



Erasmus+



Erasmus+ KA2

Project “Ad-dicted to Education!”

Our project in difficult times

Working at the school: Equality

Working at home: Inclusion

More work



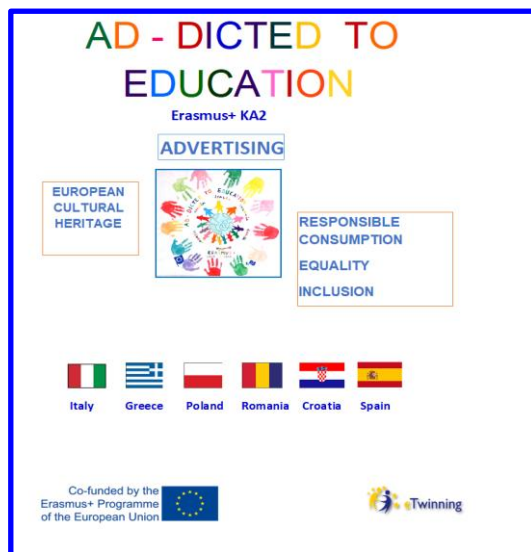
Newsletter 2

June 2020

Our project in difficult times

The development of our Erasmus+ KA2 project "AD-DICTED TO EDUCATION" which we carry out together with 5 other centres in Poland, Greece, Croatia, Romania and Italy can be divided from the beginning of the year up to now into 2 very different periods: the first, from January to March, during which time we were able to carry out the activities as planned. And ,the second, from March, when schools were closed and we had to start working from home. In addition, we had to cancel the 2 mobilities we had planned with students to Croatia and Greece. Despite everything, we have continued to develop the project working **values such as equality and inclusion through advertising, promoting enrichment of linguistic competence (English and Spanish) and the use of ITC**

With this second edition of our newsletter we want to inform you of all these activities



Advertising and Equality

After Christmas we carried out different activities in all schools around advertising and equality:

- **Analysis of the advertisements:** reflection on whether they show us different toys for boys and girls, roles that assign women and men, stereotypes that transmit, etc



- **Twinspace activities:** video conference on national women scientists on 11 February to celebrate The Day of Women and Girls in Science. In addition, we carry out other activities to celebrate this date such as exhibitions, readings, murals, etc





We also reflect on the relationship between women and science in advertising.

In this link [link](#) you can see some of the work we did.



- **Production of advertisements** using new technologies, to better know the elements of advertising. [In this link you can see some examples](#)
- **Workshops:** Toys and colors for boys or girls? Professions for men or women?



Advertising and Inclusion

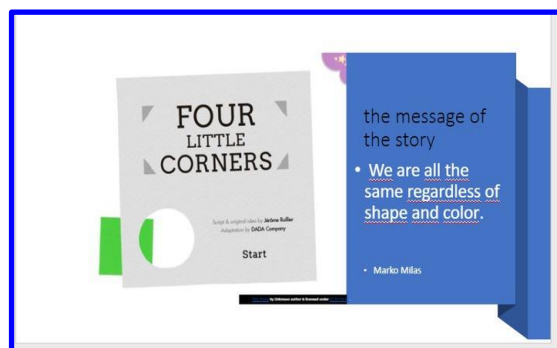
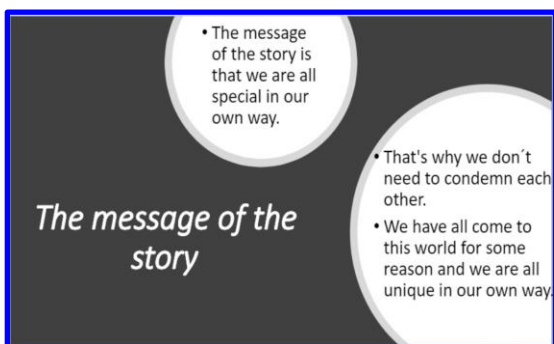
Once schools were closed, we continued to develop our project from home working on advertising and Inclusion.

These are the activities we have done:

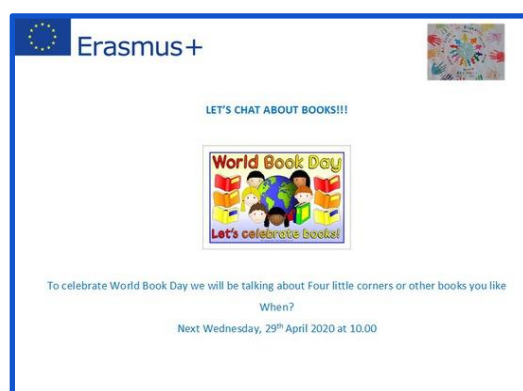
- **Analysis of the advertisements:** Do ads usually include people with different abilities or needs? Should they include more? How can advertising help society to be aware of the differences between people?



- **Workshop: "Speaking slogans".** To know the characteristics of advertising language. Here you can see the results [Here you can see the results](#)
- **Celebration of the World Book Day,** by reading of the book "Four little corners", which gives us a message of Inclusion. '*The difference doesn't have to be a problem if, among all of us, we work because it isn't.*'



- **eTwinning activities:** chats to keep students in touch, talk about books or practice languages.



Evaluation

At the end of the course we passed evaluation questionnaires to parents, students and teachers who participated in the project and these were the results:

Regarding the achievement of the project's objectives, a high percentage of participants consider that they have been achieved in a very satisfactory level (promotion of values such as inclusion and non-

discrimination, contribution to the development of a critical attitude towards advertising, increased interest in learning English and use of ICT).

Teachers are satisfied with the high participation of pupils, communication between schools and project coordination. They think that it has favored the development of an intercultural awareness in the school and its internationalization.

The activities that the students liked the most have been those that allowed them to communicate with each other, such as videoconferences and chats.

All the sectors are very satisfied with the participation in the project and point out as improvement proposals to be able to carry out the planned mobilities and more activities in which the students can communicate with each other.

Links of the project

Twinspace <https://twinspace.etwinning.net/92792/pages/page/675505>

WEB <https://sites.google.com/view/ad-dicted-to-education/home>

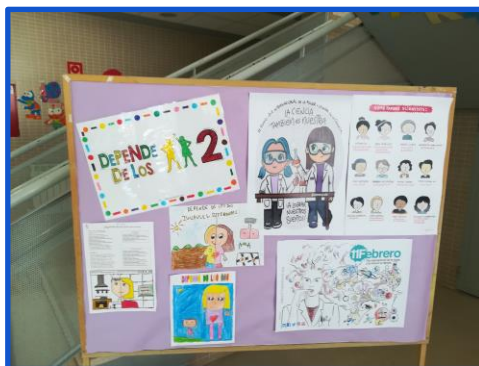
More work...

In addition, each school has developed different activities:

- **Project corner:** that we continue to update with what we are working on at any time to serve as a reference and information point for the Educational Community.



Project corner in Pre-primary



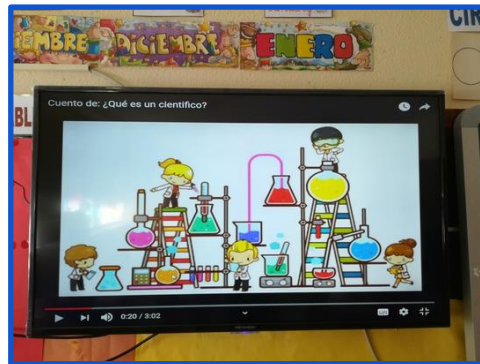
Project corner in Primary



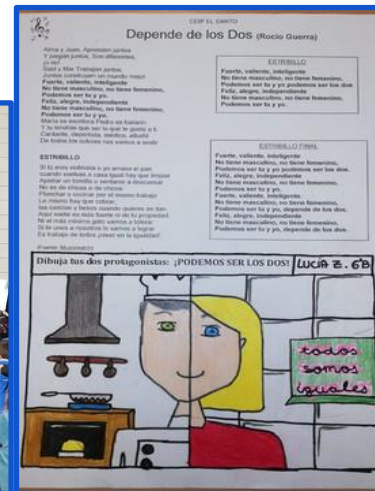
- We worked in **Pre-Primary** with tales and other materials

Gender Equality work

Inclusion work



- We celebrate **Peace Day (30 January)** with a song about Gender Equality



- We celebrate **Women's and Girls' Day in Science** with the visit of 2 women in jobs that are mostly done by men: footballer and bus driver



- **Collaborations with NGOs and associations:**
 - We collaborate with **Manos Unidas**, an association that promotes the values of our project in poor areas: Equality, Inclusion and Responsible Consumption

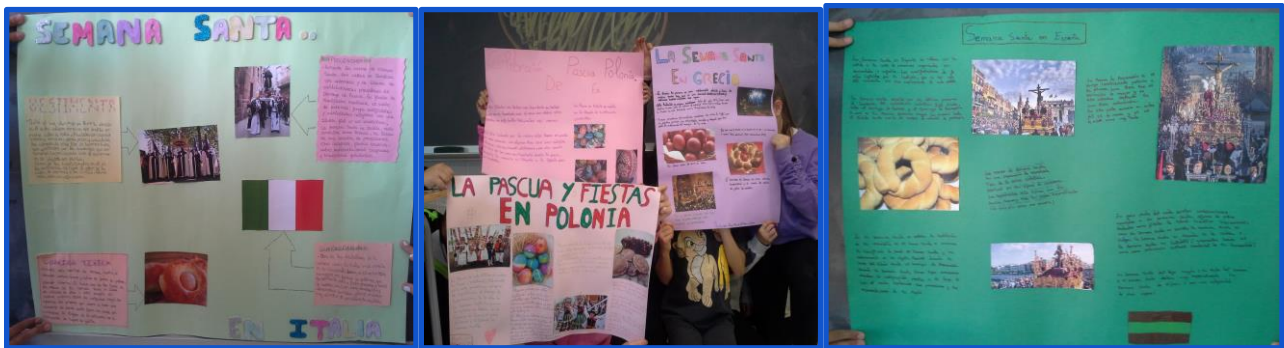


- **We collaborate with regional associations:** Frida Kahlo, Carpe Diem and Airtea that work with people with different abilities, which, provided us with

materials that they use for awareness events. All the borrowed material has been used in our Project Corner so the entire educational community can see it and work with our students.



- In **Easter** we did a compilation of **traditions** at this time in the countries of the project. For this we have counted on the collaboration of the families



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