Effective information dissemination of organizations that was created Children’s place

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【Current Situation】

In Japan,**One in seven** children lives
in relative poverty.

※relative poverty・・・poor situation compared
to the standards of
country or region.

【In the Yonezawa city】

- Survey about poor family

Target:household that include 5th grader and 8th grader

Households that were able to collect

→ **13.7%** is relative poverty

【poverty's bad influences】

- lack of academic ability
- not room in the heart
- **decline of self-esteem** and

have psychological anxiety

→ one's cause of decrease motivation to study.

Also they will hate to communicate with people.

Childhood is….

a period of time that **nurture sociality and humanity through social experiences**.

Children who lives in poverty are….

can’t get enough opportunity to experience because of lack of economic resources.

→they make a habit of give up.

Lack of economic resources =

lack of motivation

↓

They need

『construction relationship with reliable person』

『discover whereabouts that can feel relief』

【The activities to provide a whereabout】

● Children Cafeteria

content : provision of food and whereabout

target : children who lives in poverty,
children who require the whereabouts
and parents

frequency of hold : once or twice in a month

【situation of Children Cafeteria】

Agricultural experience

Cooking time

【role of the Children Cafeteria】

・place that children **can get social experience**
・place that children **acquire sociality**

(They can communicate with university students who are neither parents nor teachers)

・place that **parents' exchange**

【problems of the Children Cafeteria】

①**Children don’t gather** and **don’t come repeatedly**

Information dissemination of Children Cafeteria

In Yonezawa city

- distribution of fliers at schools and community centers
- publish on the Facebook

These information dissemination don’t attract participants

possible reasons

- few people see it in paper medium
- even they are aware of the Children Cafeteria, they don’t think “let’s go”

【problems of the Children Cafeteria】

②parents and children hesitate about going to the Children Cafeteria
+ don’t feel necessity

→ the reason is
“**whether we can get used to the Children Cafeteria**”

【survey about life of Yonezawa city children (yonezawa city office 2021)】

- intension to participate in Children Cafeteria

parents	want to participate	don`t
whole	19%	37%
A	22%	27%
B	19%	39%

children	want to participate	don`t
whole	30%	38%
A	33%	41%
B	30%	37%

Both of parents and children`s motivation of participate is **low**.

- **reasons as not wanting to participate**

Most of people said…..

“don’t feel necessity” and

“if we participate,we could become target of prejudice”

Also ordinary households have image that

Children Cafeteria =

place where children who lives in poverty

It is necessary to change Children Cafeteria's image

target is children and parents

who lives in poverty

→ target is **every households**

【purpose of research】

Effective information dissemination of the Children Cafeteria

→get more children and parents to find a safe place

【method of research】

① transmitting information by SNS

Target : people who don’t know
the Children Cafeteria

Way : announcement of the date and details

【method of research】

②eliminate the image of
Children Cafeteria=place where poor children go

Target : people who have resistance for
Children Cafeteria

【concrete plan】

- Children Cafeteria’s events

Reason : to ged rid of resistance
Method : serving food in the square,
don`t limit target

【reference】

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