

## Execution



## Supporting Material – Viral for Early Childhood

### Mobilize your Community

The Viral for Early Childhood was created with the purpose of supporting leadership acting in a town, community, company or friends group into the mobilization process for **Early Childhood**.

This project is part of the *Global Leaders for Latin America* initiative of *World Forum Foundation*, focusing on communities' mobilization in Latin Americana in favor of Early Childhood. (information in <http://www.worldforumfoundation.org/working-groups/global-leaderfor-young-children/>, Global Leaders: Giovana Souza, Nayana Brettas and Paula Fabiani)

**This document presents tips for the effective use of this video in Portuguese, Spanish and English. It has the potential of mobilizing millions of people for Early Childhood around the world.**

1. Please do a brief diagnosis of the environment in which you intend to act and to motivate (what exists at this environment, who are the people, what they do, which are the services or people that already work with children or early childhood).
2. Present yourself with happiness to the people that belong to the place that you choose to work! Your introduction speech must be inspiring, showing that you really believe and have some knowledge about what you are speaking in order to convince people about your dream and your idea of change.
3. Identify the leaders among the people you meet! They will support your presentation of the idea and dream and will help you mobilize relevant people around your idea.
4. Mobilize and join people of different areas and departments to work together! Present one idea about an event or something that is simple and possible, viable and necessary and that you can construct together. With this first step you can know people and connect with them. It is important to invite educators, social assistants, health workers, public and private sectors, social organizations and the community (families and children).
5. Please consider the institutions that exist in your community, such as schools, councils, churches, etc. These institutions can offer infrastructure for the

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realizations of meetings, conferences, chats, discussions, forums, workshops with the families, events, etc.

6. Make use of tools, arts and all available communication means. A banner in front of a school, local radio calls, a banner at city hall, newspapers, churches and discussions of proposals at schools are some of the possibilities.
7. Build an action proposal and intervention for the involved people, very short in time duration. If the idea is good, it will generate enthusiasm, if a challenge occurs, this will make possible that all of you, together, make an evaluation about what happened, and in this process others demands will emerge.
8. Remember that each community has a challenge already existent at the local context, so our suggestion is to follow on the identified problem at your community and propose an action. Slowly other demands will emerge, and creativity will always be an essential factor in this articulation process.
9. Follow these actions and interventions always promoting people and vibrating with them on the achievements and performed actions.
10. Prepare a chronogram or a map in which people can see the accomplishment of some of the steps or the results from the initial action. With an image, you can clearly show (using different colors) new articulations, products and achievements of each step.
11. Make the performed actions public to all the people involved. This will encourage them and will motivate them to follow and to want to do more every day! Make this by using all available communication means in order to give visibility and strengthen the movement!
12. Empower the existing leaders and make sure that you have meet ones, so they will be able to continue the actions and interventions. By doing so, you can go to other places and start new actions!

Carry on with persistence, believing into your work and dreams, in your ideas, in people, in communities, so you will become an important transformative agent, one that brings the changes in which you believe for the young children!

This video (viral) was made to be a simple and easy material that may help you in your way of mobilization and articulation into your community as a tool for calling and convincing. It may be used during many moments during the process.

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You can download it and use it without any charge! It is a tool to be used in the process, increasing consciousness about childhood importance.

We wish you luck in the process of mobilization and defense of early childhood.

We only would like to ask you that during this process you report to us on about how this tool has been used, if it is helpful and which developments it allowed. Our purpose is to improve it in order to better support the process of mobilization of transformative agents like you.

**Please send an email to: [criancahojeamanha@gmail.com](mailto:criancahojeamanha@gmail.com) with information about the use of Viral for Early Childhood and recommendations for improvements.**

**But remember: use the available resources in your community in order to expand the level of your mobilization. There is no unique way to use a viral; use your creativity!**

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