It’s About Ability Campaign
Promoting Inclusion of Children with Disability in Montenegro
2010-2013

Govorimo o mogućnosti

Children with Disability in Montenegro
2010-2013
Main difficulties to inclusion of children with disability

→ Outdated education system
→ Lack of inclusive classrooms and services for children with disabilities (e.g. day care centres for children with disabilities)
→ Stigma against children with disabilities

Sector reform
Why did we do this campaign in Montenegro?

According to the KAP survey from August 2010:

- almost two thirds of people (64%) said it was unacceptable for a child with disability to go to the same class with their child.

- just one in five citizens would accept that a child with disability is the best friend of their child.

- 40% of people said that all children with disabilities should be in special institutions.

Whose opinion and attitudes do we need to change in Montenegro?

In general, of the citizens who:

- are not informed about children with disabilities

- have no personal experience with children with disabilities

- are least educated

- live in rural areas

- have the lowest income.
Campaign objective: Increase awareness of Montenegro’s general public on the rights of children with disabilities and stimulate inclusive attitudes and behaviour towards children with disabilities in the society

Campaign strategy – create a wide coalition/movement for social change – government, international community, civil sector, media, private sector, children and parents, celebrities
How did we do it
- by giving face and voice to children with disabilities – continued in 2013

- by creating opportunities for children and people with disabilities to show their abilities and potentials – continued in 2013
- by creating opportunities for children with and without disabilities to become friends and speak out on inclusion together - continued in 2013

- by creating opportunities for positive interaction of citizens with children with disabilities – continued in 2013
- by promoting access to materials and places for children with disabilities – continued in 2013
Impact of the *It's About Ability* campaign in Montenegro from Aug 2010 to Dec 2012

### Before the campaign in Aug 2010

- % of citizens who think that children with disabilities are equally valuable members of society: 36
- % of citizens who find it unacceptable that a child with disability goes to the same class with their child: 37
- % of citizens who find it unacceptable that a child with disability is the best friend of their child: 39
- % of citizens convinced that children with disabilities are better off in special schools than in mainstream schools: 50
- % of citizens convinced that children with disabilities are better off in special institutions than with their families: 46

### In Dec 2012

- % of citizens who think that children with disabilities are equally valuable members of society: 90
- % of citizens who find it unacceptable that a child with disability goes to the same class with their child: 77
- % of citizens who find it unacceptable that a child with disability is the best friend of their child: 74
- % of citizens convinced that children with disabilities are better off in special schools than in mainstream schools: 64
- % of citizens convinced that children with disabilities are better off in special institutions than with their families: 50
Impact of the It’s About Ability campaign in Montenegro according to the KAP evaluation survey from December 2012

- Citizens of Montenegro who changed their behavior towards children with disabilities: 25%
- Citizens of Montenegro who found out something new in the campaign: 49%
- Citizens of Montenegro who liked the campaign: 70%
- Citizens of Montenegro who saw the campaign: 79%
Number of children with disabilities that parents enroll in inclusive education increased since the campaign started.

Number of students with disability enrolled in primary schools based on multidisciplinary commissions' decisions/referrals.
Resource centre:

- Provides education if in the child’s best interest;
- Provides expert and advisory support on a specific disability to other educational institutions;
- Trains teachers who educate children with special educational needs.

Decrease in the number of children with disabilities in special educational institutions
Way forward & recommendations

The new Draft Strategy for Inclusive Education (2014 – 2018) envisages the following:

• Strengthening intersectoral cooperation;
• Ensure continuity of quality education at all levels;
• Ensure support to teaching and learning ucation;
• Reach and include ‘hidden’ children;
• Improve monitoring and evaluation of educational and developmental achievements of children with disabilities.