



Education, Mobilization and Communication (EMC)

Through its Education, Mobilization and Communication (EMC) division, Creative has provided children, youths and adults with accelerated learning, school reform and development, teacher training and has helped build capacities for retention, participation, access to and equity in the classroom, particularly in conflict and post-conflict environments.

Many of the young people who benefit from EMC's efforts live on society's margins, especially girls, who are often denied an education for social and economic reasons, as well as youths who are vulnerable to abuse, human trafficking and slavery.

In conflict and post-conflict environments, EMC also addresses the need for teachers to be skilled at engaging students in challenging learning circumstances. Beleaguered education systems often lack qualified teachers, standards for assessing quality teaching and an accreditation system. Creative's strategies to improve teaching quality include radio distance learning to enable large numbers of teachers in remote areas to acquire new teaching skills.

In addition to teacher education, Creative's EMC division specializes in basic education initiatives, education to prevent child labor, vocational education training, and a range of other services to provide communities with opportunities for brighter futures.

Programs and Successes

Through partnerships with government ministries, community groups, educators and parents, EMC's programs have impacted tens of thousands of individuals around the world.

- The Albanian Initiative: Coordinated Action Against Human Trafficking (CAAHT) has galvanized the efforts of local government and civil society toward eradicating the trafficking of boys, girls and women and providing life-changing opportunities to victims and those most at-risk. To date, CAAHT and its partners have helped over 440 trafficking victims reintegrate into society while more than 300 teens and women have received vocational training. Awareness-raising has also enabled more than 55,000 Albanians to identify the techniques and profiles of traffickers along with increasing public support and acceptance of their victims.
- In Panama, the DESTINO project to combat child labor worked on several fronts including: a national awareness-raising campaign; supporting indigenous communities' eco-tourist activities to generate income; establishing nine farm schools to educate the children of seasonal laborers and providing support for 30 tutorials and seven accelerated learning elementary schools.
- In Egypt, Creative is implementing the Technology for Improved Learning Outcomes project which is supporting the Ministry of Education in the use of technology to improve educational outcomes and prepare young Egyptian students to be professionally competitive in the world. In this project, Egyptian teachers and students will strengthen their effective use of digital tools. It will also foster broader participation in public-private partnerships as well as teacher professional development, management of technology and innovation for learning and the processes of school reform.
- In Sudan, Creative is implementing the Health Education and Reconciliation project, known as HEAR Sudan, to promote participation and training of teachers, health workers, parents and local authorities, along with material production, radio libraries and small grants for community-based projects. To date, HEAR Sudan, which is being implemented in the Three Areas, has trained over 400 teachers from 60 schools benefiting 22,000 students. It has also introduced Interactive Radio Instruction for grades one to three. HEAR Sudan has also trained 205 community health workers and distributed over 10,000 de-worming tablets and Vitamin-A supplements to primary school children.
- Creative's UNITY project in Uganda supports the Ministry of Education and Sports in improving education and expanding implementation of the Presidential Initiative on AIDS Strategy for Communication to Youth. The project focuses on strengthening education sector systems, with emphasis on the conflict-affected regions of northern and northeastern Uganda. In June 2008, UNITY helped organize a 'Renaissance in Education' summit to transform the delivery of education in the region. Heralded as 'revolutionary', the summit gathered officials across party lines from the region's 40 districts and culminated in the creation of a blueprint for future action.

For more information, contact Director of Communications, Caleb McCarry at CalebM@creativeworldwide.com or visit www.creativeworldwide.com.