

MEDELLIN TAKES THE WORD - MEDELLÍN SE TOMA LA PALABRA

Disarm your words: Building peace from language - Desarma tus palabras:
Construyendo paz desde el lenguaje

Medellín
se toma
la palabra

¡CLARO, SI LA
que va manejando
es mujer!

...CAMBIEMOS la historia

ABSTRACT:

Disarm your words it is a social mobilization strategy framed on a platform of participation, education and civic culture to promote conversation and dialogue as opportunities to recognize, establish relationships, handle conflicts and participate in the construction of peace, justice and equity.

The objective of the strategy is to invite citizens to reflect about ways to choice words more carefully, and be aware of how aggressive could be some informal sayings and everyday expressions.

The “Disarm your words: Building peace from language” strategy starts from the assumption that the way we live might be transformed if we change the way we talk and interact with others. In this sense, this approach contributes to promote health and wellbeing by proposing a more harmonious and less violent verbal communication. .

Social health is based largely on verbal interactions among human beings. Its transformation from negative to positive allows to strength the social fabric, the consolidation of a peaceful coexistence and equity. This need to re-direct our language towards inclusion, respect and fraternity becomes more relevant in this historican peace process in Colombia. Which ended a community mobilization around the culture of peace would allow new forms of interaction where the well-being of the people is made possible.

METHODOLOGY:

Exhibitions: it consists of creative interventions where aesthetics and ethics converge to question the citizen on the way they speak and the impact it has on the quality of their relationships. At the same time, we have proposed new meanings and uses of popular expressions that have been used to outrage others

Production of pedagogical pieces: in order to achieve positive messages collectivization, this project has produced television programs broadcast by a local channel to the general public. Also, it has created computer animation to circulate in social networks and has designed posters that have being published in strategic city points with massive circulation. The program also has had an important incidence in press releases and media messages.

Training workshops: from the experiential methodology and edutainment, the project has developed spaces for meeting and conversation about the campaign, where attendees were able to raise awareness of language use, and its impact on peaceful coexistence.

RESULTS:

More than 7,500 people impacted with strategy.

240 certified conversation facilitators, who were trained in conversation and communication methodologies to replicate their experiences with others.

More than 2,500 teaching and educational pieces produced and distributed in strategic sectors of the city.