Spacetoon Kids TV: Educating Kids on ERW

Daniele Ressler
Center for International Stabilization and Recovery at JMU (CISR)
Spacetoon Kids TV: Educating Kids on ERW

by Daniele Ressler | Mine Action Information Center |

Spacetoon is known to many across the Arab world for its television channel that is geared toward children, Spacetoon Kids TV. This channel is transmitted to over 50 million people in the Middle East and North Africa and features cartoons dubbed into Arabic and child-appropriate TV shows. Spacetoon is known to many across the Arab world watch and love this channel, its characters and programs, posters, leaflets, calendars, gifts, activity packets and more. Children playing may find these custom items and touch them, which can detract the unexploded ordnance.

Spacetoon Kids TV recently the need in Lebanon for MRE for children. Hadi and Allawama say that at the Regional Office in Jordan, “we have a full package campaign designed especially for Lebanese children including TV spots, posters, flyers, activity books and notebooks.” The company is looking for donors who are interested in distributing their educational materials, which are designed to provide MRE in Arabic using child-friendly and culturally sensitive techniques with cartoon characters and popular programming.

Spacetoon’s Regional Office has experience providing MRE and awareness-raising campaigns about the dangers of mines and explosive remnants of war through its work in Iraq with Iraqi children. RONCO Consulting Corporation, a U.S. Department of State funded two projects in 2004 through Iraq’s National Mine Action Authority and the Ministry of Planning, and in 2005 Mines Advisory Group funded a one-year project through the Iraq Health and Social Care Organization.

Conclusion

With the help of new donor sponsors, Spacetoon’s Regional Office in Jordan plans to address the urgent need of ensuring children’s safety in Lebanon, as well as continue to deliver MRE activities in Iraq where children are also at great risk. 

See Endnotes, page 111

Daniele Ressler works as a researcher, writer and assistant editor for the Journal of Mine Action. She has a Master of Science in violence, conflict and development studies from the University of London’s School of Oriental and African Studies. She has studied in Switzerland as well, earning a Certificate in Applied Peace and Conflict Studies.

Daniele Ressler, MRC Research and Development Editor
Journal of Mine Action
Mine Action Information Center
E-mail: mail@mines.org

Hussam A. Hadi
Regional Manager, Spacetoon Regional Office – Jordan
P.O. Box 80
Amman 11077 – Jordan
Tel: +962 6 560 4556
Fax: +962 6 560 4557
Cell: +962 796 336 659
E-mail: hussam@spacetoonjordan.com
Website: http://www.spacetoonjordan.com

Reem A. Allawama
Program Planning Manager
Spacetoon Regional Office – Jordan
Cell: +962 777 475 754
E-mail: reem@spacetoonjordan.com

This image was used for MRE in Iraq in 2005.

PHOTO COURTESY OF BASHER KH. AHMAD/SPACETOON KIDS TV – JORDAN

This image was one used for MRE in Iraq in 2005 by Daniele Ressler | Mine Action Information Center

As a young man in a war-torn area of Azerbaijan, Enur Gasimov experienced the shock of being severely injured by a piece of unexploded ordnance. Today, Gasimov’s personal experience has inspired him to work as the Team Leader of the Training and Quality Assurance Team at the Azerbaijan National Agency for Mine Action to ensure what happened to him will not happen to other citizens of his country. Gasimov’s resilience and dedication to his work make him a hero in the demining community.

Enur Gasimov is all too familiar with the physical pain of being involved in a UXO incident. In 1993, his family was living in an area of military conflict in the Republic of Azerbaijan. When he was 12, a shiny metal object along the road caught his attention. Unknown to Gasimov at the time, it was the fuze of an unexploded hand grenade.

Some areas were occupied by Armenian forces and there were a lot of military munitions spread around. At that time, there was no mine-risk education in Azerbaijan,” Gasimov recalls. “This lack of MRE proved to be very dangerous for the young Gasimov. When he tried to touch the unknown object, it exploded, causing him to lose three fingers on his right hand. After receiving treatment in a local military hospital for about one month, Gasimov was able to return to school and finish his education.

Seven years after the incident, Gasimov made the decision to pursue a career in mine action. “One day I got an encouraging opportunity to join the humanitarian mine action movement,” he started working with a national NGO [nongovernmental organization] and eventually with ANAMA. 1

In 2000 after graduating from university, Gasimov began working as a surveyor for the International Eurasia Press Fund—an NGO working under the ANAMA umbrella. Gasimov briefly explains his work at the IEFP. “One year after training, I worked as a surveyor around the border collecting information from villages about contaminated land and mine victims.” After a year with the IEFP, Gasimov went to work with ANAMA as an instructor in humanitarian demining with the monitoring and training team. As part of his work as an instructor, Gasimov...