

NEWSLETTER

September 2022 / Year 2- No. 9

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MEDIA TRAINING FOR PUBLIC DEFENDERS



The importance of knowing how to communicate is an increasingly valued art in times of social networks and immediacy. Saying something is not the same as saying it well. The context in which the messages are said, the channel used, as well as the key words within the message will be fundamental to achieve a successful communication, that is to say, that it is clearly understood without place for mistakes.

Every public official or leader of a public institution that provides a service to citizens needs to be prepared to communicate in social networks, digital spaces, interviews on television, radio or written press. No one would know about public services if they were not publicized through spokespersons. Thus, within the framework of

component 4.2 of the MINJUSDH Project, three intensive media training sessions were held for Public Defenders working in the Alegra free legal advice centers, as part of the technical and financial support provided to the Public Defense General Directorate of the Improvement Program of the Justice Administration Services - Eje No Penal.

But the gain in capabilities goes hand in hand with the acquisition of modern equipment and useful material to enhance even more the work of the Public Defenders. The Eje No Penal Program managed to purchase a new batch of computers and another of asexual dolls for the Alegra centers, with the aim of enhancing the attention provided to the most vulnerable.

Participant institutions:

Cooperating Source:



The media training used different communication techniques either to face a reputational crisis or to position a message.

COMMUNICATION IS THE END, NOT THE MEANS

During 03 consecutive sessions, the 14 district directors of the Alegria free legal advice centers were trained on how to handle the media and how to properly explain what they want to disseminate. The event was financed by the Improvement Program - Eje No Penal thanks to the intervention of the World Bank.

The media training used different communication techniques either to face a reputational crisis or just to position a message. The me-

thodology used in this case was as a group and personal, as each of the district directors was interviewed, simulating a live experience, with the objective that the person loses the fear of the camera and avoid being involved in a situation that generates insecurity and stress during the course of the questions.

The idea is that the institution, in this case, the General Directorate of Public Defense, trusts its directors so that they become the best channel of

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communication between the institution and the users of the Alegra centers, through the press. It is important to note that, during the training, emphasis was placed on the importance of the first few minutes during an interview. They are crucial, since those are the moment in which the image we want to give, must be consolidated in order to provide a correct response. The interviewee should become a good reference or source of reference for a journalist, thus also building an atmosphere of trust.

Some of the recommendations given during the media training were:

“Extremely interesting, important. We would like to thank Enrique for all the advice he has given us, he has passed on his experience, the tips that are necessary in order the population really know the services we provide”.



ISABEL RAEZ
Director of the Multidisciplinary
Services Directorate - DGDPAJ



The interviewee must become a good reference or source of reference for a journalist.

Participant institutions:

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- Speak in simple language, do not use legal or technical terms, replacing them with common language.
- Emphasize the importance of the fact that this is a FREE service aimed at those who need it most.
- To position the name of the Ministry of Justice by detailing the services provided by the Alegra centers.
- Messages should be precise and institutional, among other suggestions.

“Through this workshop I will be able to communicate better with the population by making known the services provided by the Ministry of Justice and Human Rights through the ALEGRA free legal advice centers.”



CARLOS GALLEGOS
 DGPAJ District Director - Lima Center



Closing of the Media Training workshop offered by the Eje No Penal Program thanks to the financial support of the World Bank.

Participant institutions:

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13 kits of asexual dolls to determine emotional, behavioral, sexual abuse disorders in children.

FOR AN ACCURATE PSYCHOLOGICAL DIAGNOSIS

A few weeks ago, the Improvement Program of the Justice Administration Services - Eje No Penal made an important purchase for the Alegria free legal advice centers of the Ministry of Justice and Human Rights with the financial support of the World Bank.

There were 13 asexual doll kits to assess and determine emotional, behavioral, sexual abuse or other disorders in children. With these asexual dolls, the expert psychologists working at Alegria centers will be able to perform quality evaluations and offer accurate diagnoses.

But what is the expected result of using these

seemingly simple cloth dolls? Well, several. In Peru, every day, 16 girls and adolescent women are victims of sexual abuse. Between 2020 and 2021 cases of teenage childbearing in children under 15 increased from 1,158 to 1,438 (Source: UN, April 2022). Faced with this reality that violates the most vulnerable, we need to provide the state with adequate psychological assessment tools. This will allow a child victim of violence to relate more easily what happened and, depending on his or her age, to narrate the harm through playing.

While it is easier for some children to visually recreate what happened rather than recount

Participant institutions:

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it, these dolls should always be used under the guidance of a professional. The important thing is to give them a voice and break the ice. One or more psychological evaluation interviews are delicate in nature, but very necessary to determine the abuse and put an end to it.

Justice, in general terms, seeks to repair the harm committed. It also seeks to make pain visible and identify violent acts. Access to justice is a right that begins at the front line of attention such as what is provided at Alegra centers. As long as these places of free attention are better equipped, being the objective of the Eje No Penal Program, the administration of justice in our country will respond much better to a case of child sexual abuse.



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Major purchase for Alegra free legal advice centers with the financial support of the World Bank.


Participant institutions:


Cooperating Source:



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