



La diferencia la hace uno

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**PROJECT
INTELLECTUAL DISABILITY
BUSTING MYTHS IN COLOMBIA
SEPT 2014**



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FACT SHEET

ORGANIZATION NAME	Fundación Síndrome de Down del Caribe – FUNDOWN CARIBE
DATE FOUNDED	May 2007
IDENTIFICATION	NIT 900.160.757-7
HEADQUATER	Address Calle 57 #36-70 Barranquilla, Colombia Phone 57-5-3794622 Cell 57-3205668693 Mail address fundowncaribe@hotmail.com Web page www.fundowncaribe.org
PRESIDENT	Claudia Ritzel Feske
PROJECT NAME	Intellectual disability busting myths in Colombia
PROJECT PURPOSE	The project seeks to reach the inclusion of persons with Down syndrome and cognitive disabilities, through an awareness campaign that allow breaking down myths that exist about them in our community.
BENEFICIED POPULATION	The program will reach 30.000 persons from civil society, 1500 regular students, 30 schools, and 100 teachers, 200 families of persons with Intellectual disability, 200 doctors and 20 hospitals.
AMOUNT REQUEST	USD 23.000



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I. ABOUT US

MISION

Fundown Caribe is a nonprofit private organization created in May 2007 by a group of parents with sons and daughters with Down syndrome in Barranquilla, Colombia. It's principal objective is to promote inclusion of persons with disabilities in all areas of society.

VISION

Being recognized as a foundation reference in the management processes of inclusion of people with Down syndrome and cognitive disability.

Fundown Caribe's strategic plan 2013-2016 comprises 6 lines of action: families, training and consultation, direct services to persons with disabilities, awareness campaigns, resource management and institutional strengthening.

PROGRAMS AND SERVICES

Training and consultation.

As promoters of inclusion, one of our principal interests is to support inclusive education, which we approach from the training of teachers and accompanied families offering emotional support, information and orientation

Awareness campaigns

Permanent campaigns in our community to raise awareness and provide information, for the public in general and directly to those that have incidence in the lives of persons with disabilities, with informative material and activities that promote their respect and dignity as persons equal to others

Pedagogic support program –app

Directed to kids and youngsters attending regular schools, which are assessed in individual weekly sessions, emphasizing in reading, writing and math activities to improve their learning process.



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Pediatric medical consultation and legal advisory

The alliances made with the School of Medicine of Universidad del Norte and the Judicial Bureau of the same University, provide monthly pediatric consultation and legal advice at no cost to the affiliates.

Recreational and cultural activities

As part of the social inclusion in our community, we encouraged the participation of our members in inclusive activities, Carnival and Christmas celebration, movie sessions, among others.

ALLIANCES- MEMBERSHIPS- REPRESENTATIONS

- Founder member of the Red de Familias por el Cambio, Colombian network of organizations of persons with intellectual disabilities.
- Strategic alliance with Asdown Colombia, as representatives of Inclusion International for Colombia.
- Member of Down Syndrome International (DSI).
- Members of the Iberoamerican Federation of Down Syndrome FIADOWN.
- Alliance with the Judicial Bureau of the University Universidad del Norte and with the Faculty of Medicine of the same University.
- Members of Reddis, national network of organizations for the promotion, ratification and implementation of the UN Convention of the Rights of Persons with Disabilities.



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PROJECT INTELLECTUAL DISABILITY BUSTING MYTHS IN COLOMBIA

II. CHARACTERIZATION

CURRENT SITUATION

The concept of disability has evolved into a holistic approach that involves social, educational and work environment. Under this new approach of rights and duties is required to recognize people with disabilities on an equal basis with other citizens and cast aside concepts that displayed them as objects of assistance.

The statutory law 1618 of February 27 2013 passed in Colombia about the effective enjoyment of the rights of persons with disabilities exposes, in Article 6, the social commitment that must be implemented for the elimination of all attitudinal barriers that generates exclusion actions, discrimination, or segregation of this group; however, the existence of stereotypes and myths that are woven around persons with Down Syndrome and cognitive disabilities foster the creation of prejudices that prevent them to be considered as persons with rights and possibilities, which makes difficult their inclusion in society.

According to data from the National Statistics Department (DANE, 2005), in the city of Barranquilla there are approximately 8000 people with a disability, which makes it imperative to develop actions to enable the inclusion of this group.

BACKGROUND

Since 2010 **Fundación Síndrome de Down del Caribe – FUNDOWN CARIBE** is developing awareness campaigns with the aim to promote the inclusion of people with Down syndrome and intellectual disabilities, trying to cover their environment. Thus, through activities focused on the formation of families, students, teachers and the general population, has been able to benefited more than 500,000 people in our community through awareness campaigns, which provide clear and relevant information that invites see with other eyes disability.

The impact achieved through the work we have done is obvious; however, the proximity to the community has also allowed us to reconfirm that social representations of disability that culturally



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exist have a very strong influence and in order to achieve its deconstruction a continuous reinforcement for a long term is necessary, to make visible the results.

Our challenge is to continue promoting this new social paradigm to encourage the emergence of a new attitude in society that fosters respectful and equitable treatment.

III. PROJECT DESCRIPTION

GOAL

Contributing to change perceptions towards persons with Down syndrome and intellectual disability and increasing the rate of inclusion, generating opportunities and improving their quality of life.

PROJECT OBJECTIVE

Raise awareness to the community of Colombian Caribbean Coast in order to promote reduction paradigms and prejudices about disability, achieving a change in attitude in the community and fostering acceptance of diversity.

ACTIVITIES

In order to achieve our objective, the following activities will carry out:

Awareness campaign "Knocking down myths to accept diversity"

- Informative activities made in public spaces.
- Distribution of 15.000 placemats in restaurants in the region.
- Distribution of 5000 printed booklets with theme of myths and rights.
- 10.000 Flyers of correct use of language.

School campaign

The goal is to raise awareness to students about myths that exist about persons with Down syndrome and cognitive disabilities. This will be done through the following activities:

- Educational workshops in 30 public and private educational institutions in the region, with the participation of approximately 1.500 students.
- Seminars for teachers about inclusive education.



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Medical campaign

- Distribution of information material among 200 doctors and 30 hospitals in the city with recommendations and information about Down syndrome and cognitive disability.
- Distribution of 1000 health care protocol brochures.

Families

- Conducting two annual conferences with participation of approximately 100 families.

IV. BENEFITS FOR CORPORATE DONORS

- Visibility of their logo in printed material of the program.
- Logo of partner entities on the website of the initiative.
- Contribution to the creation of shared value by promoting respect for diversity and creating opportunities for inclusion through the training conducted in the campaign.
- Certificate of tax-deductible donation in the amount invested.
- Mention and recognition of sponsors to beneficiaries and media.



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V. TOTAL PROJECT COST

ITEM	USD
Professional services and fees	\$10.127
Equipment/supplies	\$8.512
Logistic /related expenses	\$2.246
Administrative expenses 10%	\$2.116
Total amount request	\$23.000

Total Project cost by year: Twenty-three thousand dollars.

Contact

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