

2010

COLOMBIAN DOWN SYNDROME AWARENESS CAMPAIGN

Help us to raise awareness, dispel common myths and allay fear about people with Down syndrome at the Colombian Caribbean coast through an information campaign in our community.



FUNDOWN CARIBE
Calle 57 #36-70
Barranquilla, Colombia
www.fundowncaribe.org



FACT SHEET

Organization Name	Fundación Síndrome de Down del Caribe FUNDOWN CARIBE
Date Founded	May 2007
Headquarters	Address Calle 57 #36-70 Barranquilla, Colombia Phone 095-3794622 Cel 3205668693 Mail address fundowncaribe@hotmail.com Web page www.fundowncaribe.org
President	Claudia Ritzel Feske
Project Name	Colombian Down Syndrome awareness campaign
Project purpose	The campaign, that aims to raise awareness ,dispel common myths and allay fear about people with Down syndrome to improve public perception and promote the acceptance of families and individuals with that condition.
Beneficiated population	A positive vision about down syndrome will help not only the 500 people registered on our foundation but all individual with that condition at the Colombian Caribbean coast. Additionally it will be a lesson for regular kids and adults about tolerance and respect.
Amount Request	USD 10,700



ABOUT US

FUNDOWN CARIBE is a private nonprofit organization of common utility and private enterprise, founded on May 3, 2007, whose main objective is to facilitate an integral attention to the population with Down Syndrome in the Colombian Caribbean Coast; offering support, harness and promoting the development of the capacities of these individuals, offering an attention that improves their quality of life, to forge their autonomy and inclusion in the family, school, work and society.

It was founded by a group of 13 families, parents of kids with Down syndrome, with the main purpose to help families with low income in Barranquilla, highlight the abilities of their kids with Down syndrome by offering information and orientation and to create a sense of awareness toward persons with Down syndrome in our society.



SERVICES AND ACTIVITIES

1-Orientation, information and support to families of persons with Down Syndrome, since when they are born until their adulthood, through individual consultation and specialized reports.

2-Through an agreement with the Judicial Bureau of the University Universidad del Norte, the bureau offers families legal assessment, specially with concerns about their rights in health and Education.

3-Individual consulting, accompaniment and psychological support for persons with Down syndrome, their parents and their families

4-Workshops, Seminars and Conferences directed to parents and guardians of kids, youngsters and adults with Down Syndrome. The themes of these workshops are organized by age range: 0 to 5 years, 5 to 10 years and 10 years on.



5-ETYE Program, Early and Effective Intervention Program, for kids with Down Syndrome from 6 months old to 5 years old, where the purpose is to promote the kid's development in all areas. Each session comprises the combination of each of the following aspects: multisensorial, motricity, language and personal autonomy, creating also a space for parents interrelationship so they support each other and share their experiences.

This program is held in the town of Puerto Colombia and in the city of Barranquilla





6- Physical education and sports Program for youngsters more than 12 years old and adults in the city of Barranquilla.



7- Pedagogic Support Program for kids and youngsters 5 years and older. Kids are attended in individual weekly sessions emphasizing in reading and writing activities. This program is offered in the city of Barranquilla.



8- Art and Crafts Workshop for kids more than 5 years old, youngsters and adults, twice a week. This service is



9- Periodical visual checkups and hearing assessments.

10- Permanent odontological and medical attention through an agreement with a dentist and a university.

11- Recreation and integration activities between affiliates and their families, celebrating different occasions like Carnival, Valentine's, Halloween and Christmas.



In 2009, 60 visual checkups were done and 30 pairs of glasses were donated to affiliates. Also, 30 hearing assessments were done. In these 2 years of operation, there has been 13 workshops with the participation of local lecturers with an average attendance of 60 persons, 1 Conference with 2 national lecturers which was attended by 145 parents, guardians, professionals, teachers and students and 1 Conference with Dr. Juan Perera, a Spanish psychologist, author of several books about Down Syndrome, which was attended by 46 relatives, professionals and teachers

2010 New Programs and Workshops will start in March. These programs will be offered: Brothers and Sisters of Persons with Down syndrome, Social Skills, Sexuality for Parents, Sexuality for Young Adults with Down syndrome and Reading Workshops.





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I CHARACTERIZATION - ACTUAL SITUATION

Despite Down syndrome is one of the most frequent alterations; its suitable handling plays an important role in the improvement of life quality of people with that condition. At the moment, in the Caribbean coast there aren't any other institutions dedicating special attention for those with this alteration. This means, that people with low income, that deal with this situation do not count with any type of support or positive direction to minimize their vulnerability.

The lack of information about Down syndrome and the potential that these people develop when receiving a suitable stimulation has contributed to make them the perfect target for educative, social and labor discrimination.

For the fulfillment of our objective, Fundown Caribe will develop this project in several surroundings, trying to cover all those scenes in which people with Down syndrome develop. We will be working in three main campaigns:

II PROJECT DESCRIPTION

Advertising Campaign Duration: 1 month

- Taxi interior advertising campaign to give information and deliver brochures.
- Foundation's bracelets will be distributed in malls.
- Advertising fences

School Campaign: Duration: 1 year

The objective is giving awareness to regular children about the potential that people with Down syndrome have, in order to generate a positive attitude toward them, through the following activities:

- Didactic informative conferences in 40 public and private schools of the city, with the participation of around 1000 children and 100 teachers. The Fundown Caribe's brochure "Being different is normal" will be delivered.
- Seminars of scholar inclusion and curriculum adaptations for teachers will be held.

Medical Campaign: Duration: 1 year

- Distribution of informative material among medical professionals and hospitals of the city with recommendations and information about Down syndrome. We will talk about real cases of our families.
- Workshops by medical specialties.
- Distribution of the medical manual.

III BUDGET

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ITEM	UNIT	COST
		USD
Taxi interior advertising 100 taxis	100	5800
Taxi informative brochure	25000	500
Fundown bracelets	1000	215
Advertising Fence 1 month	1	1250
"Be different is to be normal"	500	195
Campaing coordinators	2	1000
T ransportation to schools		150
Work material for schools	5000	250
T eachers informative brochure	500	120
Doctor s informative brochure	500	120
Doctor s guide CD	200	150
Conference room rent / 2	2	200
Brunch / 2 workshops	200	750
TOTAL		10700

The worst handicap for people with Down syndrome is society unawareness.
Be informed
One makes the difference !

