

edu  
CAC



Consell  
de l'Audiovisual  
de Catalunya

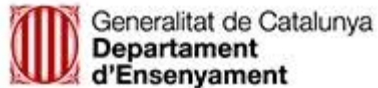
**#TheyDontFoolMe: Awareness-raising campaign as part of the eduCAC programme**

# What is eduCAC?



A programme created by the Catalan Audiovisual Council that offers educational resources to **primary and high schools and to families**, with the aim of fostering a **critical attitude** towards audiovisual content and promoting **responsible use of mobile devices**.

## In collaboration with:



# eduCAC includes



**Resources for  
schools**

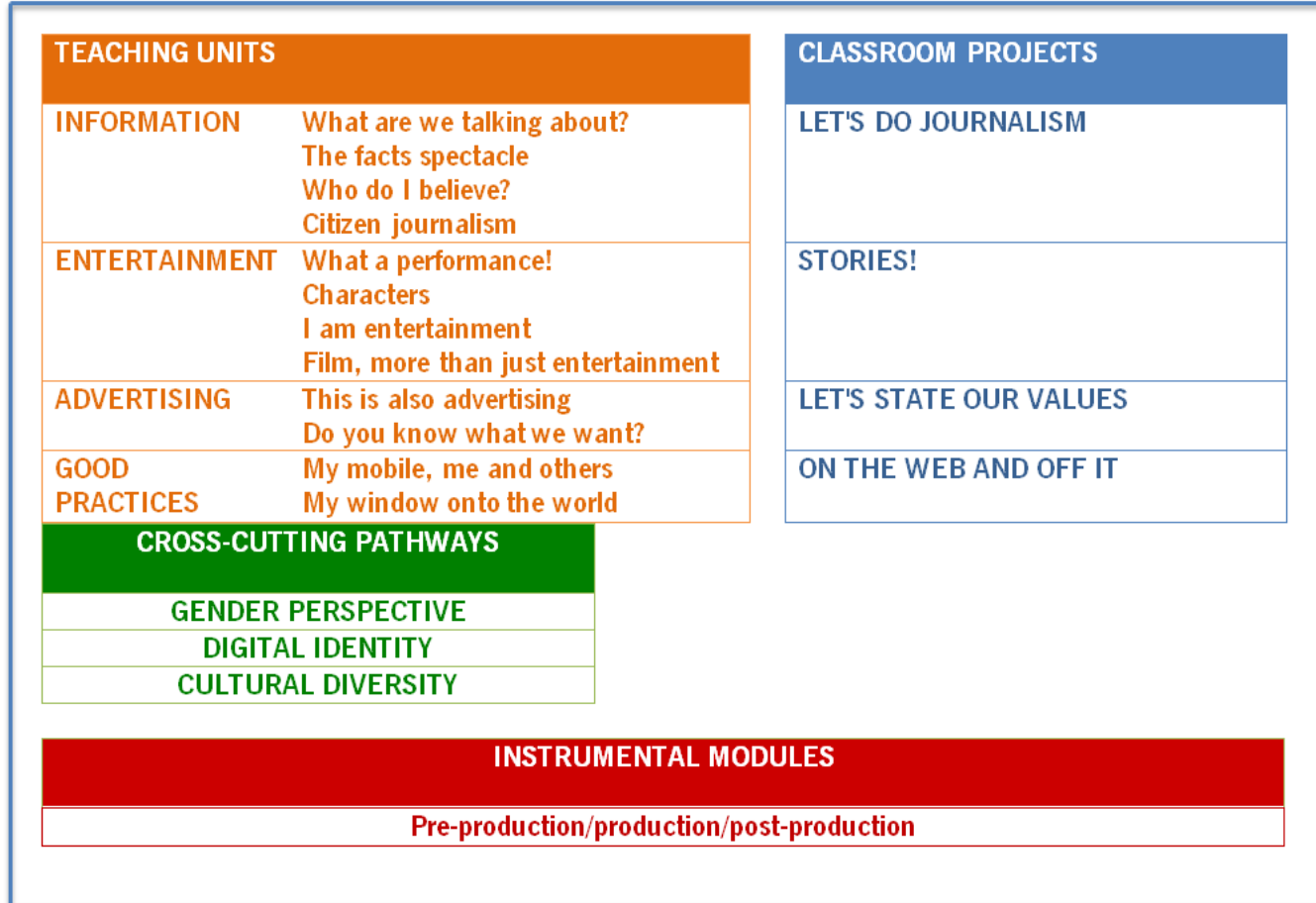


**Resources for  
families**



**CAC school  
awards**

# Structure of teaching materials for schools



# Resources for families



Quiz aimed at families to gauge if they use the internet responsibly



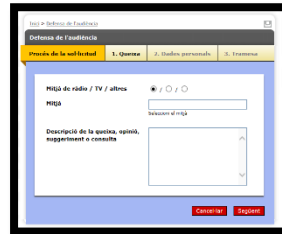
Recommendations on how to protect minors in the digital environment



Video recommendations for teenagers on cyberaddictions, sexting, bullying,



Recommendations on how to spot fake news



Office to send complaints about harmful content



Recommendations on parental control tools

# #AMiNoMenganyen

- #AMiNoMenganyen (**They don't fool me**) is an awareness campaign devised under the eduCAC programme.
- #AMiNoMenganyen is the claim of this media education campaign, the hashtag to identify it on social networks, and in particular **a message to empower people in their screen use.**
- The overall aim is to **encourage critical analysis and responsible technology use.**
- #AMiNoMenganyen has been jointly developed by the CAC, the Catalan Audiovisual Media Corporation and “La Caixa” Bank Foundation.

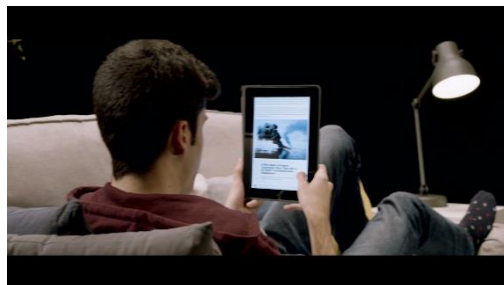


# The national awareness campaign comprises:



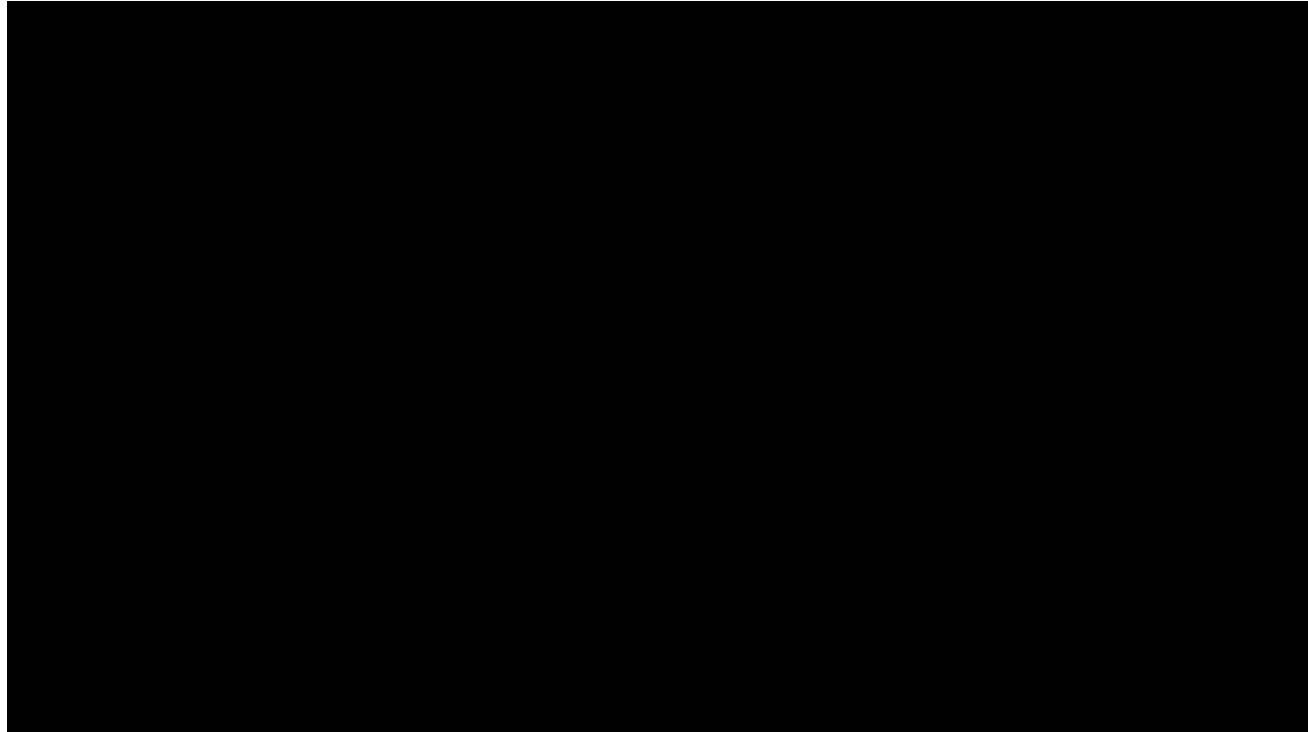
- A TV advert broadcast on primetime public **TV** (500,000 people, 25% of audience share).
- Three creative contents for live **radio** (3 public and 100 commercial stations).

- Short clips to be shared on **social networks**.



# #AM:NoMenganyen

<https://youtu.be/LISdegN5ZT8>





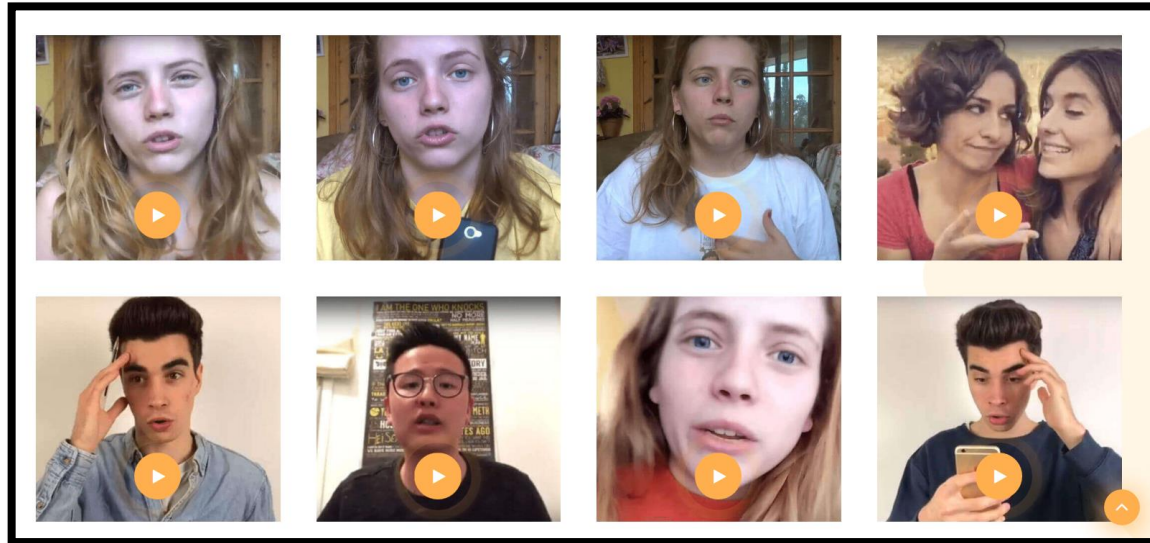
# The national awareness campaign comprises:



- Radio and television programmes on various media literacy issues.
- Public service children's channel Super3 will also broadcast reports on cyberbullying, fake news, YouTubers and influencers, etc.

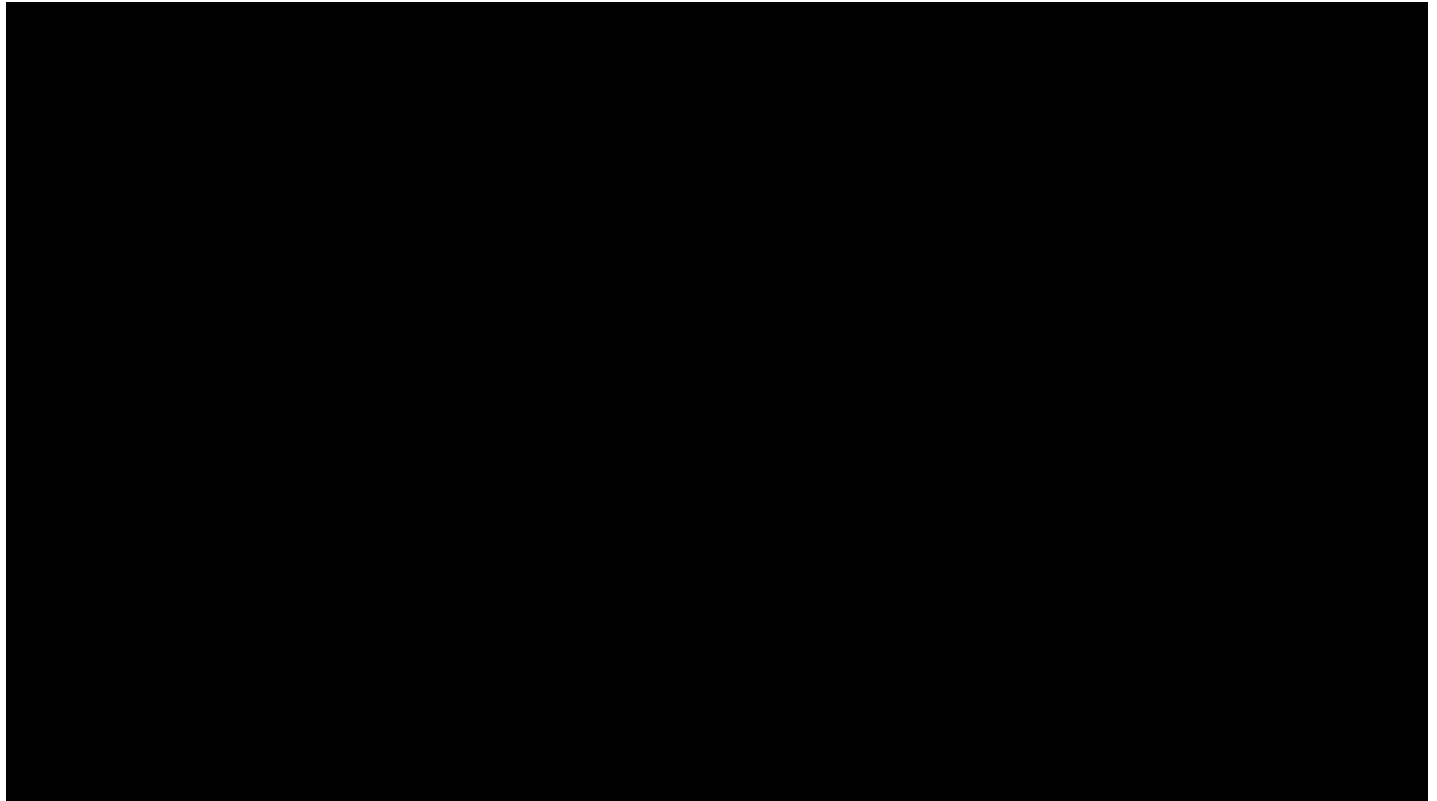
# Participation of influencers and YouTubers

- A team of **Catalan influencers and YouTubers** will give their take on the internet and social networks use via **Instagram, YouTube and TikTok** stories.
- In total they have over **a million followers**.



# Participation of influencers and YouTubers

<https://youtu.be/rgPPSyWhmU8>



# Participatory actions



Competitions and participatory actions aimed at **teenagers** on themes linked to the campaign will be launched on **radio programme** Adolescents iCat and social media.

# Participatory actions

- **Theatre company DARA** is involved in the campaign with **the play 'Likes'**.
- It tackles **the power of social media in our lives** and the price people are willing to pay to be popular online.
- It has been **performed all over Catalonia to school audiences and teenagers** who have taken part in the campaign competitions.



# Participatory actions

- At the end of the third wave of the campaign (January 2020), popular **Catalan band Doctor Prats**, whose music features on the advert, will give a **concert**.





# The national awareness campaign comprises:



Every school that visits the Catalan Broadcasting Corporation (**18,000 pupils** each year) will receive information about the eduCAC programme.

The pupils will also be given comics about The Websters that the **Swiss regulator (OFCOM)** created and gave permission to use for the campaign.



# Workshops at schools on how to detect fake news



- Workshops **organised by the CAC**, the Catalan Society of Journalists and “La Caixa” Bank Foundation.
- Taught by **journalists** from the Catalan Society of Journalists using **eduCAC materials**.
- Held in 45 high schools (with 160+ requests) during the second and third term.
- At the end of this action, **eduCAC** will have **reached over 3,000 pupils**.



# Media Literacy Platform

## Plataforma per a l'educació mediàtica

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Launched on 10 July 2019.

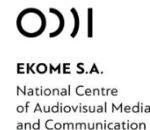
The platform currently comprises **49 stakeholders**, including:

- 11 foundations linked to school education and leisure services
- 5 professional associations
- 3 associations of public service and commercial media services
- 13 companies and cooperatives offering media literacy services
- 17 teachers and academics linked to media literacy research groups

# EDUMEDIATEST



- The CAC recently submitted the EDUMEDIATEST **project to the EU Media Literacy for All** call for proposals. **CAC coordinates** the initiative with:



- **Edumediatest** is a media literacy **evaluation** and **training tool** that aims to provide media literacy education on the basis of an evaluation of its current state.
- Edumediatest will contribute to the development of evidence-based policy in media education, providing reliable data obtained through implementation of the tool.

# Thank you very much for your attention!



[www.aminomenganyen.cat](http://www.aminomenganyen.cat)

[www.educac.cat](http://www.educac.cat)

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