



## SPECIAL EU PROGRAMMES BODY

### Project Case Study: Rural Respecting Difference

#### THEME:

Building Positive Relations :  
Regional

#### FUNDING (ERDF+MATCH):

£1,224,045.08

#### MATCH FUNDERS:

The Executive Office NI,  
Department for Rural and  
Community Development  
Ireland

#### LEAD PARTNER:

Early Years - the  
Organisation for Young  
Children

#### PROJECT PARTNERS:

The National Childhood  
Network.

#### PROJECT CONTACT:

aveeng@early-years.org

Start Date: 01/04/2018

End Date: 30/06/2021



<http://www.early-years.org/rural-rd/>



@RuralRespecting

The Rural Respecting Difference project aims to contribute towards a peaceful and stable society through the promotion of reconciliation within rural early year settings engaging children; parents; day care; pre-school; and out of school sector staff & management committees across Northern Ireland and the six border counties of Ireland.

The project will help tackle the challenges of rural segregation, marginalisation and isolation within rural non-formal settings which are not benefitting from other shared education schemes.

The project will be delivered via a number of engaging, innovative and fun based teaching methods including the use of Early Years evidence based Media Initiative For Children, which involves specially created persona puppets.

Each puppet has been developed with its own identity and media message and offers a non-threatening, effective and child friendly way to develop emotional literacy and empower young children.

*“Enjoyed the training, learnt lots, can’t wait to begin using it. It has opened my views on how to use the personas in everyday setting”*

*A trainee*



One group attending a follow up training in Banbridge



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#### Key Outputs:

- A programme of awareness and good relations will be provided to 800 parents, a good relations plan will be developed per setting and tailored good relations training will be delivered to the Management and Committees from each of the settings.
- Engagement with approximately 2,000 children (aged 3 to 12 years), supporting the development of positive attitudes and behaviours towards those who are different.
- Training will be delivered to 100 day care staff, leaders and assistants from 80 rural non-formal settings.

*“Great day, good that our children hopefully won’t grow up in the bitter environment we did.”*

A parent following a workshop



Group facilitating Media Initiative For Children in their setting