phase in 15 educational institutions 	<ul style="list-style-type: none"> • Survey study in Bogotá and Neiva: 108 children, parents and teachers surveyed.

4. CHALLENGES DURING IMPLEMENTATION

4.1 Media Component

The high cost of producing and airing media content (via programs and spots) jeopardized the massive outreach strategy initially devised by the Trust for the Americas. However, by negotiating in kind contributions from major media outlets such as RNC, Caracol and Cablecentro the Trust was able to air the Plan V messages at a significantly reduced cost, particularly in Children's prime time on Saturday mornings.

Additionally, through the National Television Commission we obtained time slots generally reserved for public service announcements. This allowed us to carry our spots on national and regional TV channels for 12 consecutive months at no cost. These public announcements spots were aired during different times of the day ensuring that not only children, but parents and adults in general would get involved in the initiative.

For the case of radio and printed media, we worked a free press strategy that included interviews, coverage of workshops and events with public figures so that articles on the initiative were constantly published at no cost. Additionally, we negotiated airing our spots in radio at preferential rates with RCN and Caracol Radio.

4.2 Workshops

The main challenges faced during the workshop phase were the lack of time teachers had for participating in after school activities, and the need to coordinate logistics and content with local and national authorities to avoid duplication.

In Colombia, the majority of teachers in public or rural schools are underpaid. They generally work double shifts in different educational institutions leaving them little time to participate in after school activities. However, by coordinating our workshops with different schools were the same groups of teachers worked, we were able to facilitate their participation in the training seminars. Additionally by involving parents we made sure that lessons learned would be replicated/reinforced at home supporting the job of teachers and trainers.

At the same time, we were required to coordinate with the local representatives of the Ministry of Education as well as with the mayor's offices in each region to avoid our efforts to overlap with theirs. At the end, jointly with the Presidential Anticorruption Office we were able to integrate Plan V into other educational initiatives which ensured support and long term sustainability by means of our content being used in official programs.

5. COST SHARING, SUSTAINABILITY AND REPLICABILITY

5.1 Cost Sharing

An indicator of the success of the program was the Trust's capacity to leverage matching contributions from partners and participants. The Presidential Anticorruption Program combined its Culture of Lawfulness project with our Children's Media initiative to help ensure a long-term, sustainable effort. The National Television Commission gave the initiative access to free airtime during prime and non-prime time via the Public Announcement Service (*Código Cívico*). Additionally, different media outlets produced content for the initiative incorporating it into their regular programming. Finally, companies sponsored specific activities such as contests or events that encouraged attendance from children.

In addition, various civil society groups made contributions to the program, by leveraging the funding provided by Mission. For example: teachers and parents voluntarily joined the initiative and received no payment for their time in attending meetings and workshops (neither did participating children). Finally, media coverage of the program and activities by means of free press was prolific and served to foster participation in workshops. It also helped to disseminate information about the importance of ethics and the need of a more transparent society.

5.2 Sustainability

From its inception, sustainability of the initiative was linked to the establishment of partnerships with the private sector, media outlets and the Colombian government. As previously stated, during execution the Trust staff negotiated contributions from companies allowing us to carry outreach activities, while media companies responded with reduced or no fee rates for airing our content. In order to ensure the sustainability of the project the Trust has arranged for Children's Media to merge into the current Culture of Lawfulness initiative of the Presidential Anticorruption Office. (The program was included in the White Paper for the adoption of a National Strategy on Anticorruption⁷ produced jointly by the offices of the President, the Vice President and the Anticorruption Commissioner). Additionally, through our partner Guiomar Jaramillo Comunicaciones, the Trust continues to work with different companies that have offered to sponsor workshops and activities in schools ensuring the long term sustainability of the Plan V message.

5.3 Replicability

The Trust for the Americas believes that this program could serve as a model for similar initiatives in Colombia and throughout Latin America, attempting to convince children about the negative impact of corruption. Indeed, through its partnership with Microsoft Corporation the Trust is working on life skills workshops for low income children participating in our technology training in Ecuador. Also, with funding with State Department the Trust will implement a culture of lawfulness initiative for the youth in Guatemala, beginning the second semester of 2006.

⁷ Available at http://www.anticorrupcion.gov.co/control_cor/libro_preside.pdf

6. LOOKING FORWARD

The Colombian Development Plan 2002-2006 named corruption as one of the main impediments to governance thus affecting the credibility of the state. As a response, the administration of President Alvaro Uribe is actively seeking to gain citizen's trust by developing vehicles for civil society participation and oversight of the political process at all levels.

In particular, the Presidential Anticorruption Office has concentrated its efforts on strengthening mechanisms of social control via the adoption of "Transparency Pacts" between local governments and civil society. The Anticorruption Office has also established as a priority, working with future generations of Colombians in order to eradicate corruption in the long to medium term. For this purpose, it is carrying a Culture of Lawfulness Program with several components in schools and using the media.

Within this framework, it is critical that the Children's Media initiative implemented by the Trust for the Americas with support from USAID continues. The government must strengthen its channels of dialogue and information at the regional level with children, parents and teachers ensuring an understanding of the role of future citizens in proper government function. The network of schools that participated in this project provides a ready infrastructure for the GoC to continue workshops and training seminars on ethics, civic values and transparency.

- As part of the roll-out of the anti corruption strategy, the GoC should return via workshops to the same communities reached during the children's media program. Other schools should also be involved and the adoption of model Transparency Pacts between children, parents and local governments must be encouraged.
- Continued airing of spots and content on TV and radio programs is critical as the message of promoting transparency and ethical behavior must be repetitive and constant to produce a long term impact.
- The methodology already developed should be replicated in other regions, and new trainers should be trained. A good starting point could be workshops for representatives of the Ministry of Education who in turn could replicate their experiences at the local level involving new schools and different communities.
- Private sector buy-in should be encouraged. During the initiative different companies approached the Trust to inquire how they could get involved. By financing workshops or producing didactic material corporations help reducing the financial burden of implementation while sending a message of good corporate practices. The Trust's network of companies remains interested in supporting GoC with the initiative and look forward to its continuance.

The staff of the Trust sees the Children's Media program as an important tool for assisting the GoC to develop a comprehensive strategy to talk to children about ethics and can serve as a model of best practices for other developing countries.

ANNEX 1 METHODOLOGICAL TOOLS



1. THE TRAFFIC LIGHT:

Stop, think and act are the three words that summarize the basic methodology of Plan “V”, transmitted to workshop participants through a simple tool: A traffic light that contains in each of its colors, a different message:

RED – STOP:

- > Calm down and be ready to think.
- > Prepare to analyze the ethical dilemma.

YELLOW – THINK:

- > Understand the ethical dilemma and the values involved.
- > Handle your emotions.
- > Analyze the ethical dilemma’s solution options.

- > Choose the best solution option, keeping in mind

the ethical values.

GREEN – ACT:

- > Put into practice the decision that has been taken in order to resolve the ethical dilemma.
- > Feel happy about your action in accordance to the ethical values.

2. THE ANTHEM

To give the program an identity and help children remember the messages about ethics and values, the Trust composed a song that served as an anthem. It is easy to remember and has a tropical Colombian rhythm created so that children and adults remember our key messages in an entertaining way. The idea is to sing the anthem in the Plan “V” reunions, workshops and parties.

Anthem



Plan "V" himno
Letra y música: Jerson E. Vargas

<p>Somos nuevos colombianos Que unidos como hermanos Queremos construir.... Una colombia diferente Con gente transparente Que quiere ser feliz.</p> <p>Somos nuevos colombianos Que orgullosos cantamos Por un país de bien..... Y hoy escribimos esta historia Que dice que en colombia Tenemos un plan "v".</p> <p>Somos raza soñadora Semilla del porvenir Con ilusiones y sonrisas Y con aire juvenil</p>	<p>Sin importar las diferencias Cumpliendo con el deber Ayudándole al hermano Juntos vamos a vencer...</p> <p>Somos nuevos colombianos Que unidos como hermanos Queremos construir.... Una colombia diferente Con gente transparente Que quiere ser feliz.</p> <p>Somos nuevos colombianos Que orgullosos cantamos Por un país de bien..... Y hoy escribimos esta historia Que dice que en colombia Tenemos un Plan "V".</p>
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Translation:

<p>We are new Colombians Who united as brothers Want to build A different Colombia With honest people Who want to be happy We are new Colombians Who proudly sing For a country of goodness And today we write this story That says that in Colombia We have a Plan "V"</p>	<p>We are a race of dreamers Seed of the future With hopes and smiles And with a young wind No matter what the differences are Carrying out our obligations Helping our brother Together we'll conquer We are new Colombians That unites as brothers Want to build A different Colombia</p>
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With honest people
Who want to be happy
We are new Colombians
Who proudly sing
For a country of goodness

And today we write this story
That says that in Colombia
We have a Plan “V”

3. THE VIDEO

We produced a motivational video for the Plan “V” program that shows, in three minutes, everyday ethical dilemmas and images of the program in Bogotá.

4. THE GAME

A board game with cards and questions on ethical dilemmas. It is used in the Children’s Leaders workshops, playing with learning how to use the traffic light adequately with everyday dilemmas. It’s a team game and the prizes are the stickers of the album-poster, which is described next.



THE STICKERS-POSTER

A stickers-poster of values in a poster format, with collectable stickers for children. It’s a tool that rewards the knowledge of the theory learned in the workshops, within the children.

In addition to the 25 stickers that the children must win answering the game’s questions correctly, there is a series of 8 stickers that

complement the images in the album, and are needed to complete it. These images are to be used freely, to stick and to collect.

5. THE DOCUMENTARY

“In search of the Andean Bear” is a 43 minute documentary that tells the story of *Pepe and Jungla*, two spectacled bears, which are an endangered species.

Luis Carlos Rosero, the young director of this documentary, takes environmental issues to the classrooms through a movie forum that establishes the ethical dilemmas related to ecology and the care of our species.

**ANNEX 2:
STRUCTURE OF PROGRAM WORKSHOPS**

1. WORKSHOP FOR PARENTS AND TEACHERS

Program Presentation
Presentation of objectives and work methodology
Previous knowledge evaluation
Reflection on the role of educators
Education and corruption analysis
Dilemma and ethical dilemma conceptualization
Presentation of the ethical reflection tool, Plan “V”
Workshop evaluation

2. LEADER’S WORKSHOPS FOR PARENTS AND TEACHERS.

Review of the basic concepts
The practice of Plan “V” application
Special case analysis
Future event planning
Workshop Evaluation
Handing out of Plan “V” Leader symbols.

3. REGIONAL LEADER’S FORUMS

Welcome
Introduction
Presentation of the work done in the educational institutions.
Presentation of special guests, who talked about an ethical dilemma in a specific area of life.
Corresponding ethical dilemma analysis.
Handing out of symbols and credentials to the participants of the Forum.

4. WORKSHOPS: “TAKING OVER THE SCHOOL”

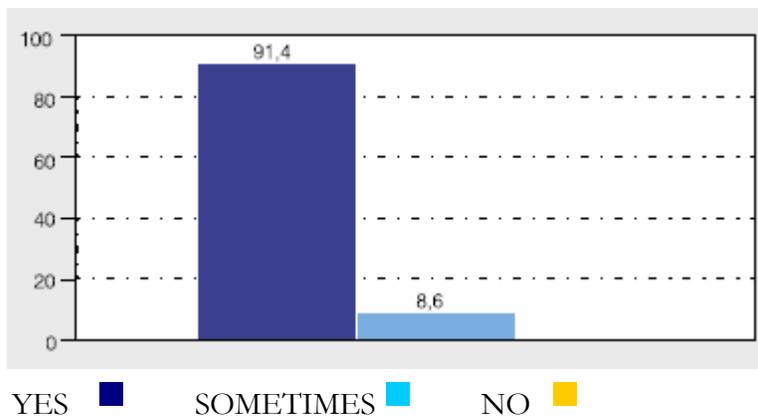
Presentation of the theme to be discussed.
Analysis of the ethical dilemma corresponding to the workshop.

ANNEX 3: SURVEY ON PROGRAM IMPACT

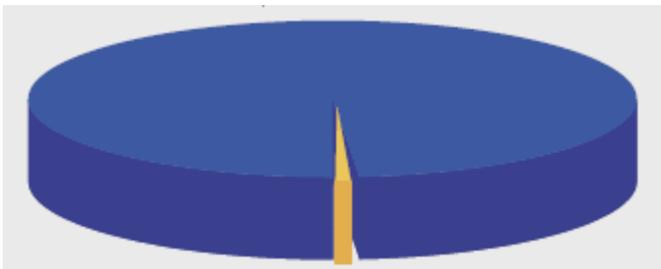
4. DETAILED IMPACT

The following study was developed in 2004 within the children, teachers and parents who attended the Plan “V” workshops in Bogotá and Neiva (see the technical data sheet at the end of this section).

QUESTION: CAN THE METHOD DEVELOPED BY PLAN “V” HELP CHILDREN AND YOUTH BETWEEN THE AGES OF 6 AND 14 LIVE THE VALUES OF RESPECT, RESPONSIBILITY, SOLIDARITY AND HONESTY IN A BETTER WAY?



QUESTION: IS PLAN “V” USEFUL AS A DECISION MAKING TOOL?

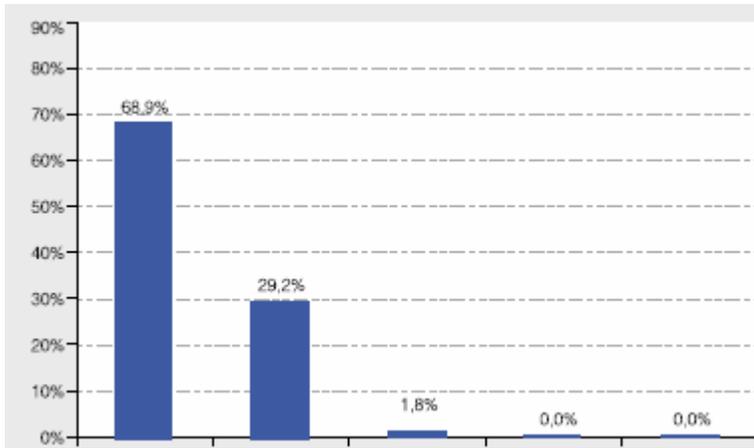


YES ■ NO ■

PLAN “V” USEFULNESS

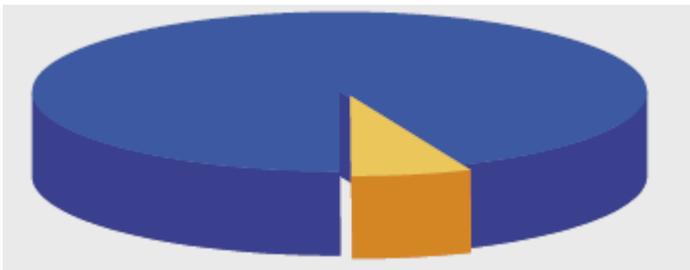
SCORE 9.06

ON A SCALE OF 1 TO 10 WHERE 1 IS NOT USEFUL AND 10 IS VERY USEFUL



VERY USEFUL USEFUL NEITHER A LITTLE USEFUL NOT USEFUL

HAS THE KNOWLEDGE ACQUIRED DURING PLAN “V” CONTRIBUTED TO IMPROVE RELATIONSHIPS BETWEEN YOU AND YOUR SCHOOLMATES?



YES ■ NO ■

SAMPLE OF THE STUDY

TECHNICAL DATA SHEET: PLAN V IMPACT EVALUATION

Developed by *Opinómetro - Datexco*

Tool: 19 item structured form

Methodology: Quantitative

Universe: Teachers, parents and students assisting the Plan “V” workshop.

Simple Random Sample, with a selection based on the M.A.S. Negative Coordinated technique.

Sample frame: Teacher, parents and student data base.

Unit of Analysis: The unit for which information is requested about. For this case it's the teachers, parents and students who assisted the Plan “V” workshop.

Sample size: 108 interviews.

**ANNEX 4
PICTURE GALLERY**

TALLER DE INICIO PARA NIÑOS
COLEGIO COLOMBOAMERICANO
BOGOTÁ D.C.
MAYO DE 2005



PRIMER ENCUENTRO
REGIONAL DE LÍDERES
BOGOTÁ D.C.
NOVIEMBRE DE 2004



ENCUENTRO DE
PROYECTOS POR LA PAZ
GIMNASIO MODERNO
BOGOTÁ D.C.
ABRIL DE 2005





FUNDACIÓN FORMEMOS
TENA, CUNDINAMARCA
MARZO DE 2005



TALLER CANTAMOS CON VALOR
BOGOTÁ D.C.
NOVIEMBRE DE 2005

ANNEX 5
TESTIMONIES FROM PARTICIPANTS

“THE MESSAGE OF THE PROGRAM IS CLEAR AND EASY TO UNDERSTAND”

Margarita Posada, Academic Coordinator of the Early Prevention of Aggression Program.

Medellín

“THE SUGGESTIONS HAVE BEEN EXCELLENT FOR OUR SOCIETY”

A Rafael Uribe school parent

Bogotá

“THE WORK DONE IN THE WORKSHOP WAS EXCELLENT. IT MADE ME QUESTION MYSELF. I HOPE I AM ABLE TO APPLY THE LESSONS LEARNED”

Lorena Valenzuela, a teacher of the Educational Institution Villa Santana Las Margaritas.

Pereira

“CONGRATULATIONS AND WHAT A GOOD WAY OF HELPING OUR CHILDREN BECOME PEOPLE WHO CAN STOP AND THINK BEFORE ACTING. PLAN “V” IS EXCELLENT.”

A teacher of the Playas de Acapulco School

Cartagena

“THANK YOU FOR THE CONTRIBUTIONS I HAVE RECEIVED. THEY GAVE ME MORE CLARITY IN MY JOB AT THE SCHOOL AND SURELY WILL HELP ME AT HOME WITH MY FAMILY.”

Nubia Bedoya, a teacher of the Educational Institution Villa Santana Las Margaritas.

Pereira

“I THINK IT’S IMPORTANT TO CONTINUE THESE WORKSHOPS BECAUSE IT ALLOWS THE TEACHER TO HAVE THE NECESSARY TOOLS TO MOTIVATE STUDENTS TO LOWER THEIR AGGRESSIVENESS ALLOWING THEM TO BE MORE TOLERANT BY PRACTICING THE USE OF VALUES.”

Mary Luz Mena Hinostroza, a teacher of the Educational Institution Villa Santana Las Margaritas.

Pereira