



## SOCIAL INCLUSION FINAL PROGRAMME<sup>1</sup> NARRATIVE REPORT

### Programme Title & Project Number

- Programme Title: **Non-communicable diseases prevention, healthy life styles and food safety**
- Programme Number (if applicable): **SI 1.2.6**
- MPTF Office Project Reference Number: **76863**

### Country, Locality(s), Thematic Area(s)<sup>2</sup>

(if applicable)

Country/Region **Montenegro**

Thematic/Priority **Social Inclusion**

### Participating Organization(s)

- Organizations that have received direct funding from the MPTF Office under this programme  
**UNICEF**

### Implementing Partners

- National counterparts (government, private, NGOs & others) and other International Organizations  
**Government of Montenegro and over 100 national and international organization (throughout duration of the campaign)**

### Programme/Project Cost (US\$)

MPTF/JP Fund Contribution: **10,700 \$ (2010 funds)**  
• by Agency (if applicable)

Agency Contribution **446,935 \$**  
• by Agency (if applicable)

Government Contribution  
(if applicable)

Other Contributions (donors)  
(if applicable)

**TOTAL: 10,700 \$**

### Programme Duration (months)

Overall Duration **1**  
(months)

Start Date<sup>3</sup> **31/12/2010**  
(dd.mm.yyyy)

End Date (or Revised End Date)<sup>4</sup> **31/01/2011**

Operational Closure Date<sup>5</sup> **31/01/2011**

Expected Financial Closure Date **31/01/2011**

### Final Programme/ Project Evaluation

Evaluation Completed

Yes  No Date: December 2011 (KAP Survey)

Evaluation Report - Attached

Yes  No

### Submitted By

- Name: **Jelena Perovic**
- Title: **Communication Officer**
- Participating Organization (Lead): **UNICEF**
- Contact information: [jperovic@unicef.org](mailto:jperovic@unicef.org)

<sup>1</sup> The term "programme" is used for programmes, joint programmes and projects.

<sup>2</sup> Priority Area for the Peacebuilding Fund; Sector for the UNDG ITF.

<sup>3</sup> The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#).

<sup>4</sup> As per approval by the relevant decision-making body/Steering Committee.

<sup>5</sup> All activities for which a Participating Organization is responsible under an approved MPTF programme have been completed. Agencies to advise the MPTF Office.

## FINAL PROGRAMME REPORT

### I. PURPOSE

- a. Provide a brief introduction to the programme/ project (*one paragraph*).

**The Social Inclusion Pillar (SI) of the Integrated UN Programme 2010-2016** aims at promoting a Montenegrin society that is progressively free of social exclusion and enjoys a quality of life that allows all individuals and communities to reach their full potential. Further progress towards achieving this aim will be made through focused investment in and resource allocations aimed at better housing, healthcare, education, social protection and employment, as well as greater opportunities for civic engagement, thus ensuring genuine participation of all members of society in economic, social, political and cultural life and achievement of adequate standards of living and wellbeing.

- b. Provide a list of the main outputs and outcomes of the programme as per the approved programmatic document.

The three outcomes for the SI Pillar are:

**Outcome 1.1:** Montenegro's legal framework is harmonized with EU/UN standards, and policies relevant to social inclusion are implemented and monitored.

**Outcome 1.2:** Social norms are changed in order to facilitate age and gender sensitive inclusive attitudes and practices towards vulnerable and excluded populations.

**Outcome 1.3:** Montenegro reduces disparities and gaps in access to quality health, education and social services, in line with EU/UN standards.

- c. Explain how the Programme relates to the Strategic (UN) Planning Framework guiding the operations of the Fund.

Joint Programme SI 1.2.6 "Non-communicable diseases prevention, healthy life styles and food safety – mental health and deinstitutionalization" (WHO/UNDP/UNICEF) of the SI pillar contributed to the achievement of the Outcome 1.2. Namely, social norms are changed in order to facilitate age and gender sensitive inclusive attitudes and practices towards vulnerable and excluded populations.

As part of this programme, UNICEF received allocation of 10,000.22 \$<sup>6</sup> for the implementation of the "It's about ability" campaign aimed at promoting inclusion of children with disabilities into society. The campaign started in September 2010 and lasted until December 2011. Total budget of the campaign was approximately 450,000 \$.

The funds received from MPTF were exclusively used for printing of the promotional material.

- d. List primary implementing partners and stakeholders including key beneficiaries.

The campaign was implemented by UNICEF and Government of Montenegro and gathered more than 100 national and international partners, including the European Union, Council of Europe, OSCE and Embassies.

---

<sup>6</sup> Total amount received excluding recovery costs

## II. ASSESSMENT OF PROGRAMME/ PROJECT RESULTS

- a. Report on the key outputs achieved and explain any variance in achieved versus planned results.

The aim of the campaign "**It's about ability**" was to promote inclusion of children with disabilities into society. Knowledge, Attitudes and Practice survey conducted among 1,000 citizens in all parts of Montenegro in August 2010 showed a considerable social distance towards children with disabilities.

Every second citizen thinks that children with disabilities should go to special educational institutions and that it is in their best interest to live in special institutions instead of being with their families. In contrast, fifty years of research demonstrates that children in institutions will not develop in the same way as children living in families. Normal child development requires frequent one-to-one interactions with a care-giver. Child placement, in any kind of institution, should be a measure of last resort and for the shortest time possible.

- Only 42% of citizens would accept that a child with disabilities goes to the same school as their child.
- 41% of citizens fear that inclusive education would produce negative effects on children.
- Just one out of five citizens wouldn't mind the child with disabilities to be the best friend of their child.

Promotional material was distributed throughout Montenegro to various public institutions, schools, health centres, municipalities, parents associations, NGOs (to more than 100 national and international partners supporting the campaign) in order to contribute to awareness raising and keep the momentum of the first phase of the "It's about ability" campaign.

The following material was produced using MPTF funds:

- 1926 posters with campaign key messages and photos
- 323 posters with campaign key messages and photos
- 1,000 mugs with the campaign logo
- 1,000 planners with the campaign logo

- b. Report on how achieved outputs have contributed to the achievement of the outcomes and explain any variance in actual versus planned contributions to the outcomes. Highlight any institutional and/ or behavioural changes amongst beneficiaries at the outcome level.

Achieved outputs contributed to raising awareness and keeping the momentum of the *It's about ability* campaign. Therefore, they contributed to the outcomes achieved through this campaign and documented through the knowledge, attitudes and practices evaluation survey conducted in December 2011:

- More than three quarters of citizens (82%) noticed the campaign and appreciated it significantly (76%) in 2011
- Every second citizen (54%) learned something new about children with disabilities from the campaign in 2011.
- 22% of citizens positively changed attitudes towards children with disabilities as a result of the campaign.
- Almost one quarter of citizens (23%) changed positively their behaviour towards children with disabilities.
- The percentage of citizens who consider children with disabilities to be equally valuable members of society increased by 18% since the campaign started in September 2010.

- c. Explain the overall contribution of the programme to the Strategy Planning Framework or other strategic documents as relevant, e.g.: MDGs, National Priorities, UNDAF outcomes, etc

It's about ability campaign is part of UN Integrated Programme and contributes to achieving of the Outcome 1.2 within joint Social Inclusion programme i.e. changing Social norms in order to facilitate age and gender sensitive inclusive attitudes and practices towards vulnerable and excluded populations.

- d. Explain the contribution of key partnerships and collaborations, and explain how such relationships impact on the achievement of results.

The key to achieving this impact was acting collectively, as UNICEF partnered with over 100 national and international organizations in the campaign. The coalition for creating inclusive Montenegro includes children with and without disabilities as youth advocates for inclusion, the Government, Associations of Parents of Children with disabilities, Centre for Child Rights and other NGOs, all print and electronic media, the private sector, the European Union, Council of Europe, OSCE, the UN family and Embassies.

- e. Who have been the primary beneficiaries and how they were engaged in the programme/project implementation? Provide percentages/number of beneficiary groups, if relevant.

Primary beneficiaries were children with disabilities who were engaged as young agents of change within the campaign. For the first time, children with disabilities participated in live TV shows; spoke at special events together with ministers, Prime Minister, President, ambassadors, etc; participated in prominent children's art festivals in the country; produced one-min movies on inclusion and child rights; and so on. Also, the number of children with disabilities benefitting from inclusive services like inclusive education and day care centres for children with disabilities increased. For example, in one municipality on the north, since the campaign started, there has been a nine-fold increase in the number of children with disabilities brought by parents to the Commissions for their orientation into the mainstream inclusive education.

- f. Highlight the contribution of the programme on cross-cutting issues pertinent to the results being reported.

Due weight was given to gender, as a cross-cutting issue, throughout implementation of the 'It's about ability' campaign. Gender specific needs were considered during design of the campaign strategy and balanced participation of boys and girls in all campaign activities was ensured.

- g. Has the funding provided by the MPTF/JP to the programme been catalytic in attracting funding or other resources from other donors? If so, please elaborate.

The campaign itself was catalytic in attracting funds from other donors. In addition to MPTF funds and UNICEF core set-aside funds, private companies, banks and Embassies financially contributed to its implementation.

- h. Provide an assessment of the programme/ project based on performance indicators as per approved project document using the template in Section IV, if applicable.

The MPTF funds were used to support wider mass media awareness raising campaign on anti-discrimination/inclusion of children with disabilities, so performance indicators for the entire campaign apply here (KAP survey results)

### **III. EVALUATION & LESSONS LEARNED**

- a. Report on any assessments, evaluations or studies undertaken relating to the programme and how they were used during implementation. Has there been a final project evaluation and what are the key findings? Provide reasons if no evaluation of the programme have been done yet?

The "It's about ability" campaign was based on a KAP survey on inclusion of children with disabilities that was conducted immediately before the campaign in August 2010. The campaign was evaluated through the KAP survey in December 2010 and another one in December 2011. Activities of this project contributed to the campaign's impact demonstrated by the evaluation

survey from December 2011:

- 22% of citizens positively changed attitudes towards children with disabilities as a result of the campaign.
  - Almost one quarter of citizens (23%) changed positively their behaviour towards children with disabilities.
- b. Explain, if relevant, challenges such as delays in programme implementation, and the nature of the constraints such as management arrangements, human resources, as well as the actions taken to mitigate, and how such challenges and/or actions impacted on the overall achievement of results.
  - c. No challenges or delays were encountered within the campaign implementation.
  - d. Report key lessons learned that would facilitate future programme design and implementation, including issues related to management arrangements, human resources, resources, etc.,

Key lessons learned are related to the importance of pretesting all communication materials as the target audience decides the success of the campaign. All posters and key messages were regularly pretested in 2011 and this proved to be an important practice in order to ensure the most efficient and effective use of resources.

#### IV. INDICATOR BASED PERFORMANCE ASSESSMENT

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance (if any)	Source of Verification	Comments (if any)
<b>Outcome 1</b>							
<b>Output 1.1</b>	Indicator 1.1.1						
	Indicator 1.1.2						
<b>Output 1.2</b>	Indicator 1.2.1						
	Indicator 1.2.2						
<b>Outcome 2</b>							
<b>Output 2.1</b>	Indicator 2.1.1						
	Indicator 2.1.2						
<b>Output 2.2</b>	Indicator 2.2.1						
	Indicator 2.2.2						