

Programme period: January - June 2009

Strategy

Selected local councilors, Resident Associations representatives, council staff and ADUNs from each council will be invited for a series of **two consultative meetings** facilitated by Pusat KOMAS and a local-based NGO (Non-Governmental Organisation) to host the events.

Supportive training materials consisting of a **comic booklet** and **four short videos** (Public Service Announcements) will be jointly produced by KOMAS and carefully identified volunteers from the three target municipalities.

This initial phase of the programme will be for a period of **6 months** and will be divided into the following parts:

▶ **1. R.E.A.L Cit Ed Content Development Consultation**

- Introduce the **R.E.A.L Cit Ed** Programme
- Provide a platform for generating relevant good governance themes, issues, stories based on the overall citizenship education needs of the local council.
- Show case & introduce popular education methodology approach of **Citizenship Education**
- Form production teams to work with Pusat KOMAS to produce creative media tools such as short videos and cartoon booklets.

▶ **2. Production of Media tools**

- Creating media tools (Videos & Cartoon booklets) for **R.E.A.L Cit Ed**

▶ **3. Review Consultation:**

- Present and improve on the media tools to be used for citizenship education workshops and sessions
- Form training teams and select target groups for **R.E.A.L Cit Ed**
- Design a strategy for the 2nd phase of the programme to impart Cit Ed work shops and sessions to selected target groups.

Who is KOMAS?

Pusat KOMAS is an independent NGO using popular communications methodology to promote human rights principles and causes in Malaysia. It was established in 1993 and is currently working closely with urban poor, indigenous peoples, workers and civil society organizations in Malaysia. KOMAS specializes in community video, facilitation skills, training of trainers, campaign organizing and producing creative resource materials such as video films, photography sets, visual aids, training manuals, publications, pamphlets, booklets and posters.

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R.E.A.L Cit Ed